

## 1 LA PRESSE, UN MÉDIA EFFICACE

ACPM  @ACPMFrance



**La publicité en print est un driver d'achat**

| (INDEX)   | PRINT | WEBSITES | TV |
|---|-------|----------|----|
| ADS FIT WELL WITH THE CONTENT                   | 147   | 92       | 94 |
| ADS HELP ME MAKE PURCHASE DECISIONS             | 147   | 93       | 97 |
| PRODUCTS / SERVICES ADVERTISED ARE HIGH QUALITY | 146   | 89       | 94 |
| HAS ADS ABOUT THINGS I CARE ABOUT               | 144   | 91       | 94 |
| MORE LIKELY TO BUY THE PRODUCTS IN ADS          | 143   | 93       | 97 |
| GET VALUABLE INFO FROM THE ADS                  | 142   | 91       | 94 |

Source : MPA USA Simmons Research Multi Media Engagement Study - spring 2017

Note : Data for each medium based on levels of agreement with above statements for a set of vehicles in each medium

Index : % of adults 18-49 who used a set of vehicles in each medium vs % of adults 18-49 who used any of these magazine media, websites and TV vehicles

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