

Magazine media ads are valued more than ads in other media

(index)	magazine media	websites	ad-supported TV networks
ads fit well with the content	132	96	86
has ads about things I care about	132	100	86
products/services advertised are high quality	130	96	85
get valuable info from the ads	125	100	83
more likely to buy the products in ads	124	105	86
ads help me make purchase decisions	123	100	82

Note: Data for each medium based on levels of agreement with the above statements for a set of vehicles used by each individual in each medium.

Index: Percentage of purchase influencers within the household for each medium vs. percentage of purchase influencers within the household for the combination of magazine media, websites and TV vehicles used by each respondent.

Source: Experian Marketing Services, Simmons Multi-Media Engagement Study, Spring 2014.