

**FOR IMMEDIATE RELEASE**

## **AP BUZZ: Why Advertisers Choose a Media Company**

**NEW YORK – October 24, 2013** – A section of the latest Wave (19) of the Advertiser Intelligence Reports (AIR) identifies the motivating factors that drive Advertisers to spend ad dollars with one media company (e.g. Time, Inc., as opposed to its individual properties like SI, Fortune and People Magazine) over another. In this section of the study, Advertiser Perceptions asks agency professionals and marketers to rate the importance of 15 different criteria in determining the media companies they choose to work with.

Highlights of the findings include:

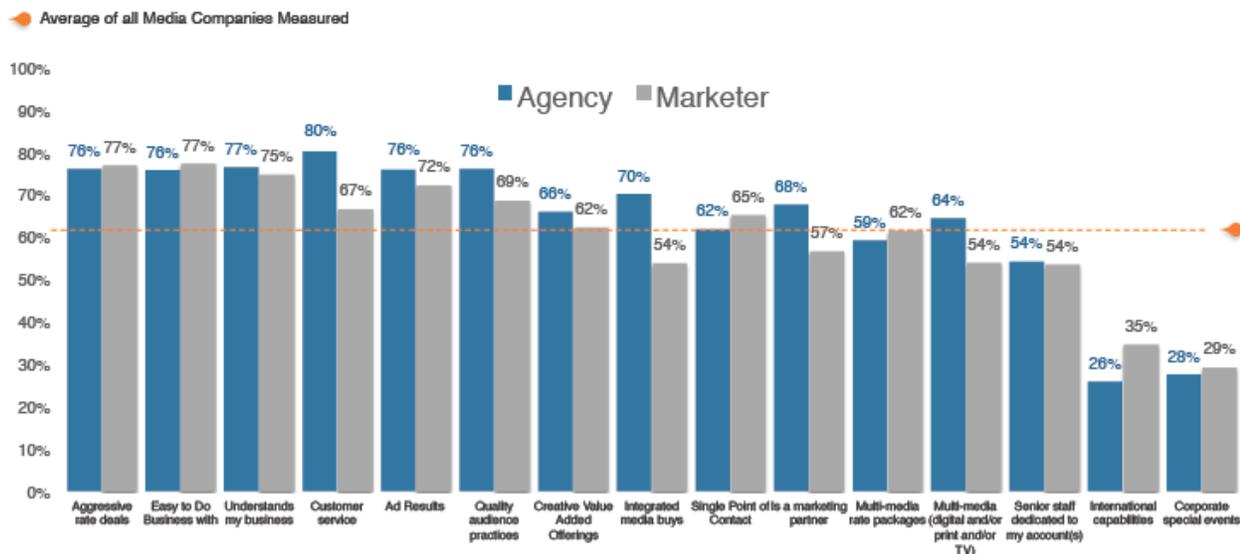
- The criteria of importance (4 or 5 on a 5-point scale) to most advertisers regarding the appeal of large media companies are: Aggressive Rate Deals, Ease of Doing Business, Understands My Business, Customer Service, Ad Results and Quality Audience Practices.
- Agencies and Marketers differ, with more Agencies considering the following criteria important (4 or 5 on 5-point scale) than Marketers: Customer Service, Quality Audience, Integrated Media Buys, Marketing Partnerships and Multi-Media Offerings.
- When it comes to trends in comparison to the same time period one year ago, while still important to both Agencies and Marketers, Ad Results declined in importance most, dropping 10 points. Going from 85% a year ago where it ranked number one across all criteria, to 75% in the current study where it remained top ranked, however among a group of six different criteria.

The chart below illustrates some of these findings, and demonstrates the difference in preferences between agency professionals and their clients (marketers). More detailed findings are available to the press. Please contact us for a report briefing.

## Most Important Selection Criteria | Agency and Marketer Breakouts

Customer Service, Quality Audience, Integrated Media Buys, Marketing Partnerships and Multi-Media Offerings Considered Important by More Agencies than Marketers

Percent Rating Media Company Selection Criteria Somewhat/Very Important (4 or 5 on a 5-Point Scale)



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### About Advertiser Perceptions

Advertiser Perceptions is the world leader in providing the media industry with research-based advertiser insight and guidance necessary for strengthening brands and increasing advertiser satisfaction. We specialize in determining, analyzing and communicating what advertisers think - their plans, opinions and motivations. Our proprietary database of media decision makers is one of the largest in the world. The advertiser survey and questionnaire development process that we employ ensures optimal response. Singular focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients who represent many of the largest international media companies.