

# Newspapers Engage

RESEARCH

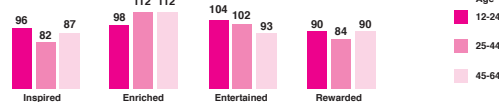
A special relationship exists between print publications and their readers. It's a deep attraction no advertiser would deny. You pay for a newspaper and magazine and then enjoy the content – journalism and advertising hand-in-hand. It is an intimate one-on-one conversation

## FIVE AXES



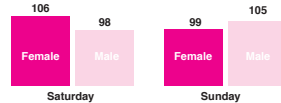
Younger readers are more inspired by newspapers than older demographics who feel enriched and entertained

Connected by age (Mon-Fri newspapers, EQ scores)



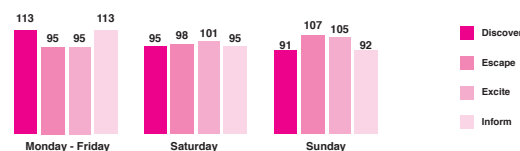
Men are just as likely as women to have responded to newspaper advertisements by purchasing products

'Act' by gender (weekend newspapers, EQ scores)



Reader's motivations shift as the week goes on, from a focus on discovery during the week towards a desire to escape on a Sunday

Motivation by day of publication (EQ scores)



## EQ SCORE

The Engagement Quotient measures reader engagement through the 'five axis of engagement' developed by emma™ and is the world's largest and most comprehensive engagement study with more than 20,000 respondents. The five axis: source of copy; loyalty (frequency of reading); motivation for reading the title; connection with the title and actions taken as a result of reading the title. It is a new engagement metric designed to demonstrate a reader's unique relationship with printed newspapers and magazines.