



Print Media is More Trusted than...

by MediaVest

Print media is more trusted than online for most part, study says; however, print titles fail to deliver value online

MediaVest today reveals the findings of an exclusive Print-Digital study designed to better understand the relationships readers have with content published in hard print versus its online extensions.

The study analyzed four categories of interest to consumers:

- Entertainment/Celebrity
- Health/Wellness
- Food/Cooking
- Fashion/Beauty

“It’s critical during this time of dramatic usage diversity that we better understand how unique interest groups rely on print media and online media differently,” said Robin Steinberg, SVP, Director of Print Investment, MediaVest. “Just as content should be served up in a manner that readers want to engage, so should advertising strategy. The insights from this study will better inform how we negotiate with publishers and their print and online assets.”

5 KEY FINDINGS:

- Print is more trusted than online in every category but Health/Wellness. Readers find print more trustworthy than online by a margin of 24 percentage points for Fashion/Beauty, 7 points for Food/Cooking, and 5 points for Entertainment. Readers find Health/Wellness more trustworthy online than in print by a margin of 3 points.
- Despite the abundance of online content, few see online replacing print, with just 12% of respondents strongly believing that a publisher’s web site could easily replace the printed magazine within the next 5 years.
- Titles fail to deliver value online. 79% of dual magazine/online users agree that the online site should provide something new & different from the magazine. However, only 44% strongly believe that the publishers’ sites are actually offering something unique.
- Low duplication between print and online. Hovering between 1% and 6% for all categories but entertainment, where for certain titles, duplication reaches 10% at most.
- Fashion/Beauty relies most faithfully on the printed publication, as it focuses on general trends. People are seven times more likely to go to the print publication for this category.

Methodology: The quantitative study was conducted in late 2007 among 1500 adults 18-54, across the aforementioned categories, over 35 print titles and 75 web sites were included in the study. Additional analysis was done using the MRI/Net Fusion database, which combines detailed readership data from over 250 MRI-measured magazines with web site audience data from roughly 2300 web sites measured by Nielsen Online.