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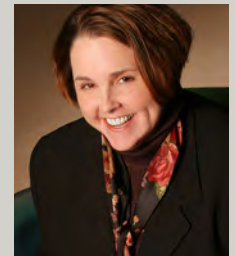
Starch Advertising Research, which offers detailed ROI metrics on the effectiveness of print ads, is now bringing its service to the UK and Canada in partnership with sister GfK companies. "This is part of a larger expansion strategy, which will answer the growing call worldwide for print ROI metrics," said Mickey Galin, SVP of Starch Advertising Research.

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Does Ad Clutter Matter?

Do advertisers have a reason to be concerned about ad clutter in magazines?

Read the article on Page 2



Brenda White
Senior VP /
Publishing Activation Director,
Starcom USA

"The idea of 'ad clutter' is really subjective depending on the medium, and it should be defined by how audiences say they perceive ads. In fact, Starcom and GfK MRI have conducted extensive research proving that ads are not only important but actually add to the magazine reading experience. This means that it's time to re-examine how we define clutter in the publishing space and really focus on providing readers with advertising content that enhances their enjoyment of magazines."

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Does Ad Clutter Matter?



Many believe that as the quantity of ads in an issue of a magazine increases, it becomes more “cluttered” – thereby reducing ad effectiveness because ads now have to fight each other for reader’s attention. But do the data support this belief? Recently, Starch looked at over 78,000 1P4 and 1S4 ads that ran in nearly 3,000 magazine issues in 2010 to address:

- Are Noted scores affected by the relative thickness of a publication?
- Is there variation between the major magazine genres?
- How about the notoriously ad-rich September women’s fashion magazines?

LARGEST ISSUE

Vogue, September 2010

728 total pages, 195 ads

58% Noting Score

62% Any Action Taken (Noters)

Ad Recall by Publication Size

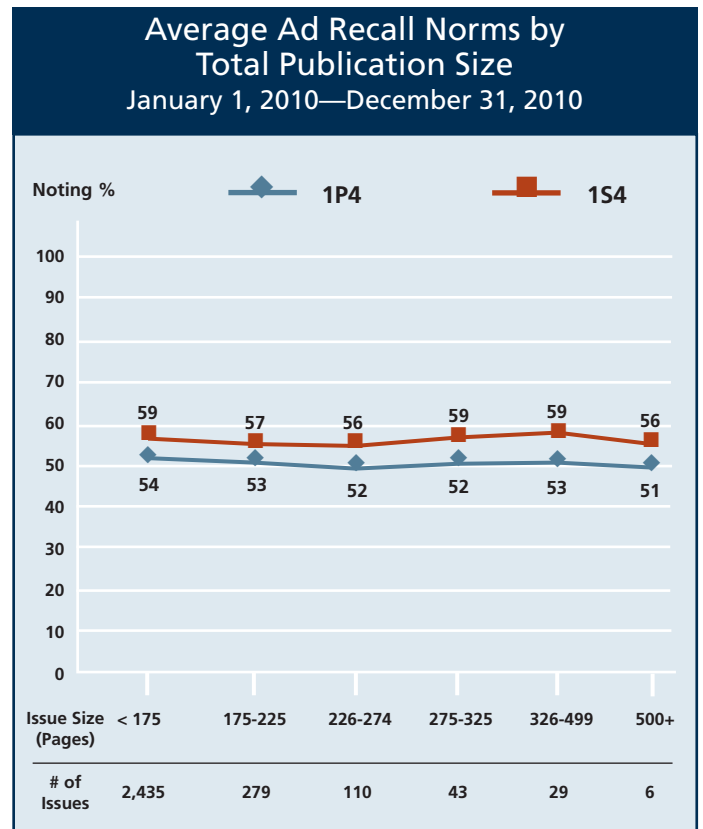
First, we looked at whether Noted scores are affected by the relative thickness of a publication. As Exhibit 1 (at right) indicates, 1P4 and 1S4 ads in magazines with fewer than 175 total pages scored an average Noting score of 53.8% and 58.8%, respectively. These Noting scores remained relatively flat, dropping off slightly until the publication size reached the range of 226-274. At that point, we saw Noting scores increase steadily until dropping off once more at the 500+ page level. But note that the range between Noting scores were small—approximately 3 percentage points—so essentially there is no drop-off. Did this conclusion, which is based on thousands of print ads, hold up when we drilled the results down to the magazine genre level?

Ad Recall by Genre and Publication Size

We looked at a few genres with magazine issues of 175 or more pages. As Exhibit 2 (next page) shows, our analysis of ad Noting scores for Men’s magazines, Women’s magazines and Women’s Fashion magazine genres also showed relatively little variance. Among Women’s Fashion, the data was relatively flat - even at the 500+ page level. The Noting score variance was, on average, under 5 points.

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Exhibit 1



Does Ad Clutter Matter?

between slimmer issues of <175 pages and thicker issues of 500+ pages. It's important to also note that there were only 6 titles at the 500+ page level.

For readers, a high number of total pages—or ads—may not be a barrier to reading and enjoyment of the magazine. Perhaps, readers of different magazine genres have different levels of tolerance for ads in their title. Readers of Fashion titles—particularly Women's Fashion—might be more tolerant of advertising “clutter” because they are more likely to read the magazine for more information on the latest fashion products and trends.

Thump! Women's Fashion September Issues

Overflowing with ads, the September issues of Women's Fashion magazine are notorious for their size. Women's Fashion titles include: *Allure*, *Cosmopolitan*, *Elle*, *Glamour*, *Harper's Bazaar*, *In Style*, *Lucky*, *Marie Claire*, *Self*, *Vanity Fair*, *Vogue*, and *W*. On average, Women's Fashion September issues averaged 443 total pages. As evidenced in Exhibit 3 (below right), 1P4 and 1S4 ads in Women's Fashion September issues scored as well in terms of Noting as 1P4 and 1S4 ads in all titles within range of 326-499 total pages.

We delved deeper and looked at Respondent Engagement with Publication scores, comparing September 2010 issues of Women's Fashion titles and their non-September 2010 issues.

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Exhibit 2

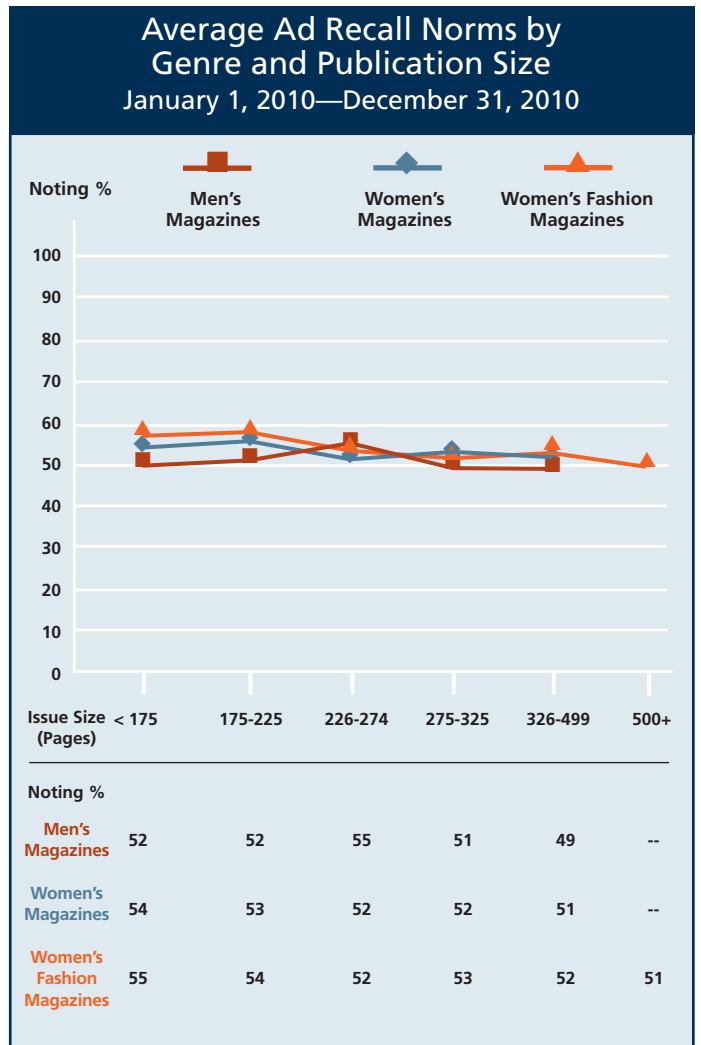


Exhibit 3

Average Ad Noting Scores

	All Titles— Average Noting Score Titles within Range of 326-499 Total Pages	Women's Fashion September Issues Average Noting Score (Average Size: 443 pages)
1P4	53%	52%
1S4	59%	58%

Does Ad Clutter Matter?

Exhibit 4

As seen in Exhibit 4 (right), we found that, despite their mammoth size, September issues scored as well if not better than non-September issues.

The data show that:

- 1 in 3 readers reported they read Women’s Fashion September issues as much for the ads as for the articles (34%).
- More than 1 in 3 said the ads in this publication are valuable sources of new information (37%).
- 40% said “the ads in this publication are trustworthy”.
- More than 1 in 4 said, “When I am going to make a purchase, the ads in this publication help me make my decision” (28%).

Respondent Engagement with Publication: September vs. Non-September Issues January 1, 2010—December 31, 2010		
Respondent Engagement with Publication Statement	Top 2 Box, 5-6 out of 6, Noted (%) September Women’s Fashion Issues	Top 2 Box, 5-6 out of 6, Noted (%) Non-September Women’s Fashion Issues
I read this publication as much for the ads as for the articles.	34%	31%
The ads in this publication are valuable sources of new information.	37%	36%
The ads in this publication are trustworthy.	40%	39%
When I am going to make a purchase, the ads in this publication help me make my decision.	28%	27%

Clearly, for some readers, the advertisements in September issues of Women’s Fashion are regarded as a vital and important part of the product.

To sum up, while there might be some impact as the size of the magazine increases, it is minimal—particularly in some cases like that of Women’s Fashion books.

Coming soon to
COVER to COVER
Starch Digital
 A thoughtful approach to
 digital reading measurement



>> continued from page 1



Starch Goes International

Starch Advertising Research is bringing its print ROI service to the U.K. and Canada.

In Canada, GfK MRI and Starch Research Services Limited, a Canadian company in which the GfK Group has a minority share has launched GfK MRI StarchMetrix, a new syndicated service that provides ROI metrics for ads appearing in 15 Canadian consumer magazines. Additional magazines, in English and in French, will be incorporated into GfK MRI StarchMetrix based on demand from advertisers, agencies and publishers. *Reader's Digest*, *Best Health* and global media agencies MediaCom and Mindshare are the first Canadian subscribers to GfK MRI StarchMetrix.

According to Brian Hickey, President of Starch Research Services Limited, "GfK MRI StarchMetrix enables magazines to prove the full impact of magazine ads in media schedules. In addition to helping clients develop more powerful creative, magazines will benefit from being able to prove the extent to which magazine ads influence word of mouth, website traffic, brand perception and purchase."

In the UK, GfK NOP Media has launched a large-scale test for StarchMetrix in partnership with The Professional Publishers Association (PPA), the trade association for UK magazine and business and professional media publishers. PPA represents 300 publisher members, publishing 3,000 magazine titles, as well as exhibitions, directories and interactive products. Over 3,100 ads across 94 issues are currently being measured.

Across all nations, the Starch studies will measure the readership and effectiveness of all national ads size one-third of a page or larger in issues of top consumer magazines. Starch surveys online panels of magazine readers to collect print ad readership and effectiveness data.

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Starch Goes International

At-a-Glance

NATION (Parent Company)	U.S. (GfK MRI)	CANADA (Starch Research Services Limited)	U.K. (GfK NOP Media)
Product Name	Starch Advertising Research	StarchMetrix	StarchMetrix
Survey Languages	English, Spanish	English, French (to order)	English
Launch Date	April 2009	April 2011	January 2011
Number of Titles Measured	180 Consumer Publications	15 Consumer Publications	95 Consumer Publications
Contact	Michal Galin SVP, Starch Advertising Research 212-884-9263 michal.galin@gfkmri.com	Brian Hickey President, Starch Research Services Limited 416-391-2468 Ext. 23 brian.hickey@starchresearch.com	Joanne Wilbraham Joint Managing Director, GfK NOP Media +44 (0) 20 7890 9017 joanne.wilbraham@gfk.com



"Mindshare views our clients' media budgets as investments—not as costs. GfK MRI StarchMetrix will allow us to understand the return on our clients' print investment with greater granularity than has previously been possible. As well as quantifying the return on past investment, it will allow us to set benchmarks and optimize Mindshare clients' future investment in print even further than we currently do."

— Jake Norman,
Managing Director Business Planning, Mindshare Canada



"The PPA's focus is very much on creating research which is meaningful and accessible. Our StarchMetrix pilot lays the foundation for us to move beyond rhetoric on the merits of one medium over another and instead focus on providing users with transparent results and the appropriate tools to draw their own conclusions on how the data (and medium) can best be used in planning campaigns which deliver against their clients' objectives."

— Marius Cloete,
Head of Research, Periodical Publishers Association, UK

Announcing Starch en Español

Available
as of
July!

In response to the growing interest among advertisers for ROI metrics for Hispanic consumer magazines, Starch is introducing Starch en Español. Conducted in Spanish, Starch en Español uses the same high-caliber methodology as Starch's general market print advertising effectiveness tracking service. Key readership metrics are collected for all ads, one-third page or larger, in all issues of more than half a dozen Hispanic consumer titles including the following Spanish-language titles: *Cosmopolitan en Español*, *ESPN Deportes*, *People en Español*, *Ser Padres*, *Siempre Mujer*, *TV Notas*, *TV y Novelas* and *Vanidades*. Three English-language Hispanic titles will also be part of Starch en Español: *Hispanic Business*, *Latina Style* and *Latino Leaders*. Data for *Latina* (bi-lingual) is also available through Starch en Español.

Offering an Extensive Hispanic Ad Traits Database

Starch catalogs the Hispanic consumer print ads in its database by more than 50 different elements appearing in ads—many of them exclusive to Starch. Ad elements include, but are not limited to:

- **Form and Structure:** Recipe, Promotional Code, Coupon, Scent Strip, Scented Paper
- **Enticement:** Free Stuff, Sample/Trial Offer, Actual Sample, If-Incentive
- **Location and Context:** Ad is Endemic, Related to Cover Story, Adjacencies in Publication, Special Ad Section
- **Content:** Celebrity, Multiple Brands, Sweepstakes/Contest, Competitors Mentioned, Nutritional Information
- **Contact Info:** Website URL, Telephone Number, Text Message
- **Keywords:** NEW (Nuevo), SAVE (Ahorra), FREE (Gratis)

Custom Starch en Español

Starch en Español offers custom, proprietary research questions to interested clients. Questions can be designed with input from Starch's team of experts.

Starch en Español was released in July 2011 on SmartSystem to Starch en Español clients. Contact your sales representative or email info@gfkmri.com for a demonstration or for more information.

7---Cover-to-Cover



"These new metrics from Starch provide just further proof of the power of Hispanic publications. We now have insight into the overall ROI value of Hispanic consumer print advertising as a whole."

—Horacio Gavilán
Executive Director
Association of Hispanic
Advertising Agencies



"We are very excited about Starch's new Hispanic print product, which will allow us to quantify the strong ROI we deliver to advertisers."

—Monique Manso
Publisher
People en Español






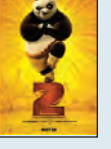

"We are excited to offer our advertisers a product that has been widely used and accepted in the general print landscape. Now we can deliver the in-depth insights that prove the quality and engagement of our Hispanic audience as it relates to our content as well as to the ads."

—Mariana Toledo
Marketing Manager
Televisa Publishing +
Digital



Ad Rank: Newsweek, March 14, 2011

Much buzz has surrounded the relaunch of Newsweek under the helm of legendary editor-in-chief, Tina Brown. How did ads in the inaugural issue of the revamped Newsweek fare? Here is a look at the five top Noted ads in this issue.

Rank	Advertiser Name	Noted Ad Rating %*	Noted Audience	AdNorm Index Noted	Noted
1.	 1P4 Bose Wave Music System DR	4.64	10,583,000	127	76%
2.	 3C1P4 Vehicle Sales Event Honda CR-V Leasing Asian Crossover Utility	4.58	10,444,000	125	75%
3.	 1P4 Progressive Auto Insurance	4.52	10,305,000	137	74%
4.	 1P4 Kung Fu Panda 2 Movie	4.40	10,026,000	118	72%
5.	 1P4 Hewlett-Packard Corporate Promotion	4.03	9,191,000	125	66%

* Noted Ad Rating is the Noted audience as a percent of the total U.S. adult population according to 2010 Fall Survey of the American Consumer.

** Not enough of this type of unit to calculate an AdNorm Index Noted.

Contact your GfK MRI Salesperson for information on your title's ad rankings.

Starch's Most Wanted: 3 Top Performing Ads

Top scoring ads appearing in First Quarter 2011.

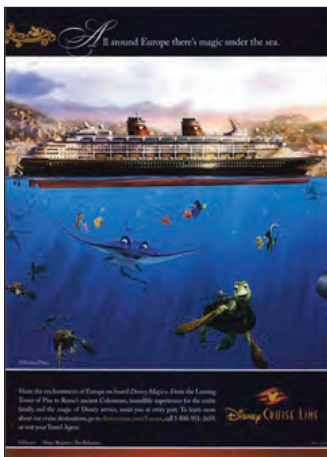
Issue Specific audiences as reported in the Issue Specific Readership Report.



Talked to a doctor, Noters: 26%
 #1 Out of 694 Ads
PREVNAR 13 PNEUMOCOCCAL RX
 Publication: *Scholastic Parent & Child*, 3/1/11
 Size/Color: 1P4
 Issue Specific Audience: 8,746,000



Noted Among Adults HHI \$75,000+: 98%
 #1 Out of 23,626 Ads
DE BEERS JEWELRY STORE
 Publication: *Brides*, 2/1/11
 Size/Color: 4C1P4
 Issue Specific Audience: 5,731,000



Any Action Taken, Noters: 87%
 #1 Out of 57 Consecutive Right Hand Page Ads
DISNEY CRUISES
 Publication: *Travel & Leisure*, 1/1/11
 Size/Color: R2P4
 Issue Specific Audience: 5,275,000

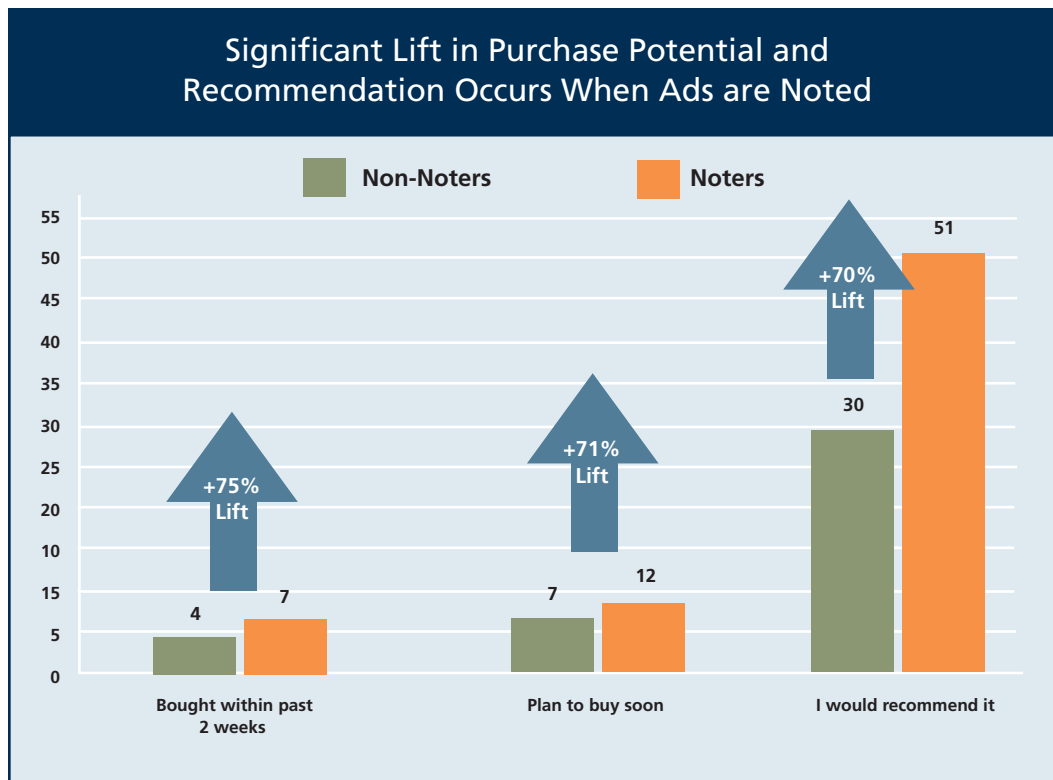


CORRECTION: The December 2010 issue of Cover-to-Cover stated that Elle magazine ranked #1 out of 20 scent strip ads in percent of Noters that tried a scent strip. In actuality, Elle ranked #1 out of 253 scent strip ads.

PRINT ADVERTISING WORKS

Data Show that Noted Ads Lift Purchase Potential and Recommendation

A snapshot of the effect of Ad Noting on a product's purchase and word-of-mouth (recommendation) potential.



Source: GfK MRI Starch Advertising Research, January—December 2010.
Adults 18+, All Ads Size/Color. All comparisons are statistically significant at level $p < .05$.

2011 AdNorms

Now available on Smart System!

Contact your GfK MRI representative for more information
or email info@gfkmri.com.