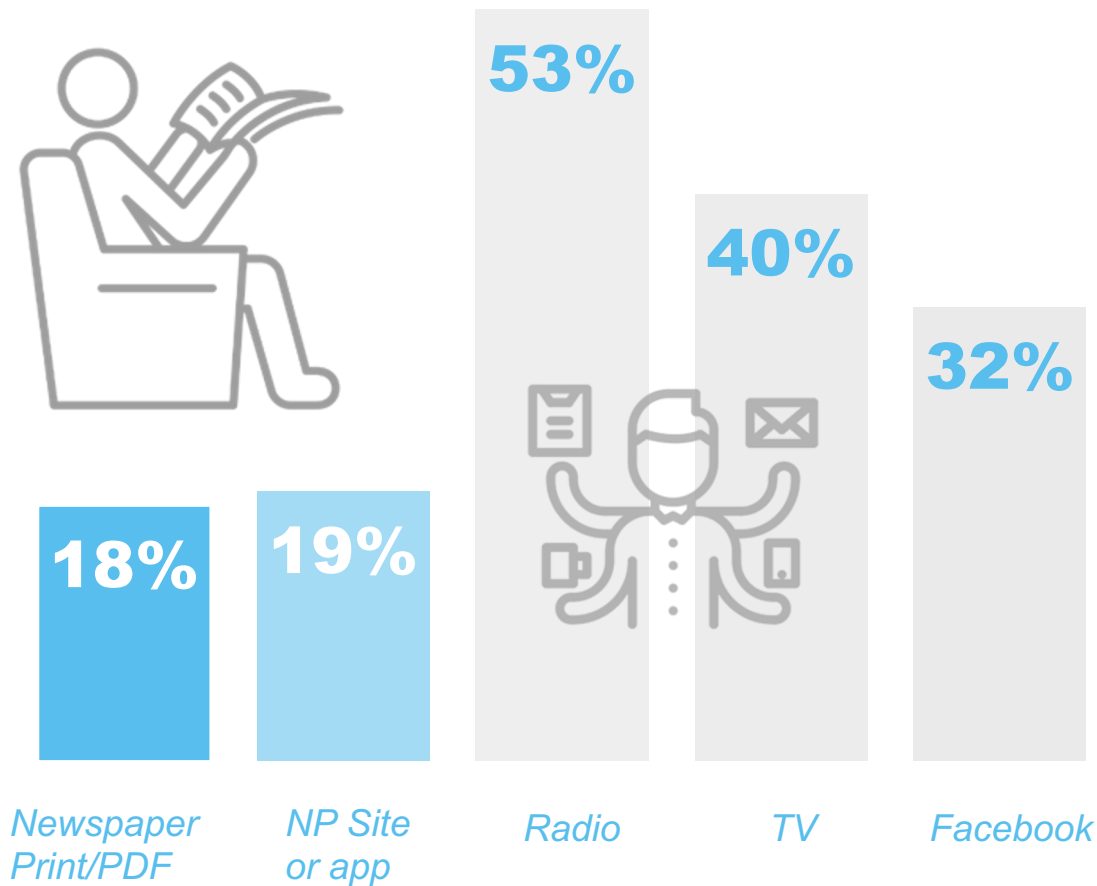


As a result, newsbrands offer

UNDIVIDED ATTENTION

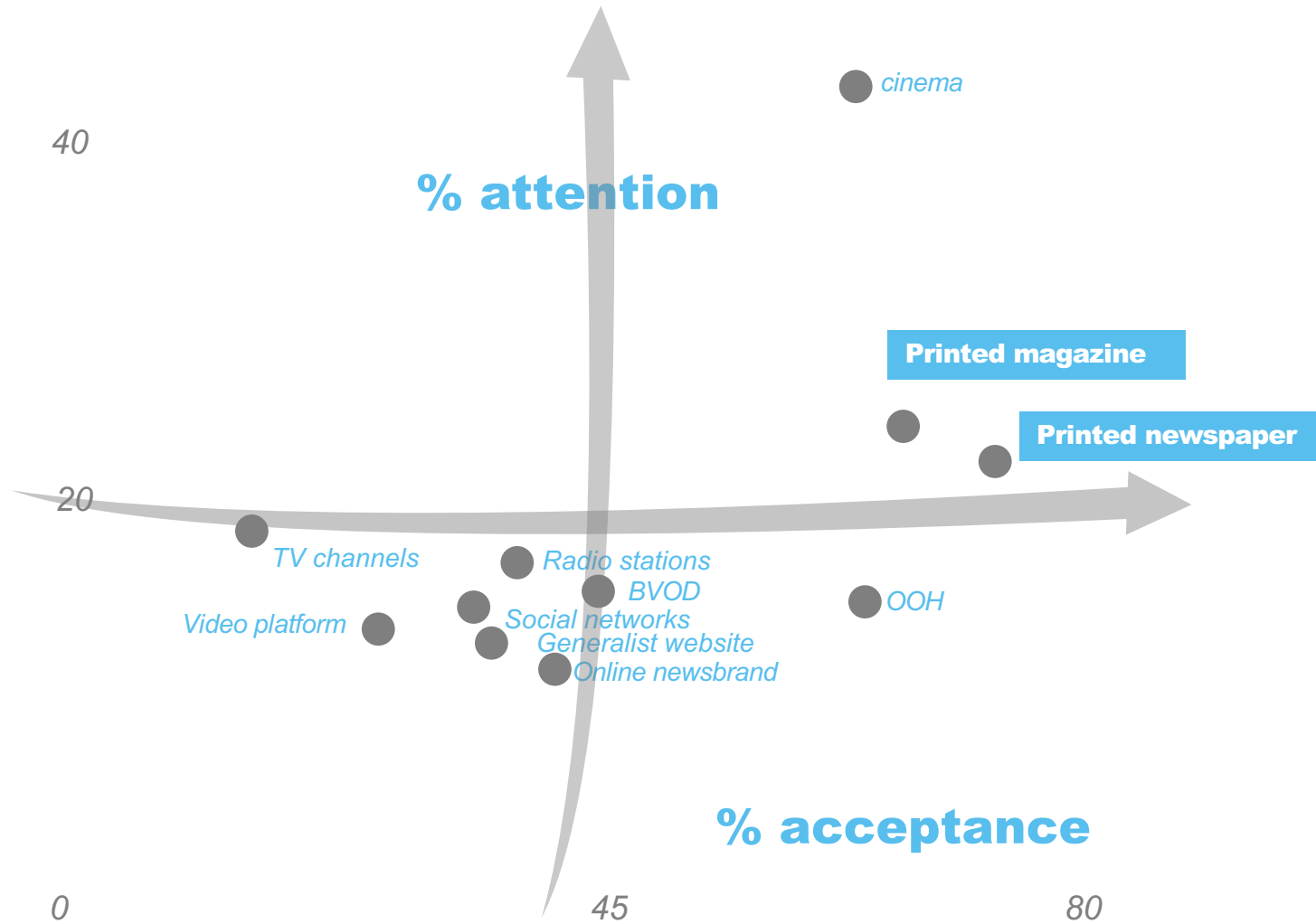


% MULTITASKING

”often doing several things at the same moment when using this media”

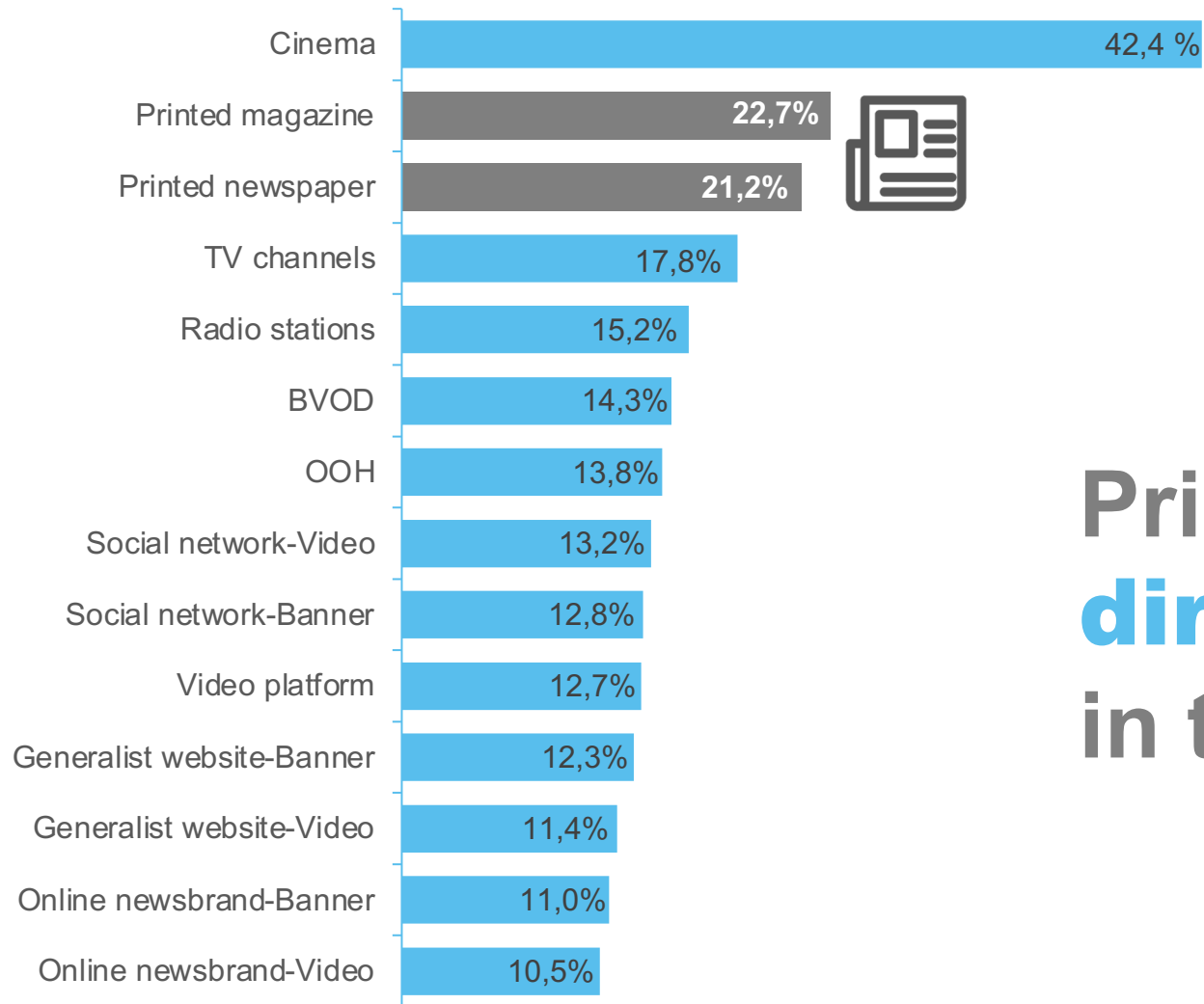
Printed ads benefit from the highest levels of

ATTENTION & ACCEPTANCE



Printed ads come first in **acceptance** and second in terms of **attention**

And so do their **ADS**



Printed ads come **directly after cinema** in terms of attention