



## THE RIGHT AUDIENCE

YOUNG. AFFLUENT. EDUCATED. ENGAGED.

	BAZAAR
<b>DEMOGRAPHICS</b>	
Total Respondents	620
Women	92%
Men	8%
18-34	42%
35-54	43%
55+	15%
Median Age	38 yrs
HHI \$100,000+	30%
HHI \$75,000+	46%
HHI \$50,000+	62%
Median HHI	\$82,812
Married/Living with Partner	55%
Single	45%
Graduated College+	69%
Employed	73%
<b>READER ENGAGEMENT/RESPONSIVENESS</b>	
Primary Audience	66%
Read 3 or 4 out of 4 issues	55%
Average time spent with magazine	46 min
Rated Very Good/One of my Favorites	63%
Average Total Recall	62%
Average Brand Awareness	86%
Average Actions Taken	56%

SOURCE: 2009 VISTA, March Issue

# VISTA

## Executive Summary

### Harper's Bazaar • March 2009

A VISTA Print Effectiveness Rating survey was recently fielded by Affinity to measure reader involvement, advertising effectiveness, and editorial readership of the March 2009 national edition of Harper's Bazaar. A total of 620 respondents were surveyed to determine the effectiveness of 115 advertisements and the editorial readership of 12 articles appearing in the issue.

### Advertising Highlights

Total Recall Top Scoring Ads		
Tod's	MPU(3)/4C	84%
Versace	2PS/4C	83%
Baby Phat	MPU(6)/4C	83%
GAP	MPU(4)/4C	81%
Louis Vuitton	MPU(4)/4C	81%
Donald J. Pliner	MPU(8)/4C	79%
Etro	MPU(6)/4C	78%
CoverGirl Simply Ageless	2PS/4C	78%
Tide TotalCare	FP/4C	77%
BCBG Max Azria	MPU(4)/4C	76%

Brand Association Top Scoring Ads		
Gucci	2PS/4C	99%
Ralph Lauren Collection	MPU(3)/4C	99%
Maybelline Lash Stiletto	2PS/4C	99%
Donna Karan	FP/4C	98%
Marc Jacobs	2PS/4C	98%
DKNY	2PS/4C	98%
OPI South Beach Collection	FP/4C	98%
StriVectin-WF	FP/4C	98%
Louis Vuitton	MPU(4)/4C	98%
BCBG Max Azria	MPU(4)/4C	97%

Actions Taken Top Scoring Ads		
OPI South Beach Collection	FP/4C	79%
Olay Body Wash Plus Tone Enriching Ribbons	FP/4C	78%
CoverGirl Exact Eyelights Mascara	MPU(1.3)/4C	77%
Venus Embrace Razor	FP/4C	76%
White House/Black Market	MPU(4)/4C	75%
Banana Republic	MPU(3)/4C	74%
Dior Makeup	2PS/4C	74%
Tide TotalCare	FP/4C	73%
GAP	MPU(4)/4C	73%
Dooney & Bourke	FP/4C	72%

Issue Norms	
Average Total Recall	62%
Average Brand Association	86%
Average Actions Taken	56%
Total Recall	
Two-Page Spread	62%
Full Page	57%
1st half of issue ads	62%
2nd half of issue ads	60%