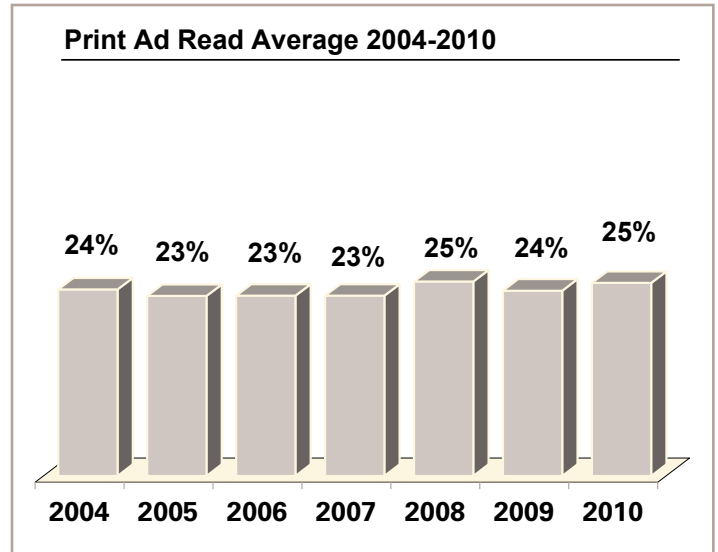
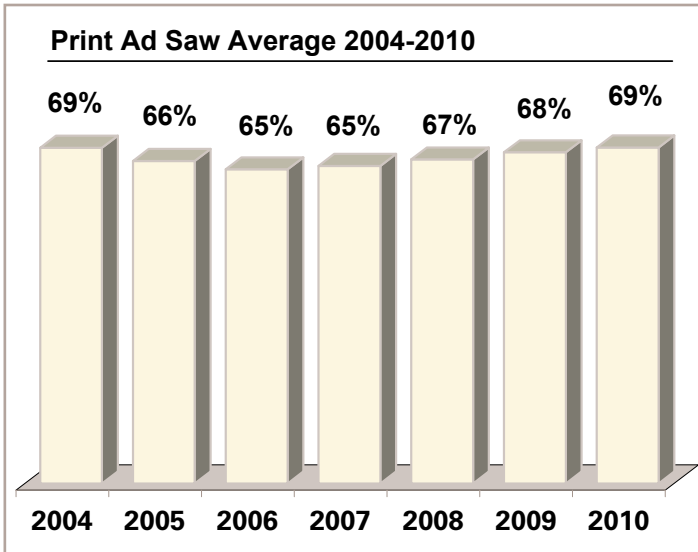
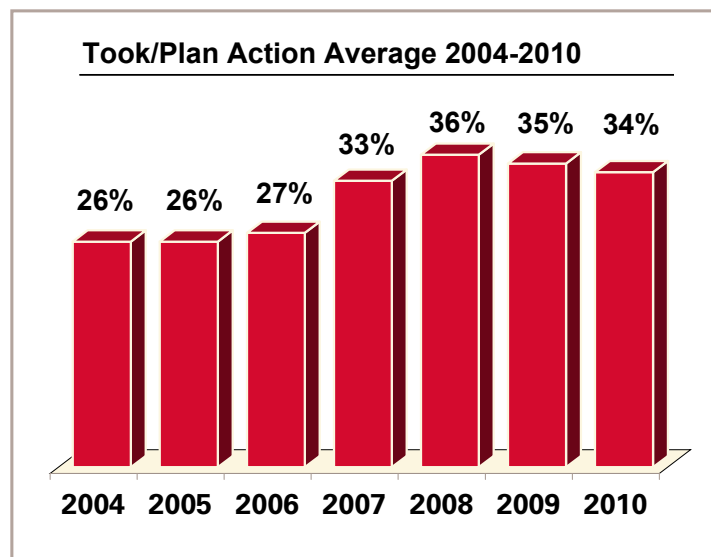


## Keeping Tabs on Print Ad Performance



On average, in 2010 about 7 out of 10 readers (69%) reported that they saw a 1-page, 4-color ad, while 1 in 4 of all respondents read the ad. The saw average has crept up to 2004 levels after a slight dip. The read average has hovered around the 23% to 25% mark since 2004, when this analysis began. Making the case for print advertising can be easier with this data that proves readers still engage with the ads.



In addition, data from 2010 surveys indicates that, on average, over a third of respondents took or planned to take at least one action after seeing a 1-page, 4-color ad. This data shows that, on average, print ads generated about 31% more action taken or planned last year than they did in 2004, supporting the place for print in an advertising plan.

The Saw and Read results were taken from the 3,383 1-page, 4-color ads measured in Readex Research Red Sticker Studies conducted between 2004 and 2010. The Actions Taken/Planned data were gathered from the 10,777 1-page, 4-color ads measured in Readex Research Message Impact Studies conducted between 2004 and 2010.

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2251 Tower Drive West, Stillwater, MN 55082  
tel 651.439.1554 fax 651.439.1564

[www.readexresearch.com](http://www.readexresearch.com)