

22 LA PRESSE, L'ATTENTION MAXIMALE

ACPM  @ACPMFrance



Une forte attention au support presse entraine une forte attention à la publicité presse

	ATTENTION TO CHANNEL	ATTENTION TO ADS IN CHANNEL
CINEMA	69%	40%
MAGAZINES	59%	35%
NEWSPAPERS	52%	29%
TV	61%	21%
COMMERCIAL RADIO	33%	17%
DIGITAL DISPLAY	54%	15%
SOCIAL	37%	15%

Source : Attention Please - Magnetic - 2 000 adults respondents - on line survey - quotas par classes de frequentation media - 2018

#DLPlapreuve