

2 3 LA PRESSE, LA BONNE ÉQUATION DU CONTENU ET DE LA PUBLICITÉ

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La presse, la rencontre harmonieuse entre le contenu et la publicité

(INDEX)	PRINT	WEBSITE	TV
ADS FIT WELL WITH CONTENT	147	92	94
ADS HELP MAKE PURCHASE DECISIONS	147	93	97
PRODUCTS/SERVICES ADVERTISED ARE HIGH QUALITY	146	89	94
HAS ADS ABOUT THINGS I CARE ABOUT	144	91	94
MORE LIKELY TO BUY PRODUCTS IN ADS	143	93	97
GET VALUABLE INFO FROM ADS	142	91	94

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

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