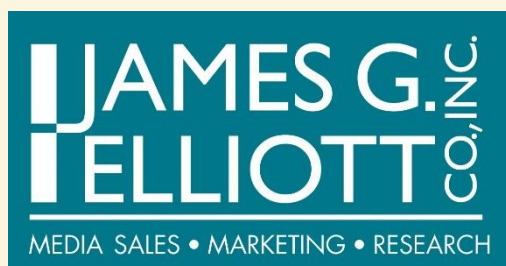


2022

SRDS Subscriber Study



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PURPOSE AND METHOD

The findings cited in this report are based on a survey conducted by SRDS, in partnership with James G. Elliott Co. Inc. and Readex Research. The purpose of this research project, the fourth since 2013, was to gather feedback and views on the state of the media buying and planning business. Results are to be used to help sellers of media more clearly understand the needs and interests of buyers in order to enhance their buying experience.

The survey sample of 4,124 represents all emailable SRDS subscribers.

On March 2, 2022, in the names of SRDS and James G. Elliott Co., Inc. presidents, Readex contacted each sample member via an email that included a link to the survey, asking for their participation in the study. As an incentive to participate, at the end of the survey respondents were able to enter into a drawing for a chance to win one of five \$100 Visa gift cards.

Reminder emails were sent on March 7, 10, and 14 to those with deliverable email addresses who had not yet responded.

The survey was closed for tabulation on March 18, 2022, with 110 total responses—a 3% response rate. To best represent the audience of interest, the majority of results are based on the 104 respondents who have personally researched, recommended, planned, or bought media in the last 12 months.

As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results.

The margin of error for percentages based on 104 responses is ± 9.5 percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Its roots are in survey research for the magazine publishing industry, but specialization in conducting high-quality survey research (by mail and/or the Internet) has brought clients from many other markets, including associations, corporate marketers and communicators, and government agencies. Since its founding in 1947, Readex has completed thousands of surveys for hundreds of different clients.

As a full-service survey research supplier, Readex offers professional services, and in-house processing of all phases of each project (traditional mailing, broadcast emailing, and data processing) to ensure complete control over project quality and schedule. Analytical capabilities include a range of multivariate statistics and modeling techniques in addition to the more traditional stub-and-banner tabulations.

This survey was conducted, and this report was prepared by Readex in accordance with accepted research standards and practices.

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DATA TABLES

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DATA TABLES Data Interpretation

HOW TO READ THE TABLES

The first column ("TOTAL") shows results for all respondents. Each column to the right represents a specific segment of respondents – for example, those with a job title/function of director.

The circled result in the example below may be paraphrased as

"Among those with a job title/function of director, 57% are current members of XYZ association."

Are you currently a member of XYZ association?					
	TOTAL	-----JOB TITLE/FUNCTION-----			
		C-suite	director	manager	other
base: all respondents	985 100%	29 100%	501 100%	300 100%	150 100%
yes	536 54%	20 69%	286 57%	197 66%	30 20%
no	442 45%	9 31%	213 43%	98 33%	120 80%
no answer	7 1%	0 0%	2 0%	5 2%	0 0%

Use caution when interpreting a column with a base value less than 30 ("C-suite" in the example above). Results based on fewer than 30 responses are not statistically sound and should not be used to make inferences about that group.

In addition to percentages, three common summary statistics may be presented in this report for numeric variables.

A **mean** is the arithmetic average of a distribution (i.e., a set of values). Because it is arithmetically calculated, it can be multiplied by the population represented to present a total volume estimate. For example, if 100 survey respondents (representing 10,000 people in the population) reported mean expenditures of \$100 each, total expenditures for that population are estimated as 10,000 x \$100 = \$1,000,000. Means are very much influenced by extremely large or extremely small values in the distribution (e.g., one millionaire can substantially raise an estimate of average income). Means for grouped data are calculated using the midpoint of each range. The lowest-valued group is represented by its largest value; the highest-valued group by its lowest.

The **standard error** measures the variability associated with the survey's estimate of a population mean. The standard error is analogous to the margin of error associated with percentages: that is, 95% of the time we expect the true (unknown) population mean to be within plus-or-minus two standard errors of the mean calculated from the sample. A standard error that is large in proportion to the mean indicates a high level of statistical instability; trending and projections against such estimates should be undertaken cautiously.

A **median** is the value that lies at the middle of a distribution: that is, 50% of the values are above it and 50% are below. It represents the "typical" response and is not influenced by extreme values. For most distributions, the median will be either roughly equal to, or significantly smaller than the mean. Medians for grouped data are calculated by locating the group which contains the 50th percentile, then interpolating between the lower and upper bounds to estimate the precise value. Only the values listed above the statistics on a data table are used in the calculations.

TABLE 000 page 1

Key to Tables

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: all respondents (multiple answers)	110	47	57	72	32
margin of error at 95% confidence (percentage points):	±9.2	±14.1	±12.8	±11.4	±17.1

**The margin of error for results based on fewer than 30 responses cannot be meaningfully calculated and the results are considered statistically unstable.*

Segment	Description
TOTAL	all respondents
NUMBER OF EMPLOYEES	those who indicated the approximate number of employees at their company, including all its branches, divisions, and locations, as:
1 - 99	1 to 99
100 +	100 or more
ORGANIZATION	those who indicated their organization is best described as:
ad agency	Advertising Agency
other	Consultant/PR Firm, In-House Agency, Media Buying Service, Media Planning Service, or other

TABLE 001 page 1

Media Researched/Recommended/Planned/Bought for Campaigns Worked On

1. Over the past 12 months, which of the following media have you personally researched, recommended, planned, or bought for the campaigns you worked on?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: all respondents (multiple answers)	110 100%	47 100%	57 100%	72 100%	32 100%
Spot/Local TV	65 59%	31 66%	34 60%	48 67%	17 53%
Digital	64 58%	27 57%	37 65%	49 68%	15 47%
Radio	55 50%	25 53%	30 53%	39 54%	16 50%
Consumer Magazines	46 42%	23 49%	23 40%	33 46%	13 41%
Newspaper	46 42%	25 53%	21 37%	33 46%	13 41%
Business to Business Publications	43 39%	17 36%	26 46%	34 47%	9 28%
Out-of-Home	43 39%	19 40%	24 42%	33 46%	10 31%
Social Media	42 38%	23 49%	19 33%	28 39%	14 44%
Podcasts	35 32%	17 36%	18 32%	25 35%	10 31%
Newsletters	25 23%	16 34%	9 16%	21 29%	4 13%
National TV	23 21%	9 19%	14 25%	16 22%	7 22%
Direct Marketing (Mail, Phone, Email)	21 19%	12 26%	9 16%	12 17%	9 28%
Influencers	20 18%	11 23%	9 16%	16 22%	4 13%
indicated at least one	104 95%	47 100%	57 100%	72 100%	32 100%
none of these	6 5%	0 0%	0 0%	0 0%	0 0%
no answer	0 0%	0 0%	0 0%	0 0%	0 0%

TABLE 002 page 1

Number of Accounts Personally Work On

2. How many different accounts do you personally work on?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
5 or more	66 63%	34 72%	32 56%	45 63%	21 66%
4	11 11%	4 9%	7 12%	6 8%	5 16%
3	10 10%	5 11%	5 9%	7 10%	3 9%
2	10 10%	3 6%	7 12%	8 11%	2 6%
1	7 7%	1 2%	6 11%	6 8%	1 3%
mean: standard error: median:					
no answer	0 0%	0 0%	0 0%	0 0%	0 0%

*Due to the high proportion of respondents answering in the top category, the sample statistics cannot be meaningfully calculated.

TABLE 003 page 1

Number of Brands Personally Work On

3. How many different brands do you personally work on?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
5 or more	66 63%	33 70%	33 58%	46 64%	20 63%
4	8 8%	1 2%	7 12%	6 8%	2 6%
3	9 9%	6 13%	3 5%	6 8%	3 9%
2	10 10%	3 6%	7 12%	8 11%	2 6%
1	9 9%	3 6%	6 11%	5 7%	4 13%
mean: standard error: median:					
no answer	2 2%	1 2%	1 2%	1 1%	1 3%

*Due to the high proportion of respondents answering in the top category, the sample statistics cannot be meaningfully calculated.

TABLE 004 page 1

Proportion of Time Spent on Campaign Type: Mean Summary

4. Thinking about the campaigns you have worked on over the past 12 months, what percentage of your time was spent on each of the following?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
MEAN SUMMARY					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months answering (fill in answers)					
Consumer	76.7%	74.9%	78.2%	77.1%	75.8%
Business to Business	23.3%	25.1%	21.8%	22.9%	24.2%

TABLE 005 page 1

Proportion of Time Spent on Campaign Type: Consumer

4. Thinking about the campaigns you have worked on over the past 12 months, what percentage of your time was spent on each of the following?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
CONSUMER					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months (fill in answers)	104 100%	47 100%	57 100%	72 100%	32 100%
100%	28 27%	11 23%	17 30%	16 22%	12 38%
75% - 99%	47 45%	21 45%	26 46%	36 50%	11 34%
50% - 74%	11 11%	6 13%	5 9%	9 13%	2 6%
25% - 49%	5 5%	2 4%	3 5%	3 4%	2 6%
1% - 24%	3 3%	1 2%	2 4%	2 3%	1 3%
none	7 7%	4 9%	3 5%	4 6%	3 9%
mean:	76.7%	74.9%	78.2%	77.1%	75.8%
standard error:	2.99%	4.71%	3.86%	3.44%	5.96%
median:	90%	90%	90%	90%	90%
no answer	3 3%	2 4%	1 2%	2 3%	1 3%

TABLE 006 page 1

Proportion of Time Spent on Campaign Type: Business to Business

4. Thinking about the campaigns you have worked on over the past 12 months, what percentage of your time was spent on each of the following?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
BUSINESS TO BUSINESS					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months (fill in answers)	104 100%	47 100%	57 100%	72 100%	32 100%
100%	7 7%	4 9%	3 5%	4 6%	3 9%
75% - 99%	6 6%	3 6%	3 5%	5 7%	1 3%
50% - 74%	6 6%	3 6%	3 5%	3 4%	3 9%
25% - 49%	12 12%	4 9%	8 14%	8 11%	4 13%
1% - 24%	42 40%	20 43%	22 39%	34 47%	8 25%
none	28 27%	11 23%	17 30%	16 22%	12 38%
mean:	23.3%	25.1%	21.8%	22.9%	24.2%
standard error:	2.99%	4.71%	3.86%	3.44%	5.96%
median:	10%	10%	10%	10%	10%
no answer	3 3%	2 4%	1 2%	2 3%	1 3%

TABLE 007 page 1

Lead Generation Media Personally Worked On

5. Which of the following lead generation media have you personally researched, recommended, planned, or bought for the campaigns you worked on over the past 12 months?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months (multiple answers)	104 100%	47 100%	57 100%	72 100%	32 100%
Custom Content	50 48%	21 45%	29 51%	38 53%	12 38%
Videos	46 44%	19 40%	27 47%	35 49%	11 34%
White Papers or e-Books	19 18%	10 21%	9 16%	13 18%	6 19%
Webinars	18 17%	9 19%	9 16%	12 17%	6 19%
other	39 38%	16 34%	23 40%	22 31%	17 53%
indicated at least one	95 91%	44 94%	51 89%	65 90%	30 94%
no answer	9 9%	3 6%	6 11%	7 10%	2 6%

TABLE 008 page 1

Proportion of Media Buys That Were Integrated Custom Packages

6. What percentage of your media buys were integrated custom packages (versus single-media buys) over the past 12 months?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
75% +	17 16%	10 21%	7 12%	13 18%	4 13%
50% - 74%	9 9%	3 6%	6 11%	7 10%	2 6%
25% - 49%	28 27%	13 28%	15 26%	19 26%	9 28%
1% - 24%	37 36%	12 26%	25 44%	25 35%	12 38%
0%	10 10%	7 15%	3 5%	6 8%	4 13%
mean:	33.2%	35.0%	31.7%	34.8%	29.5%
standard error:	2.53%	4.08%	3.20%	3.09%	4.40%
median:	28%	31%	25%	30%	25%
no answer	3 3%	2 4%	1 2%	2 3%	1 3%

TABLE 009 page 1

Common Planning/Buying Frequencies

7. Which of the following frequencies was the most common among the planning/buying schedules you've worked on over the past 12 months?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
Quarterly (Four Times A Year)	40 38%	13 28%	27 47%	31 43%	9 28%
Annual	24 23%	14 30%	10 18%	15 21%	9 28%
Sporadic/No Set Time	22 21%	10 21%	12 21%	14 19%	8 25%
Semi-Annual (Twice A Year)	9 9%	3 6%	6 11%	7 10%	2 6%
other	8 8%	6 13%	2 4%	4 6%	4 13%
no answer	1 1%	1 2%	0 0%	1 1%	0 0%

TABLE 010 page 1

Frequency of Resource Use When Considering Media: Always Summary

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
ALWAYS SUMMARY					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
Syndicated Audience Data (i.e. GfK MRI, Ipsos, MARS, Comscore, Nielsen, SQAD, etc.)	44 42%	16 34%	28 49%	34 47%	10 31%
Input From the Client	42 40%	19 40%	23 40%	29 40%	13 41%
Research (i.e. R&F/Optimizations)	41 39%	16 34%	25 44%	29 40%	12 38%
Previous Plan	38 37%	18 38%	20 35%	28 39%	10 31%
Media Kits	30 29%	14 30%	16 28%	21 29%	9 28%
Input From Sellers/Publishers	20 19%	11 23%	9 16%	12 17%	8 25%
Audit/Circulation Statement	18 17%	11 23%	7 12%	12 17%	6 19%
Look & Feel of the Magazine/Website	16 15%	6 13%	10 18%	13 18%	3 9%
SRDS	15 14%	10 21%	5 9%	9 13%	6 19%
Magazine Media 360°	1 1%	1 2%	0 0%	1 1%	0 0%
indicated at least one	86 83%	42 89%	44 77%	60 83%	26 81%
indicated none	18 17%	5 11%	13 23%	12 17%	6 19%

TABLE 011 page 1

Frequency of Resource Use When Considering Media: Always/Often Summary

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
ALWAYS/OFTEN SUMMARY					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
Input From the Client	83 80%	40 85%	43 75%	58 81%	25 78%
Previous Plan	80 77%	37 79%	43 75%	57 79%	23 72%
Research (i.e. R&F/ Optimizations)	78 75%	33 70%	45 79%	53 74%	25 78%
Syndicated Audience Data (i.e. GfK MRI, Ipsos, MARS, Comscore, Nielsen, SQAD, etc.)	73 70%	30 64%	43 75%	56 78%	17 53%
Media Kits	65 63%	31 66%	34 60%	45 63%	20 63%
SRDS	64 62%	34 72%	30 53%	43 60%	21 66%
Input From Sellers/Publishers	53 51%	23 49%	30 53%	39 54%	14 44%
Audit/Circulation Statement	43 41%	20 43%	23 40%	32 44%	11 34%
Look & Feel of the Magazine/ Website	39 38%	20 43%	19 33%	31 43%	8 25%
Magazine Media 360°	8 8%	3 6%	5 9%	5 7%	3 9%
indicated at least one	102 98%	47 100%	55 96%	70 97%	32 100%
indicated none	2 2%	0 0%	2 4%	2 3%	0 0%

TABLE 012 page 1

Frequency of Resource Use When Considering Media: At Least Sometimes Summary

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
AT LEAST SOMETIMES SUMMARY					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
Input From the Client	97 93%	43 91%	54 95%	67 93%	30 94%
SRDS	97 93%	46 98%	51 89%	68 94%	29 91%
Previous Plan	96 92%	43 91%	53 93%	68 94%	28 88%
Research (i.e. R&F/ Optimizations)	96 92%	43 91%	53 93%	67 93%	29 91%
Media Kits	93 89%	42 89%	51 89%	66 92%	27 84%
Syndicated Audience Data (i.e. GfK MRI, Ipsos, MARS, Comscore, Nielsen, SQAD, etc.)	91 88%	39 83%	52 91%	68 94%	23 72%
Input From Sellers/Publishers	90 87%	42 89%	48 84%	64 89%	26 81%
Audit/Circulation Statement	72 69%	32 68%	40 70%	51 71%	21 66%
Look & Feel of the Magazine/ Website	70 67%	32 68%	38 67%	52 72%	18 56%
Magazine Media 360°	30 29%	13 28%	17 30%	21 29%	9 28%
indicated at least one	102 98%	47 100%	55 96%	70 97%	32 100%
indicated none	2 2%	0 0%	2 4%	2 3%	0 0%

TABLE 013 page 1

Frequency of Resource Use When Considering Media: Audit/Circulation Statement

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
AUDIT/CIRCULATION STATEMENT					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	72 69%	32 68%	40 70%	51 71%	21 66%
ALWAYS/OFTEN:	43 41%	20 43%	23 40%	32 44%	11 34%
Always	18 17%	11 23%	7 12%	12 17%	6 19%
Often	25 24%	9 19%	16 28%	20 28%	5 16%
Sometimes	29 28%	12 26%	17 30%	19 26%	10 31%
Never	21 20%	9 19%	12 21%	16 22%	5 16%
no answer	11 11%	6 13%	5 9%	5 7%	6 19%

TABLE 014 page 1

Frequency of Resource Use When Considering Media: Input From Sellers/Publishers

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
INPUT FROM SELLERS/PUBLISHERS					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104	47	57	72	32
	100%	100%	100%	100%	100%
AT LEAST SOMETIMES:					
	90	42	48	64	26
	87%	89%	84%	89%	81%
ALWAYS/OFTEN:					
	53	23	30	39	14
	51%	49%	53%	54%	44%
Always					
	20	11	9	12	8
	19%	23%	16%	17%	25%
Often					
	33	12	21	27	6
	32%	26%	37%	38%	19%
Sometimes					
	37	19	18	25	12
	36%	40%	32%	35%	38%
Never					
	5	1	4	4	1
	5%	2%	7%	6%	3%
no answer					
	9	4	5	4	5
	9%	9%	9%	6%	16%

TABLE 015 page 1

Frequency of Resource Use When Considering Media: Input From the Client

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
INPUT FROM THE CLIENT					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104	47	57	72	32
	100%	100%	100%	100%	100%
AT LEAST SOMETIMES:	97	43	54	67	30
	93%	91%	95%	93%	94%
ALWAYS/OFTEN:	83	40	43	58	25
	80%	85%	75%	81%	78%
Always	42	19	23	29	13
	40%	40%	40%	40%	41%
Often	41	21	20	29	12
	39%	45%	35%	40%	38%
Sometimes	14	3	11	9	5
	13%	6%	19%	13%	16%
Never	0	0	0	0	0
	0%	0%	0%	0%	0%
no answer	7	4	3	5	2
	7%	9%	5%	7%	6%

TABLE 016 page 1

Frequency of Resource Use When Considering Media: Look & Feel of the Magazine/Website

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
LOOK & FEEL OF THE MAGAZINE/ WEBSITE					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	70 67%	32 68%	38 67%	52 72%	18 56%
ALWAYS/OFTEN:	39 38%	20 43%	19 33%	31 43%	8 25%
Always	16 15%	6 13%	10 18%	13 18%	3 9%
Often	23 22%	14 30%	9 16%	18 25%	5 16%
Sometimes	31 30%	12 26%	19 33%	21 29%	10 31%
Never	23 22%	9 19%	14 25%	16 22%	7 22%
no answer	11 11%	6 13%	5 9%	4 6%	7 22%

TABLE 017 page 1

Frequency of Resource Use When Considering Media: Magazine Media 360°

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
MAGAZINE MEDIA 360°					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	30 29%	13 28%	17 30%	21 29%	9 28%
ALWAYS/OFTEN:	8 8%	3 6%	5 9%	5 7%	3 9%
Always	1 1%	1 2%	0 0%	1 1%	0 0%
Often	7 7%	2 4%	5 9%	4 6%	3 9%
Sometimes	22 21%	10 21%	12 21%	16 22%	6 19%
Never	63 61%	28 60%	35 61%	47 65%	16 50%
no answer	11 11%	6 13%	5 9%	4 6%	7 22%

TABLE 018 page 1

Frequency of Resource Use When Considering Media: Media Kits

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
MEDIA KITS					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	93 89%	42 89%	51 89%	66 92%	27 84%
ALWAYS/OFTEN:	65 63%	31 66%	34 60%	45 63%	20 63%
Always	30 29%	14 30%	16 28%	21 29%	9 28%
Often	35 34%	17 36%	18 32%	24 33%	11 34%
Sometimes	28 27%	11 23%	17 30%	21 29%	7 22%
Never	5 5%	3 6%	2 4%	3 4%	2 6%
no answer	6 6%	2 4%	4 7%	3 4%	3 9%

TABLE 019 page 1

Frequency of Resource Use When Considering Media: Previous Plan

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
PREVIOUS PLAN					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104	47	57	72	32
	100%	100%	100%	100%	100%
AT LEAST SOMETIMES:					
	96	43	53	68	28
	92%	91%	93%	94%	88%
ALWAYS/OFTEN:					
	80	37	43	57	23
	77%	79%	75%	79%	72%
Always					
	38	18	20	28	10
	37%	38%	35%	39%	31%
Often					
	42	19	23	29	13
	40%	40%	40%	40%	41%
Sometimes					
	16	6	10	11	5
	15%	13%	18%	15%	16%
Never					
	0	0	0	0	0
	0%	0%	0%	0%	0%
no answer					
	8	4	4	4	4
	8%	9%	7%	6%	13%

TABLE 020 page 1

Frequency of Resource Use When Considering Media: Research

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
RESEARCH (I.E. R&F/ OPTIMIZATIONS)					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	96 92%	43 91%	53 93%	67 93%	29 91%
ALWAYS/OFTEN:	78 75%	33 70%	45 79%	53 74%	25 78%
Always	41 39%	16 34%	25 44%	29 40%	12 38%
Often	37 36%	17 36%	20 35%	24 33%	13 41%
Sometimes	18 17%	10 21%	8 14%	14 19%	4 13%
Never	3 3%	2 4%	1 2%	2 3%	1 3%
no answer	5 5%	2 4%	3 5%	3 4%	2 6%

TABLE 021 page 1

Frequency of Resource Use When Considering Media: SRDS

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
SRDS					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	97 93%	46 98%	51 89%	68 94%	29 91%
ALWAYS/OFTEN:	64 62%	34 72%	30 53%	43 60%	21 66%
Always	15 14%	10 21%	5 9%	9 13%	6 19%
Often	49 47%	24 51%	25 44%	34 47%	15 47%
Sometimes	33 32%	12 26%	21 37%	25 35%	8 25%
Never	4 4%	1 2%	3 5%	2 3%	2 6%
no answer	3 3%	0 0%	3 5%	2 3%	1 3%

TABLE 022 page 1

Frequency of Resource Use When Considering Media: Syndicated Audience Data

8. How frequently do you use each of the following resources when preparing/selecting the list of media for consideration?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
SYNDICATED AUDIENCE DATA (I.E. GFK MRI, IPSOS, MARS, COMSCORE, NIELSEN, SQAD, ETC.)					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104	47	57	72	32
	100%	100%	100%	100%	100%
AT LEAST SOMETIMES:					
	91	39	52	68	23
	88%	83%	91%	94%	72%
ALWAYS/OFTEN:					
	73	30	43	56	17
	70%	64%	75%	78%	53%
Always					
	44	16	28	34	10
	42%	34%	49%	47%	31%
Often					
	29	14	15	22	7
	28%	30%	26%	31%	22%
Sometimes					
	18	9	9	12	6
	17%	19%	16%	17%	19%
Never					
	7	6	1	2	5
	7%	13%	2%	3%	16%
no answer					
	6	2	4	2	4
	6%	4%	7%	3%	13%

TABLE 023 page 1

Frequency Choosing Larger Media for Integrated Packages

9. How often do you choose fewer but larger media vendors for integrated packages?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	95 91%	42 89%	53 93%	67 93%	28 88%
ALWAYS/OFTEN:	28 27%	6 13%	22 39%	20 28%	8 25%
Always	2 2%	0 0%	2 4%	2 3%	0 0%
Often	26 25%	6 13%	20 35%	18 25%	8 25%
Sometimes	67 64%	36 77%	31 54%	47 65%	20 63%
Never	6 6%	4 9%	2 4%	4 6%	2 6%
no answer	3 3%	1 2%	2 4%	1 1%	2 6%

TABLE 024 page 1

Frequency of RFP Use for Planning/Buying Process

10. How often do you use RFPs in your planning/buying process?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	97 93%	43 91%	54 95%	70 97%	27 84%
ALWAYS/OFTEN:	66 63%	23 49%	43 75%	53 74%	13 41%
Always	37 36%	10 21%	27 47%	31 43%	6 19%
Often	29 28%	13 28%	16 28%	22 31%	7 22%
Sometimes	31 30%	20 43%	11 19%	17 24%	14 44%
Never	5 5%	3 6%	2 4%	1 1%	4 13%
no answer	2 2%	1 2%	1 2%	1 1%	1 3%

TABLE 025 page 1

Importance of RFPs in Planning/Buying Process

11. How important are RFPs in your planning/buying process?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
IMPORTANT:	95 91%	40 85%	55 96%	70 97%	25 78%
Extremely Important	44 42%	13 28%	31 54%	36 50%	8 25%
Moderately Important	27 26%	12 26%	15 26%	21 29%	6 19%
Somewhat Important	24 23%	15 32%	9 16%	13 18%	11 34%
Not Important	8 8%	7 15%	1 2%	2 3%	6 19%
no answer	1 1%	0 0%	1 2%	0 0%	1 3%

TABLE 026 page 1

Turnaround Time for RFPs

12. How much time do you typically give a media seller to answer your RFP?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
More than 20 Work Days	2 2%	2 4%	0 0%	1 1%	1 3%
11-20 Work Days	4 4%	0 0%	4 7%	2 3%	2 6%
6-10 Work Days	36 35%	12 26%	24 42%	27 38%	9 28%
1-5 Work Days	60 58%	32 68%	28 49%	42 58%	18 56%
mean:	6.1	5.6	6.5	6.0	6.4
standard error:	0.38	0.59	0.48	0.41	0.82
median:	5	5	6	5	5
no answer	2 2%	1 2%	1 2%	0 0%	2 6%

TABLE 027 page 1

Frequency of Excluded Media Sellers Given a Chance to Change Proposals

13. How often do excluded/denied media sellers get a chance to change their proposal?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	85 82%	38 81%	47 82%	60 83%	25 78%
ALWAYS/OFTEN:	16 15%	9 19%	7 12%	12 17%	4 13%
Always	3 3%	3 6%	0 0%	2 3%	1 3%
Often	13 13%	6 13%	7 12%	10 14%	3 9%
Sometimes	69 66%	29 62%	40 70%	48 67%	21 66%
Never	17 16%	8 17%	9 16%	12 17%	5 16%
no answer	2 2%	1 2%	1 2%	0 0%	2 6%

TABLE 028 page 1

Importance of Criteria to Final Buying Decision: Important Summary

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
IMPORTANT SUMMARY (rated 2, 3 or 4 on a 4-point scale where 4 = Extremely Important and 1 = Not Important)					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
Added Value	101 97%	45 96%	56 98%	71 99%	30 94%
CPM Delivery	101 97%	45 96%	56 98%	70 97%	31 97%
Total Cost/Price	101 97%	45 96%	56 98%	70 97%	31 97%
Additional Research	99 95%	44 94%	55 96%	69 96%	30 94%
Rate Card Discount	99 95%	46 98%	53 93%	68 94%	31 97%
Content	96 92%	42 89%	54 95%	66 92%	30 94%
Positioning	95 91%	43 91%	52 91%	67 93%	28 88%
R&F/Optimizations	95 91%	40 85%	55 96%	68 94%	27 84%
Proprietary Audience Data (i.e. Subscriber Study)	94 90%	40 85%	54 95%	66 92%	28 88%
Syndicated Audience Data (i.e. GfK MRI, Ipsos, MARS, Comscore, Nielsen, SQAD, etc.)	94 90%	40 85%	54 95%	68 94%	26 81%
Integrated Package	93 89%	39 83%	54 95%	64 89%	29 91%
Circulation/Size of the Magazine/Website	86 83%	37 79%	49 86%	58 81%	28 88%
Opt-In and Open Rate	86 83%	39 83%	47 82%	58 81%	28 88%
Audit/Circulation Statement	85 82%	38 81%	47 82%	61 85%	24 75%
Look & Feel of the Magazine/Website	78 75%	33 70%	45 79%	53 74%	25 78%

TABLE 028 page 2

Importance of Criteria to Final Buying Decision: Important Summary

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
Ad Noting Data (i.e. GfK MRI Starch)	61 59%	21 45%	40 70%	42 58%	19 59%
indicated at least one	103 99%	46 98%	57 100%	71 99%	32 100%
indicated none	1 1%	1 2%	0 0%	1 1%	0 0%

TABLE 029 page 1

Importance of Criteria to Final Buying Decision: Mean Summary

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
MEAN SUMMARY (4 = Extremely Important; 1 = Not Important)					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months rating each					
Total Cost/Price	3.7	3.7	3.7	3.7	3.6
CPM Delivery	3.4	3.3	3.5	3.5	3.2
Content	3.3	3.2	3.5	3.3	3.4
Added Value	3.2	3.1	3.3	3.3	3.1
Rate Card Discount	3.2	3.3	3.2	3.3	3.1
Syndicated Audience Data (i.e. GfK MRI, Ipsos, MARS, Comscore, Nielsen, SQAD, etc.)	3.1	2.8	3.3	3.2	2.8
Positioning	2.9	3.0	2.9	3.0	2.9
R&F/Optimizations	2.9	2.6	3.2	3.0	2.8
Additional Research	2.8	2.7	2.8	2.8	2.8
Circulation/Size of Magazine/ Website	2.8	2.7	2.8	2.7	2.9
Proprietary Audience Data (i.e. Subscriber Study)	2.8	2.6	2.9	2.7	2.9
Audit/Circulation Statement	2.7	2.6	2.7	2.7	2.6
Opt-In and Open Rate	2.7	2.6	2.7	2.6	2.7
Integrated Package	2.6	2.3	2.8	2.6	2.6
Look & Feel of Magazine/Website	2.5	2.5	2.5	2.5	2.6
Ad Noting Data (i.e. GfK MRI Starch)	2.0	1.7	2.2	2.0	2.0

TABLE 030 page 1

Importance of Criteria to Final Buying Decision: Ad Noting Data

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
AD NOTING DATA (I.E. GFK MRI STARCH)					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	5 5%	0 0%	5 9%	3 4%	2 6%
3 - Moderately Important	25 24%	9 19%	16 28%	19 26%	6 19%
2 - Somewhat Important	31 30%	12 26%	19 33%	20 28%	11 34%
1 - Not Important	34 33%	21 45%	13 23%	24 33%	10 31%
mean:	2.0	1.7	2.2	2.0	2.0
standard error:	0.09	0.12	0.13	0.11	0.17
IMPORTANT	61 59%	21 45%	40 70%	42 58%	19 59%
no answer	9 9%	5 11%	4 7%	6 8%	3 9%

TABLE 031 page 1

Importance of Criteria to Final Buying Decision: Added Value

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
ADDED VALUE					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	43 41%	18 38%	25 44%	33 46%	10 31%
3 - Moderately Important	43 41%	20 43%	23 40%	28 39%	15 47%
2 - Somewhat Important	15 14%	7 15%	8 14%	10 14%	5 16%
1 - Not Important	2 2%	2 4%	0 0%	1 1%	1 3%
mean:	3.2	3.1	3.3	3.3	3.1
standard error:	0.08	0.12	0.10	0.09	0.14
IMPORTANT	101 97%	45 96%	56 98%	71 99%	30 94%
no answer	1 1%	0 0%	1 2%	0 0%	1 3%

TABLE 032 page 1

Importance of Criteria to Final Buying Decision: Additional Research

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
ADDITIONAL RESEARCH					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	16 15%	5 11%	11 19%	8 11%	8 25%
3 - Moderately Important	46 44%	22 47%	24 42%	38 53%	8 25%
2 - Somewhat Important	37 36%	17 36%	20 35%	23 32%	14 44%
1 - Not Important	1 1%	1 2%	0 0%	1 1%	0 0%
mean:	2.8	2.7	2.8	2.8	2.8
standard error:	0.07	0.10	0.10	0.08	0.15
IMPORTANT	99 95%	44 94%	55 96%	69 96%	30 94%
no answer	4 4%	2 4%	2 4%	2 3%	2 6%

TABLE 033 page 1

Importance of Criteria to Final Buying Decision: Audit/Circulation Statement

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
AUDIT/CIRCULATION STATEMENT					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	26 25%	10 21%	16 28%	19 26%	7 22%
3 - Moderately Important	32 31%	16 34%	16 28%	23 32%	9 28%
2 - Somewhat Important	27 26%	12 26%	15 26%	19 26%	8 25%
1 - Not Important	15 14%	7 15%	8 14%	9 13%	6 19%
mean:	2.7	2.6	2.7	2.7	2.6
standard error:	0.10	0.15	0.14	0.12	0.20
IMPORTANT	85 82%	38 81%	47 82%	61 85%	24 75%
no answer	4 4%	2 4%	2 4%	2 3%	2 6%

TABLE 034 page 1

Importance of Criteria to Final Buying Decision: Circulation/Size of the Magazine/Website

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
CIRCULATION/SIZE OF THE MAGAZINE/WEBSITE					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	26 25%	12 26%	14 25%	16 22%	10 31%
3 - Moderately Important	39 38%	16 34%	23 40%	30 42%	9 28%
2 - Somewhat Important	21 20%	9 19%	12 21%	12 17%	9 28%
1 - Not Important	14 13%	8 17%	6 11%	12 17%	2 6%
mean:	2.8	2.7	2.8	2.7	2.9
standard error:	0.10	0.16	0.13	0.12	0.18
IMPORTANT	86 83%	37 79%	49 86%	58 81%	28 88%
no answer	4 4%	2 4%	2 4%	2 3%	2 6%

TABLE 035 page 1

Importance of Criteria to Final Buying Decision: Content

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
CONTENT					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	55 53%	21 45%	34 60%	37 51%	18 56%
3 - Moderately Important	28 27%	13 28%	15 26%	22 31%	6 19%
2 - Somewhat Important	13 13%	8 17%	5 9%	7 10%	6 19%
1 - Not Important	4 4%	3 6%	1 2%	4 6%	0 0%
mean:	3.3	3.2	3.5	3.3	3.4
standard error:	0.09	0.14	0.10	0.10	0.15
IMPORTANT	96 92%	42 89%	54 95%	66 92%	30 94%
no answer	4 4%	2 4%	2 4%	2 3%	2 6%

TABLE 036 page 1

Importance of Criteria to Final Buying Decision: CPM Delivery

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
CPM DELIVERY					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	56 54%	23 49%	33 58%	44 61%	12 38%
3 - Moderately Important	34 33%	17 36%	17 30%	20 28%	14 44%
2 - Somewhat Important	11 11%	5 11%	6 11%	6 8%	5 16%
1 - Not Important	2 2%	2 4%	0 0%	2 3%	0 0%
mean:	3.4	3.3	3.5	3.5	3.2
standard error:	0.07	0.12	0.09	0.09	0.13
IMPORTANT	101 97%	45 96%	56 98%	70 97%	31 97%
no answer	1 1%	0 0%	1 2%	0 0%	1 3%

TABLE 037 page 1

Importance of Criteria to Final Buying Decision: Integrated Package

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
INTEGRATED PACKAGE					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	15 14%	7 15%	8 14%	9 13%	6 19%
3 - Moderately Important	33 32%	7 15%	26 46%	26 36%	7 22%
2 - Somewhat Important	45 43%	25 53%	20 35%	29 40%	16 50%
1 - Not Important	6 6%	6 13%	0 0%	5 7%	1 3%
mean:	2.6	2.3	2.8	2.6	2.6
standard error:	0.08	0.13	0.09	0.10	0.16
IMPORTANT	93 89%	39 83%	54 95%	64 89%	29 91%
no answer	5 5%	2 4%	3 5%	3 4%	2 6%

TABLE 038 page 1

Importance of Criteria to Final Buying Decision: Look & Feel of the Magazine/Website

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
LOOK & FEEL OF THE MAGAZINE/ WEBSITE					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	21 20%	11 23%	10 18%	16 22%	5 16%
3 - Moderately Important	30 29%	13 28%	17 30%	20 28%	10 31%
2 - Somewhat Important	27 26%	9 19%	18 32%	17 24%	10 31%
1 - Not Important	19 18%	11 23%	8 14%	15 21%	4 13%
mean:	2.5	2.5	2.5	2.5	2.6
standard error:	0.11	0.17	0.13	0.13	0.18
IMPORTANT	78 75%	33 70%	45 79%	53 74%	25 78%
no answer	7 7%	3 6%	4 7%	4 6%	3 9%

TABLE 039 page 1

Importance of Criteria to Final Buying Decision: Opt-In and Open Rate

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
OPT-IN AND OPEN RATE					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104	47	57	72	32
	100%	100%	100%	100%	100%
4 - Extremely Important	18 17%	6 13%	12 21%	13 18%	5 16%
3 - Moderately Important	39 38%	18 38%	21 37%	26 36%	13 41%
2 - Somewhat Important	29 28%	15 32%	14 25%	19 26%	10 31%
1 - Not Important	11 11%	5 11%	6 11%	9 13%	2 6%
mean:	2.7	2.6	2.7	2.6	2.7
standard error:	0.09	0.13	0.13	0.12	0.15
IMPORTANT	86 83%	39 83%	47 82%	58 81%	28 88%
no answer	7 7%	3 6%	4 7%	5 7%	2 6%

TABLE 040 page 1

Importance of Criteria to Final Buying Decision: Positioning

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
POSITIONING					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	30 29%	17 36%	13 23%	21 29%	9 28%
3 - Moderately Important	39 38%	15 32%	24 42%	28 39%	11 34%
2 - Somewhat Important	26 25%	11 23%	15 26%	18 25%	8 25%
1 - Not Important	5 5%	2 4%	3 5%	3 4%	2 6%
mean:	2.9	3.0	2.9	3.0	2.9
standard error:	0.09	0.13	0.11	0.10	0.17
IMPORTANT	95 91%	43 91%	52 91%	67 93%	28 88%
no answer	4 4%	2 4%	2 4%	2 3%	2 6%

TABLE 041 page 1

Importance of Criteria to Final Buying Decision: Proprietary Audience Data

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
PROPRIETARY AUDIENCE DATA (I.E. SUBSCRIBER STUDY)					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	21 20%	6 13%	15 26%	12 17%	9 28%
3 - Moderately Important	38 37%	17 36%	21 37%	26 36%	12 38%
2 - Somewhat Important	35 34%	17 36%	18 32%	28 39%	7 22%
1 - Not Important	5 5%	3 6%	2 4%	3 4%	2 6%
mean:	2.8	2.6	2.9	2.7	2.9
standard error:	0.09	0.13	0.11	0.10	0.17
IMPORTANT	94 90%	40 85%	54 95%	66 92%	28 88%
no answer	5 5%	4 9%	1 2%	3 4%	2 6%

TABLE 042 page 1

Importance of Criteria to Final Buying Decision: R&F/Optimizations

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
R&F/OPTIMIZATIONS					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	33 32%	11 23%	22 39%	24 33%	9 28%
3 - Moderately Important	35 34%	13 28%	22 39%	25 35%	10 31%
2 - Somewhat Important	27 26%	16 34%	11 19%	19 26%	8 25%
1 - Not Important	7 7%	6 13%	1 2%	4 6%	3 9%
mean:	2.9	2.6	3.2	3.0	2.8
standard error:	0.09	0.15	0.11	0.11	0.18
IMPORTANT	95 91%	40 85%	55 96%	68 94%	27 84%
no answer	2 2%	1 2%	1 2%	0 0%	2 6%

TABLE 043 page 1

Importance of Criteria to Final Buying Decision: Rate Card Discount

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
RATE CARD DISCOUNT					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	47 45%	26 55%	21 37%	36 50%	11 34%
3 - Moderately Important	37 36%	11 23%	26 46%	24 33%	13 41%
2 - Somewhat Important	15 14%	9 19%	6 11%	8 11%	7 22%
1 - Not Important	4 4%	1 2%	3 5%	4 6%	0 0%
mean:	3.2	3.3	3.2	3.3	3.1
standard error:	0.08	0.13	0.11	0.10	0.14
IMPORTANT	99 95%	46 98%	53 93%	68 94%	31 97%
no answer	1 1%	0 0%	1 2%	0 0%	1 3%

TABLE 044 page 1

Importance of Criteria to Final Buying Decision: Syndicated Audience Data

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
SYNDICATED AUDIENCE DATA (I.E. GFK MRI, IPSOS, MARS, COMSCORE, NIELSEN, SQAD, ETC.)					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	38 37%	12 26%	26 46%	28 39%	10 31%
3 - Moderately Important	37 36%	19 40%	18 32%	28 39%	9 28%
2 - Somewhat Important	19 18%	9 19%	10 18%	12 17%	7 22%
1 - Not Important	5 5%	5 11%	0 0%	1 1%	4 13%
mean:	3.1	2.8	3.3	3.2	2.8
standard error:	0.09	0.14	0.10	0.09	0.19
IMPORTANT	94 90%	40 85%	54 95%	68 94%	26 81%
no answer	5 5%	2 4%	3 5%	3 4%	2 6%

TABLE 045 page 1

Importance of Criteria to Final Buying Decision: Total Cost/Price

14. How important are each of the following criteria to the final buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
TOTAL COST/PRICE					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	74 71%	33 70%	41 72%	53 74%	21 66%
3 - Moderately Important	24 23%	11 23%	13 23%	15 21%	9 28%
2 - Somewhat Important	3 3%	1 2%	2 4%	2 3%	1 3%
1 - Not Important	1 1%	1 2%	0 0%	1 1%	0 0%
mean:	3.7	3.7	3.7	3.7	3.6
standard error:	0.06	0.09	0.07	0.07	0.10
IMPORTANT	101 97%	45 96%	56 98%	70 97%	31 97%
no answer	2 2%	1 2%	1 2%	1 1%	1 3%

TABLE 046 page 1

Important of Integration of Added-Value Assets to Planning/Buying Decision: Important Summary

15. How important is the integration of each of the following added-value assets to your planning/buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
IMPORTANT SUMMARY (rated 2, 3 or 4 on a 4-point scale where 4 = Extremely Important and 1 = Not Important)					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
Placement (i.e. Positioning, Adjacency)	99 95%	44 94%	55 96%	69 96%	30 94%
Bonus Space	95 91%	42 89%	53 93%	68 94%	27 84%
Bonus Distribution	92 88%	41 87%	51 89%	67 93%	25 78%
Bonus/Special Research	92 88%	41 87%	51 89%	65 90%	27 84%
Digital Inventory/Position	90 87%	39 83%	51 89%	64 89%	26 81%
Native Advertising	87 84%	36 77%	51 89%	60 83%	27 84%
Email Blast	82 79%	38 81%	44 77%	56 78%	26 81%
Event Sponsorship	79 76%	32 68%	47 82%	57 79%	22 69%
List Access	74 71%	32 68%	42 74%	49 68%	25 78%
indicated at least one	102 98%	46 98%	56 98%	71 99%	31 97%
indicated none	2 2%	1 2%	1 2%	1 1%	1 3%

TABLE 047 page 1

Important of Integration of Added-Value Assets to Planning/Buying Decision: Mean Summary

15. How important is the integration of each of the following added-value assets to your planning/buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
MEAN SUMMARY (4 = Extremely Important; 1 = Not Important)					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months rating each					
Bonus Space	3.1	3.0	3.2	3.2	3.0
Placement (i.e. Positioning, Adjacency)	3.0	3.0	3.1	3.0	3.1
Digital Inventory/Position	2.9	2.8	2.9	2.9	2.7
Bonus Distribution	2.8	2.7	2.9	2.9	2.6
Bonus/Special Research	2.7	2.4	2.9	2.7	2.7
Native Advertising	2.4	2.2	2.6	2.3	2.5
List Access	2.3	2.3	2.4	2.3	2.5
Email Blast	2.3	2.4	2.3	2.3	2.5
Event Sponsorship	2.2	2.0	2.4	2.2	2.2

TABLE 048 page 1

Important of Integration of Added-Value Assets to Planning/Buying Decision: Bonus Distribution

15. How important is the integration of each of the following added-value assets to your planning/buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
BONUS DISTRIBUTION					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	27 26%	11 23%	16 28%	21 29%	6 19%
3 - Moderately Important	41 39%	19 40%	22 39%	28 39%	13 41%
2 - Somewhat Important	24 23%	11 23%	13 23%	18 25%	6 19%
1 - Not Important	10 10%	6 13%	4 7%	4 6%	6 19%
mean:	2.8	2.7	2.9	2.9	2.6
standard error:	0.09	0.14	0.12	0.10	0.18
IMPORTANT	92 88%	41 87%	51 89%	67 93%	25 78%
no answer	2 2%	0 0%	2 4%	1 1%	1 3%

TABLE 049 page 1

Important of Integration of Added-Value Assets to Planning/Buying Decision: Bonus Space

15. How important is the integration of each of the following added-value assets to your planning/buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
BONUS SPACE					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	38 37%	17 36%	21 37%	28 39%	10 31%
3 - Moderately Important	40 38%	18 38%	22 39%	28 39%	12 38%
2 - Somewhat Important	17 16%	7 15%	10 18%	12 17%	5 16%
1 - Not Important	5 5%	4 9%	1 2%	2 3%	3 9%
mean:	3.1	3.0	3.2	3.2	3.0
standard error:	0.09	0.14	0.11	0.10	0.18
IMPORTANT	95 91%	42 89%	53 93%	68 94%	27 84%
no answer	4 4%	1 2%	3 5%	2 3%	2 6%

TABLE 050 page 1

Important of Integration of Added-Value Assets to Planning/Buying Decision: Bonus/Special Research

15. How important is the integration of each of the following added-value assets to your planning/buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
BONUS/SPECIAL RESEARCH					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	21 20%	4 9%	17 30%	17 24%	4 13%
3 - Moderately Important	35 34%	16 34%	19 33%	19 26%	16 50%
2 - Somewhat Important	36 35%	21 45%	15 26%	29 40%	7 22%
1 - Not Important	8 8%	4 9%	4 7%	5 7%	3 9%
mean:	2.7	2.4	2.9	2.7	2.7
standard error:	0.09	0.12	0.13	0.11	0.15
IMPORTANT	92 88%	41 87%	51 89%	65 90%	27 84%
no answer	4 4%	2 4%	2 4%	2 3%	2 6%

TABLE 051 page 1

Important of Integration of Added-Value Assets to Planning/Buying Decision: Digital Inventory/Position

15. How important is the integration of each of the following added-value assets to your planning/buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
DIGITAL INVENTORY/POSITION					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	31 30%	15 32%	16 28%	27 38%	4 13%
3 - Moderately Important	35 34%	12 26%	23 40%	17 24%	18 56%
2 - Somewhat Important	24 23%	12 26%	12 21%	20 28%	4 13%
1 - Not Important	10 10%	6 13%	4 7%	6 8%	4 13%
mean:	2.9	2.8	2.9	2.9	2.7
standard error:	0.10	0.16	0.12	0.12	0.16
IMPORTANT	90 87%	39 83%	51 89%	64 89%	26 81%
no answer	4 4%	2 4%	2 4%	2 3%	2 6%

TABLE 052 page 1

Important of Integration of Added-Value Assets to Planning/Buying Decision: Email Blast

15. How important is the integration of each of the following added-value assets to your planning/buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
EMAIL BLAST					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	10 10%	4 9%	6 11%	6 8%	4 13%
3 - Moderately Important	30 29%	15 32%	15 26%	20 28%	10 31%
2 - Somewhat Important	42 40%	19 40%	23 40%	30 42%	12 38%
1 - Not Important	17 16%	7 15%	10 18%	13 18%	4 13%
mean:	2.3	2.4	2.3	2.3	2.5
standard error:	0.09	0.13	0.12	0.11	0.16
IMPORTANT	82 79%	38 81%	44 77%	56 78%	26 81%
no answer	5 5%	2 4%	3 5%	3 4%	2 6%

TABLE 053 page 1

Important of Integration of Added-Value Assets to Planning/Buying Decision: Event Sponsorship

15. How important is the integration of each of the following added-value assets to your planning/buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
EVENT SPONSORSHIP					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	6 6%	0 0%	6 11%	5 7%	1 3%
3 - Moderately Important	26 25%	12 26%	14 25%	16 22%	10 31%
2 - Somewhat Important	47 45%	20 43%	27 47%	36 50%	11 34%
1 - Not Important	17 16%	11 23%	6 11%	10 14%	7 22%
mean:	2.2	2.0	2.4	2.2	2.2
standard error:	0.08	0.11	0.12	0.10	0.16
IMPORTANT	79 76%	32 68%	47 82%	57 79%	22 69%
no answer	8 8%	4 9%	4 7%	5 7%	3 9%

TABLE 054 page 1

Important of Integration of Added-Value Assets to Planning/Buying Decision: List Access

15. How important is the integration of each of the following added-value assets to your planning/buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
LIST ACCESS					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	14 13%	6 13%	8 14%	9 13%	5 16%
3 - Moderately Important	29 28%	13 28%	16 28%	20 28%	9 28%
2 - Somewhat Important	31 30%	13 28%	18 32%	20 28%	11 34%
1 - Not Important	24 23%	12 26%	12 21%	19 26%	5 16%
mean:	2.3	2.3	2.4	2.3	2.5
standard error:	0.10	0.15	0.14	0.12	0.18
IMPORTANT	74 71%	32 68%	42 74%	49 68%	25 78%
no answer	6 6%	3 6%	3 5%	4 6%	2 6%

TABLE 055 page 1

Important of Integration of Added-Value Assets to Planning/Buying Decision: Native Advertising

15. How important is the integration of each of the following added-value assets to your planning/buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
NATIVE ADVERTISING					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	9 9%	2 4%	7 12%	6 8%	3 9%
3 - Moderately Important	33 32%	14 30%	19 33%	21 29%	12 38%
2 - Somewhat Important	45 43%	20 43%	25 44%	33 46%	12 38%
1 - Not Important	12 12%	9 19%	3 5%	9 13%	3 9%
mean:	2.4	2.2	2.6	2.3	2.5
standard error:	0.08	0.12	0.11	0.10	0.15
IMPORTANT	87 84%	36 77%	51 89%	60 83%	27 84%
no answer	5 5%	2 4%	3 5%	3 4%	2 6%

TABLE 056 page 1

Important of Integration of Added-Value Assets to Planning/Buying Decision: Placement

15. How important is the integration of each of the following added-value assets to your planning/buying decision?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
PLACEMENT (I.E. POSITIONING, ADJACENCY)					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	37 36%	18 38%	19 33%	27 38%	10 31%
3 - Moderately Important	34 33%	13 28%	21 37%	22 31%	12 38%
2 - Somewhat Important	28 27%	13 28%	15 26%	20 28%	8 25%
1 - Not Important	2 2%	2 4%	0 0%	2 3%	0 0%
mean:	3.0	3.0	3.1	3.0	3.1
standard error:	0.08	0.14	0.11	0.11	0.14
IMPORTANT	99 95%	44 94%	55 96%	69 96%	30 94%
no answer	3 3%	1 2%	2 4%	1 1%	2 6%

TABLE 057 page 1

Important Communication Channels for Media Recommended/Considered: Important Summary

16. How important are each of the following communication channels for the media you recommend/consider?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
IMPORTANT SUMMARY (rated 2, 3 or 4 on a 4-point scale where 4 = Extremely Important and 1 = Not Important)					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
Email	99 95%	45 96%	54 95%	71 99%	28 88%
Virtual Meetings	95 91%	42 89%	53 93%	67 93%	28 88%
Telephone	87 84%	41 87%	46 81%	59 82%	28 88%
In-Person Meetings	65 63%	28 60%	37 65%	44 61%	21 66%
Text	47 45%	24 51%	23 40%	31 43%	16 50%
indicated at least one	102 98%	47 100%	55 96%	72 100%	30 94%
indicated none	2 2%	0 0%	2 4%	0 0%	2 6%

TABLE 058 page 1

Important Communication Channels for Media Recommended/Considered: Mean Summary

16. How important are each of the following communication channels for the media you recommend/consider?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
MEAN SUMMARY (4 = Extremely Important; 1 = Not Important)					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months rating each					
Email	3.5	3.6	3.4	3.6	3.4
Virtual Meetings	2.9	2.8	3.1	2.9	2.9
Telephone	2.7	2.7	2.6	2.7	2.6
In-Person Meetings	2.0	2.0	2.0	1.9	2.1
Text	1.6	1.7	1.6	1.6	1.7

TABLE 059 page 1

Important Communication Channels for Media Recommended/Considered: Email

16. How important are each of the following communication channels for the media you recommend/consider?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
EMAIL					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	71 68%	35 74%	36 63%	51 71%	20 63%
3 - Moderately Important	15 14%	5 11%	10 18%	11 15%	4 13%
2 - Somewhat Important	13 13%	5 11%	8 14%	9 13%	4 13%
1 - Not Important	3 3%	1 2%	2 4%	1 1%	2 6%
mean:	3.5	3.6	3.4	3.6	3.4
standard error:	0.08	0.11	0.12	0.09	0.18
IMPORTANT	99 95%	45 96%	54 95%	71 99%	28 88%
no answer	2 2%	1 2%	1 2%	0 0%	2 6%

TABLE 060 page 1

Important Communication Channels for Media Recommended/Considered: In-Person Meetings

16. How important are each of the following communication channels for the media you recommend/consider?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
IN-PERSON MEETINGS					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	7 7%	3 6%	4 7%	4 6%	3 9%
3 - Moderately Important	21 20%	10 21%	11 19%	15 21%	6 19%
2 - Somewhat Important	37 36%	15 32%	22 39%	25 35%	12 38%
1 - Not Important	37 36%	18 38%	19 33%	27 38%	10 31%
mean:	2.0	2.0	2.0	1.9	2.1
standard error:	0.09	0.14	0.12	0.11	0.17
IMPORTANT	65 63%	28 60%	37 65%	44 61%	21 66%
no answer	2 2%	1 2%	1 2%	1 1%	1 3%

TABLE 061 page 1

Important Communication Channels for Media Recommended/Considered: Telephone

16. How important are each of the following communication channels for the media you recommend/consider?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
TELEPHONE					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	23 22%	11 23%	12 21%	18 25%	5 16%
3 - Moderately Important	37 36%	16 34%	21 37%	25 35%	12 38%
2 - Somewhat Important	27 26%	14 30%	13 23%	16 22%	11 34%
1 - Not Important	15 14%	5 11%	10 18%	12 17%	3 9%
mean:	2.7	2.7	2.6	2.7	2.6
standard error:	0.10	0.14	0.14	0.12	0.16
IMPORTANT	87 84%	41 87%	46 81%	59 82%	28 88%
no answer	2 2%	1 2%	1 2%	1 1%	1 3%

TABLE 062 page 1

Important Communication Channels for Media Recommended/Considered: Text

16. How important are each of the following communication channels for the media you recommend/consider?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
TEXT					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	3 3%	2 4%	1 2%	3 4%	0 0%
3 - Moderately Important	12 12%	5 11%	7 12%	7 10%	5 16%
2 - Somewhat Important	32 31%	17 36%	15 26%	21 29%	11 34%
1 - Not Important	54 52%	22 47%	32 56%	39 54%	15 47%
mean:	1.6	1.7	1.6	1.6	1.7
standard error:	0.08	0.12	0.11	0.10	0.13
IMPORTANT	47 45%	24 51%	23 40%	31 43%	16 50%
no answer	3 3%	1 2%	2 4%	2 3%	1 3%

TABLE 063 page 1

Important Communication Channels for Media Recommended/Considered: Virtual Meetings

16. How important are each of the following communication channels for the media you recommend/consider?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
VIRTUAL MEETINGS					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
4 - Extremely Important	29 28%	10 21%	19 33%	21 29%	8 25%
3 - Moderately Important	44 42%	20 43%	24 42%	28 39%	16 50%
2 - Somewhat Important	22 21%	12 26%	10 18%	18 25%	4 13%
1 - Not Important	7 7%	4 9%	3 5%	4 6%	3 9%
mean:	2.9	2.8	3.1	2.9	2.9
standard error:	0.09	0.13	0.12	0.10	0.16
IMPORTANT	95 91%	42 89%	53 93%	67 93%	28 88%
no answer	2 2%	1 2%	1 2%	1 1%	1 3%

TABLE 064 page 1

Post Pandemic Anticipated Work Location

17. Post-COVID, where do you expect to be working?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
Full-Time Remote	37 36%	16 34%	21 37%	27 38%	10 31%
Hybrid	60 58%	24 51%	36 63%	40 56%	20 63%
Full-Time in Office	7 7%	7 15%	0 0%	5 7%	2 6%
no answer	0 0%	0 0%	0 0%	0 0%	0 0%

TABLE 065 page 1

Post Pandemic Proportion of Time Anticipated to be Devoted to Communication With Outside Vendors

18. Post-COVID, what percentage of your time per week do you expect to devote to communicating or meeting with outside vendors?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
75% +	7 7%	6 13%	1 2%	3 4%	4 13%
50% - 74%	11 11%	5 11%	6 11%	10 14%	1 3%
25% - 49%	32 31%	12 26%	20 35%	21 29%	11 34%
1% - 24%	50 48%	23 49%	27 47%	37 51%	13 41%
0%	4 4%	1 2%	3 5%	1 1%	3 9%
mean:	29.2	31.9	27.0	29.2	29.3
standard error:	2.08	3.46	2.50	2.42	4.07
median:	24	25	24	24	25
no answer	0 0%	0 0%	0 0%	0 0%	0 0%

TABLE 066 page 1

Frequency of Factors Causing Schedule Changes: Always Summary

19. How frequently do the following cause changes in a schedule?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
ALWAYS SUMMARY					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
Budget Increases/Decreases	28 27%	9 19%	19 33%	22 31%	6 19%
Lack of Performance	21 20%	10 21%	11 19%	14 19%	7 22%
Client Dictates	16 15%	8 17%	8 14%	12 17%	4 13%
Change in Strategic Direction	13 13%	6 13%	7 12%	10 14%	3 9%
Lack of Available Inventory	13 13%	8 17%	5 9%	8 11%	5 16%
Creative Issues	9 9%	2 4%	7 12%	5 7%	4 13%
Current Events	8 8%	4 9%	4 7%	6 8%	2 6%
Competitive Offers	3 3%	2 4%	1 2%	3 4%	0 0%
indicated at least one	45 43%	17 36%	28 49%	29 40%	16 50%
indicated none	59 57%	30 64%	29 51%	43 60%	16 50%

TABLE 067 page 1

Frequency of Factors Causing Schedule Changes: Always/Often Summary

19. How frequently do the following cause changes in a schedule?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
ALWAYS/OFTEN SUMMARY					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
Budget Increases/Decreases	72 69%	32 68%	40 70%	52 72%	20 63%
Client Dictates	57 55%	24 51%	33 58%	40 56%	17 53%
Lack of Performance	53 51%	23 49%	30 53%	36 50%	17 53%
Change in Strategic Direction	49 47%	21 45%	28 49%	35 49%	14 44%
Creative Issues	46 44%	18 38%	28 49%	33 46%	13 41%
Lack of Available Inventory	40 38%	21 45%	19 33%	28 39%	12 38%
Current Events	35 34%	18 38%	17 30%	24 33%	11 34%
Competitive Offers	18 17%	10 21%	8 14%	13 18%	5 16%
indicated at least one	95 91%	43 91%	52 91%	67 93%	28 88%
indicated none	9 9%	4 9%	5 9%	5 7%	4 13%

TABLE 068 page 1

Frequency of Factors Causing Schedule Changes: At Least Sometimes Summary

19. How frequently do the following cause changes in a schedule?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
AT LEAST SOMETIMES SUMMARY					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
Client Dictates	102 98%	47 100%	55 96%	72 100%	30 94%
Budget Increases/Decreases	101 97%	46 98%	55 96%	71 99%	30 94%
Change in Strategic Direction	99 95%	45 96%	54 95%	70 97%	29 91%
Lack of Performance	98 94%	45 96%	53 93%	69 96%	29 91%
Creative Issues	95 91%	42 89%	53 93%	67 93%	28 88%
Lack of Available Inventory	95 91%	44 94%	51 89%	68 94%	27 84%
Current Events	92 88%	44 94%	48 84%	68 94%	24 75%
Competitive Offers	82 79%	35 74%	47 82%	58 81%	24 75%
indicated at least one	103 99%	47 100%	56 98%	72 100%	31 97%
indicated none	1 1%	0 0%	1 2%	0 0%	1 3%

TABLE 069 page 1

Frequency of Factors Causing Schedule Changes: Budget Increases/Decreases

19. How frequently do the following cause changes in a schedule?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
BUDGET INCREASES/DECREASES					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104	47	57	72	32
	100%	100%	100%	100%	100%
AT LEAST SOMETIMES:	101	46	55	71	30
	97%	98%	96%	99%	94%
ALWAYS/OFTEN:	72	32	40	52	20
	69%	68%	70%	72%	63%
Always	28	9	19	22	6
	27%	19%	33%	31%	19%
Often	44	23	21	30	14
	42%	49%	37%	42%	44%
Sometimes	29	14	15	19	10
	28%	30%	26%	26%	31%
Never	3	1	2	1	2
	3%	2%	4%	1%	6%
no answer	0	0	0	0	0
	0%	0%	0%	0%	0%

TABLE 070 page 1

Frequency of Factors Causing Schedule Changes: Change in Strategic Direction

19. How frequently do the following cause changes in a schedule?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
CHANGE IN STRATEGIC DIRECTION					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104	47	57	72	32
	100%	100%	100%	100%	100%
AT LEAST SOMETIMES:					
	99	45	54	70	29
	95%	96%	95%	97%	91%
ALWAYS/OFTEN:					
	49	21	28	35	14
	47%	45%	49%	49%	44%
Always					
	13	6	7	10	3
	13%	13%	12%	14%	9%
Often					
	36	15	21	25	11
	35%	32%	37%	35%	34%
Sometimes					
	50	24	26	35	15
	48%	51%	46%	49%	47%
Never					
	4	2	2	1	3
	4%	4%	4%	1%	9%
no answer					
	1	0	1	1	0
	1%	0%	2%	1%	0%

TABLE 071 page 1

Frequency of Factors Causing Schedule Changes: Client Dictates

19. How frequently do the following cause changes in a schedule?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
CLIENT DICTATES					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	102 98%	47 100%	55 96%	72 100%	30 94%
ALWAYS/OFTEN:	57 55%	24 51%	33 58%	40 56%	17 53%
Always	16 15%	8 17%	8 14%	12 17%	4 13%
Often	41 39%	16 34%	25 44%	28 39%	13 41%
Sometimes	45 43%	23 49%	22 39%	32 44%	13 41%
Never	1 1%	0 0%	1 2%	0 0%	1 3%
no answer	1 1%	0 0%	1 2%	0 0%	1 3%

TABLE 072 page 1

Frequency of Factors Causing Schedule Changes: Competitive Offers

19. How frequently do the following cause changes in a schedule?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
COMPETITIVE OFFERS					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104	47	57	72	32
	100%	100%	100%	100%	100%
AT LEAST SOMETIMES:					
	82	35	47	58	24
	79%	74%	82%	81%	75%
ALWAYS/OFTEN:					
	18	10	8	13	5
	17%	21%	14%	18%	16%
Always					
	3	2	1	3	0
	3%	4%	2%	4%	0%
Often					
	15	8	7	10	5
	14%	17%	12%	14%	16%
Sometimes					
	64	25	39	45	19
	62%	53%	68%	63%	59%
Never					
	19	12	7	12	7
	18%	26%	12%	17%	22%
no answer					
	3	0	3	2	1
	3%	0%	5%	3%	3%

TABLE 073 page 1

Frequency of Factors Causing Schedule Changes: Creative Issues

19. How frequently do the following cause changes in a schedule?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
CREATIVE ISSUES					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	95 91%	42 89%	53 93%	67 93%	28 88%
ALWAYS/OFTEN:	46 44%	18 38%	28 49%	33 46%	13 41%
Always	9 9%	2 4%	7 12%	5 7%	4 13%
Often	37 36%	16 34%	21 37%	28 39%	9 28%
Sometimes	49 47%	24 51%	25 44%	34 47%	15 47%
Never	9 9%	5 11%	4 7%	5 7%	4 13%
no answer	0 0%	0 0%	0 0%	0 0%	0 0%

TABLE 074 page 1

Frequency of Factors Causing Schedule Changes: Current Events

19. How frequently do the following cause changes in a schedule?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
CURRENT EVENTS					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	92 88%	44 94%	48 84%	68 94%	24 75%
ALWAYS/OFTEN:	35 34%	18 38%	17 30%	24 33%	11 34%
Always	8 8%	4 9%	4 7%	6 8%	2 6%
Often	27 26%	14 30%	13 23%	18 25%	9 28%
Sometimes	57 55%	26 55%	31 54%	44 61%	13 41%
Never	10 10%	2 4%	8 14%	3 4%	7 22%
no answer	2 2%	1 2%	1 2%	1 1%	1 3%

TABLE 075 page 1

Frequency of Factors Causing Schedule Changes: Lack of Available Inventory

19. How frequently do the following cause changes in a schedule?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
LACK OF AVAILABLE INVENTORY					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	95 91%	44 94%	51 89%	68 94%	27 84%
ALWAYS/OFTEN:	40 38%	21 45%	19 33%	28 39%	12 38%
Always	13 13%	8 17%	5 9%	8 11%	5 16%
Often	27 26%	13 28%	14 25%	20 28%	7 22%
Sometimes	55 53%	23 49%	32 56%	40 56%	15 47%
Never	8 8%	3 6%	5 9%	4 6%	4 13%
no answer	1 1%	0 0%	1 2%	0 0%	1 3%

TABLE 076 page 1

Frequency of Factors Causing Schedule Changes: Lack of Performance

19. How frequently do the following cause changes in a schedule?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
LACK OF PERFORMANCE					
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months					
	104	47	57	72	32
	100%	100%	100%	100%	100%
AT LEAST SOMETIMES:					
	98	45	53	69	29
	94%	96%	93%	96%	91%
ALWAYS/OFTEN:					
	53	23	30	36	17
	51%	49%	53%	50%	53%
Always					
	21	10	11	14	7
	20%	21%	19%	19%	22%
Often					
	32	13	19	22	10
	31%	28%	33%	31%	31%
Sometimes					
	45	22	23	33	12
	43%	47%	40%	46%	38%
Never					
	5	2	3	3	2
	5%	4%	5%	4%	6%
no answer					
	1	0	1	0	1
	1%	0%	2%	0%	3%

TABLE 077 page 1

Frequency of Unknown Media Properties Scheduled

20. How often does a previously unknown media property end up on a schedule?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
AT LEAST SOMETIMES:	88 85%	42 89%	46 81%	60 83%	28 88%
ALWAYS/OFTEN:	11 11%	5 11%	6 11%	6 8%	5 16%
Always	1 1%	1 2%	0 0%	1 1%	0 0%
Often	10 10%	4 9%	6 11%	5 7%	5 16%
Sometimes	77 74%	37 79%	40 70%	54 75%	23 72%
Never	15 14%	5 11%	10 18%	12 17%	3 9%
no answer	1 1%	0 0%	1 2%	0 0%	1 3%

TABLE 078 page 1

Number of Employees

21. What is the approximate number of employees at your company, including all its branches, divisions, and locations?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
1,000 or More	23 22%	0 0%	23 40%	14 19%	9 28%
500 to 999	6 6%	0 0%	6 11%	4 6%	2 6%
250 to 499	15 14%	0 0%	15 26%	13 18%	2 6%
100 to 249	13 13%	0 0%	13 23%	9 13%	4 13%
50 to 99	21 20%	21 45%	0 0%	19 26%	2 6%
20 to 49	7 7%	7 15%	0 0%	4 6%	3 9%
10 to 19	7 7%	7 15%	0 0%	5 7%	2 6%
1 to 9	12 12%	12 26%	0 0%	4 6%	8 25%
mean:*	359	42	621	348	383
standard error:	38.1	4.5	46.5	43.6	76.7
median:	156	39	500	165	125
no answer	0 0%	0 0%	0 0%	0 0%	0 0%

*Due to the significant proportion of respondents answering in the top category, the sample statistic may understate the true population mean.

TABLE 079 page 1

Organization

22. Which of the following best describes your organization?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
Advertising Agency	72 69%	32 68%	40 70%	72 100%	0 0%
Media Buying Service	10 10%	6 13%	4 7%	0 0%	10 31%
Media Planning Service	6 6%	2 4%	4 7%	0 0%	6 19%
In-house Agency	4 4%	1 2%	3 5%	0 0%	4 13%
Consultant/PR Firm	2 2%	2 4%	0 0%	0 0%	2 6%
other	10 10%	4 9%	6 11%	0 0%	10 31%
no answer	0 0%	0 0%	0 0%	0 0%	0 0%

TABLE 080 page 1

Job Function

23. What is your primary job function?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
Media Buying & Planning	32 31%	14 30%	18 32%	24 33%	8 25%
Media Buying	18 17%	6 13%	12 21%	15 21%	3 9%
Media Planning	14 13%	2 4%	12 21%	10 14%	4 13%
Media Strategy	9 9%	6 13%	3 5%	7 10%	2 6%
Account Management	6 6%	5 11%	1 2%	3 4%	3 9%
Marketing/Advertising	5 5%	4 9%	1 2%	1 1%	4 13%
Executive Management	4 4%	2 4%	2 4%	2 3%	2 6%
Client Services	3 3%	1 2%	2 4%	1 1%	2 6%
Account Strategy	2 2%	0 0%	2 4%	1 1%	1 3%
Direct Marketing	2 2%	2 4%	0 0%	0 0%	2 6%
Public Relations	1 1%	0 0%	1 2%	1 1%	0 0%
Research	1 1%	1 2%	0 0%	1 1%	0 0%
List Management	0 0%	0 0%	0 0%	0 0%	0 0%
other	7 7%	4 9%	3 5%	6 8%	1 3%
no answer	0 0%	0 0%	0 0%	0 0%	0 0%

TABLE 081 page 1

Position Tenure

24. How long have you been in your current position?

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
More than 3 years	74 71%	38 81%	36 63%	51 71%	23 72%
1-3 years	18 17%	7 15%	11 19%	13 18%	5 16%
6 months - 1 year	6 6%	2 4%	4 7%	3 4%	3 9%
Less than six months	6 6%	0 0%	6 11%	5 7%	1 3%
mean (years):*					
standard error:					
median:					
no answer	0 0%	0 0%	0 0%	0 0%	0 0%

*Due to the high proportion of respondents answering in the top category, the sample statistics cannot be meaningfully calculated.

TABLE 082 page 1

Value of Advertising Recommended/Helped Purchase

25. Please estimate the total value of advertising you've recommended or helped purchase in the past 12 months.

	TOTAL	NUMBER OF EMPLOYEES		-----ORGANIZATION-----	
		1 - 99	100 +	ad agency	other
base: those who have personally researched, recommended, planned or bought listed media for campaigns worked on in the past 12 months	104 100%	47 100%	57 100%	72 100%	32 100%
\$20 million +	21 20%	2 4%	19 33%	15 21%	6 19%
\$10 million to \$20 million	24 23%	7 15%	17 30%	20 28%	4 13%
\$3 million to \$10 million	23 22%	12 26%	11 19%	17 24%	6 19%
\$1 million to \$3 million	20 19%	13 28%	7 12%	13 18%	7 22%
\$100,000 to \$1 million	13 13%	11 23%	2 4%	6 8%	7 22%
Under \$100,000	3 3%	2 4%	1 2%	1 1%	2 6%
mean (millions):*	\$9	\$5	\$13	\$10	\$7
standard error:	\$0.73	\$0.85	\$0.93	\$0.85	\$1.36
median:	\$7.93	\$2.67	\$14.37	\$9.78	\$3.00
no answer	0 0%	0 0%	0 0%	0 0%	0 0%

*Due to the significant proportion of respondents answering in the top category, the sample statistic may understate the true population mean.