

## 22 LA PRESSE, L'ATTENTION MAXIMALE

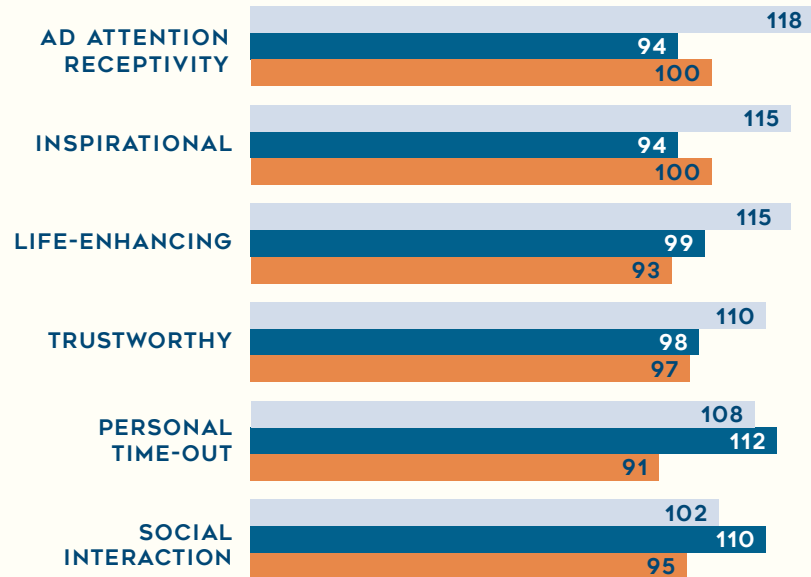


ACPM  @ACPMFrance

**La presse, une receptivité  
à la publicité maximale**



### APPROPRIATENESS OF DESCRIPTION FOR EACH MEDIUM (INDEX)



Source : MPA USA Simmons research Multi media Engagement study - printemps 2017 - 18-49  
Composite scores adults 18-49 who used a set of vehicles in each medium vs composite scores of the combination of the of all magazine media, websites and TV vehicles used by adults 18-49

#DLPlapreuve