

CUSTOM RESEARCH OPPORTUNITIES

Fit Pregnancy offers multiple custom research opportunities, the most popular are being part of our Reader Panel and Vista programs.


VISTA STUDY

Determine the effectiveness of your ad by participating in the VISTA Print Effectiveness Rating Survey to measure reader involvement, advertising effectiveness and editorial readership. Over 300 respondents will be surveyed.

- VISTA available in every issue
- Included in the reports will be how readers responded to your ad pertaining to brand association and actions taken
- The opportunity to ask custom questions are available in certain issues for a fee

Fit Pregnancy

A VISTA Print survey was recently fielded by Affinity to measure reader involvement, advertising effectiveness and editorial readership of the February/March 2011 issue of *Fit Pregnancy*. A total of 306 respondents were surveyed to determine the effectiveness of 59 advertisements and the editorial readership of 6 articles appearing in the issue.



Affinity's
VISTA

Advertiser
MPU(4) • 4C • Inside Front Cover

	Total Recall	Brand Association	Actions Taken
Advertiser	0%	0%	0%
Issue Average	0%	0%	0%
Category Average	0%	0%	0%

Note: Brand Association and Actions Taken based on respondents recalling specific advertisements

Actions Taken Detail

	More Favorable Opinion	Gather More Information	Visit Advertiser's Website	Visit Store, Dealer, Other Location	Save Ad For Future Reference	Recommend Product or Service	Consider Purchasing Product/Service	Purchase Product/Service
Advertiser	0%	0%	0%	0%	0%	0%	0%	0%
Issue Average	0%	0%	0%	0%	0%	0%	0%	0%
Category Average	0%	0%	0%	0%	0%	0%	0%	0%

Note: Actions Taken based on those who took or plan to take action among respondents recalling specific ads:
1) Ask a doctor or other healthcare professional about the product. 2) View the advertised program/movie.

PANEL CAPABILITIES

Advertisers have the ability to get real-time results from a list of web-savvy consumers who are visiting fitpregnancy.com via an exclusive reader panel. This resource will serve as an invaluable tool for gathering information and feedback about lifestyle characteristics, purchasing habits, and brand perception.

- Online Surveys
- Viral Email Marketing
- Sampling

- Qualitative or quantitative product testing with feedback
- Panel Discussions
- 4-6 week lead time is needed to generate a project with the *Fit Pregnancy* panel.
- Access to the panel is based on timing and availability of other efforts.
- Depending on the extent of the research, access to the reader panel can be considered merchandising and will be determined by advertising commitment to *Fit Pregnancy*.

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