

**FOR IMMEDIATE RELEASE**

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## **Context Is Key Factor in Internet Ad Effectiveness**

**June 16, 2009 -- New York, N.Y.** Condé Nast and McPheters & Company have jointly released additional results from a recently completed study conducted in collaboration with CBS Vision using McPheters & Company's AdWorks™ methodology. The new information resulted from a more detailed analysis that explored the relative effectiveness of Internet banner ads that were aligned with the content of the Web sites in which they appeared — for example, food ads running on food sites, entertainment ads on entertainment sites, etc. — vs. those that were not. The new analysis found that:

- Ads running on sites with related content were 61% more likely to be recalled than ads running on sites with unrelated content.
- Recall of ads varied substantially by site type.
  - Social network, shopping, and food sites generated the highest recall levels (29% to 39%).
  - Search and portal sites generated the lowest recall levels.
- There were large differences in recall by type of product advertised.

According to Scott McDonald, Condé Nast SVP/Research, "the magnitude of the differences we found offers compelling evidence that targeting by site yields important benefits for advertisers." Drew Schutte, SVP and Chief Revenue Officer for Condé Nast Digital, added "while we have long known that context is important for print advertisers, we welcome proof that the same is true online. These results reinforce the importance of a marketer being associated with category-specific Web sites with established brands."

In the analysis, each of the 400 ads for which recall was measured was associated with the Web sites in which they appeared. Ads were segmented by whether they appeared on Web sites with related content. Recall of ads was measured among Internet users who were directed to surf the Internet at will for 30 minutes. McPheters & Company fielded the survey at CBS Vision's Television City lab facilities in Las Vegas. Rebecca McPheters, CEO of McPheters & Company, noted that "while AdWorks™ excels in providing comparable measures of ad effectiveness across multiple media, it also provides a unique opportunity to explore and better understand what works online. It can be used to successfully identify best practices not only for capturing the attention of online audiences but for placing ads where they will have the maximum impact."

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### **About Condé Nast**

Condé Nast, a unit of Advance Publications, includes 22 consumer magazines, Condé Nast Digital, the Fairchild Fashion Group, the Condé Nast Media Group, and the Shared Services Center.

### **About McPheters & Company**

McPheters & Company specializes in strategic planning and research for brands and for companies in media-related fields, including media owners, advertisers, and ad agencies. The company develops business strategies to enhance both long- and short-term profitability. Much of its work is focused on enhancing and documenting the advertising value produced by media brands.