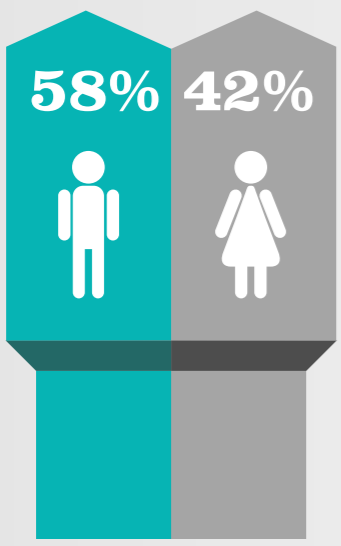


DIGITAL EDITIONS

Hearst research to understand the user experience of digital editions and the enhanced functionality
(in-app questionnaire – sample 469)

READERS



Gender split

£106,000



Average household income



Average age



Are employed

READING BEHAVIOUR



68%
Read more than two thirds of their issue



Look at their issue 3 times or more

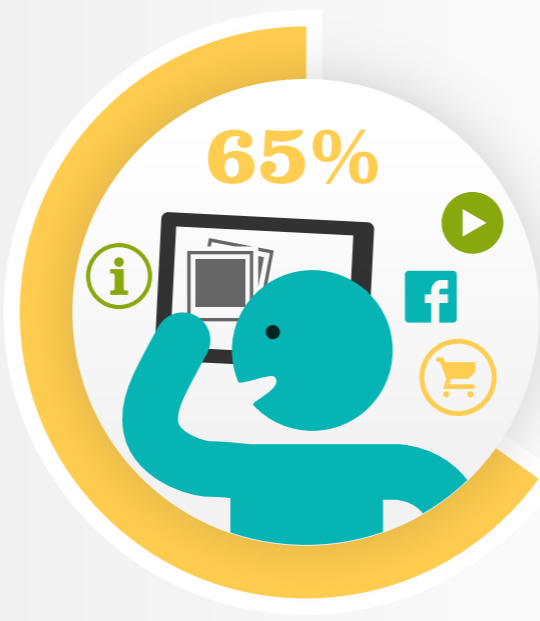


Average time spent reading

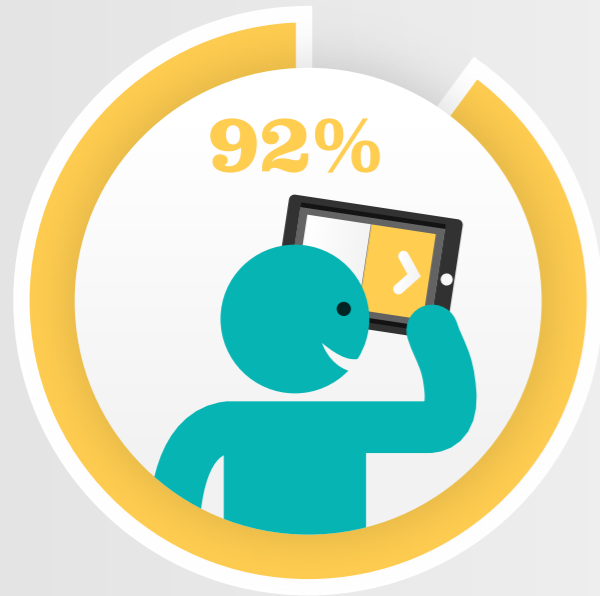
WHAT THEY THINK OF FORMATS AND ENHANCEMENTS



Find the digital format fun & enjoyable



Enjoy articles more if they include enhanced features



Find the issue really easy to navigate



Agree that **enhanced features** need to be relevant and genuinely add something

Features that would add to the enjoyment of an ad



Link to buy
82%



Photo galleries
78%



Extra product info
70%



Video or audio
62%



Link to website / social media
60%

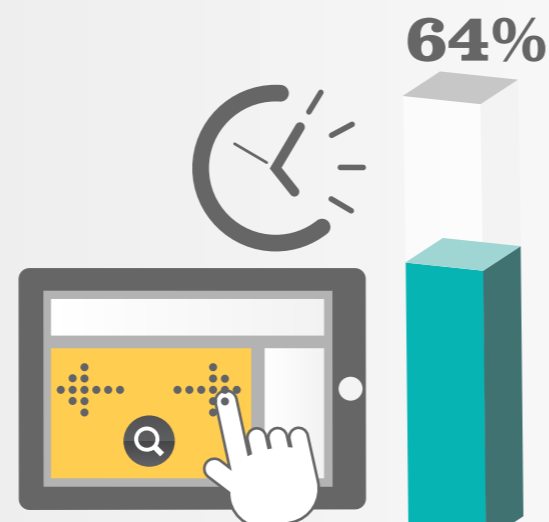


Animation
59%

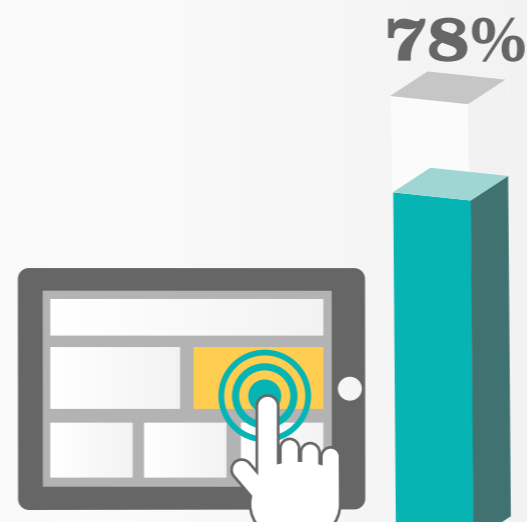
HOW THEY INTERACT WITH ADVERTISING



Think digital ads are sharp & impactful



Spend more time with an ad they can engage with



Like being able to tap an ad to find out more

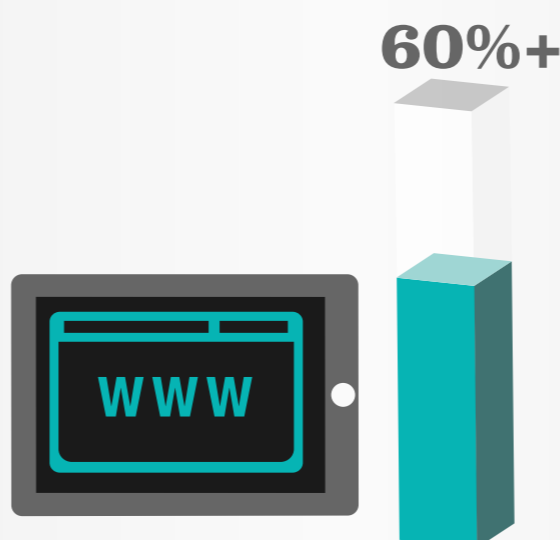


Like links to buy the advertised product

ACTIONS



Felt more favourable to a brand advertised in a digital edition



Browsed an advertiser's website



Bought something from the website it took them to