

Rolling Stone



A VISTA Print Effectiveness Rating survey was recently fielded by Affinity to measure reader involvement, advertising effectiveness and editorial readership of the November 15, 2007 issue of Rolling Stone. A total of 410 respondents were surveyed to determine the effectiveness of 78 advertisements and the editorial readership of 8 articles appearing in the issue.

Of the 78 measured ads, the 1/2 page Todd Rundgren CD ad on page 204 ranked #10 for “Actions Taken.” What’s more, readers who recalled seeing the ad were significantly more likely than the issue average to “Gather More Information”, “Visit the Advertiser’s Website” and “Consider Purchasing the Product/Service.”



Todd Rundgren CDs 1/2P(v) • 4C • Page 204

	<u>Total Recall</u>	<u>Brand Association</u>	<u>Actions Taken</u>
Advertiser	31%	88%	66%
Issue Average	57%	82%	54%

Note: Brand Association and Actions Taken based on respondents recalling specific advertisements

Actions Taken Detail

	<u>More Favorable Opinion</u>	<u>Gather More Information</u>	<u>Visit Advertiser’s Website</u>	<u>Visit Store, Dealer, Other Location</u>	<u>Save Ad For Future Reference</u>	<u>Recommend Product or Service</u>	<u>Consider Purchasing Product/Service</u>	<u>Purchase Product/Service</u>
Advertiser	16%	31%	31%	13%	6%	6%	44%	6%
Issue Average	13%	13%	12%	8%	6%	6%	19%	6%