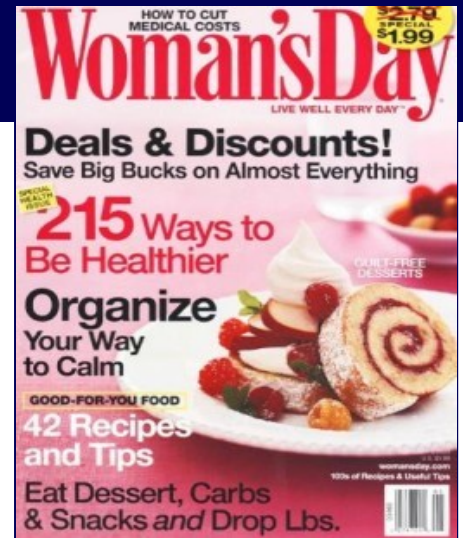


VISTA

Print Effectiveness Rating Service



Woman's Day February 1, 2009

- Executive Summary
- All Ads • Ranked by Recall
- All Ads • Ranked Within Product Category
- All Ads • Ranked by Actions Taken
- Ad Thumbnails by Page Position
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- Editorial Readership
- Demographics
- Methodology

Affinity
Marketing • Research • Consulting

VISTA

Executive Summary

Woman's Day • February 1, 2009

A VISTA Print Effectiveness Rating survey was recently fielded by Affinity to measure reader involvement, advertising effectiveness, and editorial readership of the February 1, 2009 national edition of Woman's Day. A total of 260 respondents were surveyed to determine the effectiveness of 53 advertisements and the editorial readership of 5 articles appearing in the issue.

Advertising Highlights

Total Recall Top Scoring Ads		
NutriSystem	FP/4C	84%
Campbell's Cream of Mushroom Soup	FP/4C	78%
Campbell's Select Harvest Light Soup	FP/4C	75%
Campbell's Tomato Soup	FP/4C	74%
Clorox Bleach	FP/4C	73%
Jenny Craig	FP/4C	71%
Sonic	FP/4C	70%
Swanson Chicken Broth	MPU(1.3)/4C	69%
Lee Natural Fit Collection	FP/4C	67%
Hydroxycut	2PS/4C	66%

Brand Association Top Scoring Ads		
Success Rice	FP/4C	98%
NutriSystem	FP/4C	98%
Campbell's Tomato Soup	FP/4C	97%
Swanson Chicken Broth	MPU(1.3)/4C	97%
Robitussin DM Max	FP/4C	97%
Hunt's Tomatoes	1/2PS(h)/4C	95%
Campbell's Select Harvest Light Soup	FP/4C	95%
Hydroxycut	2PS/4C	94%
Detrol LA	FP/4C	94%
Jenny Craig	FP/4C	93%

Actions Taken Top Scoring Ads		
Campbell's Select Harvest Light Soup	FP/4C	85%
Gold Bond Ultimate	FP/4C	83%
Palmolive Pure + Clear	FP/4C	82%
Hostess 100 Calorie Packs	FP/4C	82%
Crisco Puritan Canola Oil with Omega-3 DHA	FP/4C	80%
Campbell's Cream of Mushroom Soup	FP/4C	75%
Classico Pasta Sauce	FP/4C	73%
Freschetta, Red Baron & Tony's Pizza	MPU(1.3)/4C	73%
Pam	1/2PS(h)/4C	72%
Clorox Disinfecting Products	FP/4C	71%

Issue Norms	
Average Total Recall	59%
Average Brand Association	85%
Average Actions Taken	56%
Total Recall	
Two-Page Spread	66%
Full Page	59%
1st half of issue ads	57%
2nd half of issue ads	61%

VISTA

All Ads - Ranked by Recall

Woman's Day • February 1, 2009

	<u>Ad Size</u>	<u>Page</u>	<u>Color</u>	<u>Total Recall</u>	<u>Brand Association</u>	<u>Actions Taken</u>
NutriSystem	FP	93	4C	84%	98%	43%
Campbell's Cream of Mushroom Soup	FP	125	4C	78%	90%	75%
Campbell's Select Harvest Light Soup	FP	71	4C	75%	95%	85%
Campbell's Tomato Soup	FP	94	4C	74%	97%	62%
Clorox Bleach	FP	77	4C	73%	84%	61%
Jenny Craig	FP	23	4C	71%	93%	31%
Sonic	FP	17	4C	70%	92%	57%
Swanson Chicken Broth	MPU(1.3)	108-109	4C	69%	97%	69%
Lee Natural Fit Collection	FP	IFC	4C	67%	84%	64%
Hydroxycut	2PS	114-115	4C	66%	94%	25%
Palmolive Pure + Clear	FP	7	4C	66%	93%	82%
Vicks DayQuil and NyQuil Plus Vitamin C	FP	9	4C	66%	82%	65%
WalMart	FP	74	4C	66%	76%	65%
Susan G. Komen For The Cure	FP	39	2C	65%	90%	68%
Potatoes	MPU(1.5)	61-63	4C	65%	71%	70%
T.G.I. Friday's Complete Skillet Meals	FP	99	4C	64%	91%	70%
Clorox Disinfecting Products	FP	87	4C	64%	82%	71%
Coricidin HBP	FP	51	4C	64%	79%	49%
Hunt's Tomatoes	1/2PS(h)	116-117	4C	63%	95%	68%
Detrol LA	FP	53	4C	63%	94%	31%
Hostess 100 Calorie Packs	FP	103	4C	63%	92%	82%
Campbell's Soup at Hand	FP	10	4C	63%	89%	65%
Chantix	FP	19	4C	62%	83%	34%
Freschetta, Red Baron & Tony's Pizza	MPU(1.3)	4-5	4C	61%	89%	73%
New York Life	FP	BC	4C	60%	76%	26%
Orville Redenbacher's Smart Pop	FP	47	4C	59%	92%	69%
Egg-Land's Best Eggs	FP	73	4C	59%	89%	56%
V8 100% Vegetable Juice	FP	85	4C	59%	85%	56%
Vaseline Clinical Therapy	FP	13	4C	59%	80%	69%
Pam	1/2PS(h)	120-121	4C	58%	92%	72%

VISTA

All Ads - Ranked by Recall

Woman's Day • February 1, 2009

	<u>Ad Size</u>	<u>Page</u>	<u>Color</u>	<u>Total Recall</u>	<u>Brand Association</u>	<u>Actions Taken</u>
Crisco Puritan Canola Oil with Omega-3 DHA	FP	97	4C	58%	85%	80%
Classico Pasta Sauce	FP	101	4C	58%	85%	73%
Abilify	FP	27	4C	57%	88%	18%
Disney Snack Cakes	FP	69	4C	57%	62%	37%
Robitussin DM Max	FP	IBC	4C	56%	97%	59%
Januvia	FP	59	4C	56%	75%	29%
Gold Bond Ultimate	FP	33	4C	55%	93%	83%
Pounce Cat Treats	FP	91	4C	54%	93%	59%
Udderly Smooth	FP	45	4C	54%	88%	63%
Kellogg's Special K	MPU(1.3)	106-107	4C	54%	77%	59%
<hr/>						
Crestor	FP	43	4C	51%	85%	39%
Success Rice	FP	119	4C	50%	98%	59%
Paula Young Wigs	FP	113	4C	50%	75%	21%
St. Joseph 81 mg. Aspirin	FP	15	2C	50%	73%	58%
Schiff Vitamins and Supplements	FP	57	4C	49%	81%	56%
Delsym	FP	67	4C	47%	80%	64%
Eastland	1/3P(v)	112	4C	47%	50%	27%
Metamucil	FP	3	4C	46%	87%	43%
WalMart	FP	40	4C	46%	81%	52%
U.S. Navy	FP	25	4C	45%	83%	23%
<hr/>						
Singulair	FP	35	4C	42%	77%	30%
Leslie Sansone's Walk at Home DVDs	FP	123	4C	41%	62%	36%
Bingo Fest	FP	55	4C	35%	62%	30%

All Ads Measured

59%

85%

56%

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

VISTA

All Ads - Ranked Within Product Category

Woman's Day • February 1, 2009

	<u>Ad Size</u>	<u>Page</u>	<u>Color</u>	<u>Total Recall</u>	<u>Brand Association</u>	<u>Actions Taken</u>
Apparel & Accessories						
Lee Natural Fit Collection	FP	IFC	4C	67%	84%	64%
Eastland	1/3P(v)	112	4C	47%	50%	27%
Total Apparel & Accessories				57%	70%	49%
Beauty Products						
Udderly Smooth	FP	45	4C	54%	88%	63%
Total Beauty Products				54%	88%	63%
Beverages						
V8 100% Vegetable Juice	FP	85	4C	59%	85%	56%
Total Beverages				59%	85%	56%
Dairy/Produce/Meats/Fish						
Potatoes	MPU(1.5)	61-63	4C	65%	71%	70%
Egg-Land's Best Eggs	FP	73	4C	59%	89%	56%
Total Dairy/Produce/Meats/Fish				62%	80%	63%
Drugs & Remedies (DTC)						
Detrol LA	FP	53	4C	63%	94%	31%
Chantix	FP	19	4C	62%	83%	34%
Abilify	FP	27	4C	57%	88%	18%
Januvia	FP	59	4C	56%	75%	29%
Crestor	FP	43	4C	51%	85%	39%
Singulair	FP	35	4C	42%	77%	30%
Total Drugs & Remedies (DTC)				55%	84%	30%
Drugs & Remedies (OTC)						
Hydroxycut	2PS	114-115	4C	66%	94%	25%
Vicks DayQuil and NyQuil Plus Vitamin C	FP	9	4C	66%	82%	65%
Coricidin HBP	FP	51	4C	64%	79%	49%
Robitussin DM Max	FP	IBC	4C	56%	97%	59%
St. Joseph 81 mg. Aspirin	FP	15	2C	50%	73%	58%
Schiff Vitamins and Supplements	FP	57	4C	49%	81%	56%
Delsym	FP	67	4C	47%	80%	64%
Metamucil	FP	3	4C	46%	87%	43%
Total Drugs & Remedies (OTC)				56%	84%	52%

VISTA

All Ads - Ranked Within Product Category

Woman's Day • February 1, 2009

	<u>Ad Size</u>	<u>Page</u>	<u>Color</u>	<u>Total Recall</u>	<u>Brand Association</u>	<u>Actions Taken</u>
Finance & Insurance						
New York Life	FP	BC	4C	60%	76%	26%
Total Finance & Insurance				60%	76%	26%
Fitness Equipment & Products						
Leslie Sansone's Walk at Home DVDs	FP	123	4C	41%	62%	36%
Total Fitness Equipment & Products				41%	62%	36%
Government						
U.S. Navy	FP	25	4C	45%	83%	23%
Total Government				45%	83%	23%
Hair Products & Accessories						
Paula Young Wigs	FP	113	4C	50%	75%	21%
Total Hair Products & Accessories				50%	75%	21%
Household Products						
Clorox Bleach	FP	77	4C	73%	84%	61%
Palmolive Pure + Clear	FP	7	4C	66%	93%	82%
Clorox Disinfecting Products	FP	87	4C	64%	82%	71%
Total Household Products				68%	86%	71%
Non-Profit Organizations						
Susan G. Komen For The Cure	FP	39	2C	65%	90%	68%
Total Non-Profit Organizations				65%	90%	68%
Online Services						
Bingo Fest	FP	55	4C	35%	62%	30%
Total Online Services				35%	62%	30%
Packaged Foods						
NutriSystem	FP	93	4C	84%	98%	43%
Campbell's Cream of Mushroom Soup	FP	125	4C	78%	90%	75%
Campbell's Select Harvest Light Soup	FP	71	4C	75%	95%	85%

VISTA

All Ads - Ranked Within Product Category

Woman's Day • February 1, 2009

	<u>Ad Size</u>	<u>Page</u>	<u>Color</u>	<u>Total Recall</u>	<u>Brand Association</u>	<u>Actions Taken</u>
Packaged Foods (Cont...)						
Campbell's Tomato Soup	FP	94	4C	74%	97%	62%
Jenny Craig	FP	23	4C	71%	93%	31%
Swanson Chicken Broth	MPU(1.3)	108-109	4C	69%	97%	69%
T.G.I. Friday's Complete Skillet Meals	FP	99	4C	64%	91%	70%
Hunt's Tomatoes	1/2PS(h)	116-117	4C	63%	95%	68%
Hostess 100 Calorie Packs	FP	103	4C	63%	92%	82%
Campbell's Soup at Hand	FP	10	4C	63%	89%	65%
Freschetta, Red Baron & Tony's Pizza	MPU(1.3)	4-5	4C	61%	89%	73%
Orville Redenbacher's Smart Pop	FP	47	4C	59%	92%	69%
Pam	1/2PS(h)	120-121	4C	58%	92%	72%
Crisco Puritan Canola Oil with Omega-3 DHA	FP	97	4C	58%	85%	80%
Classico Pasta Sauce	FP	101	4C	58%	85%	73%
Disney Snack Cakes	FP	69	4C	57%	62%	37%
Kellogg's Special K	MPU(1.3)	106-107	4C	54%	77%	59%
Success Rice	FP	119	4C	50%	98%	59%
Total Packaged Foods				64%	90%	65%
Personal Care Products						
Vaseline Clinical Therapy	FP	13	4C	59%	80%	69%
Gold Bond Ultimate	FP	33	4C	55%	93%	83%
Total Personal Care Products				57%	87%	76%
Pet Supplies & Services						
Pounce Cat Treats	FP	91	4C	54%	93%	59%
Total Pet Supplies & Services				54%	93%	59%
Restaurants						
Sonic	FP	17	4C	70%	92%	57%
Total Restaurants				70%	92%	57%
Retail						
WalMart	FP	74	4C	66%	76%	65%
WalMart	FP	40	4C	46%	81%	52%

VISTA

All Ads - Ranked Within Product Category

Woman's Day • February 1, 2009

	<u>Ad Size</u>	<u>Page</u>	<u>Color</u>	<u>Total Recall</u>	<u>Brand Association</u>	<u>Actions Taken</u>
Retail (Cont...)						
Total Retail				56%	78%	59%
All Ads Measured				59%	85%	56%

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

VISTA

All Ads - Ranked by Action Taken

Woman's Day • February 1, 2009

	<u>More Favorable Opinion</u>	<u>Gather More Information</u>	<u>Visit Advertiser's Website</u>	<u>Visit 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>	<u>ANY ACTION (Net)</u>
Campbell's Select Ha...	11%	5%	4%	9%	1%	5%	42%	33%	85%
Gold Bond Ultimate	14%	21%	3%	14%	3%	3%	50%	12%	83%
Hostess 100 Calorie ...	9%	11%	9%	11%	3%	3%	51%	23%	82%
Palmolive Pure + Cle...	18%	16%	3%	10%	4%	3%	50%	18%	82%
Crisco Puritan Canol...	8%	25%	7%	8%	2%	5%	43%	18%	80%
Campbell's Cream of ...	10%	5%	9%	5%	8%	5%	30%	33%	75%
Classico Pasta Sauce	13%	10%	8%	10%	5%	3%	33%	22%	73%
Freschetta, Red Baro...	10%	8%	13%	8%	2%	3%	44%	21%	73%
Pam	8%	5%	2%	5%	3%	8%	20%	43%	72%
Clorox Disinfecting ...	9%	8%	3%	8%	2%	6%	23%	36%	71%
Potatoes	14%	6%	4%	6%	6%	12%	19%	29%	70%
T.G.I. Friday's Comp...	8%	6%	11%	12%	3%	5%	39%	12%	70%
Orville Redenbacher'...	11%	3%	0%	8%	5%	6%	29%	27%	69%
Swanson Chicken Brot...	11%	8%	7%	10%	3%	1%	32%	27%	69%
Vaseline Clinical Th...	8%	8%	7%	11%	3%	5%	34%	23%	69%
Hunt's Tomatoes	9%	8%	5%	6%	2%	5%	35%	31%	68%
Susan G. Komen For T...	19%	21%	16%	0%	6%	4%	3%	4%	68%
Campbell's Soup at H...	6%	9%	5%	5%	2%	6%	28%	22%	65%
Vicks DayQuil and Ny...	9%	9%	3%	7%	3%	4%	40%	13%	65%
WalMart(74)	15%	7%	9%	26%	6%	1%	26%	1%	65%
Delsym	6%	16%	10%	12%	4%	6%	34%	14%	64%
Lee Natural Fit Coll...	17%	12%	3%	13%	4%	6%	39%	4%	64%
Udderly Smooth	16%	18%	7%	4%	2%	9%	44%	9%	63%
Campbell's Tomato So...	12%	3%	5%	8%	5%	12%	14%	39%	62%
Clorox Bleach	9%	4%	3%	9%	1%	3%	16%	32%	61%
Kellogg's Special K	13%	4%	5%	4%	4%	7%	25%	30%	59%
Pounce Cat Treats	16%	5%	4%	9%	9%	7%	11%	29%	59%
Robitussin DM Max	5%	19%	5%	3%	2%	10%	28%	12%	59%
Success Rice	6%	8%	2%	4%	2%	4%	25%	27%	59%
St. Joseph 81 mg. As...	13%	13%	2%	8%	2%	6%	23%	17%	58%

VISTA

All Ads - Ranked by Action Taken

Woman's Day • February 1, 2009

	More Favorable Opinion	Gather More Information	Visit Advertiser's Website	Visit Store, Dealer, Other Location	Save Ad For Future Reference	Recommend Product or Service	Consider Purchasing Product/Service	Purchase Product/ Service	ANY ACTION (Net)
Sonic	14%	10%	6%	13%	3%	6%	33%	8%	57%
Egg-Land's Best Eggs	11%	3%	2%	10%	0%	3%	27%	19%	56%
Schiff Vitamins and ...	4%	21%	13%	17%	4%	2%	31%	6%	56%
V8 100% Vegetable Ju...	13%	8%	3%	10%	5%	8%	18%	21%	56%
WalMart(40)	4%	4%	0%	29%	4%	2%	19%	8%	52%
Coricidin HBP	4%	15%	1%	7%	9%	6%	21%	4%	49%
Metamucil	11%	9%	6%	4%	4%	6%	19%	4%	43%
NutriSystem	14%	13%	11%	2%	5%	6%	21%	1%	43%
Crestor	7%	11%	4%	15% ⁽¹⁾	6%	2%	2%	2%	39%
Disney Snack Cakes	8%	8%	5%	5%	0%	3%	22%	0%	37%
Leslie Sansone's Wal...	7%	12%	10%	2%	7%	2%	19%	5%	36%
Chantix	6%	9%	6%	11% ⁽¹⁾	6%	9%	9%	3%	34%
Detrol LA	3%	10%	4%	10% ⁽¹⁾	4%	4%	4%	1%	31%
Jenny Craig	13%	7%	9%	1%	1%	1%	17%	0%	31%
Bingo Fest	0%	11%	11%	5%	3%	0%	3%	0%	30%
Singulair	9%	7%	0%	5% ⁽¹⁾	5%	2%	0%	2%	30%
Januvia	2%	7%	5%	14% ⁽¹⁾	7%	2%	0%	0%	29%
Eastland	6%	8%	13%	4%	6%	2%	15%	2%	27%
New York Life	8%	8%	8%	2%	5%	2%	8%	3%	26%
Hydroxycut	7%	12%	9%	3%	4%	1%	12%	1%	25%
U.S. Navy	15%	2%	6%	0%	4%	0%	0%	0%	23%
Paula Young Wigs	8%	6%	4%	4%	6%	8%	6%	4%	21%
Abilify	3%	7%	3%	7% ⁽¹⁾	3%	5%	0%	0%	18%
All Ads Measured	10%	9%	6%	8%	4%	5%	24%	15%	56%

Note: Actions taken based on those who took or plan to take action among respondents recalling specific ads;
 1) Ask a doctor or other healthcare professional about the product. 2) View the advertised program/movie.

VISTA

Ad Thumbnails by Page Position



Lee Natural Fit Collection (Inside Front Cover)



Metamucil (3)



Freschetta, Red Baron & Tony's Pizza (4-5)



Palmolive Pure + Clear (7)



Vicks DayQuil and NyQuil Plus Vitamin C (9)



Campbell's Soup at Hand (10)



Vaseline Clinical Therapy (13)



St. Joseph 81 mg. Aspirin (15)



Sonic (17)



Chantix (19)



Jenny Craig (23)



U.S. Navy (25)



Abilify (27)



Gold Bond Ultimate (33)



Singulair (35)

VISTA

Ad Thumbnails by Page Position



Susan G. Komen For The Cure (39)



WalMart (40)



Crestor (43)



Udderly Smooth (45)



Orville Redenbacher's Smart Pop (47)



Coricidin HBP (51)



Detrol LA (53)



Bingo Fest (55)



Schiff Vitamins and Supplements (57)



Januvia (59)



Potatoes (61-63)



Potatoes (61-63)



Delsym (67)



Disney Snack Cakes (69)



Campbell's Select Harvest Light Soup (71)

VISTA

Ad Thumbnails by Page Position



Egg-Land's Best Eggs (73)



WalMart (74)



Clorox Bleach (77)



V8 100% Vegetable Juice (85)



Clorox Disinfecting Products (87)



Pounce Cat Treats (91)



NutriSystem (93)



Campbell's Tomato Soup (94)



Crisco Puritan Canola Oil with Omega-3 DHA (97)



T.G.I. Friday's Complete Skillet Meals (99)



Classico Pasta Sauce (101)



Hostess 100 Calorie Packs (103)



Kellogg's Special K (106-107)



Swanson Chicken Broth (108-109)



Eastland (112)

VISTA

Ad Thumbnails by Page Position



Paula Young Wigs (113)



Hydroxycut (114-115)



Hunt's Tomatoes (116-117)



Success Rice (119)



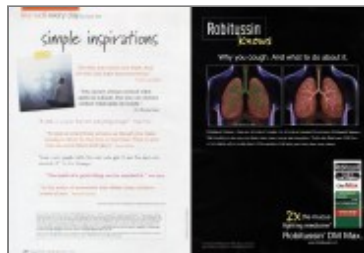
Pam (120-121)



Leslie Sansone's Walk at Home DVDs (123)



Campbell's Cream of Mushroom Soup (125)



Robitussin DM Max (Inside Back Cover)



New York Life (Back Cover)

VISTA

Reader Involvement Profile

Woman's Day • February 1, 2009



Q. How many times do you pick up and read or look into a typical issue of this magazine?

1 time	14%
2 times	30%
3 times	29%
4 or more times	27%

Base: Total answering (260)

Q. How soon after you receive this magazine, do you typically pick it up to read or look into it for the first time?

The same day I receive it	42%
Within 2 or 3 days	35%
Within a week	16%
Within 2 weeks	5%
2 weeks or longer	2%

Base: Total answering (260)

Q. In total, how much time do you spend reading or looking into a typical issue of this magazine?

One hour or more	32%
45 minutes	32%
30 minutes	27%
15 minutes or less	9%
Average: 47 Minutes	

Base: Total answering (260)

Q. How did you obtain your copy of this issue?

I subscribe to the magazine	46%
I bought it at a newsstand or retail store	27%
It was passed along to me	15%
I read it in a public place	10%
Other	2%

Base: Total answering (260)

Q. Out of the last four issues of this magazine, how many issues have you read or looked into?

4 out of 4	47%
3 out of 4	17%
2 out of 4	27%
1 out of 4	10%

Base: Total answering (260)

Q. Overall, how would you rate this magazine?

One of my favorites	35%
Very good	38%
Good	22%
Average	4%
Poor	0%

Base: Total answering (260)

VISTA

Editorial Readership

Woman's Day • February 1, 2009



The Skeptic's Guide to Alternative Medicine

Q. Did you read or look into this article?
 Yes 56%
 No 44%

Base: Total answering (103)

Q. How much of this article did you read?
 More than half 68%
 Less than half 32%

Base: Read or looked into this article (59)

Q. Did you take, or do you plan to take, any of the following actions as a result of reading this article?

Save it for future reference	41%	Visit a related website	10%
Pass it along to someone	22%	Some other action	5%
Gather more information on the topic	25%	None of these	24%

Base: Read or looked into this article (59), multiple responses



Break These Rules to Lose!

Q. Did you read or look into this article?
 Yes 62%
 No 38%

Base: Total answering (105)

Q. How much of this article did you read?
 More than half 77%
 Less than half 23%

Base: Read or looked into this article (65)

Q. Did you take, or do you plan to take, any of the following actions as a result of reading this article?

Save it for future reference	26%	Visit a related website	5%
Pass it along to someone	26%	Some other action	15%
Gather more information on the topic	17%	None of these	22%

Base: Read or looked into this article (65), multiple responses

VISTA

Editorial Readership

Woman's Day • February 1, 2009



Wipe Out Germs

Q. Did you read or look into this article?	
Yes	76%
No	24%

Base: Total answering (106)

Q. How much of this article did you read?	
More than half	88%
Less than half	12%

Base: Read or looked into this article (81)

Q. Did you take, or do you plan to take, any of the following actions as a result of reading this article?

Save it for future reference	33%	Visit a related website	5%
Pass it along to someone	31%	Some other action	20%
Gather more information on the topic	19%	None of these	12%

Base: Read or looked into this article (81), multiple responses



Portion Perfect

Q. Did you read or look into this article?	
Yes	74%
No	26%

Base: Total answering (103)

Q. How much of this article did you read?	
More than half	78%
Less than half	22%

Base: Read or looked into this article (76)

Q. Did you take, or do you plan to take, any of the following actions as a result of reading this article?

Save it for future reference	41%	Visit a related website	7%
Pass it along to someone	28%	Some other action	12%
Gather more information on the topic	21%	None of these	20%

Base: Read or looked into this article (76), multiple responses

VISTA

Editorial Readership

Woman's Day • February 1, 2009



22 Ways to Save on Health Care

Q. Did you read or look into this article?

Yes	67%
No	33%

Base: Total answering (103)

Q. How much of this article did you read?

More than half	67%
Less than half	33%

Base: Read or looked into this article (69)

Q. Did you take, or do you plan to take, any of the following actions as a result of reading this article?

Save it for future reference	45%	Visit a related website	7%
Pass it along to someone	22%	Some other action	9%
Gather more information on the topic	23%	None of these	23%

Base: Read or looked into this article (69), multiple responses

VISTA

Demographics

Woman's Day • February 1, 2009

Gender

Male	8%
Female	92%

Age

18 - 24	3%
25 - 34	18%
35 - 44	26%
45 - 54	26%
55 - 64	23%
65 or older	5%
Median Age	45

Marital Status

Single, never married	10%
Married	67%
Living with partner	6%
Divorced/ Separated/ Widowed	17%

Total Adults in the Household

1	25%
2	57%
3	10%
4	3%
5 or more	5%

Total Children in the Household

1	20%
2	18%
3	6%
4 or more	2%
None	54%

Education

Attended/Graduated High School	17%
Attended College	33%
Graduated College or More	50%

Household Income

Less than \$25,000	4%
\$25,000 - \$49,999	20%
\$50,000 - \$74,999	19%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	13%
\$150,000 - \$249,999	8%
\$250,000 or more	3%
Prefer not to answer	18%
Median HHI	\$72,367

Employment Status

Employed full-time	50%
Employed part-time	13%
Self-employed	7%
Homemaker full-time	12%
Student	3%
Retired	11%
Not employed	4%

VISTA

Methodology

VISTA Print Effectiveness Rating Surveys are fielded online among members of Affinity's National Reader Panel that screen in for issue-specific readership of the measured magazine title. Qualifying respondents are provided with a series of visual, on-screen prompts and associated questions that are designed to collect advertising effectiveness ratings, editorial readership information and reader involvement attributes.

In-tab respondent counts are dependent upon the number of advertisements and editorial features measured in a specific issue. Each advertisement and editorial feature is viewed by a minimum of 100 respondents, with no single respondent exposed to more than 20 advertisements and two editorial features. (All national ads of 1/3 page or larger are measured for magazines, and 1/6 page or larger for newspapers.)

Advertising Effectiveness

Total Recall The % of readers that recall seeing a specific advertisement

Brand Association The % of readers that recall seeing a specific ad, and who report that they were aware of the sponsoring advertiser upon their viewing of that ad

Advertising Actions Taken The % of readers that recall seeing a specific ad, and who report that they took action, or plan to take any of the listed actions, as a direct result

Editorial Readership

Total Readership The % of readers that recall reading a specific article

Extent of Readership The % of readers that read more than/less than half of a specific article

Editorial Actions Taken The % of readers that recall reading a specific article, and who report that they took action, or plan to take any of the listed actions, as a direct result

Reader Involvement

Time Spent Reading • Issue Frequency of Reading • Source of Copy

Publication Frequency of Reading • Immediacy of Reading • Favorability Rating

Ad Size		Color					
FP	Full Page	1/6P(v)	One-Sixth Page Vertical	4C	Four-color	1C	One-color
MPU	Multi-Page Unit (# of pages)	1/3P(h)	One-Third Page Horizontal	3C	Three-color	BW	Black & White
1/2P(h)	Half Page Horizontal	1/3P(v)	One-Third Page Vertical	2C	Two-color		
1/2PS	Half Page Spread	1/3PS	One-Third Page-Spread				
1/2PS(h)	Half Page Spread Horizontal	1/3P(s)	One-Third Page-Square				
1/2PS(v)	Half Page Spread Vertical	3/4P(v)	Three-Fourth Page Vertical				
1/2P(v)	Half Page Vertical	3/4P(h)	Three-Fourth Page Horizontal				
1/4P(h)	One-Quarter Page Horizontal	2/3P(h)	Two-Third Page Horizontal				
1/4PS	One-Quarter Page Spread	2/3P(v)	Two-Third Page Vertical				
1/4P(v)	One-Quarter Page Vertical	1.3PS	1.3 Page Spread				
1/6P(h)	One-Sixth Page Horizontal	1.5PS	1.5 Page Spread				
1/6PS	One-Sixth Page Spread	2PS	2 Page Spread				

Position	
IFC	Inside front cover
IBC	Inside back cover
BC	Back Cover

For more information about the VISTA Print Effectiveness Rating Service, contact:

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