

Profile of the Digital Magazine Reader

**Third Annual
Business and Consumer
Digital Magazine Reader Survey**

May 2008

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Survey Methodology

- Conducted April-May 2008 by Texterity
- BPA Worldwide-certified results with Mediamark Research & Intelligence survey support
- Largest survey of digital magazine readers
 - 33,897 responses from readers of digital magazines
- Cross-section of magazines
 - 161 publications representing 51 publishers
 - 2/3 trade/professional and 1/3 consumer readers
 - Targeted to readers who have “read at least one digital magazine” recently

Key Findings & Results

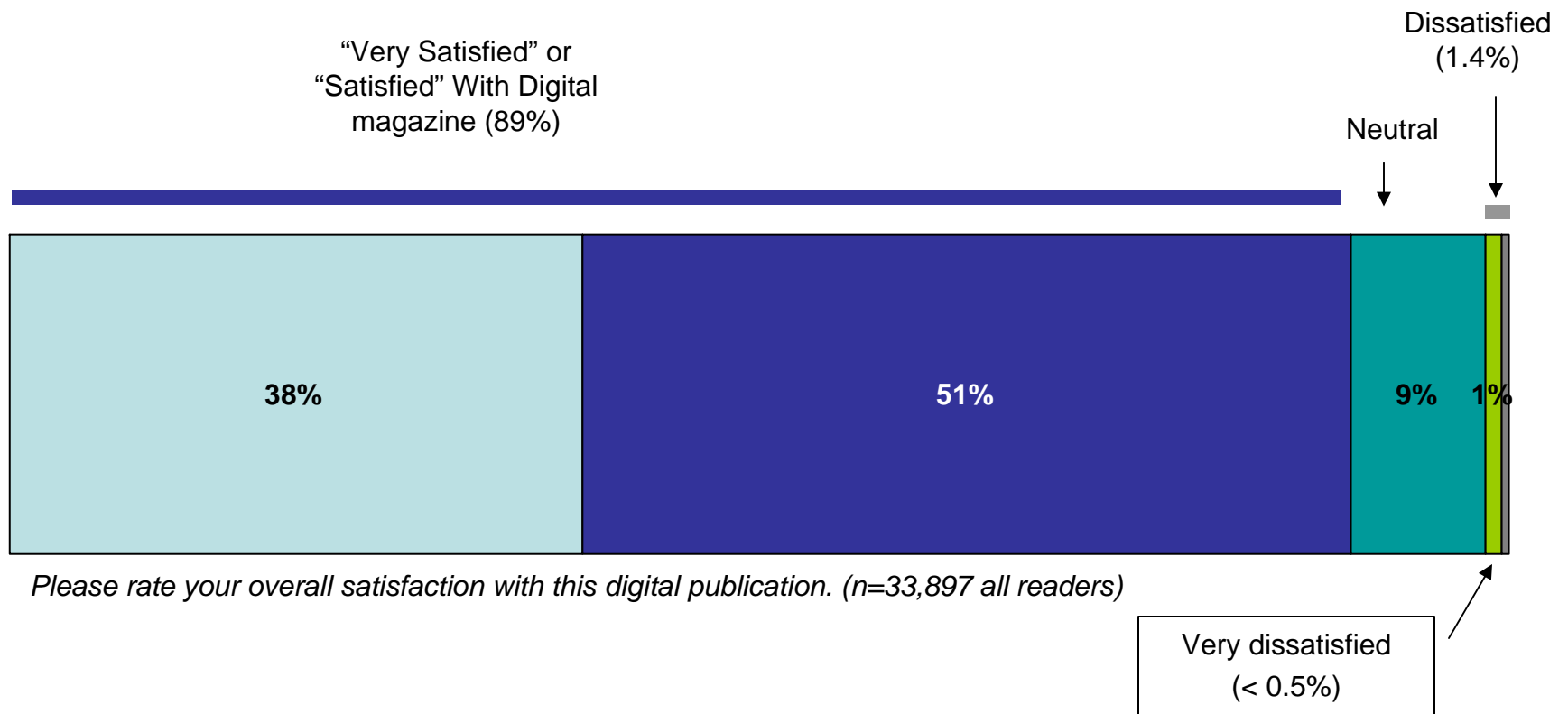
1. **High Overall Satisfaction.** 89% of digital readers are “very satisfied” or “satisfied” with their digital magazine
2. **Action Oriented with Products and Services.** Digital edition readers take action regarding a product or service 90% of the time, and over 76% visit advertiser websites
3. **Digital Readers are Engaged.** 90% of digital magazine readers read their issue within a week and over 39% read the same day.

Key Findings & Results

4. **Frequent Readers.** 61% of digital readers have read 3 or 4 of the last four issues, similar to the rate for an “average” print reader.
5. **The “Big 3” Reasons for Reading Digital.** Environmental friendliness, ease of saving, and convenience of searching
6. **Crosses Generations and Genders.** Results across age group, gender and occupation show similar satisfaction and preferences.

High Overall Satisfaction

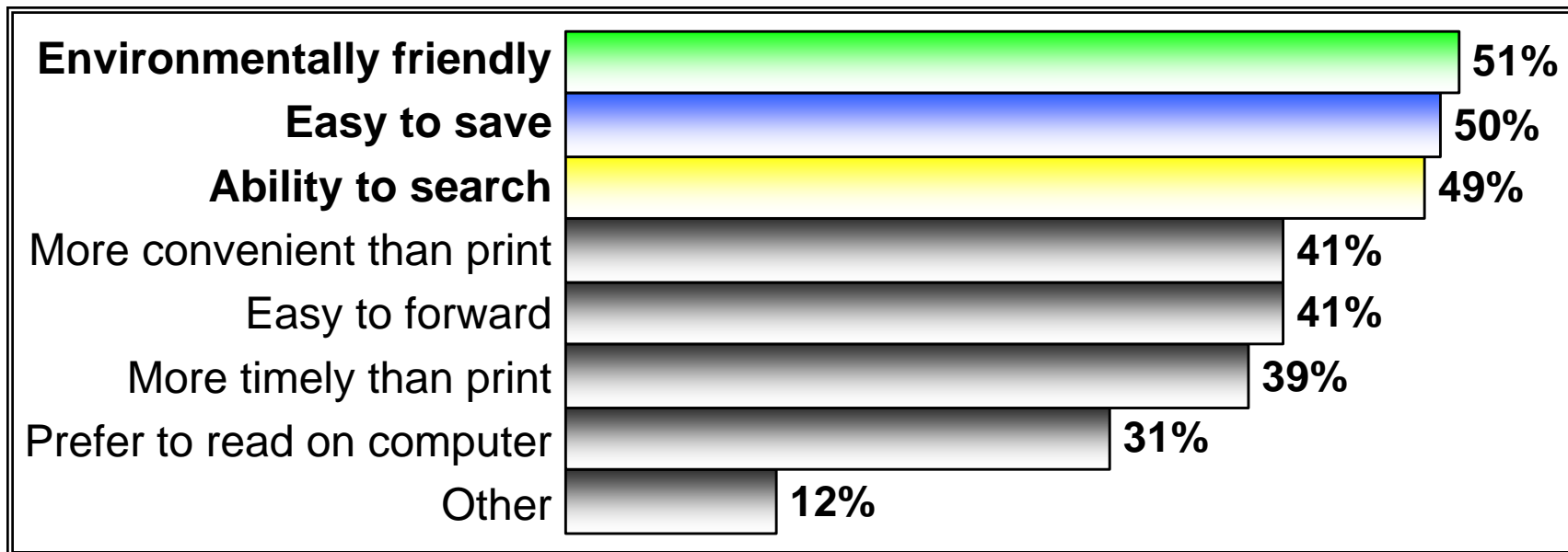
89% of digital magazine readers showed **high overall satisfaction** with their publication



Increase in overall satisfaction and a 9% increase in “Very Satisfied” rating over last year

The “Big 3” Reasons for Reading Digital...

Subscribers like digital magazines for environmental reasons, easy to save and ability to search

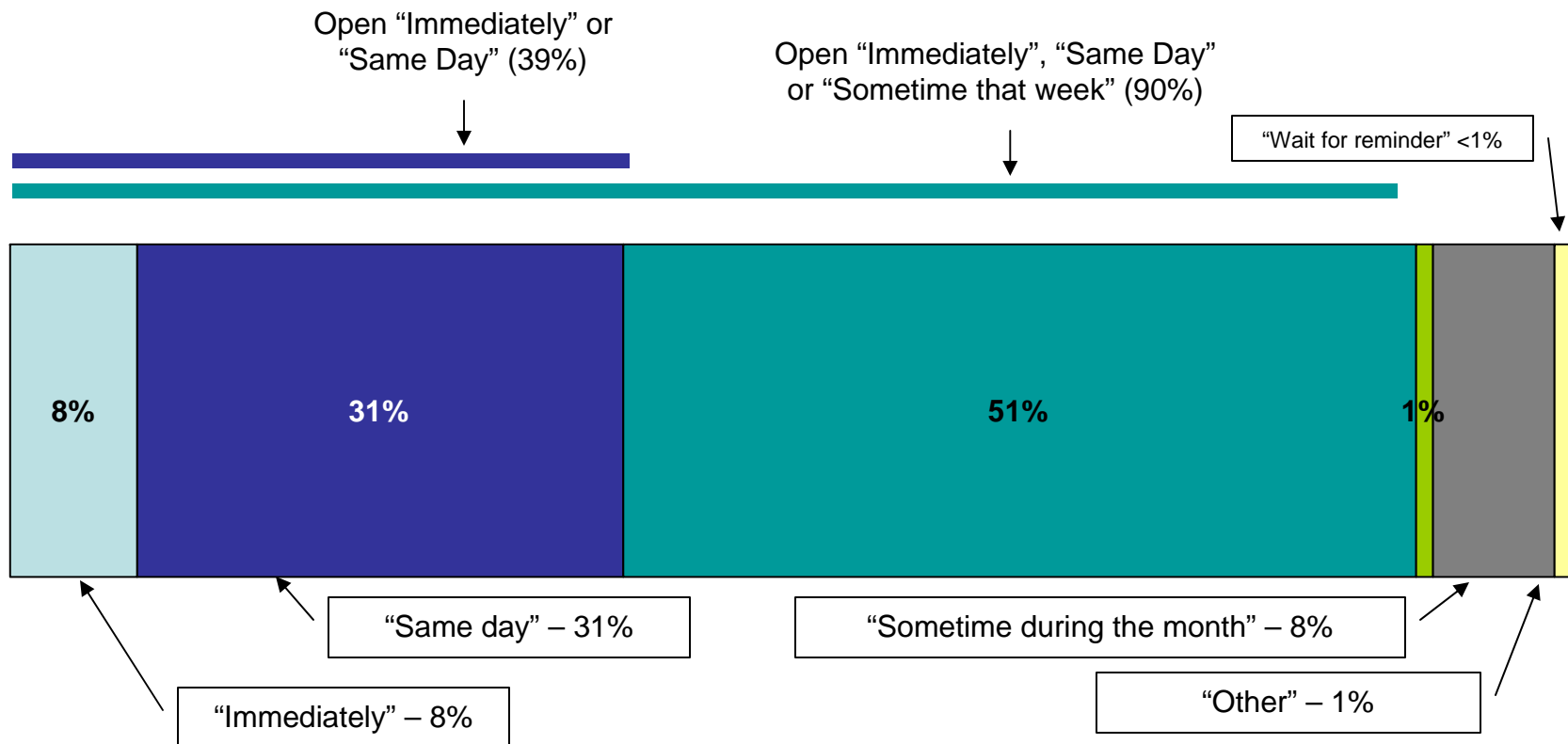


Why do you subscribe to this digital publication? (n=33,897 all readers)

Top 3 reasons the same, but environmental concerns have increased in importance since 2007.

Digital Magazine Readers are Engaged

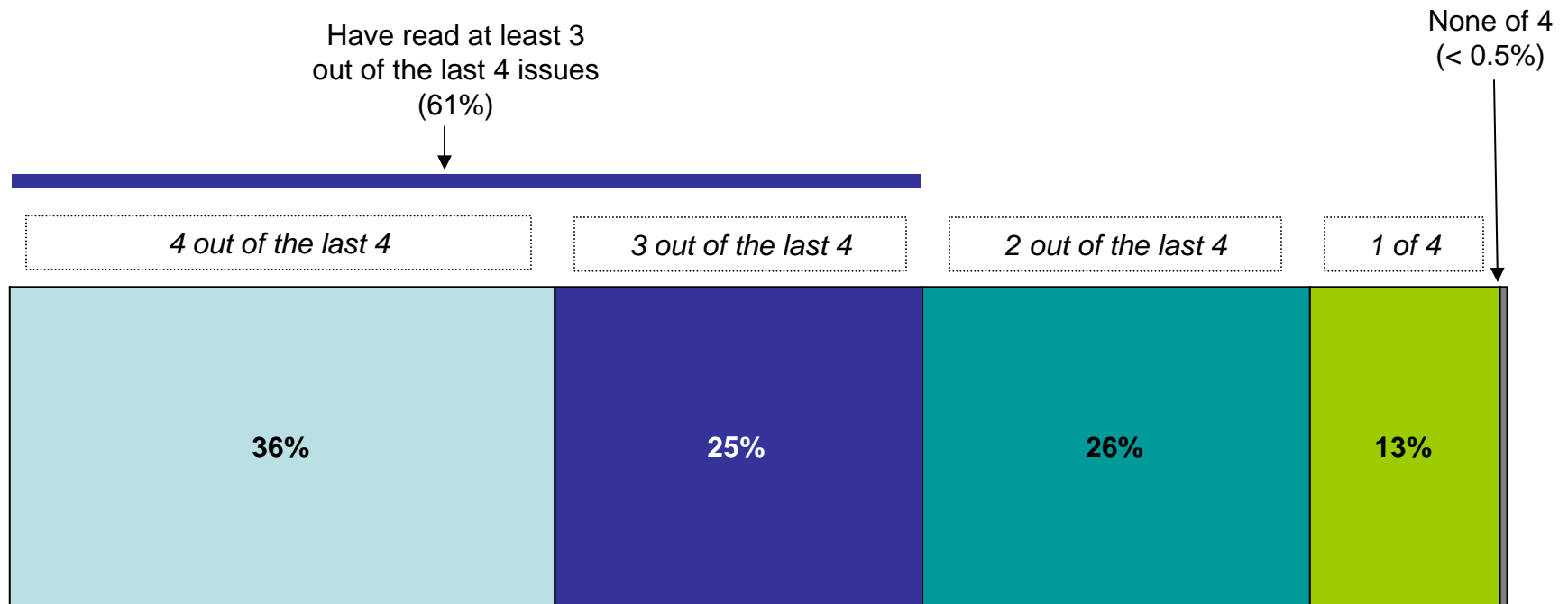
90% read the issue within the week and
over 39% the same day



How soon do you read your digital issue after you receive the notification? (n=33,897 all readers)

High Interest from Issue to Issue

61% of respondents have read **at least 3 out of the last 4 issues** of their publication – similar to print readers

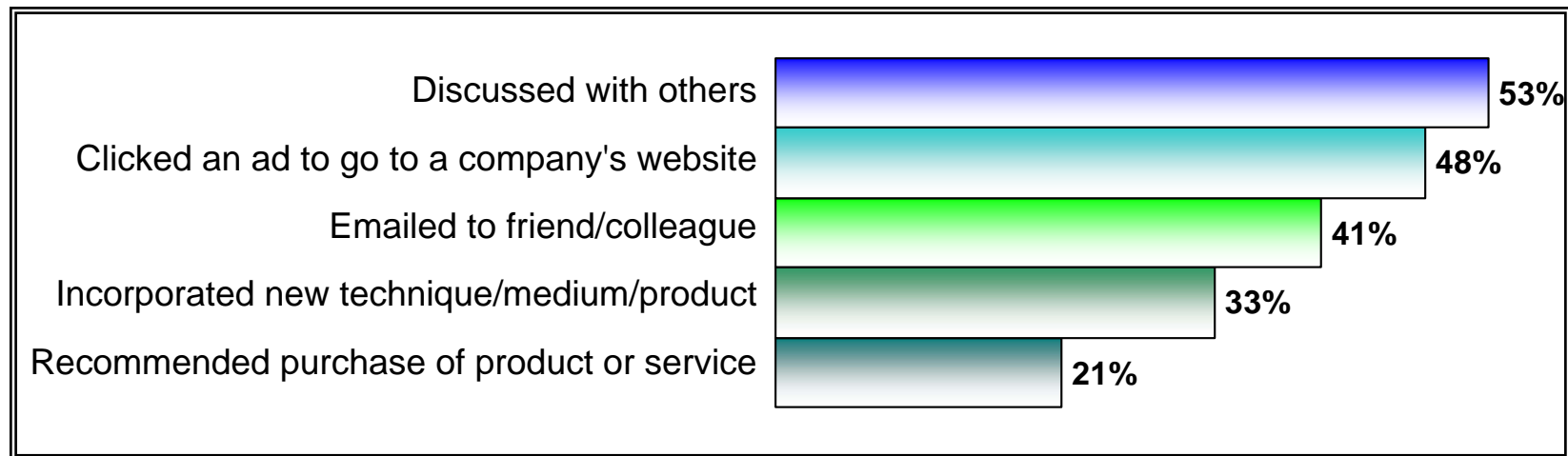


How many of the last 4 digital edition issues have you read? (n=33,897 all readers)

(Print reader data source: 2007 Fall Mediamark Research & Intelligence weighted to Population.)

Action Oriented with Products or Services

Over 90% of all digital magazine readers **take one or more actions when reading the digital edition**

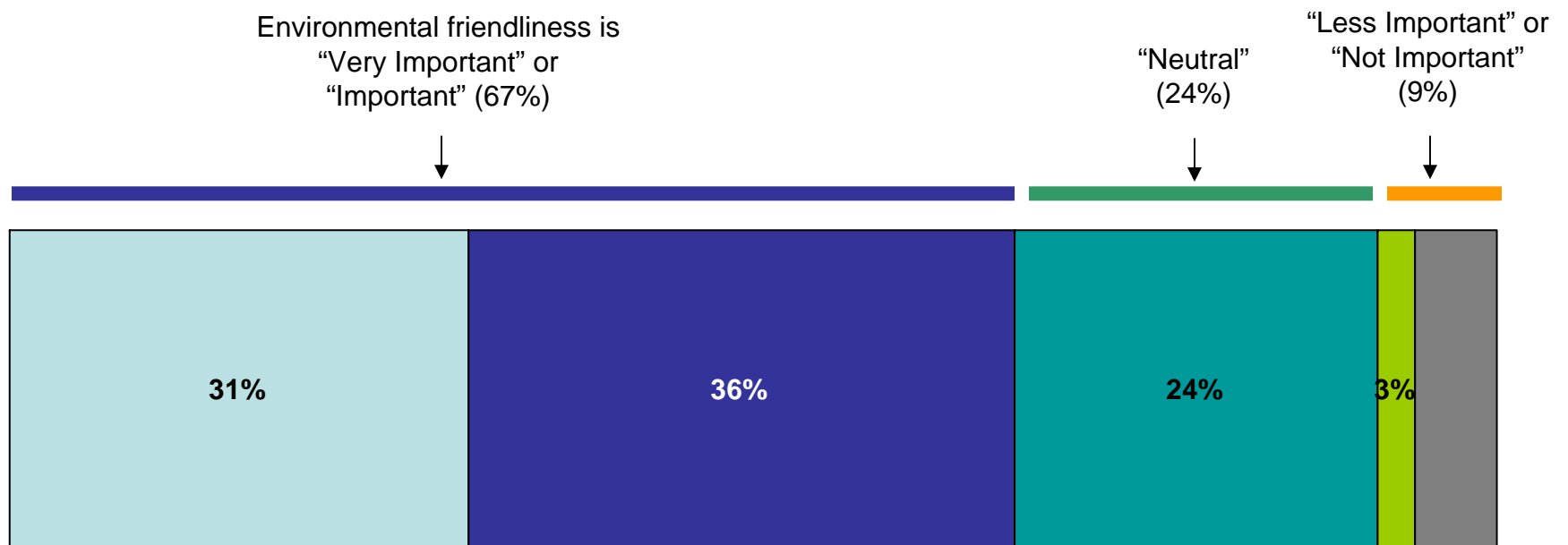


What actions have you taken as a result of reading an ad/article in this digital publication? (n=33,897 all readers)

Business-to-Business readers take action 92.5% of the time, slightly more than Consumer readers

Environmental Concern is Growing

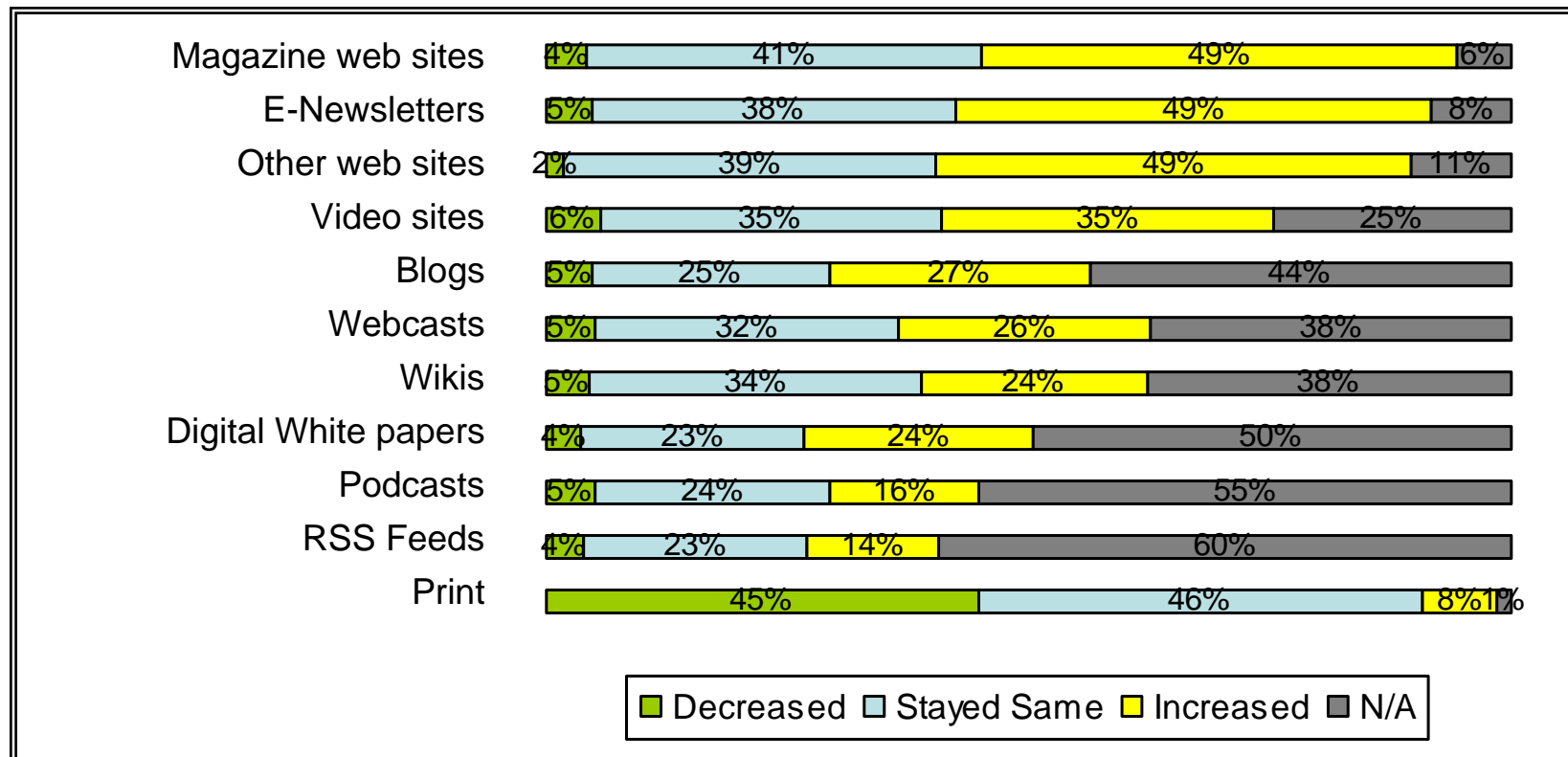
Two-thirds of digital magazine readers cited environmental friendliness ("green") as being important



How important is it that your digital edition is friendly to the environment ("green")? (n=33,897 all readers)

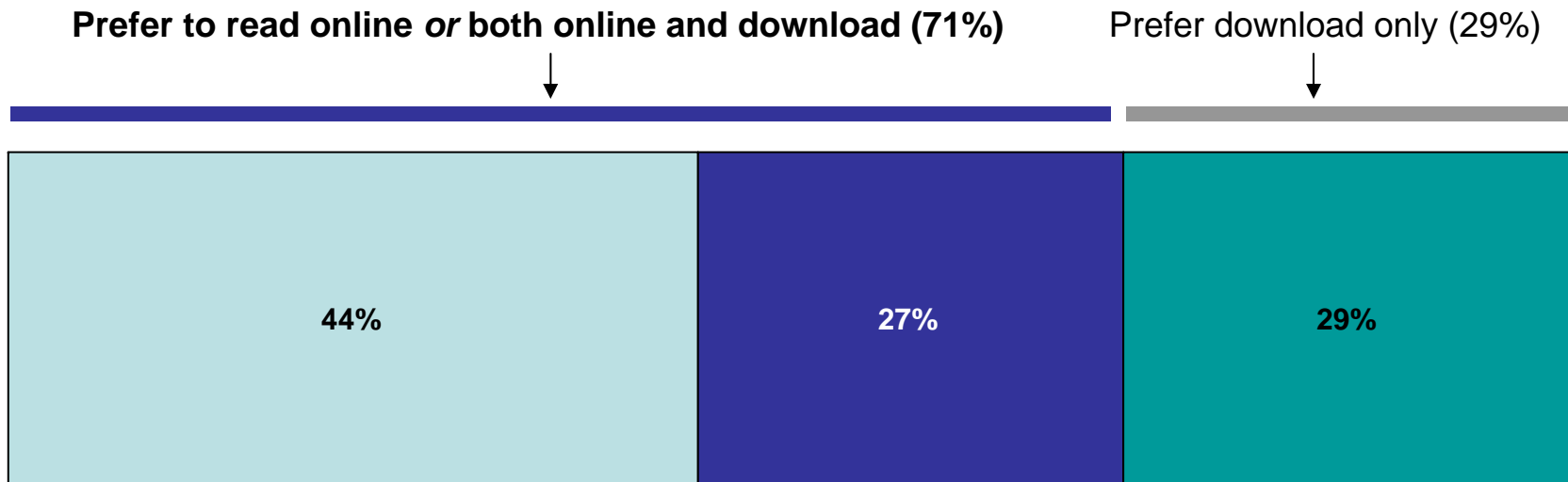
Continued Increase in Website and E-Newsletter Use

Digital readers have *increased* use of magazine websites, other web sites and E-Newsletters



How has your use of the following media changed in the last year? (n=33,897 all readers)

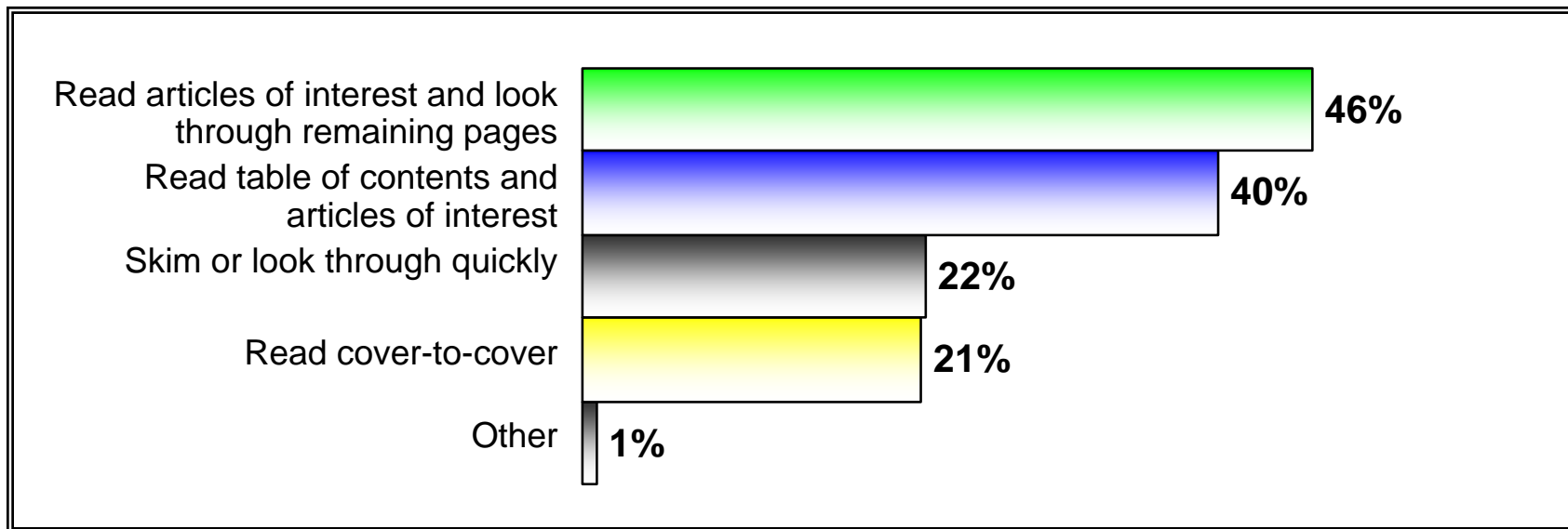
71% of digital magazine readers want the ability to read magazines online (or online with option to download)



How do you prefer to view your digital issue? (n=33,897 all readers)

The number of online-only readers has increased, while download preference has decreased since 2007.

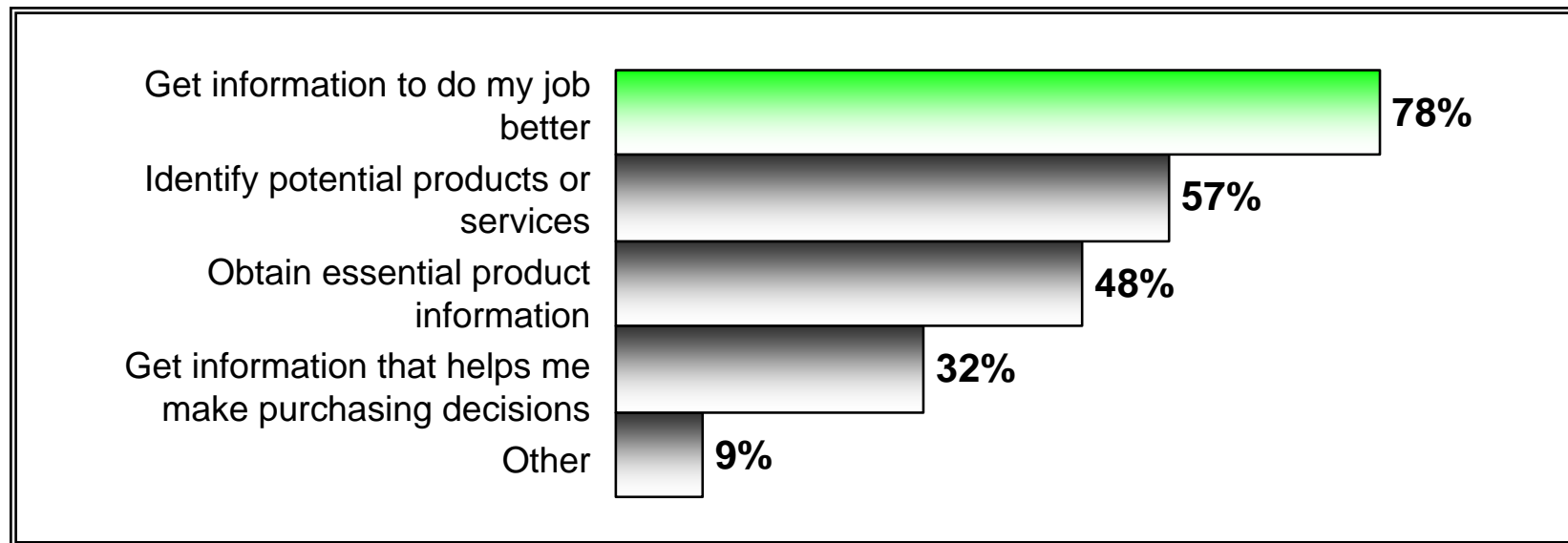
Reading multiple articles per issue is the norm for digital magazine readers, similar to a print magazine



How do you read your digital issue? (n=33,897 all readers)

Cover-to-cover reading is up 5% over last year, indicating an increased level of engagement with digital magazines.

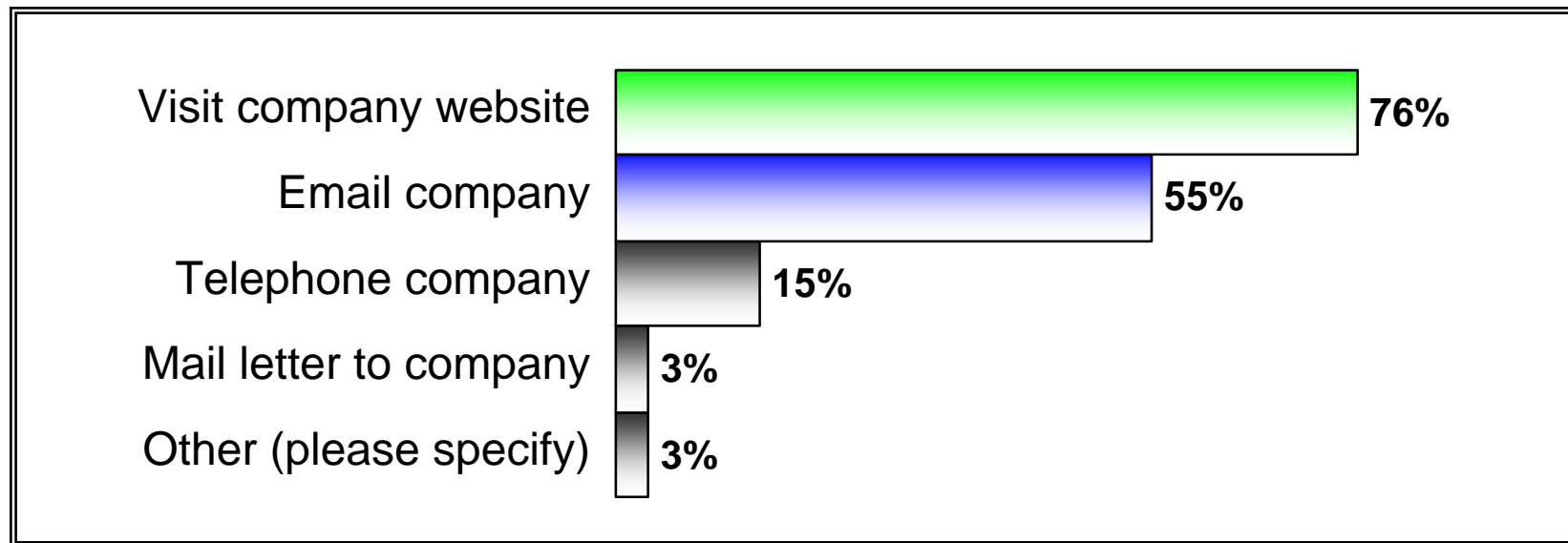
78% of “business-to-business” readers cite “get information to do their jobs better” as the most important reason to use digital editions



How do you use your digital issue? (n=22,433 business-to-business readers)

Use of digital editions similar to previous two years for b-to-b readers.

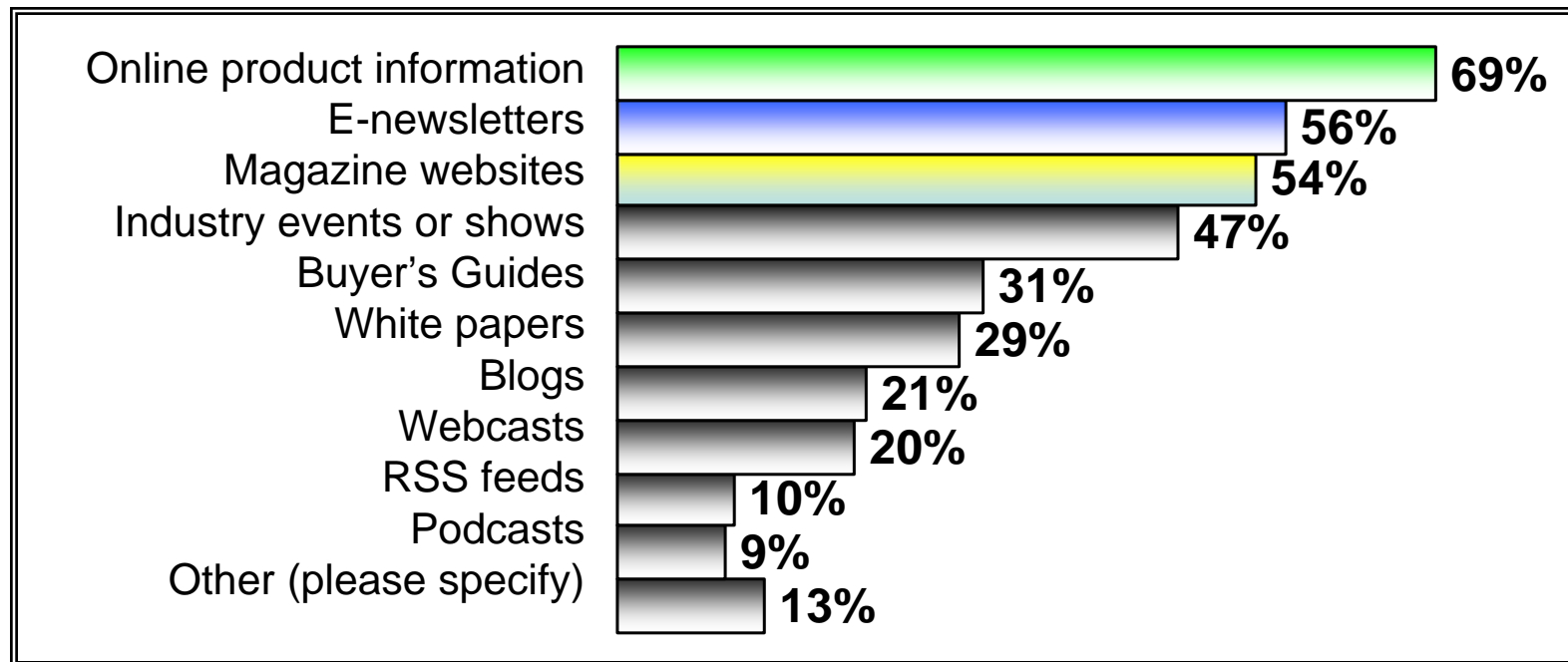
Digital magazine readers **overwhelmingly prefer electronic communications** (e.g., website, email) when contacting advertisers



What is your preferred method of requesting information from advertisers? (n=33,897 all readers)

Preferred method of advertiser contact similar to previous years.

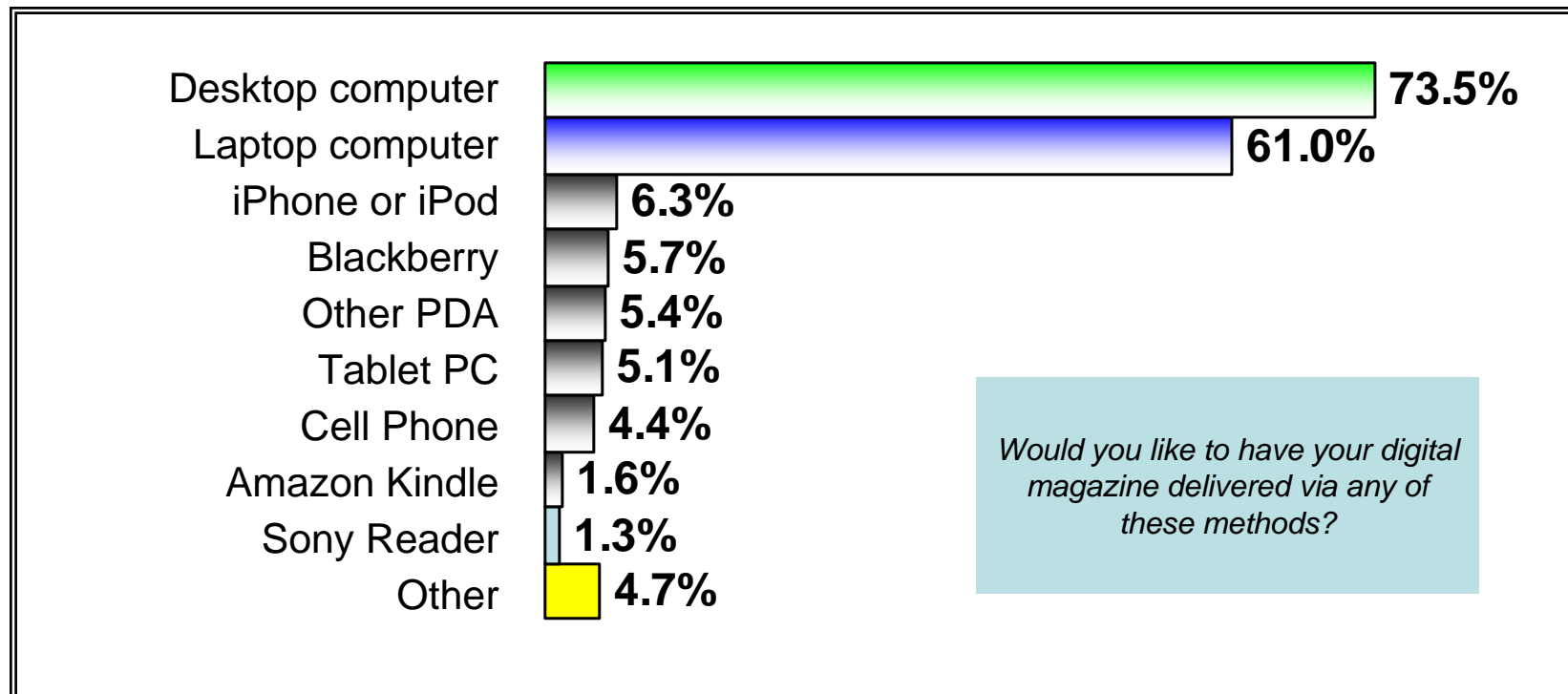
Other than digital magazines, **electronic sources (online information, e-newsletters, and magazine websites)** are the top three methods of getting information



What other ways do you get information (besides digital magazines)? (n=33,897 all readers)

Sources of information similar to previous years; slight up-tick in use of blogs and webcasts.

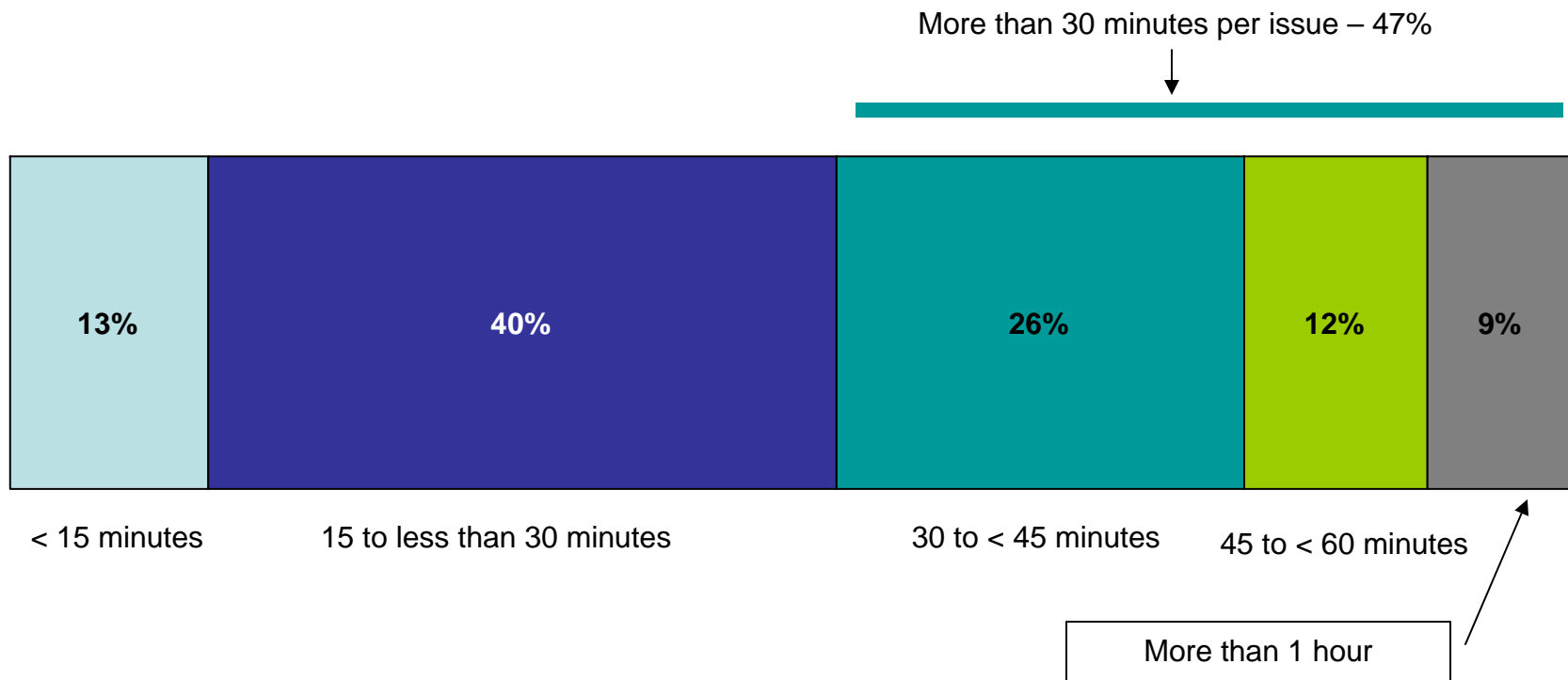
Traditional **desktop or laptop** computer delivery of digital magazines continues to be preferred by most readers; but desire for handheld devices is growing



The preference for the iPhone & iPod touch has increased significantly this year, with some magazines showing a 25% interest level.

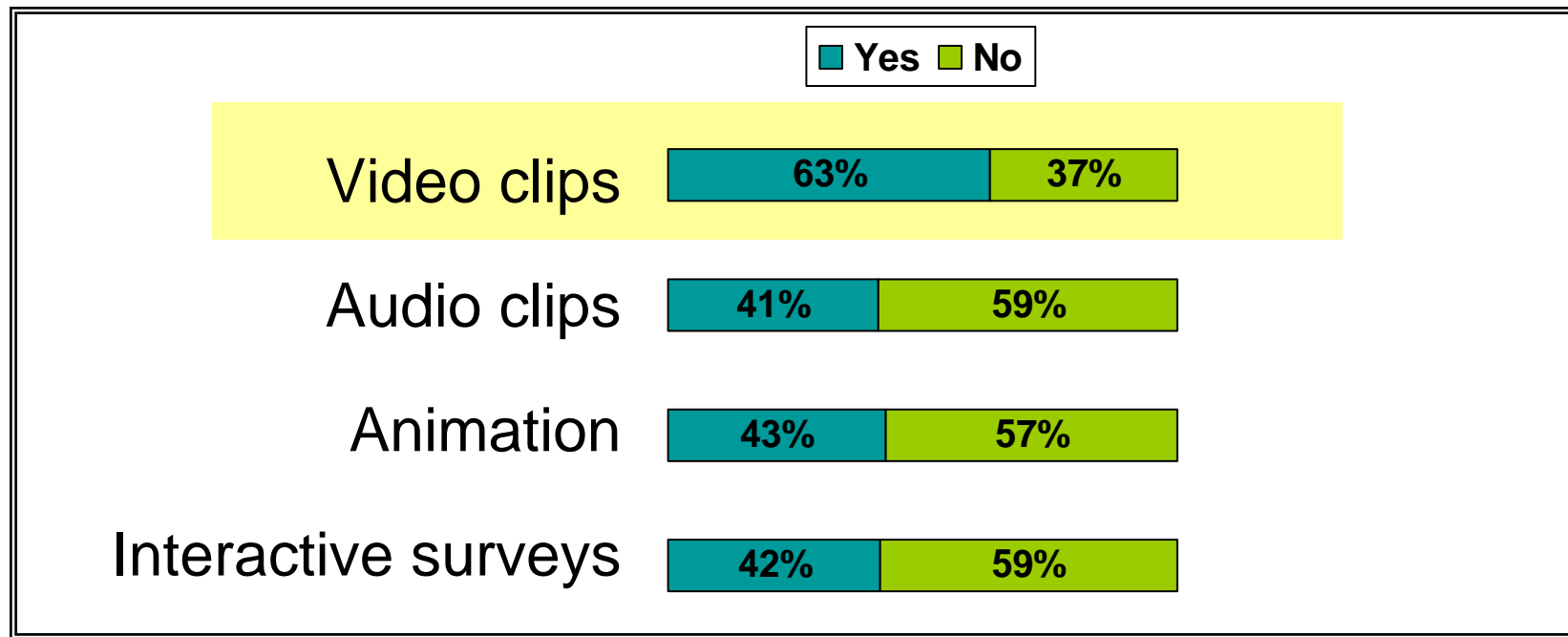
2008 PROFILE OF THE DIGITAL MAGAZINE READER

47% of digital magazine readers spent at least 30 minutes reading each issue, with 21% spending more than 45 minutes per issue



How much time, on average, do you spend reading or looking through an issue? (n=33,897 all readers)

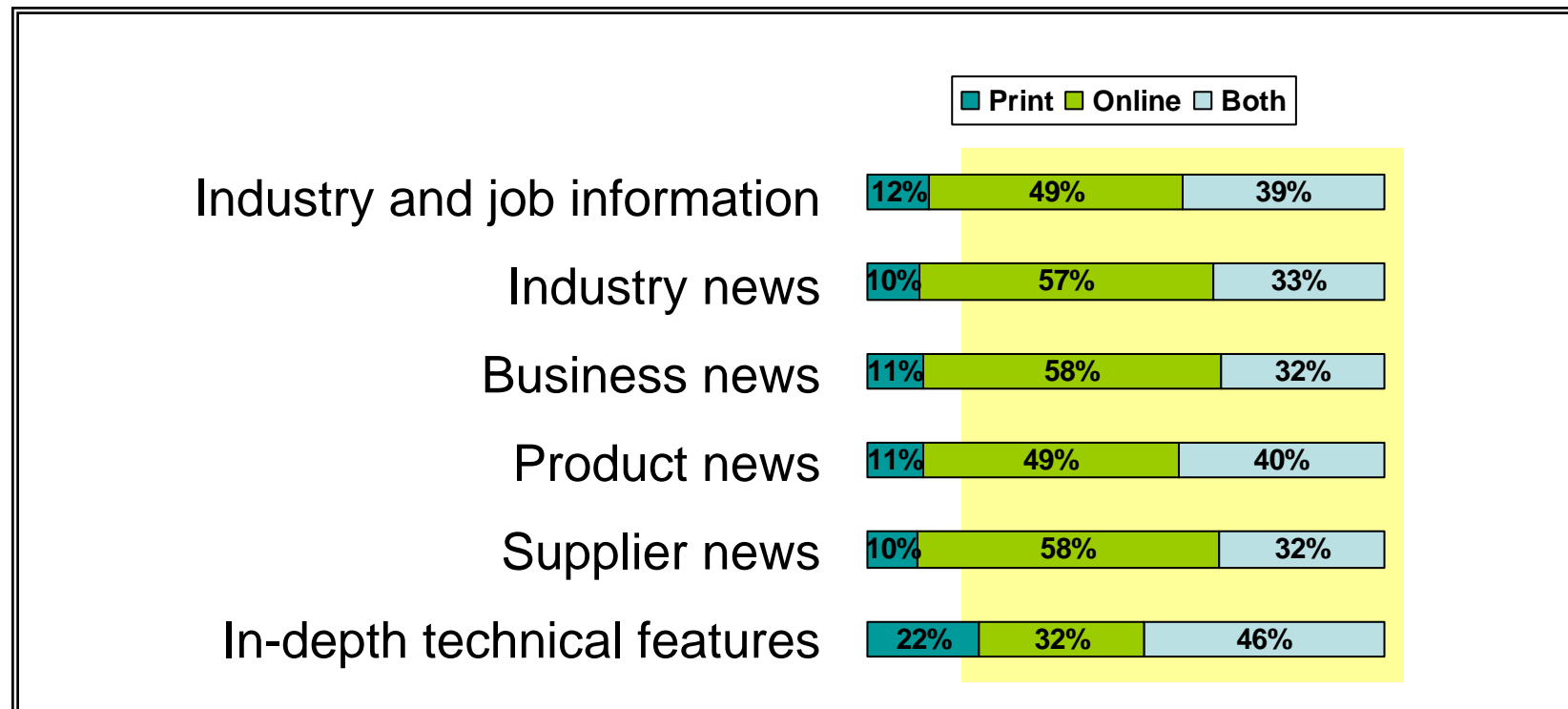
Over 63% of digital readers value **video content** positively as a useful “rich media” add-on to digital magazines



Do you value "rich media" enhancements to the digital magazine content? (n=33,897 all readers)

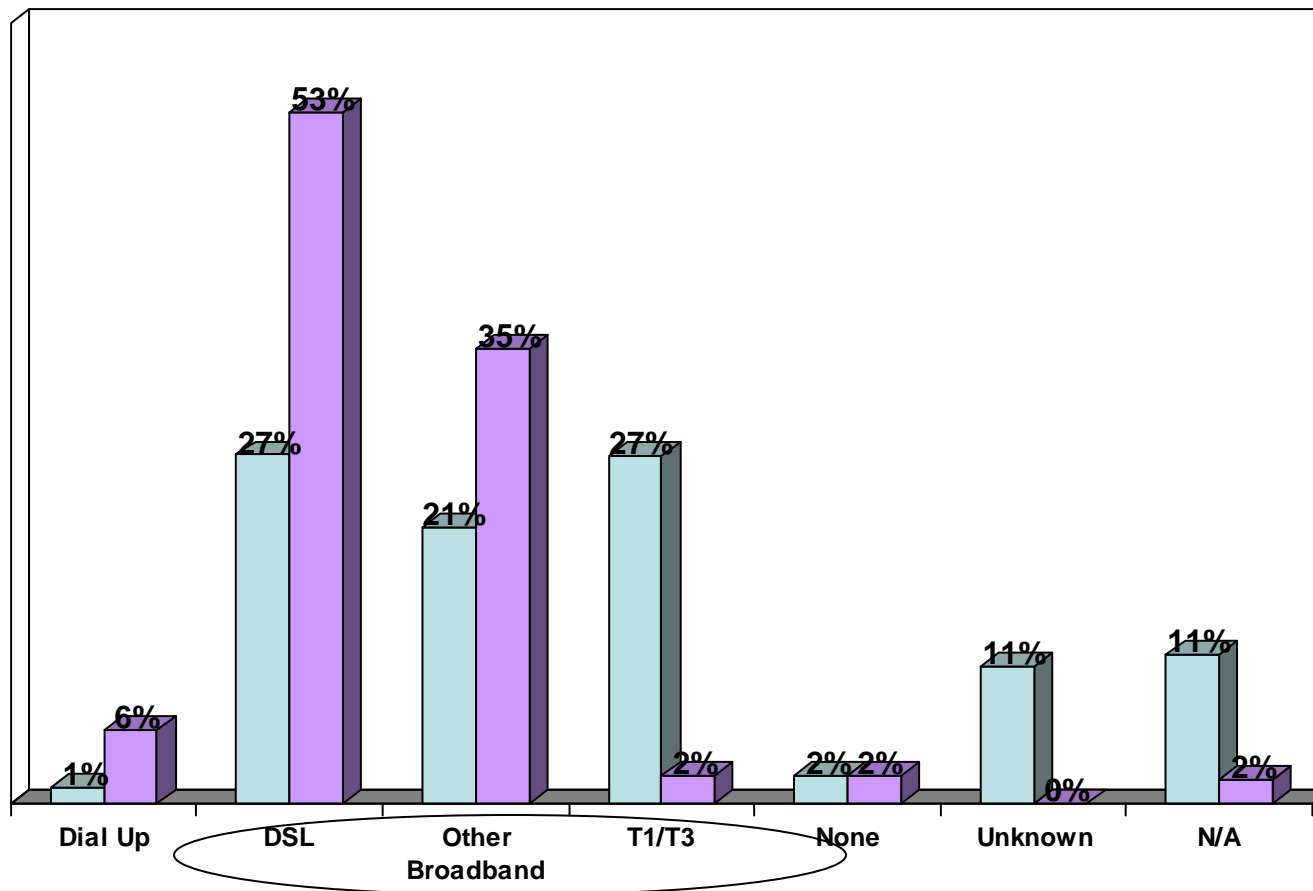
Video clips still most popular, continuing to increase in popularity over last 2 years.

Online continues to be the preferred medium of obtaining information for most job-related activities



What is your preferred medium for: ... (n=33,897 all readers)

High-Speed (DSL, broadband, T1/T3) Internet is available to 96% of work* and 90% of home users



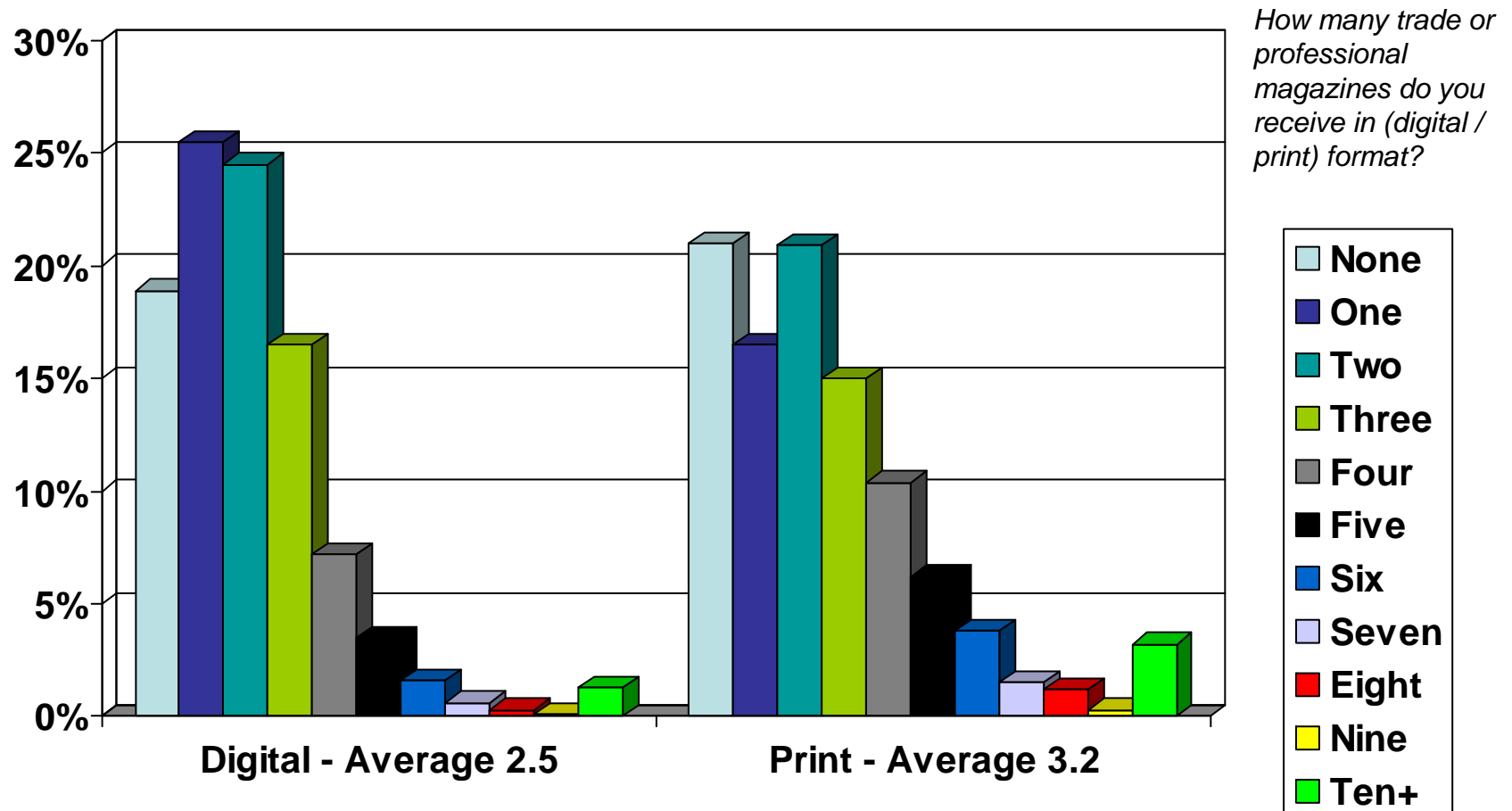
What type of Internet connection do you have at (work / home)?
(n=33,897 all readers)

Work
Home

* Work broadband adjusted for those specifying they know the speed and that the question applies to them (i.e., work in a business)

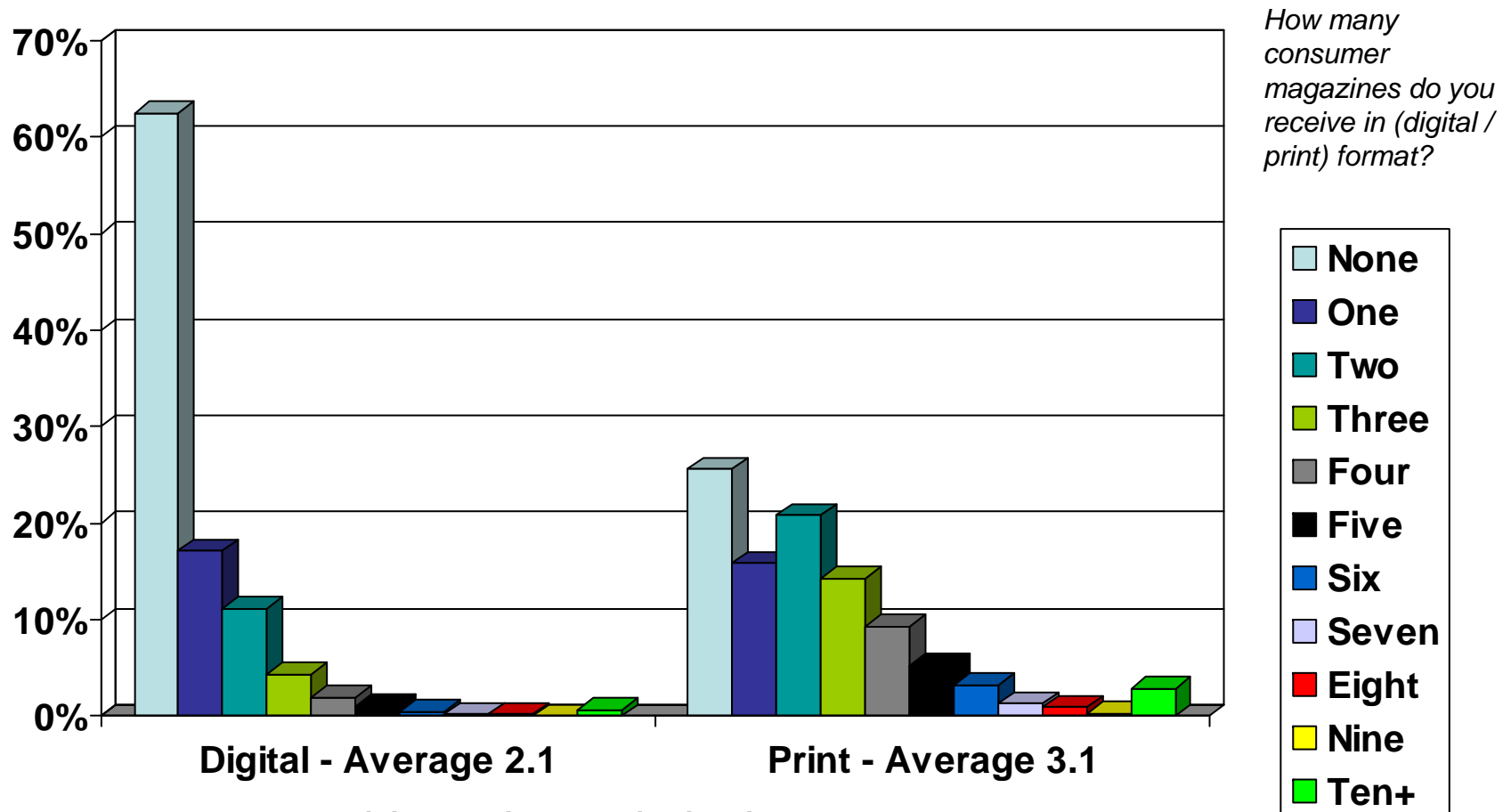
Increase in broadband continues; dial-up use dropped by 50%

Trade magazine digital readers* receive an average of 5.7 different digital and print versions



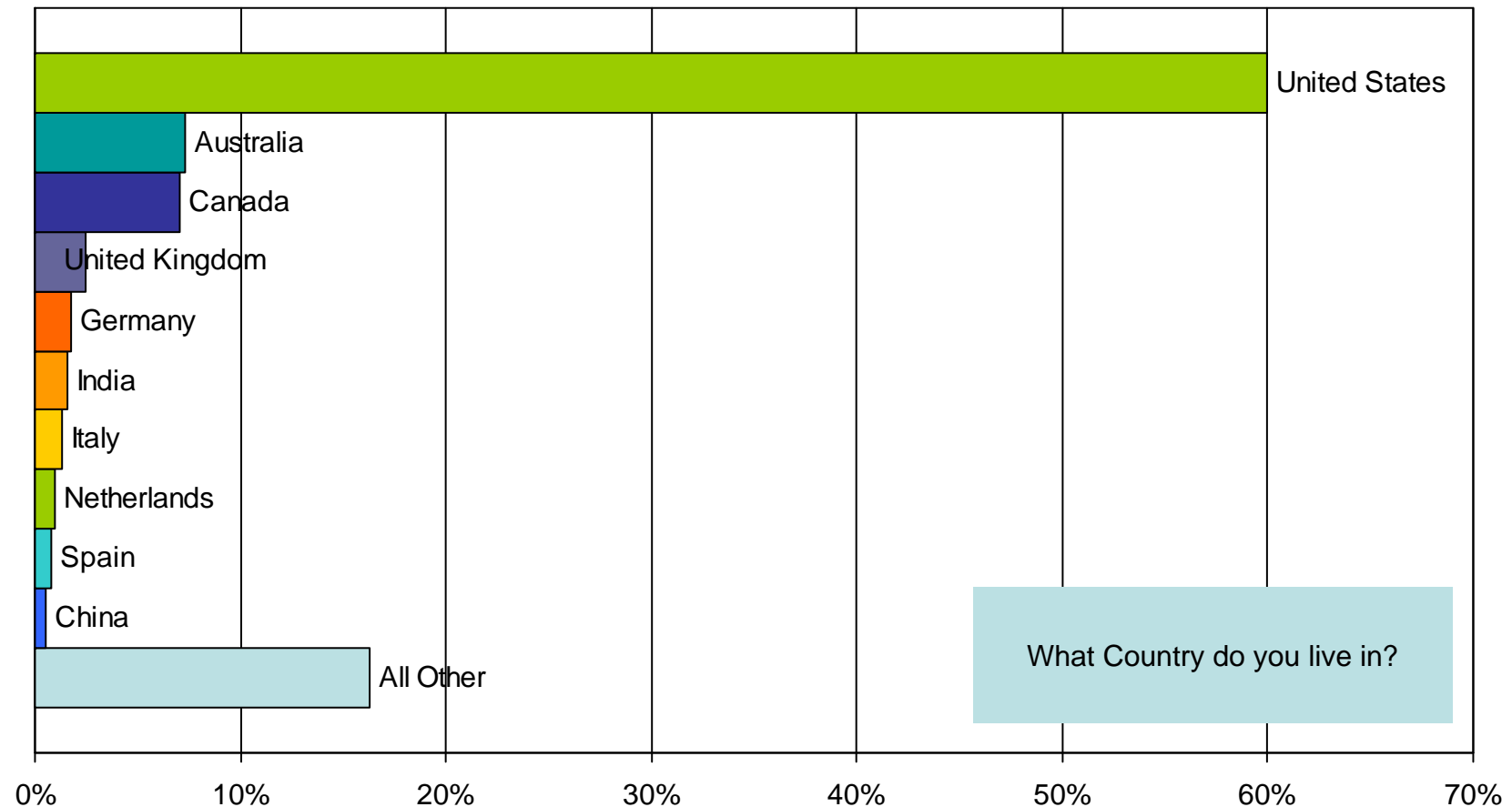
* For readers who read > 1 digital or print magazine in this category

Consumer digital readers* receive an average of 5.2 different digital and print versions of magazines



* For readers who read > 1 digital or print magazine in this category

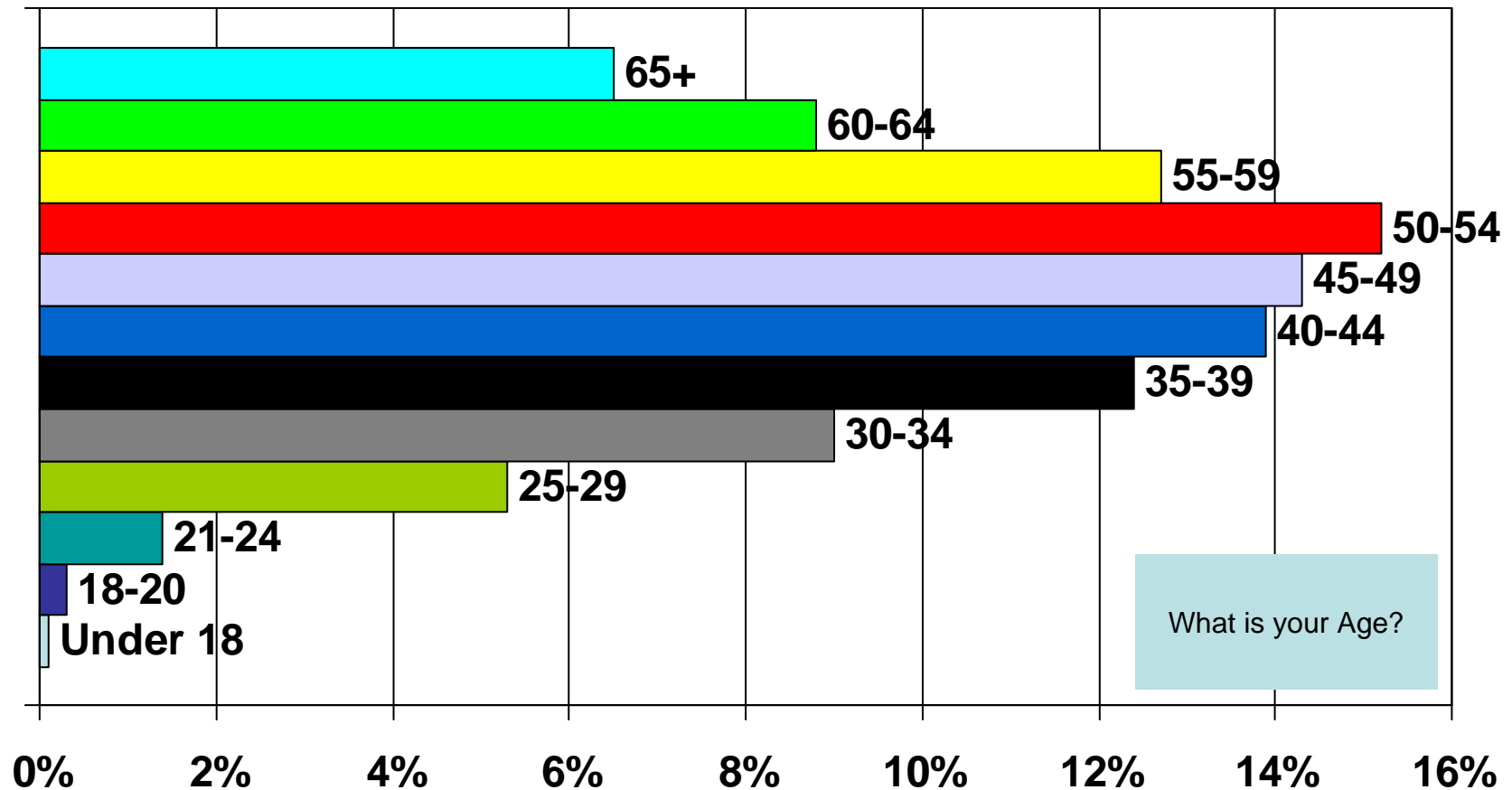
56% of respondents were USA readers, with English speaking countries topping the international list



The survey sample includes more US, Australian and Canadian readers than in previous years.

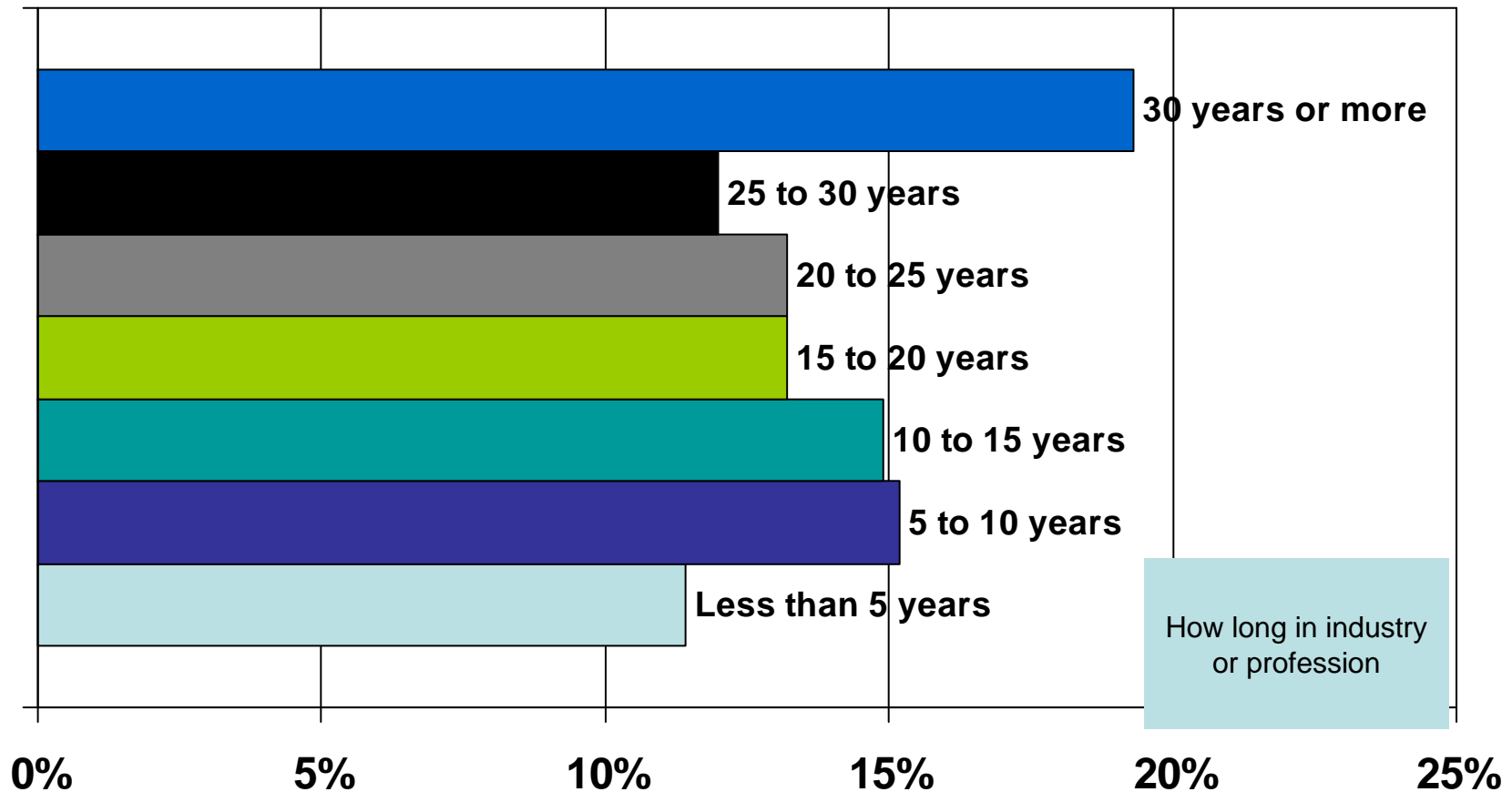
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Digital reader adoption encompasses all age groups, with a median age of **46 years old**



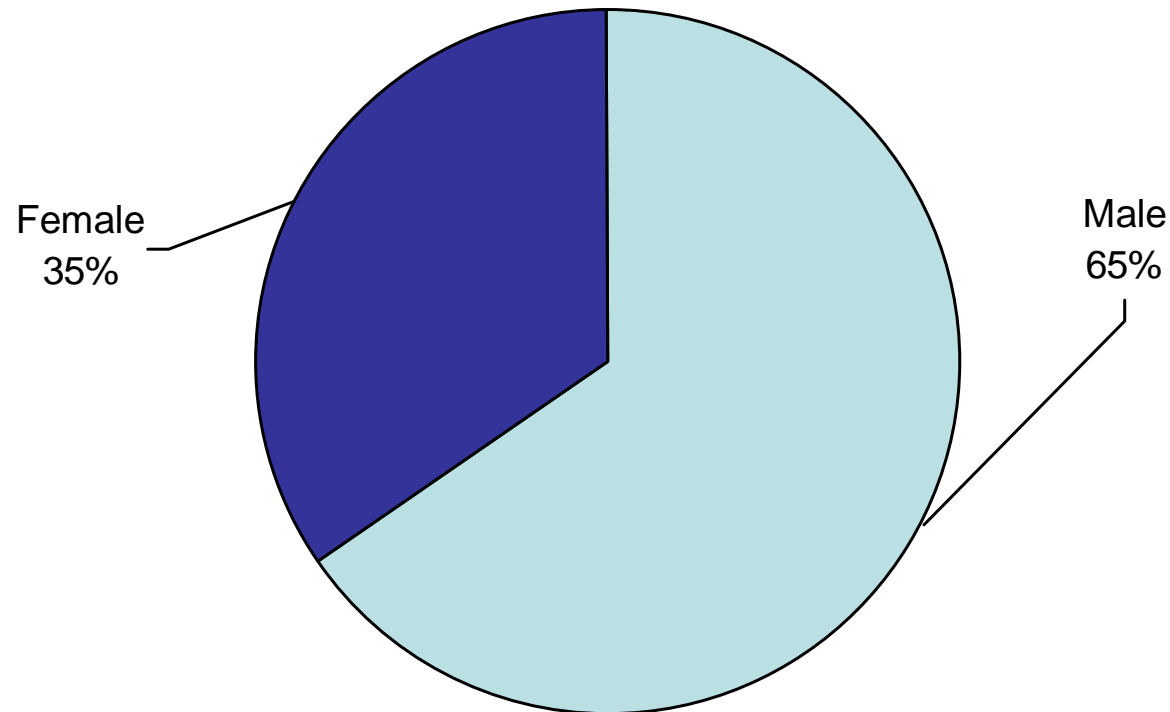
There has been a slight increase in median age for the sample set over the last 2 years

Digital reader experience is extensive: with a median of over **17 years of industry experience**



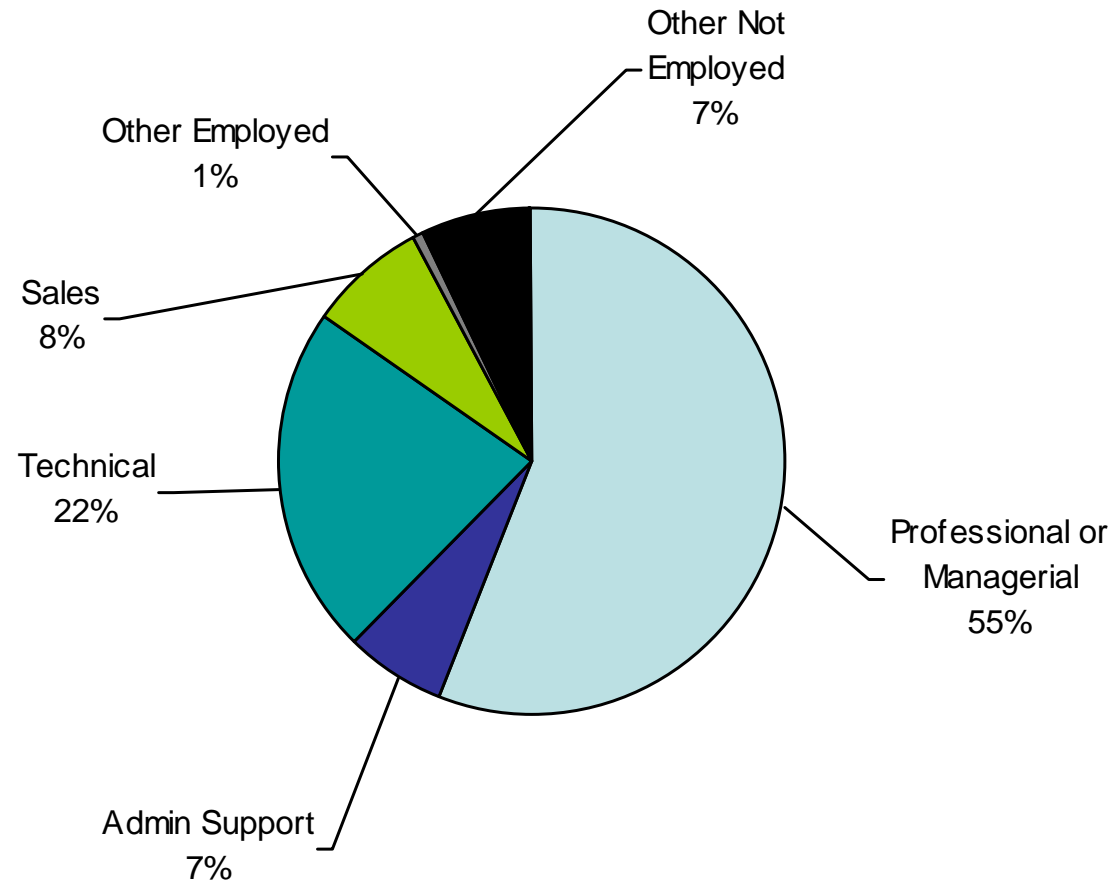
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Because of the mix of consumer (1/3) and business (2/3) readership, the gender gap has closed on digital magazine readership for this survey



This result has changed significantly because of the increase in consumer magazine readers in the sample.

Digital readers are predominately in professional, managerial, or technical positions



More readers are in the “other” or “not employed” category with the increase in consumer readers in survey.

Survey Methodology Details

- Conducted April 21st – May 13th, 2008, by Texterity, Inc.
- Methodology and results certified by BPA Worldwide
- Fielding and tabulation by Mediamark Research & Intelligence
- Internet-based questionnaire delivered via email
 - Questionnaire with 36 questions; average time 9.3 minutes
 - Texterity* delivered survey message to 289,316 current digital subscribers of 159 publications
 - Completed survey* message responses totaled 32,861 (11.4% response rate) out of 33,897 total
 - The sampling error was $< \pm 0.5\%$ at a 95% confidence level

** Separate notifications were sent by 2 titles with an embedded “survey option” in a non-Texterity mailing. The responses accounted for less than 3% of total, and did not significantly statistically impact overall results.*

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