



Inserts Council

Summer Drinks

Thursday 16 July 2009

Insert response & the Internet

Are we missing something?



Inserts Council

The goal

- Identify how much, if any, response was going online
- Highlight if significant, and not measured, inserts are being unfairly judged



The questions we asked

- What % of insert response is online?
- How does this differ by client sector?
- Does this differ by magazine type?



The methodology

- Select 5 clients: measured both on & offline
- 800-900,000 inserts per client
- Used a wide range of titles
 - Colour supplements, TV magazines, female weeklies, 3rd Party book clubs
- Nov 08 insertion date
- Used the same piece for all clients & titles: A5 single sheet



The advertisers

- Charity
- Online “boys toys” retailer
- Cosmetic surgery
- Toy retailer
- Mobile phone operator



The issues

- Mobile phone
 - Monitoring hiccup skewed result, so excluded
- Online “boys toys” retailer
 - High % online anyway
 - Test was to identify title and industry sector differences



The results

52%

of responses went online



52% - What was the range?

- 27%: Charity
- 58% Toy Retailer
- 70% Cosmetic surgery



Did Insert & Client Sector response differ by title?



Toy Retailer

- Ranked by % of responses online

Toy Retailer
3rd Party - book mid TV title
Quality paper
Mid-market Sunday Colour Supplement
Mid-market Saturday Colour Supplement

Online range was
22% to 90%

Source: 2009 TGI



Toy Retailer

- Ranked by % of responses online

Toy Retailer	Have Broadband (Standard)
3rd Party - book	127
mid TV title	125
Quality paper	113
Mid-market Sunday Colour Supplement	112
Mid-market Saturday Colour Supplement	111

Online range was 22% to 90%

- Strong link between “have broadband” and % that prefer to respond online

Source: 2009 TGI



Cosmetic Surgery

- Ranked by % of responses online

Cosmetic surgery	3 yrs + Online
Tabloid Sunday Supplement	83
Younger womans weekly	114
Mid-market Sunday Colour Supplement	100
Mid-market Saturday Colour Supplement	86
Older Womans Weekly	85
Mid-Mass TV Title	118

Online range was
24% to 88%

- Reasonable link between “length of online usage” and % that prefer to respond online

Source: 2009 TGI



Online Boys Toys retailer

- Ranked by % of responses online

Online Boys Toys Retailer	Buy online (anything)
3rd Party - book	126
Quality paper	119
Younger womans weekly	137
Mid-Mass TV Title	128
Mid-market Sunday Colour Supplement	100
Mid-market Saturday Colour Supplement	89

Online range was
85% to 95%

- Strong link between “online purchasing” and % that prefer to respond online

Source: 2009 TGI



Press sectors - Charity

- Average was 27% respond online

Title	Have Broadband (standard)
Mid-market Saturday Colour Supplement	111
Lifestyle magazines	140
Mass TV Title	90
Quality Sunday paper	115
Mid-Mass TV Title	106

Online range
was 26% to
29%

- Is a "Donor attitude" more important than a web attitude?



Summary

- Online response range: 27-70%
 - “Personal” sectors are higher,
 - Retailer averaged at 58%
 - The lowest of the relevant tests was still 22%
 - The highest was over 90%
- Factors that will affect % that respond online
 - Product being promoted
 - The readership demographics
 - The online usage of that readership



Conclusion

- Significant % of insert response is online
- Online response if not measured, will underestimate insert response by half
- Inserts are due another look

