



Ad Blocking

Debrief

Client Magazine Networks

Client contact/s Mary Ann Azer

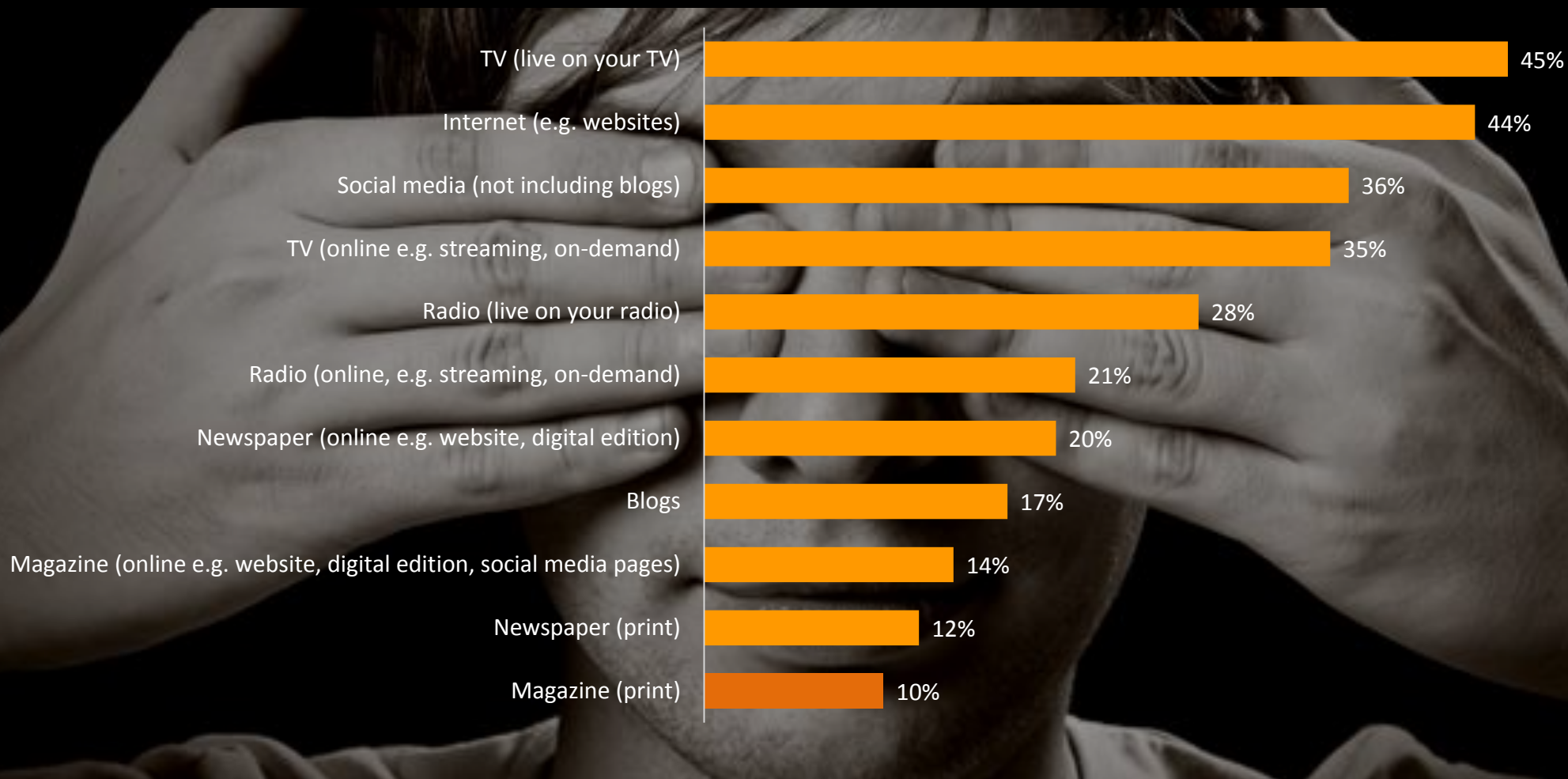
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Print Magazine readers least likely to take measures to avoid advertising vs. other channel users

Channels users take active measures to avoid advertising on



BASE: ENGAGE WITH THE MEDIA AT LEAST ONCE A MONTH

Perceived curation and relevance of content driving Print magazine readers to openly engage with advertising

Ads act as a source of

inspiration

for magazine readers

1 in 3

print magazine readers believe the ads show them new products/services

Print Magazine advertising more

enjoyable and

interesting than

advertising on other channels

1 in 5 magazine readers say ads are welcome

1 in 4 magazine readers say the ads are relevant to their interests

1/3

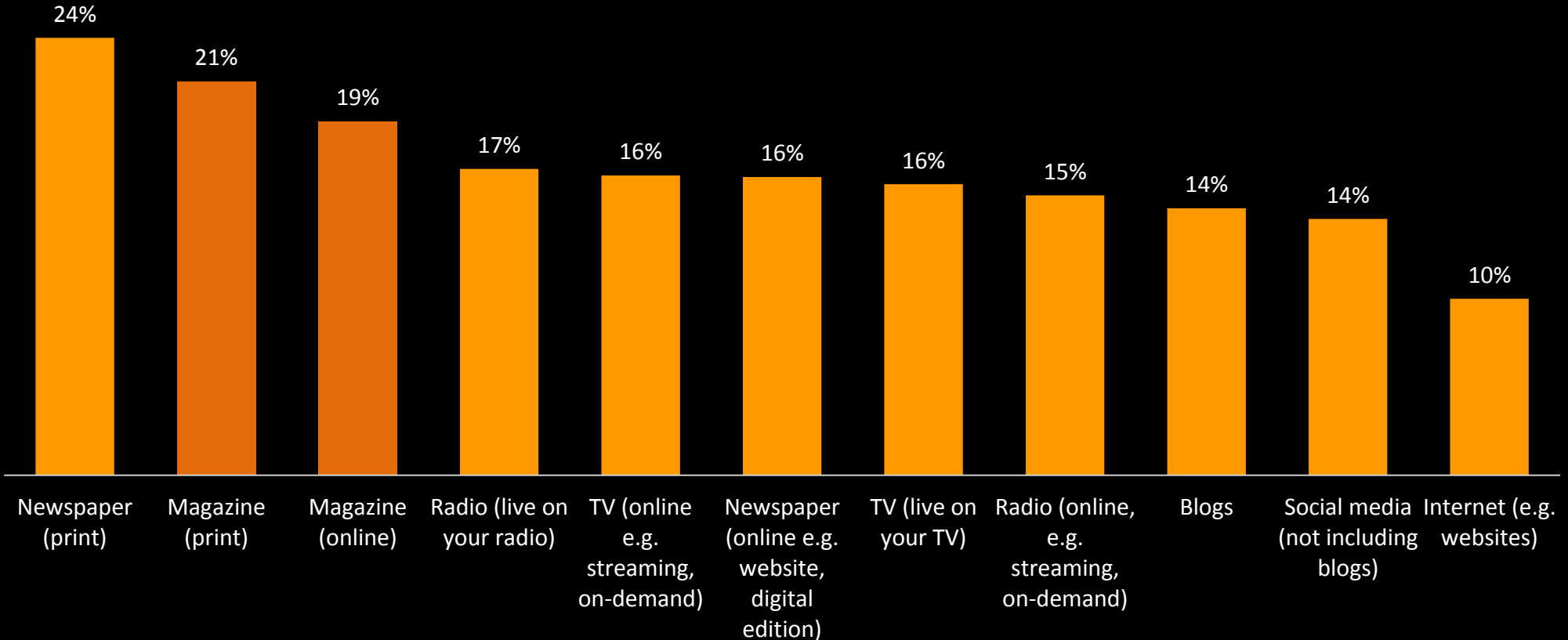
of print magazine readers believe the ads are carefully selected to suite the content and channel

Print magazine readers more likely to **pay attention** to the ads

Print Magazine advertising more welcome than other channels, notably so TV and Websites

Response to advertising by users of each channel

Ads are welcome

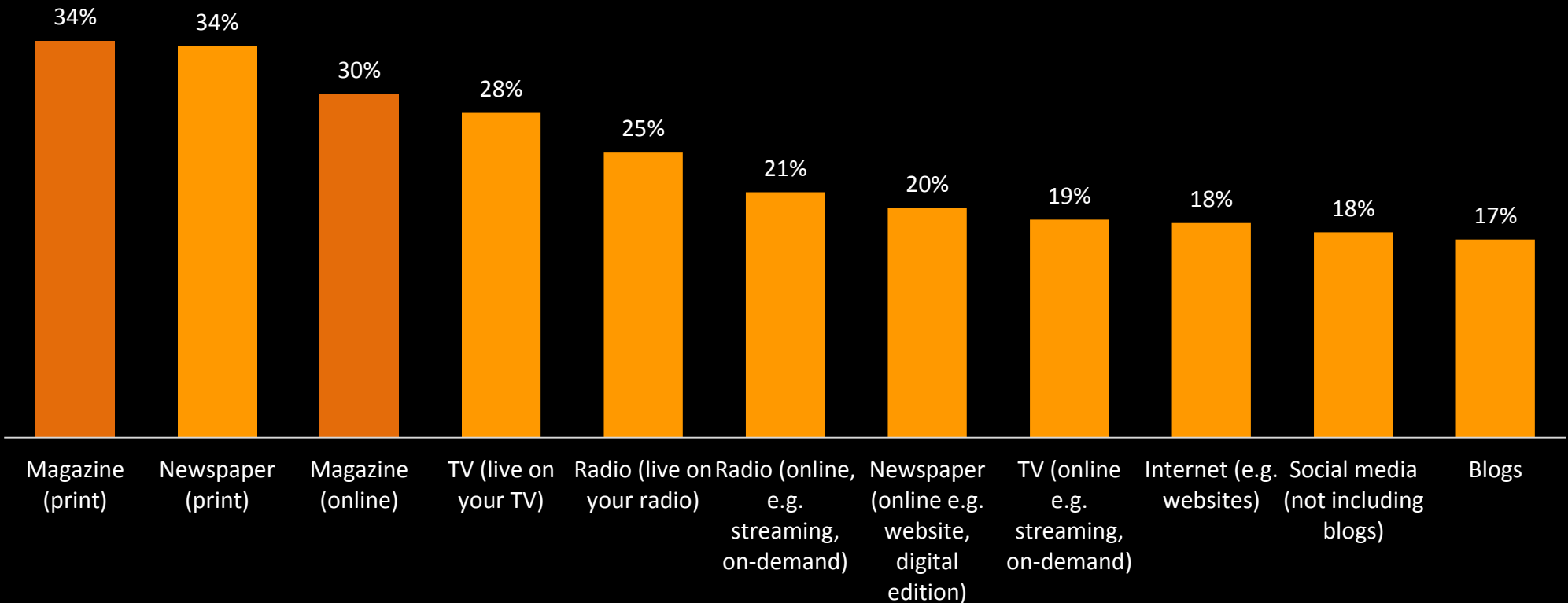


SOURCE: SOURCE: 2016 PASSION RESPONSE STUDY. NATIONALLY REPRESENTATIVE FEMALES 18-65
BASE: ENGAGE WITH THE CHANNEL AT LEAST ONCE A WEEK

Print Magazines more likely to show readers new products/services vs. other channels

Response to advertising by users of each channel

Ads show me new products / services

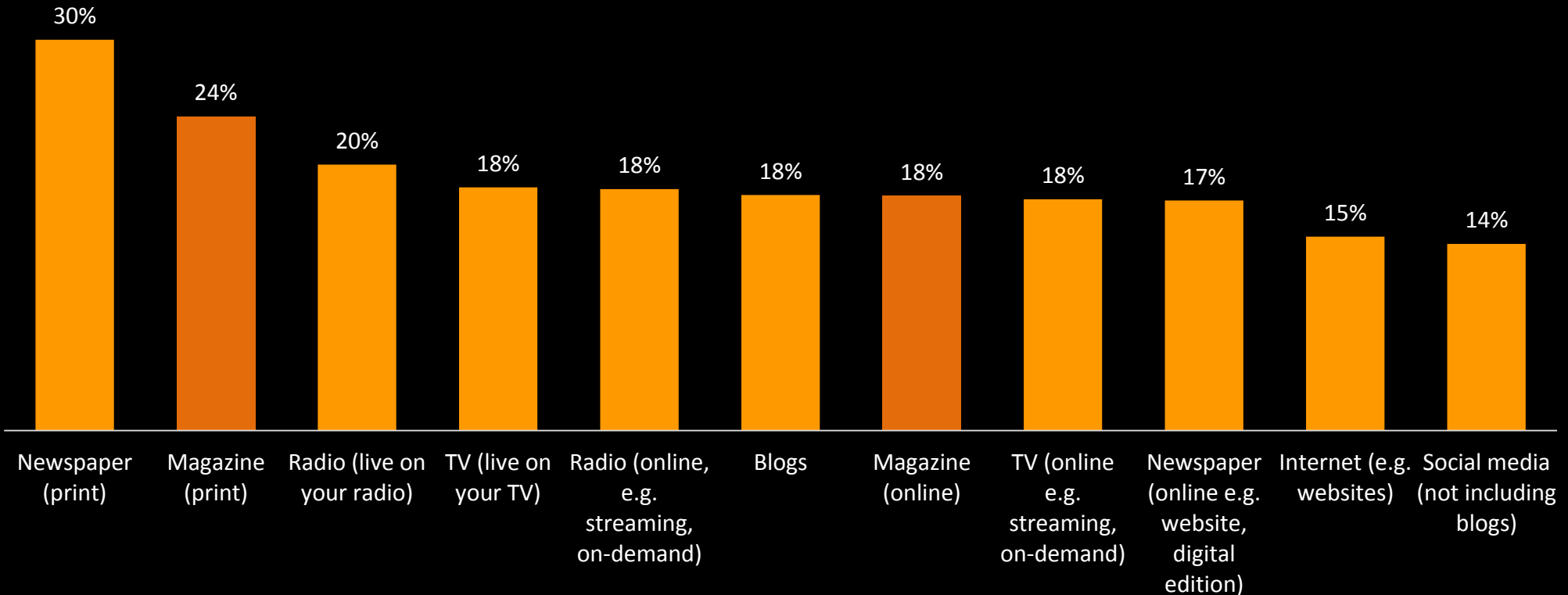


SOURCE: SOURCE: 2016 PASSION RESPONSE STUDY. NATIONALLY REPRESENTATIVE FEMALES 18-65
BASE: ENGAGE WITH THE CHANNEL AT LEAST ONCE A WEEK

Ads are a source of ideas/inspiration to 1 in 4 magazine readers

Response to advertising by users of each channel

Ads are a source of ideas / inspiration

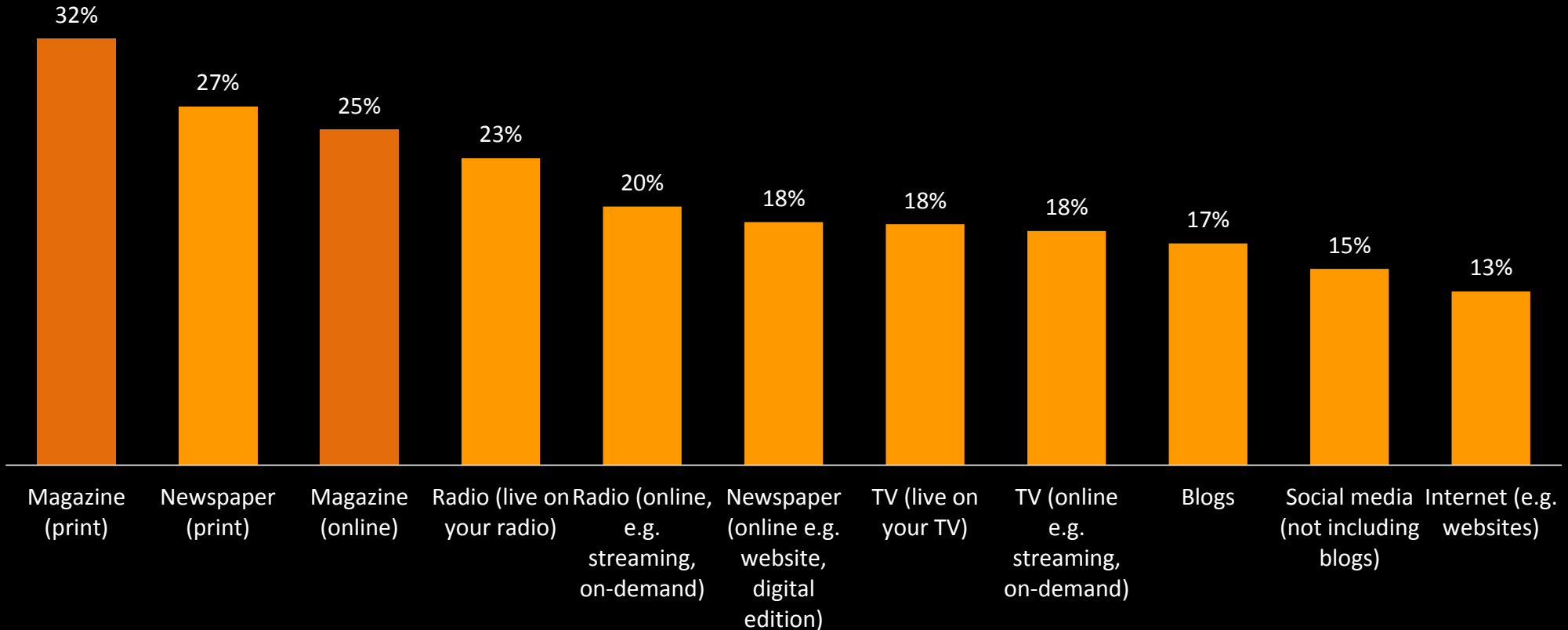


SOURCE: SOURCE: 2016 PASSION RESPONSE STUDY. NATIONALLY REPRESENTATIVE FEMALES 18-65
BASE: ENGAGE WITH THE CHANNEL AT LEAST ONCE A WEEK

1/3 of Print Magazine readers believe the ads are carefully selected to suite the content and channel

Response to advertising by users of each channel

Ads are carefully selected to suit the media type or content

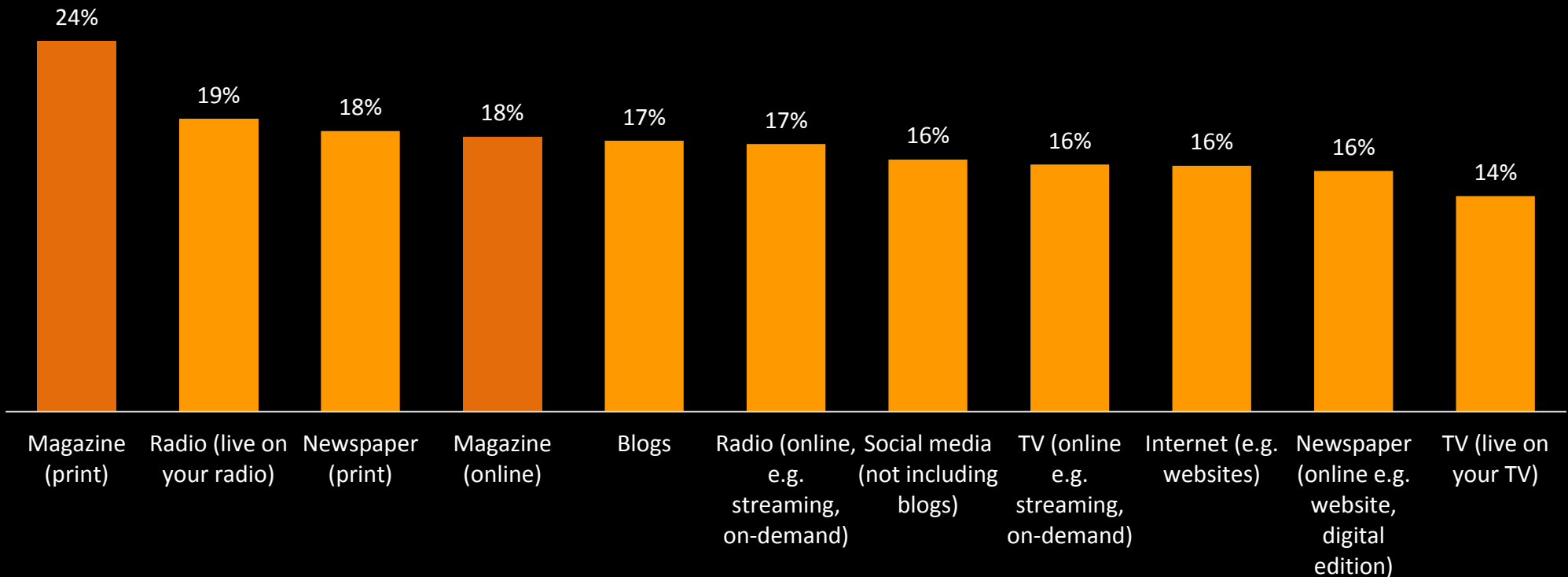


SOURCE: SOURCE: 2016 PASSION RESPONSE STUDY. NATIONALLY REPRESENTATIVE FEMALES 18-65
BASE: ENGAGE WITH THE CHANNEL AT LEAST ONCE A WEEK

Ads are more relevant to readers of Print Magazines than users of any other channel

Response to advertising by users of each channel

Ads are very relevant to what I'm interested in

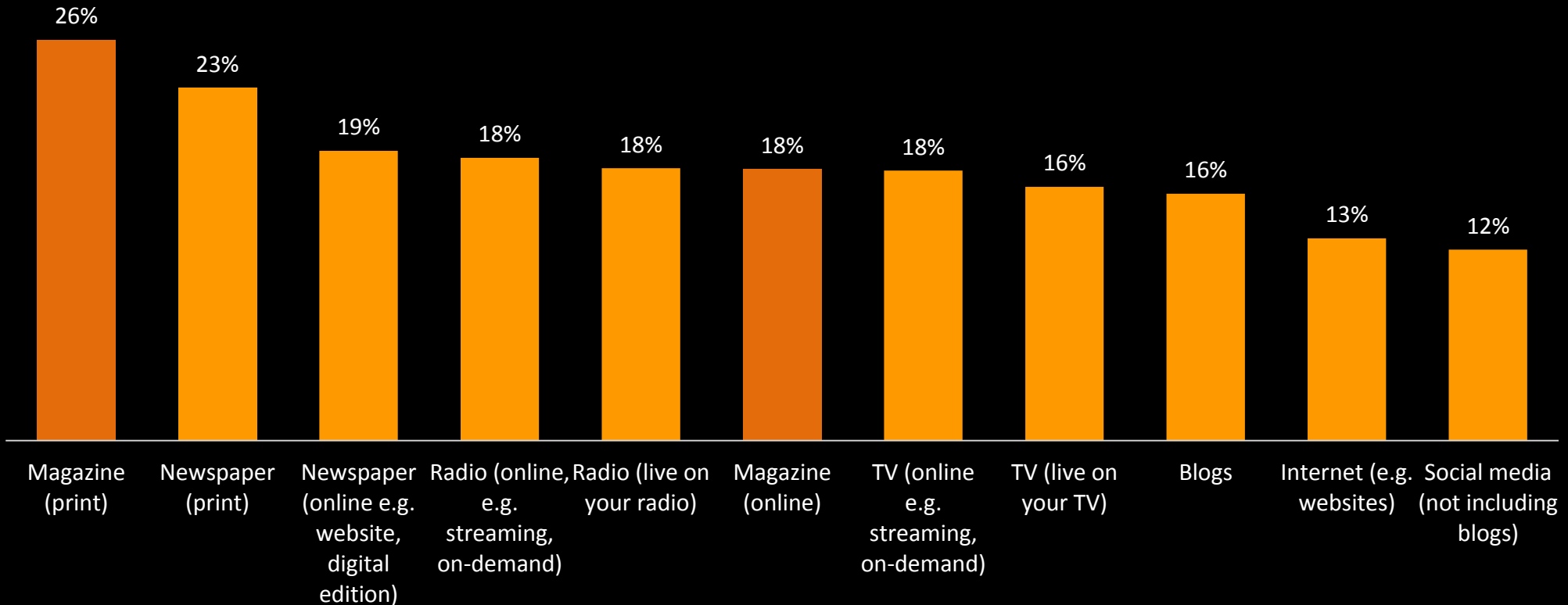


SOURCE: SOURCE: 2016 PASSION RESPONSE STUDY. NATIONALLY REPRESENTATIVE FEMALES 18-65
BASE: ENGAGE WITH THE CHANNEL AT LEAST ONCE A WEEK

Print Magazine readers more likely to pay attention to ads in Magazines, than users of any other channel

Response to advertising by users of each channel

I pay attention to the ads when they appear

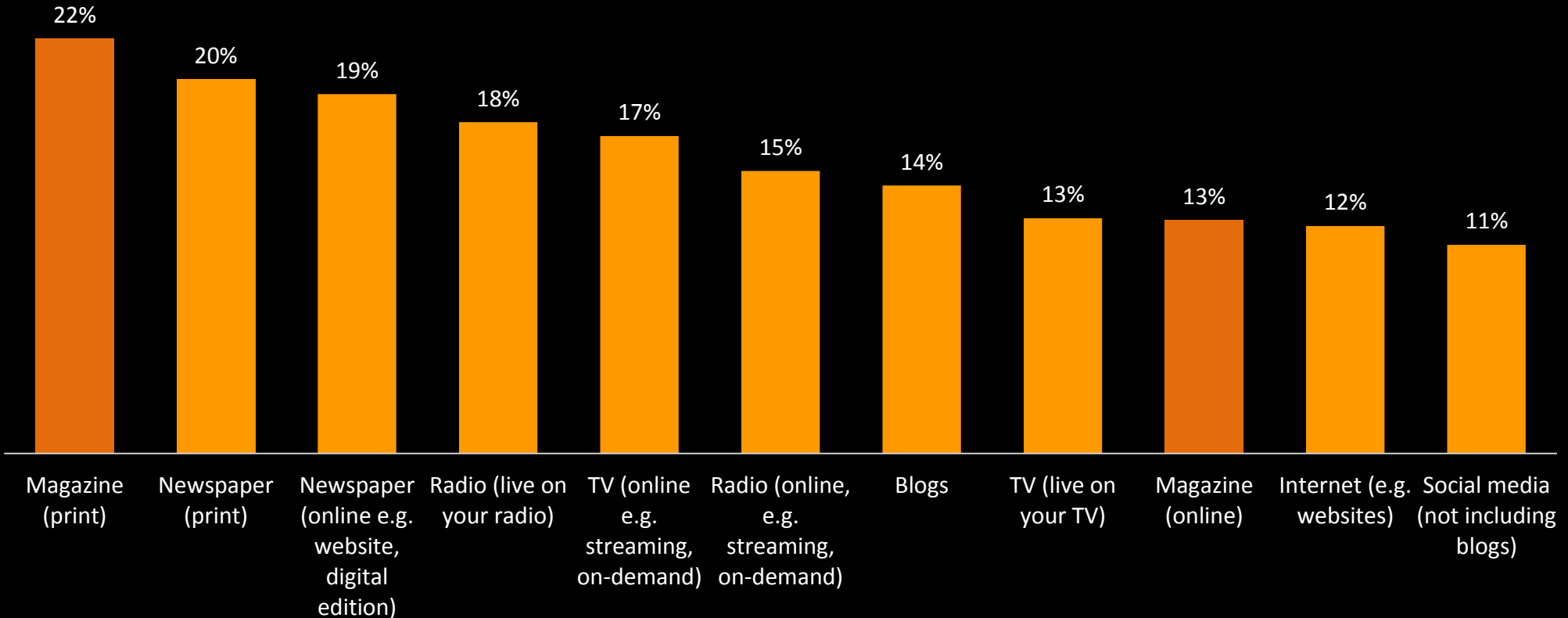


SOURCE: SOURCE: 2016 PASSION RESPONSE STUDY. NATIONALLY REPRESENTATIVE FEMALES 18-65
BASE: ENGAGE WITH THE CHANNEL AT LEAST ONCE A WEEK

Print Magazine advertising more enjoyable than ads on any other channel

Response to advertising by users of each channel

I enjoy the ads when they appear

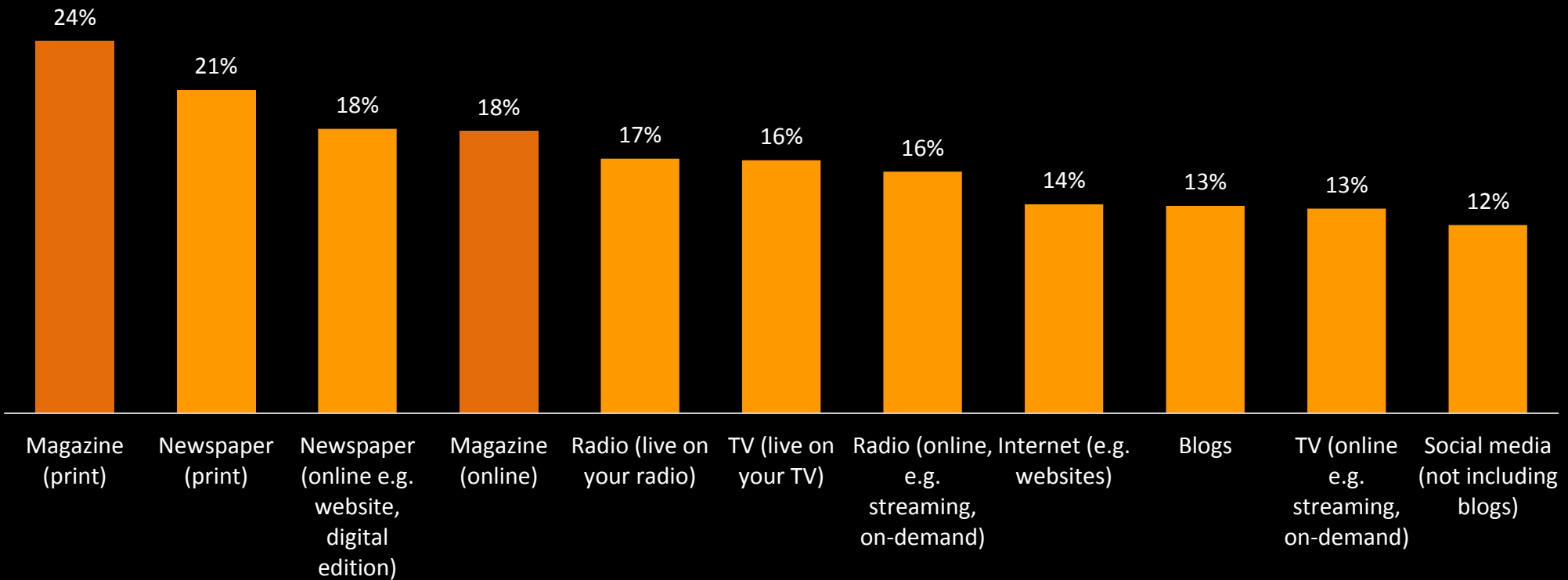


SOURCE: SOURCE: 2016 PASSION RESPONSE STUDY. NATIONALLY REPRESENTATIVE FEMALES 18-65
BASE: ENGAGE WITH THE CHANNEL AT LEAST ONCE A WEEK

Print Magazine advertising more interesting/appealing than advertising on any other channel

Response to advertising by users of each channel

The ads are interesting / appealing



SOURCE: SOURCE: 2016 PASSION RESPONSE STUDY. NATIONALLY REPRESENTATIVE FEMALES 18-65
BASE: ENGAGE WITH THE CHANNEL AT LEAST ONCE A WEEK



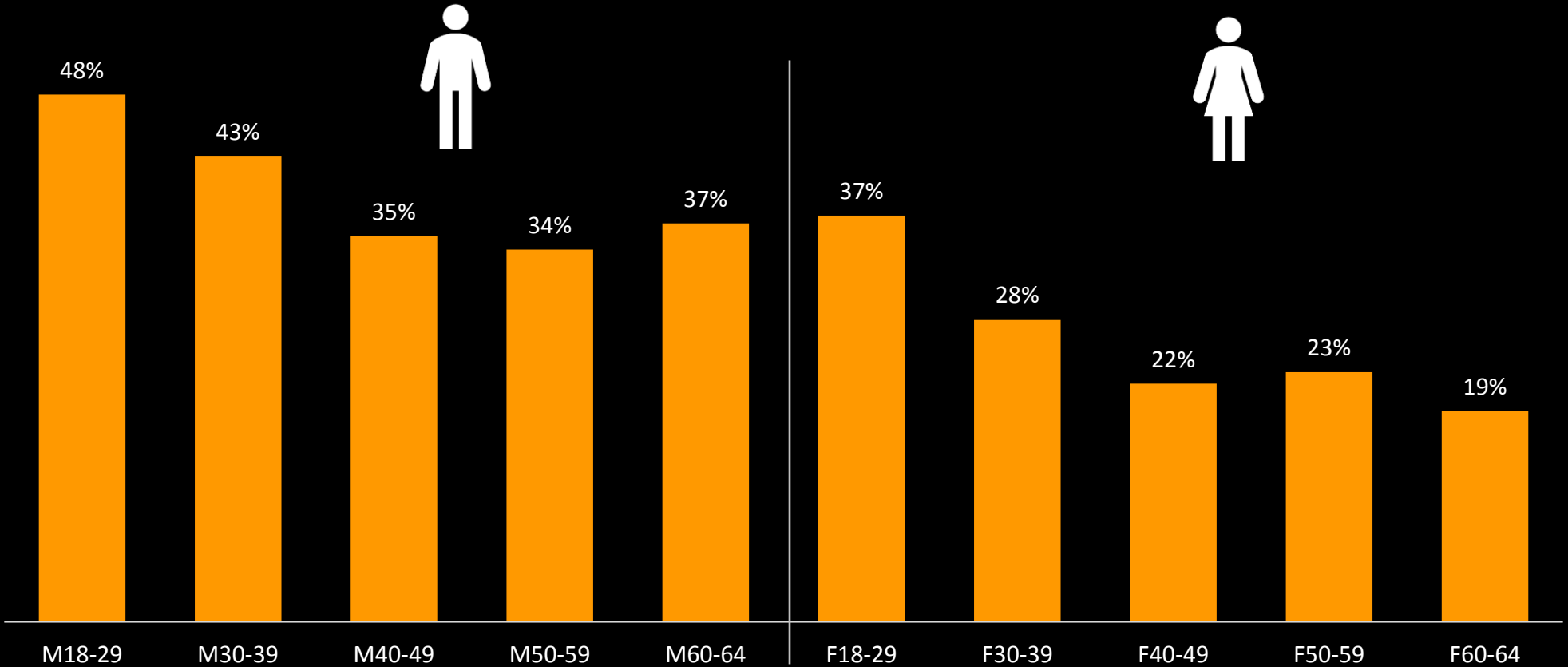
34% of Australians claim to currently use Adblocking software

BASE: USED THE INTERNET IN THE LAST MONTH

*DATA WEIGHTED TO BE NATIONALLY REPRESENTATIVE OF AGE AND GENDER. INCIDENCE OF MAGAZINE READERSHIP AT LEAST ONCE A MONTH AS CAPTURED IN THE PASSION RESPONSE STUDY

Ad Blocking technology most prevalent amongst younger males

Claimed usage of Ad Blocking technology by age and gender



BASE: USED THE INTERNET IN THE LAST MONTH

*DATA WEIGHTED TO BE NATIONALLY REPRESENTATIVE OF AGE AND GENDER. INCIDENCE OF MAGAZINE READERSHIP AT LEAST ONCE A MONTH AS CAPTURED IN THE PASSION RESPONSE STUDY

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