

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.

