

POWER OF MAGAZINES VS. TV AND INTERNET

Corina Soethof, NUV

Fred Bronner, University of Amsterdam

Vincent Kuijpers, TNS NIPO

Introduction

This paper is about multimedia synergy. Simply stated the $1+1=3$ or more effect. In the practice of media planning and media research synergy in multimedia communications is considered to be an important phenomenon, but the theory and explanations behind synergy seem not very well understood. So in the theoretical part six theories are described. In the second part of the paper we move to the empirical part. In the Netherlands, the association of Dutch magazine publishers (NUV) tries to demonstrate the power of magazines in multimedia schedules with other media (more specific television and online). For that purpose, the Media Observer instrument is used which shows the relation between exposure to the various media and advertising effects. In several case studies the synergy effect between print and other media can be shown. Especially the combined choice of print and internet seems to be an underused tool.

Theoretical explanations of multimedia synergy: six theories

Nearly all campaigns nowadays are multimedia campaigns. Multimedia strategies, integrated marketing and mixed-channel campaigns are high on the agenda in the media and advertising world (Bronner, van Velthoven & Kuijpers, 2005). Abundance, fragmentation, fast wear out and simultaneous media usage offer explanations. In this fight for attention an advertiser has to utilize a number of different channels to deliver his/her communication message. A multimedia strategy is necessary to reach the consumer. As Ephron said in 2000: 'Old media planning was about picking individual media. New media planning is about picking combinations of media (and permutations of media, where sequence of exposure is important).' Within the same budget specific media combinations are chosen instead of one medium.

In the beginning of multimedia scheduling the advantage of the *targeting lever* was stressed (Masson & Smith, 2002). And multimedia research concentrated on targeting issues. With for example television and print it was possible to reach different segments or target groups. A benefit that a mixed print-TV campaign can deliver over TV-only. But later on the main advantage of multimedia communication moved to the *synergy lever*. If the creative work has been well integrated a multiplier effect can be generated by a multimedia strategy. Synergies are perceived to be an important reason to mix media and to choose specific combinations. Synergy is usually defined as the situation in which the combined effect of multiple activities exceeds the sum of their individual effects (Naik & Raman, 2003, p.375). Simply stated: the $1+1=3$ or more effect. In the practice of media planning as well as media research multimedia communications and synergy are considered as very important but the theory and explanations behind synergy seem not very well understood. So before sketching the synergy effect in practice – with the help of several cases- we will pay attention to theoretical explanations around this synergy phenomenon (see Masson & Callius, 2001; Dijksta, 2002; Naik & Raman, 2003; Stammerjohan et al., 2005; Bronner, 2006).

Which theories can explain synergistic effects in multimedia campaigns? We will focus on six different theories. The first is about repetition and variation.

1. Repetition in different sources

Repetition of a message in different sources causes a less fast wear out compared to repetition of a message in just one source (medium). Variation has a positive effect upon 'wear in and wear out'.

2. Multi-source credibility

From communication theory we know that messages received from different sources that are perceived as different are more convincing than messages received from one and the same source. This applies to editorial as well as commercial information. Meeting a message in different sources increases the convincingness.

3. Complementary elements

Each medium has its own communication abilities. Already from the eighties planners have approached media with reference to a list of intrinsic characteristics. For example television can offer sound and movement, print can offer a framework for more factual information. In this sense media complement each other and can create the $1+1=3$ or more effect.

4. Memory reinforcement (forward and backward)

A lot of advertising associations and brand associations are stored in the implicit memory and consumers are unaware of these already present associations. Contact with a new advertising message can reinforce the previously gained and stored knowledge. This process can take place forward or backward. Another term for forward processing is priming. Priming occurs when the ad in the first medium (for example a TV commercial) primes the consumer's interest in seeing a follow-up ad (for example a display in the supermarket). Image transfer is another term for backward processing. Elements in the second ad (for example a radio commercial) act as retrieval cues to the memory of the first ad (for example a TV commercial). The visual transfer effect is a good example of the image transfer effect. People can picture images of a TV commercial (first ad) when they hear its soundtrack on radio (second ad).

5. Encoding variability theory

Encoding variability theory suggests that when a consumer receives the same message from a variety of media, the message will be encoded into his or her memory in a more complex fashion than if only one medium were used, resulting in a stronger, clearer, more accessible information network in the brain. This enhances the likelihood that the information will be recalled accurately.

6. Selective attention

Kahneman (1973) demonstrated that among a set of stimuli, individuals give the most attention to those that are both complex and familiar. Repeating during a multimedia campaign increases familiarity and using more tools increases complexity.

In summary, we can conclude that the strongest argument for multimedia campaigns is not the targeting benefit as was assumed in the beginning of multimedia campaigns but the synergy effect. We showed that there are several theories to expect a multimedia campaign to have a more positive effect than a single-medium campaign. Six theories were described grounded in 'classical' communication theories or psychological theories. Too much practical research examines synergies resulting from the use of more media in a campaign without paying attention to possible explanations.

A necessary prerequisite for synergy

A necessary prerequisite for creating synergy is the use of common creative elements in each media execution (Gullen, 2004). There has to be a common look or theme across all media. Different messages cause confusion and do not create the more or less 'unconscious effect' as described before. Theory shows that synergy is possible but many advertisers are not communicating a clear single message in the used media. An illustration. Sheehan and Doherty (2001) tried in a very interesting publication to answer the following specific questions: (a) are print advertisements and World Wide websites strategically integrated and (b) are print advertisements and World Wide websites tactically integrated? A content analysis of print advertisements and their corresponding websites was performed to address these research questions. And after their analysis their answer is : sometimes. The authors conclude (p.55): 'This study found that many advertisers appear to integrate messages to some degree. However, it seems that while many advertisers tend to integrate tactical elements (such as the product language and print advertisement copy support points), fewer integrate strategic elements such as promises and objectives. Therefore, while the advertiser's website may have some visual cues that remind the online user of the print advertisement, the overall strategic content of the communication message is often lacking.'

So in theory synergy effects can be created (see the six theories), but in practice crucial rules are not followed for more synergy to work.

In the next section we move from the theoretical part to the empirical part and will spend attention to the instrument we used to research multimedia "synergy" effects, the Media Observer.

Research instrument: the Media Observer

The Association of Dutch magazine publishers tries to demonstrate the power of magazines in multimedia schedules with the help of a research instrument called the Media Observer. This instrument is extremely suitable to optimize media campaigns and draw conclusions how to invest media budgets more effectively and more efficiently in future.

The history of the Media Observer goes back to the nineties (Laborie & Charton, 1994). The tool was developed by The Media Partnership and used in Holland, Germany, France and some other countries. In the Netherlands TMP used the instrument successfully from 1993-2002. After that period TNS took over the rights and that made a restart in the Netherlands possible. At the moment (Summer 2007) two waves are held commissioned by the Association of Dutch magazine publishers and carried out by TNS NIPO.

Crucial in the model are response curves (see figure 1) with at the x-axis the number of exposures to a campaign in a medium. These exposure scores are estimated very accurately thanks to very detailed questions about watching, reading and listening behavior. Generally accepted as a strong point of the Media Observer is the controlled approach of the media exposure. At the y-axis are advertising response variables (recall, recognition, likeability) and brand response variables (top-of-mind/spontaneous/prompted awareness, brand image, buying intention). So in a post campaign analysis we compare homogeneous groups of people who had different exposures to the campaign. Thus, we can divide our sample into groups which have been exposed more or less to advertising and compare their results. But when we compare effects between less and more exposed people we have to beware of one problem: they may be different people. This is denoted as the possible Purchase-Viewing bias (den Boon et al., 2005). Therefore exposure groups are subject to weighting procedures to make sure that these groups are socio-demographically alike, and differences in advertising and/or brand response can be ascribed to differences in exposure.

Sample sizes in the Media Observer are between 1000 and 1500. 10 campaigns are included in one wave. As method of data collection CASI (Computer Assisted Self Interviewing) is used (see Bronner, Tchaoussoglou & Ross, 2003).

For the final curve fitting (exposure x ad/brand response) modelling techniques are used. A logistic function is chosen which fits correctly the raw data in most of the cases (see Laborie & Charton, 1994, p. 109/110 for more details about the model). Based on the curves optimum media pressure thresholds are provided and conclusions about potential effectiveness of any given set of contacts are drawn (see figure 1 for an example).

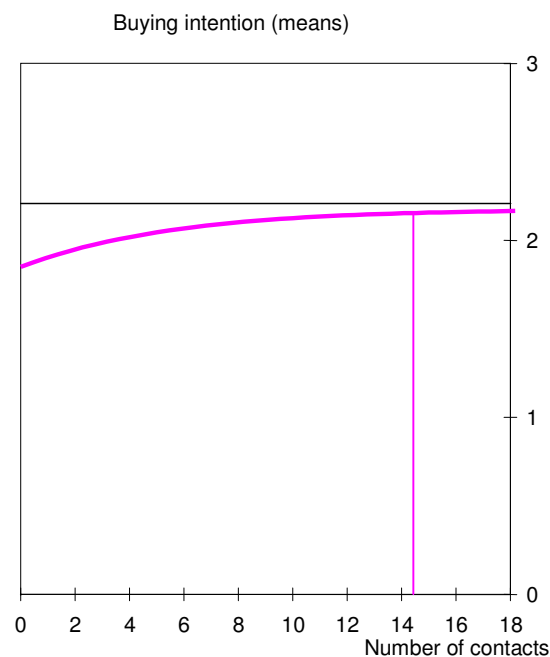


Figure 1: Example of response curve.

With the help of the Media Observer it is also possible to generate multimedia matrices. In these matrices the used media vehicles in a campaign can be compared with each other in sets of two (paired comparison). This way of analyzing generates insight in the relative contribution of an individual medium type in a campaign as well as the synergetic effect that the usage of multiple media generates in a certain campaign.

In table 1 an example of a multimedia matrix is shown.

Table 1: Fictitious example of a multimedia matrix – % aided awareness.

Television	Magazines		
	No/low exposure	Average exposure	High exposure
No/low exposure	47%	57%	69%
Average exposure	53%	78%	87%
High exposure	56%	83%	91%

In order to provide the response curves and multimedia matrices, we follow these 10 steps in the analysis phase:

- Step 1: completion of the fieldwork, data control
- Step 2: collecting GRP's (ACF x net reach) via all participating media planning agencies over all involved campaigns. These figures offer the opportunity to use them as a correction factor in step 7
- Step 3: weighting of the final sample according to population figures (in the Netherlands the Golden Standard based on census data)
- Step 4a: for each respondent, for each medium, for each time slot individual media exposure probabilities are calculated
- Step 4b: - for TV 10 channels x 24 time slots (8 intervals x weekday, Saturday, Sunday) = 240 probabilities
- for print/internet for each title/site a probability is assigned based on reading/visit frequency
- Step 4c: these individual media exposure probabilities are multiplied with the number of placements/insertions (deducted from the campaign schedules)
- Step 5a: so we have the individual advertising contact probabilities per campaign per medium
- Step 5b: respondents are classified in deciles (10 equal sized subgroups) based on the individual advertising contact probabilities. So the sample is divided into groups that have been exposed more or less to a campaign in a specific medium
- Step 6: we carry out a socio-demographic rectification in order to allocate the structure of the whole-sample for each of the deciles. That way, the analysis of relations between exposure and ad/brand response is not slanted by distortions regarding age, gender and socio-professional category
- Step 7: the actual number of OTS for each class can then be derived from external sources such as people meter data (see step 2). These figures can be used as a correction factor
- Step 8: for each campaign, for each medium, for all 10 exposure groups the results on ad/brand response variables are calculated (descriptive in tables)
- Step 9: the curve fitting program is applied, parameters are calculated
- Step 10: the response curves are drawn and brought into presentations of mono media and multimedia campaigns. After drawing the response curves, the multimedia matrices are designed

Research design

In 2006 and 2007, three single media campaigns (magazines) and seventeen multimedia campaigns (magazines combined with television and/or internet) were included in two flights of the Media Observer. In the table below (table 2), these twenty cases are briefly illustrated with the scheduled media vehicles.

Table 2: Twenty Media Observer cases of 2006/2007: used multimedia schedule

	Brand	Type of product	Magazines	Television	Internet
1.	Specsavers	Retail	X	X	-
2.	Glorix	Fmcg	X	X	-
3.	HP	Durable	X	-	X
4.	Andrélon	Fmcg	X	X	-
5.	Elmex	Fmcg	X	-	-
6.	ROC	High school	X	-	-
7.	Toyota	Automotive	X	X	X
8.	Crystal Clear	Fmcg	X	X	X
9.	Bacardi	Fmcg	X	X	-
10.	Cup a Soup	Fmcg	X	X	-
11.	Always	Fmcg	X	X	-
12.	Dr. Oetker	Fmcg	X	X	-
13.	Hertog	Fmcg	X	X	-
14.	Histor	Paint	X	-	-
15.	Lexus	Automotive	X	X	X
16.	LG	Telecom	X	X	X
17.	Tele2Vision	IT	X	X	X
18.	Vanderbilt	Perfume	X	X	-
19.	Vichy	Perfume	X	X	-
20.	Yakult	Fmcg	X	X	X

Research purpose

The Association of Dutch magazine publishers chose the Media Observer because the instrument is suitable to demonstrate the power of advertisements in magazines together with other media in multimedia schedules. Measurements with the Media Observer in 2006/2007 support that:

- Magazine advertising works well in 'building a brand'.
- Magazine advertising increases buying intention.
- There is a multiplier effect between magazines, television and/or internet.
- There is an overspending in television in many multimedia campaigns.

Now, we will present results of the twenty available Media Observer cases that confirm these statements.

Magazine advertising increases buying intention and works well in building a brand

As previously described, the Media Observer response curves show the number of exposures to a campaign per medium on the x axis and the advertising response variables (advertising exposure, recognition, likeability) and brand response variables (top-of-mind brand awareness, spontaneous brand awareness, prompted brand awareness, brand proposition, brand likeability, usage and buying intention) on the y-axis.

Table 3 shows how often there is a significant relation between the number of contacts with a campaign and an increase in effect on one of the advertising response variables and brand response variables per medium vehicle.

Table 3: Number of effects per medium vehicle.

	Magazines*	Television*	Internet*
Number of cases in which this medium was part of the media schedule:	20	16	7
Brand responses:			
Top-of-mind brand awareness	--	--	--
Spontaneous brand awareness	--	--	-
Prompted brand awareness	+	++	++
Brand likeability	+	+	++
Brand proposition	+	--	-
Brand Usage	-	-	--
Buying intention	++	++	+
Advertising responses:			
Advertising exposure	++	++	++
Ad Recognition	++	++	--
Ad Likeability	++	+	+
* = Except three campaigns, all media are used in a multimedia schedule	-- = 0-25% of all cases +: 51-75% of all cases - = 26-50% of all cases ++: 76-100% of all cases		

It is remarkable that in less than 25% of the cases there is no relationship between the media scheduling and the effect on top-of-mind brand awareness and spontaneous brand awareness for the three media vehicles (in 17 of 20 cases used in a multimedia context). An explanation may be the fact that in 2006 and 2007 campaigns of mostly A-brands have been researched (see table 2). The overview on the previous page (table 3) does therefore not mean that campaigns in magazines, on television or on the internet in general are not able to generate effects on these two effect variables.

Interesting are the differences and similarities between the different media vehicles. Starting with the comparison between magazines and television, we can see that the usage of television generates more often effect on prompted brand awareness than magazines do, even though the results of magazines on this effect variable are already quite positive. Striking is the difference between these two media vehicles concerning brand proposition. The different scores of the two media vehicles indicate that the usage of magazines in a campaign generates better results regarding the 'charging' of a brand (brand proposition, knowing more about a brand than just the brand name) than the usage of television in a campaign does. So television appears to increase brand awareness better while magazines have a stronger ability to increase the brand proposition awareness.

Furthermore we see an equal result for magazines and television regarding buying intention. In more than 75% of the campaigns where these two media vehicles have been used there is a clear relationship between the number of exposures/contacts and the effect on buying intention. For both media vehicles this relationship is positive.

When comparing the results of magazines and television with those of internet, it seems that internet has a relatively strong ability to stimulate prompted brand awareness (compared to magazines) and brand likeability. In over 75% of the cases there is a relationship between the scheduling of internet and the realized effect on both these effect variables. On the other hand, internet appears to be less effective in stimulating brand usage and influencing buying intentions positively. This is quite a remarkable outcome because internet, up till now, is often used as an action driven instrument in advertising campaigns (this was also the case for the seven researched cases). In the future the expectation is that internet will be more used in a transformational context (games, puzzles, lotteries). Of course due to the small amount of cases results regarding internet should be considered with caution.

There is a multiplier effect between magazines and internet

We have just discussed the differences between the separate media vehicles. Perhaps even more interesting is to look at ways in which these different media vehicles can strengthen each other and in what way the combination of these different media vehicles can result in synergy effects ($1 + 1 = 3$). In the introduction we already presented several theories to explain these multimedia effects. A lot of research has already been done on the synergetic effects between magazines and television (see for example contributions of Smith and Consterdine in the past at WRRS). Far less is known about possible synergy effects that result from the combination of magazines and internet. Because of this fact the focus in this paper will be on this specific combination of media vehicles. The starting points for our analysis are the 7 cases that have been researched in 2006 and 2007 with the help of the Media Observer. In these 7 cases both internet and magazines were part of the multimedia mix.

It is remarkable that in only 7 of a total of 20 campaigns a substantial part of the media budget is spent on the internet. Despite the increase of internet usage in the Netherlands and a growing awareness with advertisers of the possibilities of the internet, it seems that still many advertisers think 'traditionally' when it comes to advertising.

It is important to note that with the executed analysis it is difficult to make general statements because of the still small amount of cases. It is possible however to show in an indicative way, on what effect variables magazines and internet can strengthen each other and create synergy effects.

The analysis was carried out with the multimedia matrices (magazines x internet) as starting point. As described earlier in this paper (see table 1) the used media vehicles in a campaign are compared in sets of two (pairwise comparison). Via this approach it is possible to see what effect (the result on a specific effect variable) can be reached with a low, average and high amount of contacts with magazines in combination with a low, average and high amount of contacts with the campaign by using the internet.

We have analyzed the relevant matrices to what extent a strengthening effect takes place for the different effect variables as the amount of contacts with magazines and internet increases.

In order to see effects we have put the scores on the different effect variables in the cells 'magazines low, internet low' and 'magazines high, internet low', 'magazines low, internet high' and 'magazines high, internet high' and compared them with each other (in the appendix the results of one case are represented). In table 4 is shown whether there are synergy effects (Y) or not (N) per campaign per effect variable.

Table 4: Number of synergy effects by magazines and internet.

	Yakult	Toyota Avensis	Tele2 Vision	LG	Lexus	HP	Crystal Clear
Brand responses:							
Top-of-mind brand awareness	N	N	N	N	N	N	N
Spontaneous brand awareness	N	N	N	N	N	N	N
Prompted brand awareness	N	Y	Y	Y	Y	Y	Y
Brand likeability	Y	Y	Y	Y	Y	N	Y
Brand proposition	N	Y	Y	Y	Y	N	Y
Brand Usage	N	N	N	Y	N	N	Y
Buying intention	N	N	Y	Y	Y	N	Y
Advertising responses:							
Advertising exposure	N	N	Y	N	Y	N	Y
Ad recognition	Y	Y	Y	Y	Y	Y	Y
Ad likeability	Y	Y	Y	Y	Y	N	Y

These results can be shown in table 5 in a comparable way as in table 3.

Table 5: Number of synergy effects by magazines and internet.

Brand responses:	
Top-of-mind brand awareness	--
Spontaneous brand awareness	--
Prompted brand awareness	++
Brand likeability	++
Brand proposition	+
Brand Usage	-
Buying intention	+
Advertising responses:	
Advertising exposure	-
Ad Recognition	++
Ad Likeability	++
	-- = 0-25% of all cases +: 51-75% of all cases - = 26-50% of all cases ++: 76-100% of all cases

On the basis of these 7 cases we can conclude that the combined usage of magazines and internet mostly generates synergy effects on prompted brand awareness, brand likeability, ad recognition and ad likeability. To a lesser extent this also applies to brand proposition and buying intention. We have included one case as example in the appendix of this paper to clarify these results.

There is an overspending in television in many multimedia campaigns

In 12 out of 16 campaigns in which television was part of the multimedia schedule, we were able to determine the optimal contact frequency of television which is needed to realize the primary advertising objective. We compared the optimal contact frequency of television (OCF) with the average contact frequency of television (ACF) which is scheduled by the media agencies.

Table 6: Campaigns with objective, ACF en OCF.

Brand	Type of product	Primary objective	ACF	OCF
Always	Fmcg	Buying intention	10,3	6,9
Dr. Oetker	Fmcg	Brand likeability	2,5	1,9
Hertog	Fmcg	Brand proposition	3,9	2,0
LG	IT	Buying intention	7,3	1,4
Vichy	Perfume	Brand proposition	4,5	2,7

For 5 out of the 12 campaigns the ACF of television is higher than the OCF of television. This means that in these campaigns, there is a clear overspending in television, certainly because magazines and internet were part of the multimedia schedule too. A better option would have been to shift a part of the television spending to other media vehicles.

Conclusions

The Media Observer shows the targeting lever and synergy lever of advertisement in magazines, especially when magazines are part of a multimedia schedule. Magazine advertising works well in 'building' a brand and increasing buying intention. It also clarifies the multiplier effect between magazines and other media vehicles, such as television and internet. The Media Observer is also very suitable to optimize media campaigns and draw conclusions how to invest media budgets more effectively and more efficiently in future. In the last two measurements and in the past, the Media Observer proved that there is an overspending in television in several cases.

But most important: The Media Observer taught us that magazine advertisement works in single media as well as in multimedia campaigns!

In October 2007, the third measurement of the Media Observer will be conducted. In this measurement and in the near future, we will research more campaigns in which magazines and internet are part of the media mix, so we can draw more reliable conclusions about the synergy effect of magazine and online advertisements.

References

- Boon, A.K. den, Bruin, S.M.A. & Kamp, Th.J.F. van de (2005). Measuring and optimising the effectiveness of mixed media campaigns. 4th Worldwide Audience Measurement Conference (WAM), Montreal, June, 61-90.
- Bronner, F. (2006). Multimedia synergie in reclamecampagnes (in Dutch). SWOCC publication #38, Amsterdam.
- Bronner, F. , Tchaoussoglou, C. & Ross, R. (2003). The Virtual Interviewer. 11th Worldwide Readership Research Symposium, Cambridge, Massachusetts, October, 121-131.
- Bronner, F. , Velthoven, S. van & Kuijpers, V. (2005). Media experience and advertising experience: application of a multi-media research tool. 12th Worldwide Readership Research Symposium, Prague, October, 403-414.
- Dijkstra, M. (2002). An experimental investigation of synergy effects in multiple-media advertising campaigns. Tilburg: University of Tilburg, dissertation.
- Ephron, E. (2000). Media-mix optimisers. *Admap*, 35(3), 41-43.
- Gullen, P. (2004). Understanding integrated media. *Admap*, 39(9), 104-106.
- Kahneman, D. (1973). *Attention and Effort*. Englewood Cliffs, NJ: Prentice-Hall.
- Laborie, J-L. & Charton, F. (1994). Media Observer: measuring the return on media investment. Proceedings ESOMAR-seminar From door-to-door to satellite: media research for more effective planning, Athens, 103-113.
- Masson, P. & Callius, P. (2001). Time related measures of relative 'effect' – an essential ingredient for multi-media campaign evaluation. 10th Worldwide Readership Research Symposium, Venice, 567-581.
- Masson, P. & Smith, A. (2002). Multi-media scheduling reveals gaps in knowledge. *Admap*, 37(1), 30-32.
- Naik, P. A. & Raman, K. (2003). Understanding the impact of synergy in multimedia communications. *Journal of Marketing Research*, 40(3), 375-388.
- Sheehan, K.B. & Doherty, C. (2001). Re-weaving the web: integrating print and online communications. *Journal of Interactive Marketing*, 15, 2, 47-59.
- Stammerjohan, C., Wood, C.M., Chang, Y. & Thorson, E. (2005). An empirical investigation of the interaction between publicity, advertising and previous brand attitudes and knowledge, *Journal of Advertising*, 34(4), 55-67.

Appendix

Case: FMCG

Below you find multimedia matrices of one FMCG brand. We have divided the multimedia matrix (see table 1 in the main text) in two groups per medium vehicle: a group with low and a group with high number of contacts with the campaign. In the four resulting cells are the scores upon the dependent variables represented (ad responses and brand responses).

TOMA Spontaneous brand awareness (%)

Internet		Magazines	
	Low ($\leq 0,5$)	High ($> 0,5$)	
Low ($\leq 1,1$)	14%	20%	
High ($> 1,1$)	8%	9%	

Spontaneous brand awareness (%)

Internet		Magazines	
	Low ($\leq 0,5$)	High ($> 0,5$)	
Low ($\leq 1,1$)	20%	39%	
High ($> 1,1$)	27%	39%	

Aided brand awareness (average)

Internet		Magazines	
	Low ($\leq 0,5$)	High ($> 0,5$)	
Low ($\leq 1,1$)	1,50	1,65	
High ($> 1,1$)	1,75	1,95	

Brand likeability (average)

Internet		Magazines	
	Low ($\leq 0,5$)	High ($> 0,5$)	
Low ($\leq 1,1$)	5,98	6,35	
High ($> 1,1$)	6,63	6,86	

Brand proposition (%)

Internet		Magazines	
	Low ($\leq 0,5$)	High ($> 0,5$)	
Low ($\leq 1,1$)	36%	49%	
High ($> 1,1$)	48%	67%	

Brand Usage (%)

Internet		Magazines	
	Low ($\leq 0,5$)	High ($> 0,5$)	
Low ($\leq 1,1$)	28%	33%	
High ($> 1,1$)	44%	52%	

Buying intention (average)

Internet		Magazines	
	Low ($\leq 0,5$)	High ($> 0,5$)	
Low ($\leq 1,1$)	1,33	1,65	
High ($> 1,1$)	1,73	2,23	

Advertising exposure (average)

Internet		Magazines	
	Low ($\leq 0,5$)	High ($> 0,5$)	
Low ($\leq 1,1$)	0,93	1,08	
High ($> 1,1$)	1,24	1,38	

Ad Recognition Print (average)

Internet		Magazines	
	Low ($\leq 0,5$)	High ($> 0,5$)	
Low ($\leq 1,1$)	0,56	0,90	
High ($> 1,1$)	0,73	1,29	

Ad Likeability Print (average)

Internet		Magazines	
	Low ($\leq 0,5$)	High ($> 0,5$)	
Low ($\leq 1,1$)	6,13	6,38	
High ($> 1,1$)	6,19	7,18	

Ad Recognition Internet (average)

Internet		Magazines	
	Low ($\leq 0,5$)	High ($> 0,5$)	
Low ($\leq 1,1$)	0,26	0,18	
High ($> 1,1$)	0,27	0,61	

Ad Likeability Internet (average)

Internet		Magazines	
	Low ($\leq 0,5$)	High ($> 0,5$)	
Low ($\leq 1,1$)	4,17	5,50	
High ($> 1,1$)	5,80	6,30	

