

Condé Nast, the first magazine publisher to offer digital magazines on the iPhone and iPad, partnered with Safecount, a leading digital data collection company, to conduct the first stage of a multi-phase research initiative evaluating consumer engagement. Safecount played an integral role in the setup and collection of data from more than 5,000 in-app iPad surveys. Brands included in the study were *GQ*, *Vanity Fair*, *Wired*, and *Glamour*.

Condé Nast's tablet research was the first of its kind in a new wave of methodologies to understand consumer usability, expectations, and sentiment. It also conceived a best practice guide for creating engaging advertising on the tablet. Some of the key findings from the survey included:

- Initial releases of digital editions attracted readers familiar with the print magazine (3/4 identified as subscribers and/or newsstand buyers)
- 4 out of 5 of those surveyed were likely to download the next month's issue
- The majority (84%) said the apps met or exceeded their expectations

Survey Invitation Creative Units



Survey View



Safecount has conducted over 200 mobile studies, including 30 surveys on tablet devices. Our survey platform leverages the touch-screen interactivity of the tablet format and the ability to render in portrait or landscape mode.

To learn more about this research please contact Susan Portnoy, Senior Executive Director, Corporate Communications/Condé Nast Media Group, 212.286.6047, susan_portnoy@condenast.com.

To learn more about Safecount and its survey solution for tablets please contact Jeff Landi, VP Business Development/Safecount, 408-356-4219, jeffl@safecount.net.
