

ACPM  @ACPMFrance



### La pertinence du contexte éditorial génère intérêt et implication

(INDEX)	PRINT	WEBSITE	TV
TOUCHES ME DEEP DOWN	138	91	100
INSPIRES ME IN MY OWN LIFE	137	92	89
A TREAT FOR ME	130	88	114
AFFECTS ME EMOTIONALLY	129	91	103
IMPROVES MY MOOD, MAKES ME HAPPIER	126	88	117
BRINGS ME THINGS I REALLY ENJOY	126	93	104
TRUST TO TELL THE TRUTH	120	102	86
DON'T WORRY ABOUT ACCURACY	119	100	94
IS RELEVANT FOR ME	111	100	91

Source : MPA USA Simmons research Multi media Engagement study - spring 2017 - age 18-49 yo

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

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

#DLlapreuve