

iPad Ads Engage Magazine Readers

Contributed by eMarketer
Wednesday, 05 January 2011

Video ads are readers'™ favorite

iPad owners love their tablets, and fortunately for publishers they also seem keen on using them to view ad-supported media content—at least if those ads take advantage of what a shiny touchscreen has to offer.

A study of iPad satisfaction, usage and response to advertising by UM and Time Inc. found more than nine in 10 iPad owners who read magazines were at least somewhat likely to subscribe to those magazines on the device, and nearly as many would recommend doing so to their friends.

Magazine readers'™ response to magazine advertising on iPads was also highly positive.

Asked what elements get them to pay more attention to ads, 86% of respondents said they noticed “striking photos and bright visuals,” while interactive features caught the eyes of 82%.

They had the greatest desire to see ads that played video, showed more product information, featured photo galleries or slideshows, or allowed readers to get a 360-degree view of products advertised.

All these types of ads take advantage of iPad capabilities that could not be offered in a print edition, but also could not be offered as seamlessly even in a traditional online magazine.

The study, which also examined biometric indicators of time spent and mind share for advertising, found readers spent the most time with video ads, at 17.8 seconds.

Buttons, which received the least amount of readers'™ time, got more of their attention, followed by videos and photo galleries.

A Nielsen survey found that iPad owners were more likely than other connected device owners to be intrigued by advertising, especially new and interesting types of ads that took advantage of their device capabilities.

The same survey found iPad owners were more apt to make a purchase based on such ads as well.

22 December 2010