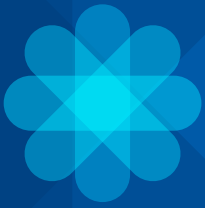


POWER OF PRINT

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RESEARCH: NEUROSCIENCE – WHY PRINT ADS WORK*

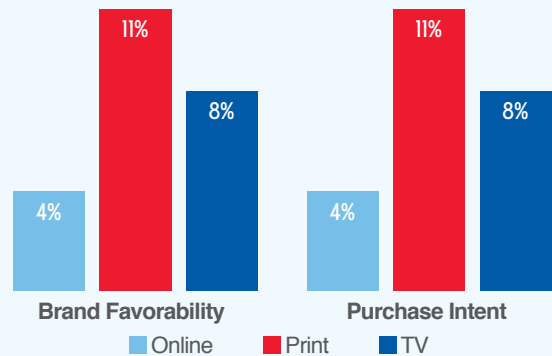
The results from a review of 150 papers, books and experimental reports suggest:

- Reading on paper is slower and deeper (associated with analysis, inference and reflection), while reading on screen is faster and more in a scanning mode.
- Paper-based reading benefits from more focused attention, less distraction and less anxiety related to interruption, multitasking and cognitive load.
- Paper-based reading is widely associated with better transfer to long-term memory and clearer comprehension.
- Print advertising activates neural activity associated with desirability and reward.

Magazines Drive Brand Metrics AND Sales – Both Alone and in Combination**



**Print Significantly Boosted the
Effectiveness of Cross-Platform Campaigns**



**Print Generates Highest Lift in
Persuasion Metrics and Purchase Intent**

*What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?

A White Paper from MPA – The Association of Magazine Media : Scott McDonald, Ph.D. : Nomos Research : September 2015
Source: magazine.org

**All channels by Delta: Exposed - control. Number of respondents: Online = 253,421; Print = 88,014; TV = 198,479. Source: Millward Brown Digital