

GUIDELINES FOR MAXIMIZING THE VALUE OF TABLET VS. PRINT MAGAZINES

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In our exploration and deconstruction of the print and digital magazine reading experience we found that while there were some obvious differences (namely interactivity) when it comes to the two formats and the way participants are reading them, our biggest (and somewhat surprising) finding was the level of similarity that currently exists across formats. All the women who participated in the project own and use an iPad. Their digital behaviors should be viewed as mainstream and that of the every-day consumer. When it comes to the digital magazine reading experience they are still experiencing a learning curve and are still getting comfortable with a device that seems to have unlimited possibilities and enormous potential, albeit with a high price tag. Among many of the participants there seems to be some concern that comes with the territory of owning an iPad which directly relates to when and where they are reading magazines on it. Many participants aren't willing to frequently tote their iPad (and the digital magazines they have on it) outside of the comfort of their homes or more controlled environments for fear of dropping or damaging it. However, based on the huge growth of the iPad as well as eReaders and tablets we anticipate that the comfort level will increase and the fear factor will decrease as both the price of these devices (and owners' anxiety levels) go down.

There is both a need and an opportunity to stay close to and understand the needs and desires of these readers as both tablet ownership and digital magazine availability increase. Still in its infancy the digital magazine experience has the potential to evolve and possibly in some cases regress based on reader preferences and comfort level. Continuing to partner with readers will help publishers understand the changing role of the magazine in both the print and digital worlds and also help determine the role each format will or can play in the future and how best to create content and experiences that meet current and emerging consumer needs.

SUMMARY

- Tablets offer new interactive tools that have the potential to transform and enhance the reading experience; however the every-day-woman is reading her digital magazines very similarly to how she reads print—in a fairly linear way.
- Surprisingly, she is not yet taking full advantage of her device's portability for magazine reading - often doing most of her reading in home.
- While she is excited about the possibilities the tablet has to offer there is some concern and a sense that she might be missing out on some of the content or "extras" as she navigates her way through digital magazines.
- As she becomes more comfortable with the device, its capabilities, and magazine content, we anticipate her tablet reading behavior to shift and evolve becoming more comfortable with the interactive environment.

Key Learning

1. The ways in which people read and their overall reading mechanics are remarkably similar across printed & digital magazines.
2. Despite many similarities in reading behavior, interactivity within digital editions does – and has great potential to– alter the flow of reading and overall reading behavior.
3. There are only slight differences in overall time-spent reading between printed and digital editions, but digital tends to generate slightly higher time-spent reading than their printed counterparts.
4. Digital editions are MORE likely to be read in the home than on the go, and overall, print editions are more 'mobile' than digital editions.
5. Personally relevant content remains the most compelling content regardless of format, but interactive elements within digital editions are seen as exciting and absorbing.
6. The interactivity that digital editions offer can be a powerful means of enhancing the total reading experience.
7. Advertising within both printed and digital formats can successfully connect with readers, but each format offers the reader a unique experience.
8. Through offering experiences that deliver on readers' unique needs and purpose, print and digital can and will co-exist.
9. Digital meets consumer expectations and serves a slightly different purpose and plays a different role than its printed predecessor.

PROJECT DETAILS:

Objective: Deconstruct the magazine reading experience, comparing and contrasting how iPad owners read through and experience print versions of magazine versus iPad formats.

Desired Outcome: Capture insight into the magazine reading behaviors of iPad owners to inform content formats (type and placement) and advertising development for the tablet platform.

Methodology:

Target Audience*: iPad owners from the Meredith Real Women Talking online community and Women’s Space (one of Communispace’s proprietary IdeaSpace online communities). 25-30 members from each community were invited to participate in a special workbook assignment. IdeaSpace members were qualified using a screener that captured iPad ownership and relevant magazine reading behaviors (i.e., titles read, frequency, formats, etc.) Members invited to join the assignment were asked to participate for two months.

**Participant demographic information available in the appendix*

Workbook Assignment: A parallel exploration of selected magazines title across both print and iPad formats for comparison. Members were asked to select one title that they would explore and review in both its printed and digital format throughout the project.

Month 1: June publication (select from list of woman focused magazine titles):

- 25-30 IdeaSpace iPad owners: iPad version
- 25-30 Meredith iPad owners: Print version

Month 2: July publication (participants will be reviewing the July issue of the **same** title as they selected in Month 1):

- 25-30 IdeaSpace iPad owners: Print version of the June title they selected
- 25-30 Meredith iPad owners: iPad version of the June title they selected

Areas of exploration:

- Capture their process/approach to reading each format
- Uncover their internal decision-making process (how do they choose where to start, where to go next, etc.)
- What does the cadence/depth of interaction look like (probe on where they are browsing, lingering, skimming or skipping all together and why – is it the content, the quality of experience delivered, etc.)?
- Understand how iPad interactivity impacts the way they read the iPad version (is it an interruption, welcomed enhancement, familiar or unique experience?)
- Capture thoughts on areas for improvement within the iPad format, most innovative iPad experience they’ve had (inside or outside of magazine apps)
- For print readers – where and how (if at all) did they bridge the physical magazine with the digital space (i.e., are they driven online during their reading experience)
- Describe advertising impressions and interactions
 - ✓ Unaided: What type(s) of advertising did you notice/interact with? What specific ads do you recall? What were your impressions of these ads – what stood out and why?
 - ✓ Forced: Then, ask them to go back into the magazine and select the “best” ad, explaining the key message/point of the ad and what makes it the best

From a participant’s perspective:

As we explored how participants read and reacted to the two magazine formats some common themes and some surprising similarities emerged. One of the participants gives us a look inside her experience from the download of her digital issue to an in the moment play-by-play. Her account of the experience echoes many of the common themes we found throughout the exploration.

“Didn’t like installing an app just to try a magazine for the first time. Process went fine though. It was about \$3 for one issue. I would have liked to see if there was a savings offer for an annual digital subscription right there. Immediately I got a sense of gratification that I was saving paper and sparing the environment of production fuels and wasn’t going to clutter my house up with yet another thing as I browsed this magazine.

I spend about 1.5 hrs. reading the magazine. First by my computer and then off to the family room comfy couch.

But generally I enjoyed the magazine. Was very impressed with the clarity/high-quality of images-- it was pretty. It seemed more visual/less text than I expected, then I eventually realized a lot of the content was hiding behind buttons or scrolling areas. -- these areas would be better standing out a little more, being more obvious. If you don’t see that it has a scroll bar until

you start scrolling, you have to notice the little subdued arrow that blends in with the rest of the imagery. Even when I knew content was hiding, I missed a lot of it and had to hunt for it.

I liked how this format offered options of hiding content behind popup boxes and scrolling. It takes a while to get used to that though. Not sure I'm comfortable with that yet. You lose the sense of a linear page magazine. I started to go through it page by page until I clicked on something that jumped me to another page and when I "swiped" back it took me to a page I hadn't been on. So I apparently slipped through a wormhole into another dimension when I clicked the one link.

The links: I really like how if there's a contest or something I wanted to find out more about, I could usually just click a link and go now. Of course it was also a little frustrating that once I got to a landing page on the website, there was more and more stuff they enticed me with there. It'd be better to have a landing page that did what I went for and then had a good point for me to go back to the magazine so I didn't stray too far off task. There were a couple URLs that had no link behind them. This was frustrating because it made me have to go to my computer and type it in. Overall, the links should all link, and have a simpler "fulfillment" of that link.

Overall I think it would be more comfortable if there was a navigation bar that was always on top, showing me where I am in the issue so when I jump around I can see approx. where it jumped to, and where I need to go back to. And if there were page numbers so I could see how much I've covered and figure out what more I'm going to do with the 10 min. I have left before I have to go somewhere.

I liked how the digital edition really made the effort to take advantage of the medium-- with some of the layout enhancements mentioned above with multi-layer content areas, and offering video for workouts included. However, after a while (an hour) I started to feel like I was just flipping through pictures with very little real content. Without seeing pages, the number of pages, and full articles with words, it started to feel like pages of advertisements (especially since many pages focused on products. seemed to have more fashion than fitness-- I don't need a \$300 satchel, \$550 wedge heels and \$200 of Sephora makeup in any form of fitness or healthy eating I choose to do).

I missed the ability to tear out pages for recipes or articles I wanted to keep out and remind myself to read again or share. Maybe an option to post to a Facebook wall and or email the article (low graphics) to yourself for printing or to a friend would solve this issue." – Terri M., 46-year old tech-savvy Mom.

OUR FINDINGS:

1. The ways in which people read and their overall reading mechanics are remarkably similar across printed & digital magazines.

- For the most part, participants’ reading behavior was very similar across both print and digital formats where most read the magazines from front to back.
- Readers are more accustomed to the traditional print layout which may be why their reading behavior remained similar across both formats. Many reported a bit of a learning curve and approached the magazine in a page-by-page “linear fashion” to get used to the format.

N=57	PRINT	DIGITAL
I read it from front to back	44	42
I skip around	9	9
I read it from back to front	1	0
I use the table of contents	3	5
I use the mini page viewer (digital only)	n/a	0

- “I went in a linear fashion to get familiar with how this magazine handles the content. I did not want to get lost and wanted to read it cover to cover as much as I could so I kept swiping to the next page. ...”
- “I first had to figure out how to use the magazine and experiment for a few minutes until I figured out how I wanted to read the magazine. Then I went in order of each page, stopping when I wanted to listen and when I watched the videos.”
- “I noticed that I tended to flip back more often using the iPad version vs. physical version and also that I was less likely to skip forward several pages like I occasionally do. That’s probably because the app is still a fairly new interface for me, so tend to be more “cautious” in my approach to reading (like riding a bike, you tend to go slow the first few times).”
- “With a magazine I typically read from front to back. I wasn’t sure where I had been and what was the beginning and what was the end. I am sure over time and using it more I would get used to it.”

2. Despite many similarities in reading behavior, interactivity within digital editions does – and has great potential – to alter the flow of reading and overall reading behavior.

- More than half (33 out of 59) said the way they were reading and navigating their digital edition was at least somewhat different than how they read a typical printed edition.
- As digital readers became more comfortable and got deeper into their magazine many found that the interactivity they experienced caused their reading behavior to differ even more. For example, their linear front to back reading pattern might be changed up by clicking on links, utilizing the navigation tools such as the table of contents to find specific content, etc.
- This change, for many, was a welcomed enhancement to the reading experience. For others this change is reflective of the learning curve they are experiencing which at times causes frustration and can be a bit overwhelming.

N=59

No, it's not different at all	23 (41%)
Yes, it's somewhat different	23 (39%)
Yes, it's totally different	12 (20%)

- *“I got to the table of contents and a list of recipes for that issue and I just touched a recipe. It took me to the recipe – which was fabulous but then I wanted to go through the magazine from the beginning like when I got through a paper magazine. I hit the “home” button and went to the beginning. From here I scrolled through the pages one at a time.”*
- *“First I went to the navigation menu, then “by age” so I could view articles specific to 1-2 yr. olds.”*

3. There are only slight differences in overall time-spent reading between printed and digital editions, but digital tends to generate slightly higher time-spent reading than their printed counterparts.

- About three quarters (N=45) of print readers spend between 30 minutes and 1.5 hours reading and flipping through their selected magazine. While reading the printed magazine format the majority of participants report spending about the same amount of time as they typically would reading any other print magazines.
- Slightly less of the participants reported spending the same amount of time reading the digital edition as they typically would spend reading any other magazine. Participants that spent an atypical amount of time with the digital format, for the most part, reported spending **more** time. Testing the different features and functionalities, linking to websites or simply getting more familiar with a new medium were just a few items on the list that caused participants to spend extra time or linger longer than they would in a typical magazine reading sitting. For those that were more familiar with the digital format they were aware of the possibilities and were able to recognize and take advantage of the interactivity causing them to spend the same if not more time with the magazine.

N=59	PRINT	DIGITAL
Less than 30 minutes	1	6
Between 30 and 45 minutes	17	14
Between 45 and 60 minutes	15	11
Between 1 and 1.5 hours	13	14
Between 1.5 and 2 hours	10	10
Over 2 hours	3	4

- *“I actually spent more time reading this version since I was interested in tapping on all the added features. It was a great pleasure going through the digital version.”*
- *“I probably spent a little more time reading and playing with the additional features on the digital magazine than I would reading a traditional magazine.”*
- *“I am used to reading this magazine in paper format. The digital copy was not in the same order (for instance, the letters to the editor were at the end). I found this unsettling. Also, the articles were not “there”. I had to click on an image to read some of the articles.”*
- *“I spent more time with this one because it was more interactive. Also, it took me a while to get the hang of it with the menus and scrolling through the pages.”*
- *“I usually spend less time per sitting reading a magazine because I spend time looking at referred websites online. It was great to quickly scroll to the step-by-step recipe or craft instructions, tap the link to the website for purchase (Michales.com, for example), and return to my article.”*

4. Digital editions are MORE likely to be read in the home than on the go, and overall, print editions are more ‘mobile’ than digital editions.

<ul style="list-style-type: none"> • Despite the portability of the iPad and instant access to their magazine, participants were more likely to read their digital magazines while relaxing at home as opposed to on-the-go. While participants seemed to also read their print magazines in the comfort of their homes they were more likely to take their printed magazines with them outside of their homes. • Participants were hesitant to bring the device out of their comfort (and comfortable) zones. While they currently own and use their iPads the women that participated in this project do not seem as comfortable with the tablet technology and there is still a fear factor of using and taking this expensive device on-the-go. 		
N=59	Print	Digital
On the couch at home	33	39
In my bed	33	38
Watching TV at home	14	14
Waiting in the car	13	12
Eating a meal at home	10	10
In my kitchen / while preparing meals at home	5	11
Traveling for work or pleasure (e.g. on an airplane, in hotels, etc.)	7	7
At the gym	4	2
On the beach	4	0
Commuting to/from work	3	3
In a store	3	1
In a restaurant	1	3
Running errands	1	2

As participants navigated through their magazines it was clear that each individual reading experience, print or digital, was unique but there were some common themes among participants.

5. Personally relevant content remains the most compelling content regardless of format, but interactive elements within digital editions are seen as exciting and absorbing.

<ul style="list-style-type: none"> • More than half of digital readers didn’t skip around and report reading almost the entire issue compared to less than half of the print readers. • While many read through or scanned the majority of the magazine, most lingered or spent more time on content that was personally relevant and found that this type of content stood out in the magazine. However, overall aesthetics of the printed magazine (i.e., photography, imagery, colors and headlines) and its lay-out/organization stood out just as much. • When it came to the digital format personally relevant content also ruled but the interactive elements (zooming in, links, videos, etc.) were also mentioned as obvious stand outs. • The digital experience is still new to some readers and for all the experience is rich with information and interactive content. By reading/skimming the digital magazine more thoroughly she helps to ensure she isn’t missing out on any content that might not be immediately obvious at first glance of a page. 		
N=59	Print	Digital
Pretty much read the entire issue	28	35

6. The interactivity that digital editions offer can be a powerful means of enhancing the total reading experience.

- Interactivity is an obvious differentiator between print and digital magazine formats and while still new to many the majority (50 out of 59) found the different ways they could interact with the digital magazine format enjoyable and many described it as a welcomed enhancement.
 - Videos, links and pop-ups/roll-overs where they could get more information *on-demand* (e.g., exercise videos, how-to make a craft video, etc.) topped their lists as their favorite ways to interact with their digital magazine.
- N=54

A welcomed enhancement	27
A unique experience	15
A bit overwhelming	5
An interruption/distraction	4
A familiar experience	3

7. Advertising within both printed and digital formats can successfully connect with readers, but each format offers the reader with a unique experience.

Among print participants, some were attracted to samples or coupon offers, while others were drawn into an ad or brand that met or could meet a current need they may have (e.g., an ad for Claritin caught one reader’s eye because her daughter currently suffers from allergies). The visual appeal and layout made the ad stand out for some participants as well.

When it comes to the digital format a common theme was the attraction to the interactivity of the ads (e.g., watching a video, entering a sweepstakes or taking advantage of the pop-up recipes). Given the fact that interactivity is so appealing we were surprised to find that when asked about ads that stood out to them (including ads they hand-selected as their favorite in the magazine) only about one-third took any action on the ads in their magazines. Even though the participants have the internet at their fingertips they were less inclined to take any action (e.g., get on-demand information or make a purchase).

On the other hand, 23 out of 59 print participants reported taking action after seeing an ad of interest (e.g., purchased the product in-store, scanned a barcode with a smartphone, went to the website for product review or use a store locator, etc.). Almost all of the participants (n=22) that took action were from Meredith’s Real Women Talking Community which is comprised of members who have more experience interacting with magazines and may utilize them more often than other participants as a resource for new products/brands.

8. Through offering experiences that deliver on readers’ unique needs and purpose, print and digital can and will co-exist.

As we learn more and the debate continues it seems, for now, the two formats have the ability to co-exist with one another offering their own added benefits to individual readers. To start we will focus on the print medium and its case for co-existence in an ever changing digital world.

Print participants view magazine content (and the actual issue) as a keepsake whether it’s for inspiration, memories or to just share with others. Being truly unplugged and taking their magazine with them whenever and wherever also proved to be important factors and the aspects they would miss the most if magazines went completely digital.

Keepsake: While many participants enjoy the ability to tear out and keep content over time (including past issues), in some cases it goes beyond that. Some participants expressed a sense of nostalgia about their magazine, referencing memories of their parents reading the same magazines they read today, flipping through magazines they have kept over the years and some even like the way old magazines age.

- *“Reading a print magazine is SUBSTANTIAL. Unlike an online experience where images seem to quickly appear then disappear—an ephemeral experience—a print magazine feels more permanent. It feels more like a valued and valuable possession. A print magazine is more like a friend whereas an online magazine is more like a casual acquaintance. A print magazine seems more intimate. I think its articles and ads tend to grab and hold your attention longer. In short a print magazine is a more memorable experience.”*
- *“Growing up I remember seeing my mom read magazines cover to cover. As I grew a little older, we would read magazines together and talk about some of the articles and features we saw. It was a bonding experience. I suppose*

that is something you could still do digitally, but there was something about sitting side-by-side on the sofa paging through magazines with mom.”

Worry-free: While most participants appreciate having an iPad and reading a magazine on it, there is a certain level of responsibility and even a fear factor when it comes to such an expensive electronic device. Reading a printed magazine allows them to have a worry-free experience. They are able to roll it up to put it in their beach bag, fold back the corners, and not worry about it getting wet or getting sand on it. The printed magazine allows them to have worry-free portability.

- *“A magazine doesn’t need re-charging. You can drop it. It can’t break. You can bend the pages and create colorful dog-ears. Cut out weekend collages. Leave notes in the margins. You don’t need an equity loan if the magazine is lost. There is no “upgrade” to its OS. There is no button to turn it off.”*

Being truly unplugged: There is something to be said for being truly without technology. Some participants referred to the intimate side of reading and how this only comes with printed books or magazines.

- *“A magazine can go with you anywhere...you don’t need a 3G connection to be able to read it. Also, I can read a magazine while floating in the pool—without worry of damaging \$500 worth of equipment. There’s something about opening a magazine...freshly printed the smell of it. I can tear out the pages and put them in a folder for ideas for the future. In addition, there’s just something about holding it in your hands and sitting on the couch...the escape it gives you from technology and the opportunity it gives you to relax.”*
- *Making the case for print: “I would tell them that no matter what the device is new and popular at the time, there is just nothing like having a piece of print in your hands. ...”*

“Shareability”: Participants like the idea they can pass their magazines on, leave them out for others to read, and in some cases enjoy reading along with someone else.

- *“I like that I can just keep it on my bookshelf to refer to later. It’s easy to have the magazine lying open so I can follow along with the exercise routines. I can pass it along to a friend and share the information with them too.”*

9. Digital meets consumer expectations and serves a slightly different purpose and plays a different role than its printed predecessor.

- Overall, the majority of participants’ expectations were met or surpassed (N=44) when it came to what they thought a digital magazine should be and/or their experience interacting with and reading it on their iPads.
- However, not all are convinced that the digital format is the best way to experience their magazine content ... yet. While the digital format has a place in the world of magazines and content delivery there are still some important attributes that her more traditional print magazines have that she’s not willing to give up.

N=59

It surpassed my expectations	20
It met my expectations	24
It’s a bit of a mixed bag (it met my expectations in certain areas, but fell short in others)	13
It fell short of my expectations	1
It didn’t come close to meeting my expectations	1

When it comes to the digital medium, participants call out the obvious differentiator which is the interactive experience (i.e., navigation, on-demand information, zoom, etc.), as most compelling. Interestingly a benefit of the digital medium that many reported is the positive effects “going digital” has on the environment both at-large as well as in their home. Saving paper, avoiding clutter and having everything in one place is exciting for participants which is counter to many comments made about the attachment to their physical magazines which are often kept for posterity or inspiration.

Digging deeper we found that the digital medium, while appealing, seems to serve a slightly different purpose and plays a slightly different role than its printed predecessor. More of an experience, the digital format, according to many participants, offers them a new and different way to interact with their favorite magazine.

- *“I would tell them that it combines many fun elements. It is similar to reading your favorite magazine while watching your favorite TV show because not only can you read articles but you can watch clips, usually. It also is like having a library at your fingertips to explore more information on many of the topics in the magazine. Pictures and colors are amazing. It is a unique entertainment experience. ...”*

- *“It’s a unique experience that everybody needs to be a part of at least once. It is a completely different way of reading. Digital reading includes an interactive experience that needs to be seen and heard to believe it! Resource information is easier than ever. Recipes are all grouped together and easy to find with the index. It is something innovative and different.”*

The digital magazine is still in its infancy and many readers have yet to experience it. For those who have had the experience, they acknowledge that it is an information rich environment that, at times, can be somewhat overwhelming. In this trial participants found that it was very easy to stray from the task of actually reading their magazine in its digital format which can be a blessing and a curse. The ability to obtain instant information, immediate product reviews, watch videos and listen to audio which complements traditional content can be exciting and act as a fun, interactive entertainment/educational experience can also detract from the reason she sat down with the magazine title in the first place.

- *“It’s a new way to read at leisure. One item to carry around that can provide many reading experiences. No lugging around those heavy magazines and worrying about dog eared pages. Bright clear photo pictures and print with added features of video clips. The digital experience is awesome and once you get used to navigating the pages you will not put it down.”*
- *“They are missing out on so much more content than what is just in a traditional magazine. It makes reading more enjoyable and informative. So many times when you read a traditional magazine you may see something that might catch your eye and think, oh I should look that up later, but then you never do. This makes it so easy to do just that. I also love the ability that I can keep numerous issues with me at all times. I always have something to read.”*
- *“I don’t think digital magazines are for everyone. But I think that the interactivity and being able to immediately check out links and products would appeal to most people. ...”*

In some cases this could bolster opportunities for both the reader and the magazine while in other cases the reader might be looking for more of a traditional, linear reading experience and having this level of interactivity can become a distraction causing them to become disinterested, overwhelmed or fear that they might miss out on something.

Whether it is lack of experience in such an interactive environment or just the amount of content several participants are fearful they might miss something by missing/not clicking on a link, scrolling over the right area or watching a video, etc.

When it comes to interactivity participants describe their perspective:

- *“A unique experience, but I wanted to note that it makes you compelled to view it NOW (interruption) or you might lose it. It’d be nice if there was a way to “pin/dog ear” the interactive items you want to come back to, and then when you come back have a sidebar list of things you wanted to return to.”*
- *“I would need to begin all over again to plan how much time I need to spend per issue. It would reorder not just my day but my week. I like being able to read my paper magazine and go to the internet if I have something I really want to learn more about. Having so many extra places to go and things to read/watch, etc. I’d worry that I’d never get out of the magazine and back into the world. Or I’d feel too overwhelmed by information and give up. The information you can fit on one page of a magazine is a good amount of information for me. Having lines that click onto whole other pages, articles or videos just messes me up.”*

Thought-Starters:

- Given the learning curve associated with the interactive environment and the growing digital readership, the need to continue educating readers on how to navigate through the digital magazine remains important. Tutorials and friendly reminders of the tools available will help newer readers become more comfortable and allow them to enjoy all the content the digital experience has to offer. In addition, navigation must be made easy and intuitive, and interactive options need to be made apparent for readers to take full advantage of these advanced features.
- At this point, for many, the digital medium seems to serve a slightly different purpose and plays a slightly different role than its printed predecessor. Offering up more of an experience, the digital format allows them a new and different way to interact with their favorite magazine. When looking at their behavior further it seems that the digital magazine is taking on the role of conduit between editorial content and the Internet. While this is a positive for many, some mentioned getting distracted from the reason they sat down to read the magazine in the first place. While this does offer the opportunity to interact with the magazine as well as the advertising and advertised brands within the magazine, there is a point at which the reader could be spending more time on the web than within the framework of the digital magazine. Maintaining a

balance between content and “extras” is essential to evolving the *digital* experience without losing the essence of the *reading* experience.

- Given the participants’ interest in interactivity when it comes to the digital format and the openness to interacting with their magazine in new and different ways, there is the opportunity to develop new and interesting advertising models. By balancing readers’ wants and needs with the advertising possibilities that the iPad and other tablet technologies offer, readers will be able to experience advertisements and interact with brands like never before in ways that are relevant to them.
- At the moment, print and digital magazine formats are serving slightly different roles and purposes. This current duality of role and purpose leads us to believe that the goal should not be all about driving readers to a specific format (digital or print), but more about being smart about segmenting our audiences based on personal tastes, needs, wants and preferences. While there are consumers who are eager to jump into the digital world with two feet there are just as many that are more aligned to the printed format and experience. The focus should be about offering the right experiences to the right segments whether it’s in print or digital. By keeping in touch with your readers you are able to bring their voice into the evolutionary process allowing you to truly understand and monitor the differences (and similarities) across platforms – what they want, need, where they are reading, where they take it or want to take it, etc. This constant connection will allow for an informed content/editorial and advertising strategy across each platform as technology prevalence, reader preferences and comfort levels change over time.

APPENDIX

Participant Demographic Information

Part I: IdeaSpace participants read and reviewed the digital format of their selected magazine while the Meredith participants read and reviewed the print format of their selected magazine title.

AGE (N=65)	
18-24	1
25-34	19
35-49	30
50-64	15

HOUSEHOLD INCOME (N=65)	
Under \$25,000	1
\$25,000 - \$49,999	6
\$50,000 - \$74,999	4
\$75,000 - \$99,999	12
\$100,000 - \$149,999	16
\$150,000 - \$199,999	7
\$200,000 and above	4
Prefer not to say	15

MAGAZINE TITLES SELECTED (N=65)	
Allure	6
Better Homes and Gardens	18
Elle	3
Fitness Magazine	8
Glamour	3
Martha Stewart Living	7
Oprah	6
Parents Magazine	6
Self	4
Vanity Fair	2
Women's Health	2

Part II: Meredith participants read and reviewed the digital format of their selected magazine while the IdeaSpace participants read and reviewed the print format of their selected magazine title.

AGE (N=53)	
18-24	1
25-34	15
35-49	24
50-64	13

HOUSEHOLD INCOME (N=53)	
Under \$25,000	1
\$25,000 - \$49,999	3
\$50,000 - \$74,999	4
\$75,000 - \$99,999	11
\$100,000 - \$149,999	13
\$150,000 - \$199,999	6
\$200,000 and above	4
Prefer not to say	11

MAGAZINE TITLES SELECTED (N=53)	
Allure	5
Better Homes and Gardens	14
Dwell	1
Elle	2
Fitness Magazine	5
Glamour	2
Martha Stewart Living	5
Oprah	5
Parents Magazine	6
Self	5
Vanity Fair	2
Women's Health	1