

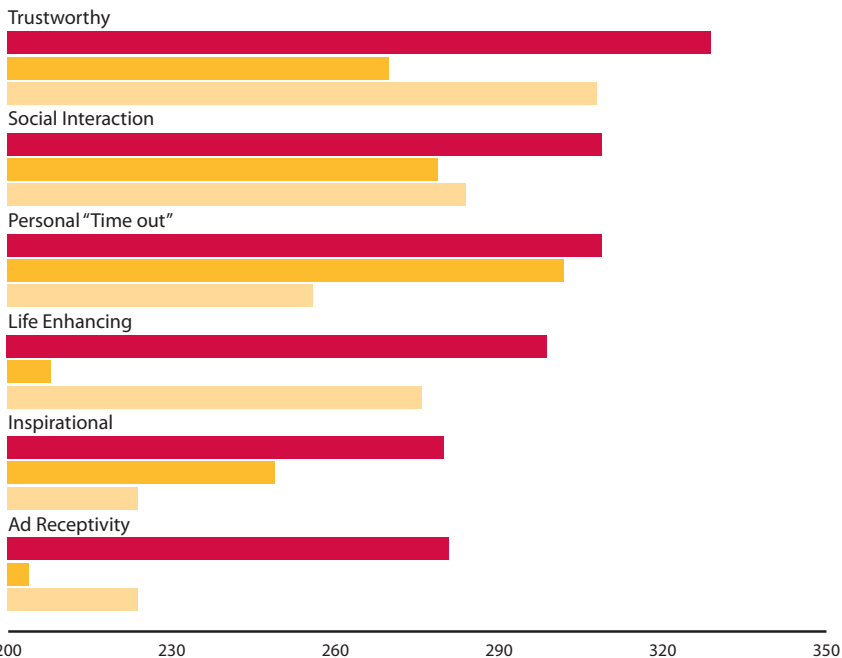
Magazines Are #1 Medium of Engagement —Across All Dimensions Measured

New data from Simmons' Multi-Media Engagement Study find magazines continue to score significantly higher than TV or the Internet in ad receptivity and all of the other engagement dimensions, including "trustworthy" and "inspirational."

Scores in the Simmons Engagement Study are calculated on a scale from 100 to 500 for each engagement dimension, with 500 representing "most engaged" and 100 representing "least engaged."

Comparing Media Channels

Average Engagement Dimension Scores (100–low/500–high)



Source: Simmons' Multi-Media Engagement Study, 2007