

Digital Editions Engage Readers, Thrill Advertisers

Engagement. This term is in the forefront of discussions in the marketing and advertising communities. Consumers want highly targeted advertising on their schedule, and in their preferred medium, or they are tuning-out. Not only do advertisers need to present the right message to the right audience, but they also need to deliver it in a medium that engages the consumer. To accomplish this goal, savvy advertisers create customized messages in multiple different media formats to serve readers' varying needs and preferences. One rapidly growing tool for reaching online consumers is digital magazine editions.

For advertisers, digital editions combine the best of both worlds. They provide the authority, reach and quality audience of a print magazine with the tracking, rich media messaging and linking of an online medium. Magazines and advertisers can now cater to the estimated 15% of readers who prefer to receive information online.

Digital magazines enable readers to be more productive and to easily connect with advertisers. Most readers love linked URLs, one-click article sharing and page jumps. With digital editions, reading and sharing the magazine experience is now easier than ever. The ability to easily search all back issues, digitally archive the publications, watch embedded multimedia interviews and have reader service forms that automatically pre-populate the subscriber's contact information are some of the powerful productivity tools that digital editions provide.

The great news for advertisers is that digital magazine readers are highly engaged with advertiser content. In a recent BPA Worldwide-certified survey, sponsored by Texterity, the results indicate that digital magazine readers are substantially more engaged with digital editions than they are with the print equivalent. They are also more likely to use the advertising to make purchasing decisions. The survey reveals:

- 91% of readers took action after reading an ad in a digital edition
- 83% of digital readers looked at an advertiser's web site
- 41% forwarded information about an advertiser to a friend or colleague
- 37% of readers contacted an advertiser for more information
- 32% recommended a product or service
- 24% bought something as a result

Another interesting revelation is that digital editions are not just reaching a younger demographic, as some advertisers assumed. Digital reader adoption and satisfaction encompasses all age groups. The largest group of user respondents was between 45 – 49 years old, and 29% of respondents were over 50. One popular reason mature readers use digital editions is the ability to zoom-in and make the text easier to read. Digital readers are so engaged with digital publications that 46% of respondents no longer use, or have decreased their use, of print editions. Digital editions have now become an essential tool to reach this highly engaged audience.

Advertisers that are already taking advantage of this growing medium are using digital multimedia blow-in cards, sponsoring issues and creating custom landing pages for their ads that specifically address digital readers with an exclusive offer or promotion. Digital edition advertising is a great way for companies to reach a rapidly growing segment of consumers that prefer to receive their information over the internet. Some of the most advanced publishers even segment their digital editions, offering advertisers the ability to run different ads for each geographic or demographic audience.

The bottom line. Digital editions are a rapidly growing medium that enables advertisers to reach both print and digital readers. It provides a high quality magazine audience and enables advertisers to create targeted digital messaging that engages the reader through their preferred medium. The most successful advertisers are finding creative ways to capitalize on the new opportunities this medium provides. For a full copy of the survey results, go to <http://www.texterity.com/survey/> or visit www.texterity.com for more information.

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