

Comparison of Display Ads in Digital Magazine vs. Web Sites (% of Respondents)

Attitude	Ad Displayed In:	
	Digital Magazine	Web Site
Less intrusive	71%	29%
Easier to read	80	20
More authoritative	78	22
More credible	79	21
Invites involvement	80	20
More trustworthy	79	21
More fun	82	18
More useful information	81	19

Source: Smarter Media Sales, March 2010

Form of Electronic Ad Found Most Helpful or Interesting (% of Respondents)

Form of Ad	% of Respondents
Ads in digital magazines	63.2%
Television ads	53.8%
Radio ads	34.8%
E-mails	22.4%
Ads in e-mail newsletters	20.6%
Website banner ads	16.4%
Website pop-up ads	2.3%
Ads on mobile phone	1.9%

Source: Smarter Media Sales, March 2010

Perception of Reading Experience of Digital Magazines to Web Sites (% of Respondents)

Perception	Digital magazines	Web sites
Has more content:	55%	45%
More authoritative:	65%	35%
More trustworthy:	71%	29%
Easier to read:	73%	27%
Better organized:	78%	22%
More focused experience:	80%	20%
Look forward to it more:	83%	17%

More visually appealing:	83%	17%
More fun to read:	85%	15%
<i>Source: Smarter Media Sales, March 2010</i>		

"Digital Extras" That Have Enhanced Reading Experience Of Digital Magazines (% of Respondents)	
<i>Digital Extra</i>	<i>% of Respondents Preferring Most</i>
Videos	75%
Extra Photos	58%
Slide shows	37.4%
Audio	35.7%
Flash animation	30.6%
<i>Source: Smarter Media Sales, March 2010</i>	