

# Media Usage Research. Illustrating how different media channels work in your market: Print, in-person and digital.



## Media Usage Research

Media Usage research helps describe how your subscribers and users are active and involved, using a variety of sources to acquire business information. This research is right for you if your brand cuts across a spectrum of channels AND you want to demonstrate print is alive and well in your space. It's a powerful means to illustrate overall engagement and creates conversations about how your channels can be managed for an integrated media buy.

What's in it for you?

- ✓ Show print is alive and well.
- ✓ Support the idea that in print, in-person and digital work harmoniously.
- ✓ Illustrate that print ads drive traffic to websites.
- ✓ Show how various channels play specific roles through the purchase process.
- ✓ Ready-to-go PowerPoint presentation for your team to use.
- ✓ Optional crosstabulations available for a deeper dive into the data.

Contact Susan Griffith to learn more about how Media Usage Research can benefit you and your team: [sgriffith@readexresearch.com](mailto:sgriffith@readexresearch.com) 612.986.0109.