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Print Trumps Internet as Primary Source of Readership *Trust*

MediaVest Study also reveals that Print has Permanence, Yet Fails to Deliver Value Online

NEW YORK – March 27, 2008 –MediaVest today reveals the findings of an exclusive Print-Digital study designed to better understand the relationship readers have with content published in hard print versus its online extensions.

The study analyzed four categories of interest to consumers:

- Entertainment/Celebrity
- Health/Wellness
- Food/Cooking
- Fashion/Beauty.

“It’s critical during this time of dramatic usage diversity that we better understand how unique interest groups rely on print media and online media differently,” said Robin Steinberg, SVP, Director of Print Investment, MediaVest. “Just as content should be served up in a manner that readers want to engage, so should advertising strategy. The insights from this study will better inform how we negotiate with publishers and their print and online assets.”

5 KEY FINDINGS:

- **Print is more trusted than online in every category but Health/Wellness.** Readers find print more trustworthy than online by a margin of 24 percentage points for Fashion/Beauty, 7 points for Food/Cooking, and 5 points for Entertainment. Readers find online more Health/Wellness more trustworthy online than in print by a margin of 3 points.
- **Despite the abundance of online content, few see online replacing print,** with just 12% of respondents strongly believing that a publisher’s website could easily replace the printed magazine within the next 5 years.
- **Titles fail to deliver value online.** 79% of dual magazine/online users agree that the online site *should* provide something new & different from the magazine. However, only 44% strongly believe that the publishers’ sites are *actually* offering something unique.
- **Low duplication between print and online.** Hovering between 1% and 6% for all categories but entertainment, where for certain titles, duplication reaches 10% at most.
- **Fashion/Beauty relies most faithfully on the printed publication, as it focuses on general trends.** People are **seven times** more likely to go to the print publication for this category.



Methodology: The quantitative study was conducted in late 2007 among 1500 adults 18-54, across the aforementioned categories, over 35 print titles and 75 websites were included in the study. Additional analysis was done using the MRI/Net Fusion database, which combines detailed readership data from over 250 MRI-measured magazines with website audience data from roughly 2300 websites measured by Nielsen Online.

About MediaVest

MediaVest, a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver *Connections That Captivate* and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including Kraft, P&G and The Coca-Cola Company. For more information, please visit www.mediavestww.com.

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