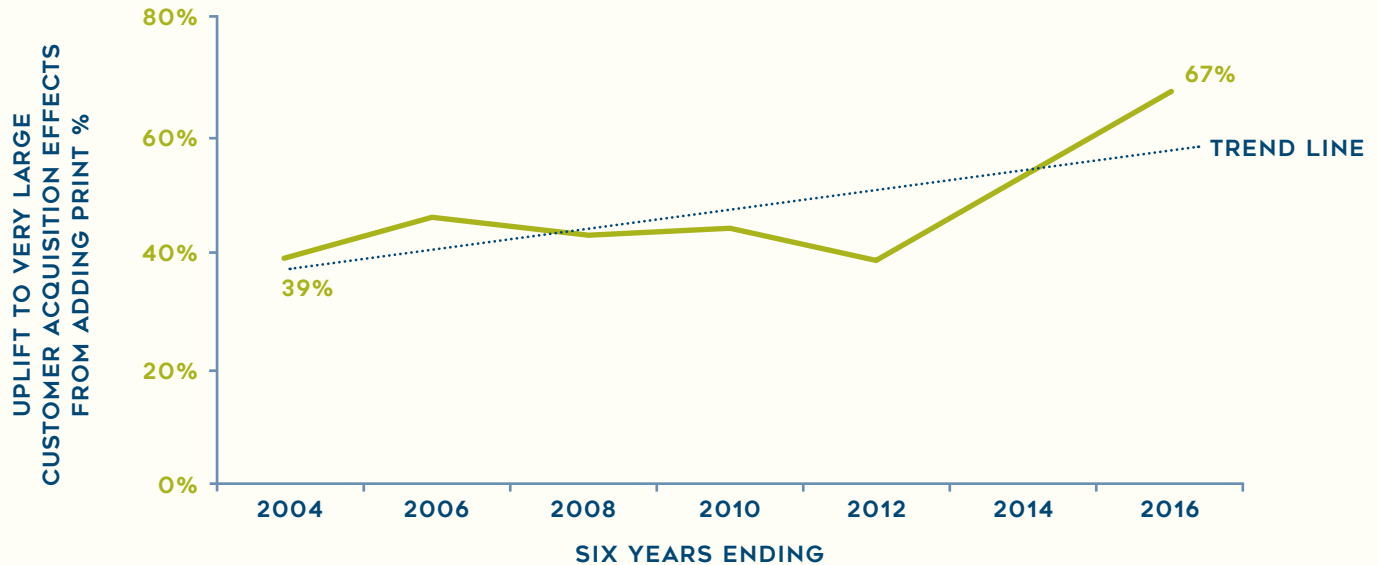


## 1 LA PRESSE, UN MÉDIA EFFICACE

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**Published media are becoming more effective at delivering new customers**



Source : Magnetic - the power of context IPA Data Bank cases studies 2012 - 2016 compares users of print vs non-users  
Data aggregated over 6 years for robust sample size

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