

Magazine media are **more trusted, inspiring and influential** than other media

(index)	magazine media	websites	ad-supported TV networks
touches me deep down	131	96	92
a way to learn about new products	129	103	81
inspires me in my own life	126	100	85
gets me to try new things	122	107	81
inspires me to buy things	117	113	79
a treat for me	115	85	109
affects me emotionally	115	96	96
gives me something to talk about	114	95	97
trust to tell the truth	114	105	86
get valuable information from	113	110	85
brings to mind things I enjoy	111	92	100

Note: Data for each medium based on levels of agreement with the above statements for a set of vehicles used by each individual in each medium.

Index: Percentage of purchase influencers within the household for each medium vs. percentage of purchase influencers within the household for the combination of magazine media, websites and TV vehicles used by each respondent.

Source: Experian Marketing Services, Simmons Multi-Media Engagement Study, Spring 2014.