

## READERSHIP RESEARCH

# Gain actionable data to boost advertising ROI, directly from customers.

The Design Engineering and Sourcing Group has partnered with Baxter Research Center to provide in-depth ad campaign study results that advertisers can actively manage and track online. We use surveys to find out how readers respond to editorial and advertising content within the issue.

### SIMPLE DETAILS

- Advertising data collected relates to 6 key points
- View issue advertisers print and digital audience exposure
- Benchmark your campaigns against competitors'
- Ad readership survey dates are found on brand editorial calendars

### USEFUL FOR

- Measure advertising ROI
- Gain new customer insights
- Improve messaging

### ADDITIONAL SERVICES

These additional marketing services compliment or work well with Readership Research:

#### PRINT ADVERTISING

Combine print and digital advertising for an effective and integrated campaign.

#### SEARCH MARKETING

Update keywords within your current content to gain page views and increase ranking.

#### STRATEGIC INSIGHTS STUDY

Identify key words and competitor information.

