

Action Code Usage Study for Top 100 Magazines April 2011

Roger Matus
EVP
Nellymoser, Inc.
roger@nellymoser.com

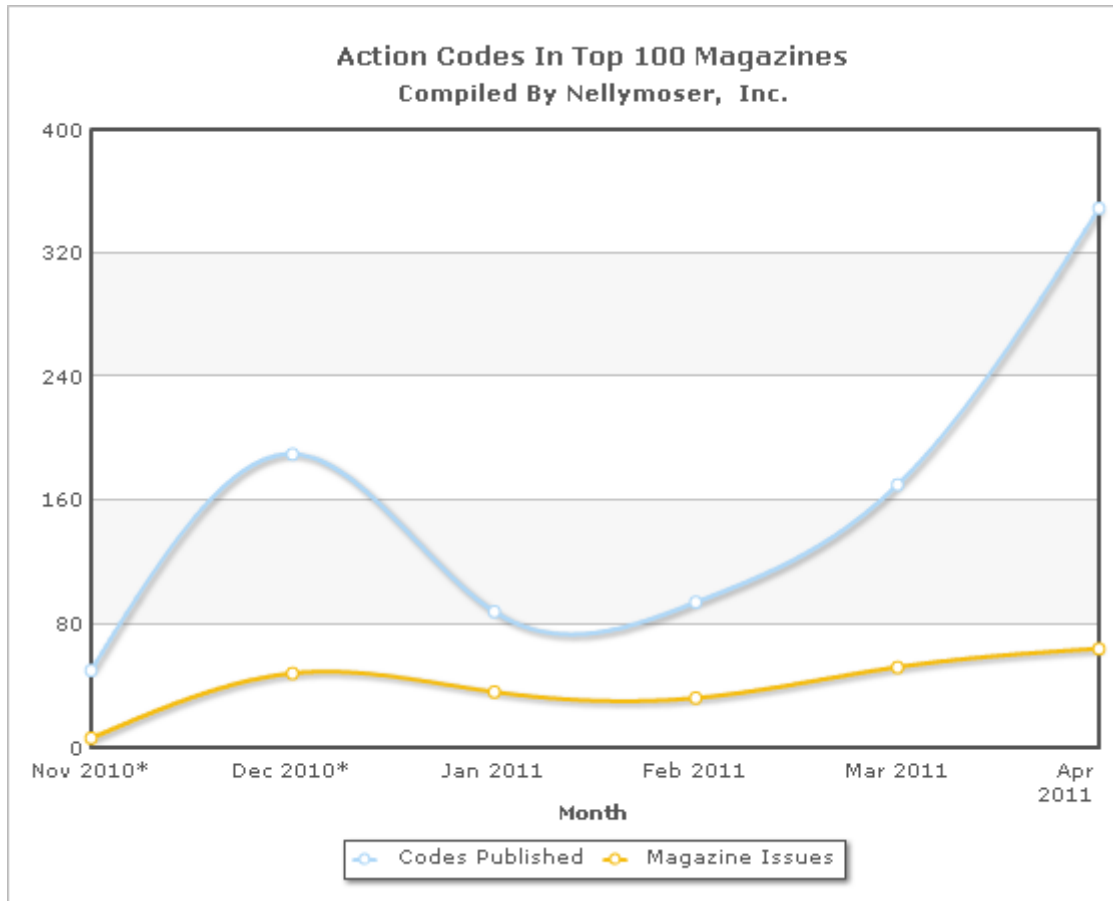
Ann Carver
Marketing Associate
Nellymoser, Inc.
ann@nellymoser.com



Introduction

- Analyzed of Top 100 U.S. Magazines By Circulation
 - Must be available on newsstands (no memberships)
 - 31,804 magazine pages
- Activated every code
 - 352 codes from January to March 2011
 - Started work on another 295 code in April

Action Codes Usage Shows Substantial Growth



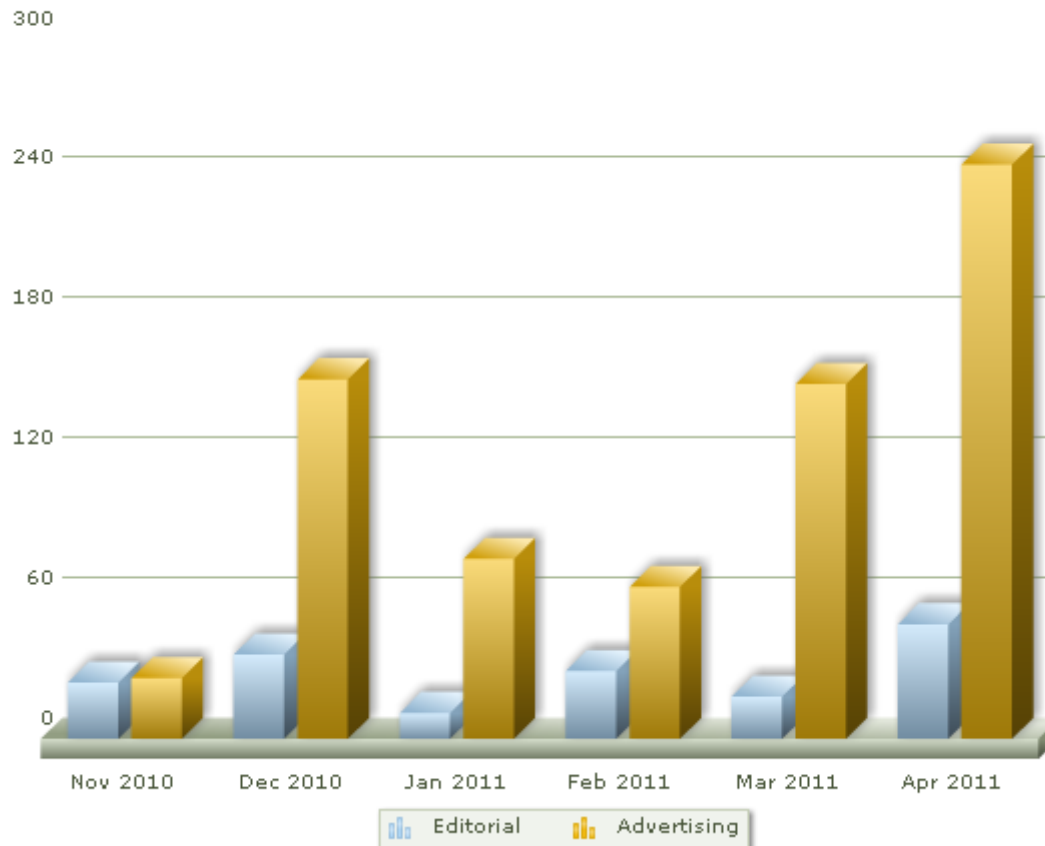
April 2011 Statistics:

- Action Codes appeared in 62 of the top 100 U.S. magazine titles
- An average of 5.6 codes appeared in magazines with at least one code
- Total number of codes up 300% since January 2011.

*Monthly magazines only data for November and December 2011

Advertisers Drive Action Code Growth

Action Codes in Top 100 U.S. Magazines
Compiled By Nellymoser, Inc.



April 2011 Statistics:

- Advertising represents 70% of action code usage
- Advertising use is growing faster than editorial use as a percentage of overall use

*Monthly magazines only data for November and December 2011

Women's, Entertainment, Sports Magazines Lead

Top 10 Magazines With Action Codes in Q1 (Number of codes)

Monthlies	Weekly/Bi-weekly	Q1 Total
Lucky (24)	Us Weekly (22)	Lucky (24)
Self (14)	People (22)	Us Weekly (22)
Woman's Day (13)	Entertain. Weekly (15)	People (22)
Essence (10)	ESPN (15)	Entertain. Weekly (15)
Allure (8)	Time (11)	ESPN (15)
Elle (8)	Sports Illustrated (10)	Self (14)
Traditional Home (8)	Rolling Stone (9)	Woman's Day (13)
Brides (7)	The New Yorker (7)	Time (11)
Cosmopolitan (7)	(Less Than 5)	Sports Illustrated (10)
Glamour, Marie Claire (7)		Essence (10)

Most Popular with Beauty, Fashion, Home and Entertainment Advertisers

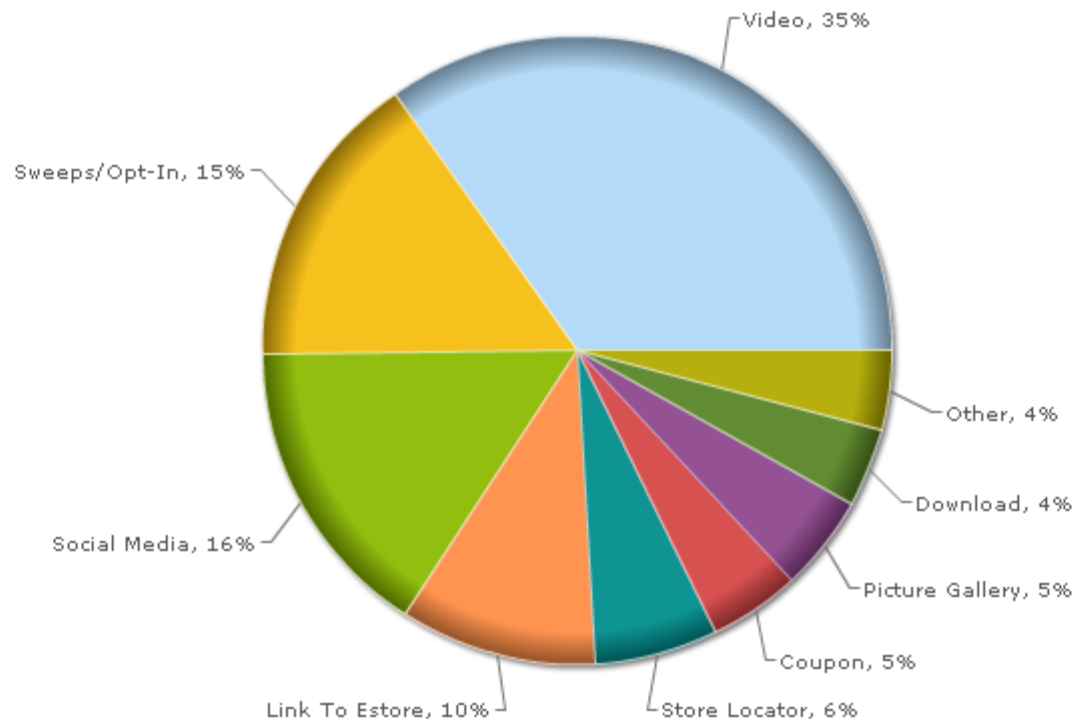
January	February	March	Q1 Total
Beauty (14)	Television (17)	Beauty (25)	Beauty (41)
Television (11)	Home (7)	Home (23)	Home (39)
Automotive (10)	Publishing (6)	Fashion (23)	Television (34)
Home (9)	Food/Bev (5)	Food/Bev (10)	Fashion (28)
Jewelry (7)	Jewelry (4)	Automotive (10)	Automotive (23)
Food/Bev (5)	Fashion (4)	Pets (9)	Food/Bev (20)
Books (4)	Automotive (3)	Jewelry (8)	Jewelry (19)
Publishing (3)	Pharmaceutical (3)	Publishing (7)	Publishing (16)
Travel (3)	Toys (3)	Alcohol (7)	Pharmaceutical (11)

Top Advertisers With Action Codes in Q1

January	February	March	Q1 Total
Gillette (7)	Quilted Northern (4)	Alpo (9)	Hearts on Fire (9)
Spartacus (6)	Chicago Code (4)	John Frieda (7)	Alpo (9)
OnStar (5)	Barbie and Ken (4)	Express (5)	Uloric (8)
Hearts on Fire (4)	Grammy's (3)	Uloric (4)	Spartacus (8)
Kenmore (4)	Raising Hope (3)	Miss Me (4)	Tag Heuer (7)
American Idol (3)	Sports Illustrated (3)	UK Style at Sears (4)	Quilted Northern (7)
Ford (3)	Traffic Light (3)	John Freida (4)	John Frieda (7)
Frito Lay (3)	(Remaining 2 or less)	Lexus (4)	Gillette (7)
Smashbox (3)		Stressless Ekornes (4)	Miss Me (6)
Tag Heuer (3)		Sally Hansen (4)	Frito Lay (6)

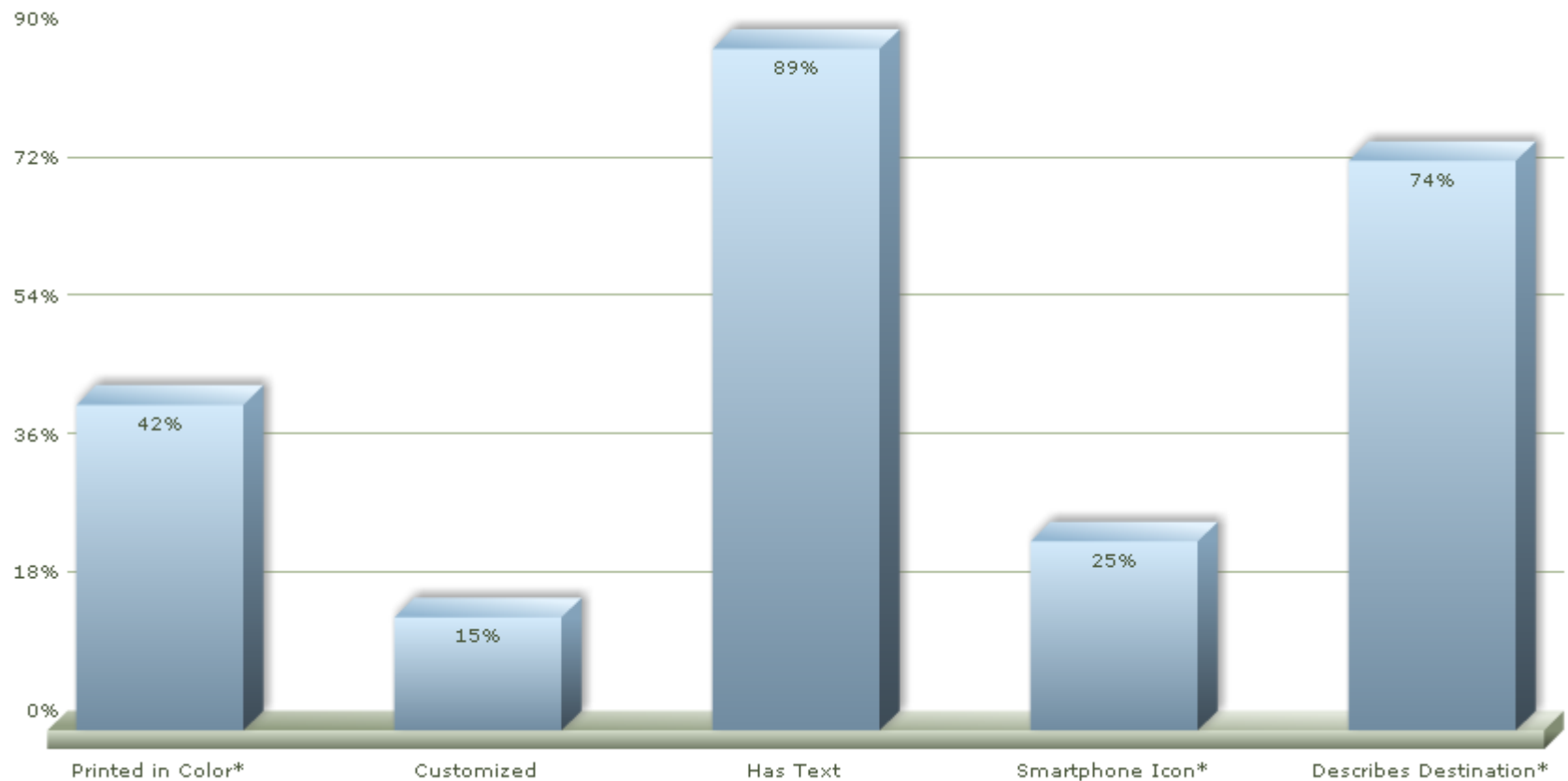
Video and Data Capture Are Most Popular Uses

Action Code Usage in Top 100 U.S. Magazines Q1 2011
Compiled By Nellymoser, Inc.



How Codes Appear In Print

Action Codes in Top 100 U.S. Magazines
Compiled By Nellymoser, Inc.



*Data compiled for February and March only

Conclusion

- Action code usage is growing dramatically
 - Driven by advertising
- Most Popular in Women's and Entertainment publications
 - Growing in News and Sports publications
- Most Popular with Beauty, Fashion, Home and Entertainment advertisers
- Half of use is for video and data capture

Thank You

Roger Matus

EVP

Nellymoser, Inc.

roger@nellymoser.com

Ann Carver

Marketing Associate

Nellymoser, Inc.

ann@nellymoser.com

