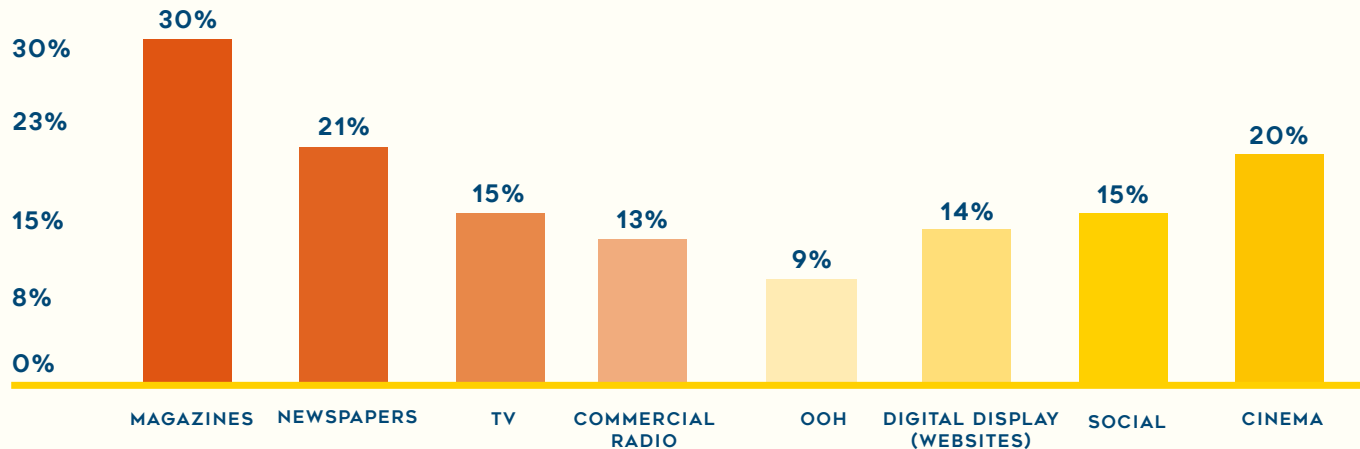


ACPM  @ACPMFrance



De l'attention à l'attitude positive pour la publicité presse

CONSUMERS HAVE POSITIVE PERCEPTIONS OF ADVERTISING IN PRINT



Source : Attention Please - Magnetic - 2 000 adults respondents - on line survey –quotas par classes de frequentation media - 2018
Calculated using the average of the following statements : 'The adverts are relevant to me' / 'I love the range of advertising this media gives me' / 'The adverts feature brands I like'

#DLPlapreuve