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BAXTER Research Center

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February 2022

Independent Ad Performance News: Advertising Exposure Audience Engagement and Involvement Preliminary and Active Buying Actions



Executive Summary: Ad Traffic by Page Number



Edition read: Print Both Digital Base = 134

Top-performing ads based on respondent exposure, engagement and involvement

Recall Seeing Ad Audience Exposure 5.0	Total Recall Seeing	Ad Influence Audience Engagement 6.0	Total Recall Seeing	Total Ad Influence	Buying ActionTotal RecallAudience Involvement 7.0Seeing	One or More Buying Actions
Arlington Industries Inc. – 21	95%	Arlington Industries Inc. – 77	92%	100%	Arlington Industries Inc. – Cvr 3 92%	82%
Arlington Industries Inc. – 41	94%	Arlington Industries Inc. – 71	91%	99%	Arlington Industries Inc. – 31 91%	79%
Arlington Industries Inc. – 77	92%	Arlington Industries Inc. – 83	90%	99%	Arlington Industries Inc. – 41 94%	78%
Arlington Industries Inc. – 79	92%	Arlington Industries Inc. – 41	94%	98%	Arlington Industries Inc. – 53 90%	78%
Arlington Industries Inc. – Cvr 3	92%	Arlington Industries Inc. – 11	91%	98%	Arlington Industries Inc. – 77 92%	77%
Arlington Industries Inc. – 61	91%	Arlington Industries Inc 26-27	89%	98%	Arlington Industries Inc. – 79 92%	76%
Arlington Industries Inc. – 45	91%	Arlington Industries Inc. – 35	89%	98%	Arlington Industries Inc. – 71 91%	76%
Arlington Industries Inc. – 59	91%	Arlington Industries Inc. – 65	88%	98%	Arlington Industries Inc. – 73 87%	76%
Arlington Industries Inc. – 31	91%	Southwire – Cvr 4	86%	98%	Arlington Industries Inc. – 59 91%	75%
Arlington Industries Inc. – 71	91%	Bridgeport Fittings Inc. – Cvr 2	82%	98%	Arlington Industries Inc. – 26-27 89%	75%

Definitions of Scores





Total Ad Recall – Audience Exposure

- Recall Seeing Respondents who recalled seeing an item; total exposure. Shows the ability of an item to attract reader attention.
- Read Some Respondents who, seeing an item, were sufficiently engaged to be drawn into the copy by the headline, layout or content.
- Read Most Respondents who, after beginning to read an item, were interested enough to read most of it.

Total Ad Influence – Audience Engagement

Total Ad Influence scores are based on the percentage of respondents who, after seeing an ad, indicated how it influenced them:

- Make Ad-Brand Connection Those respondents who, after seeing an ad, were able to associate the ad with a company or brand.
- Like the Ad Respondents who report finding an ad appealing.
- More Favorable Opinion Respondents who, after seeing an ad, developed a more positive opinion of the advertised product or service.
- Newly Aware Those respondents who, prior to seeing an ad, were not familiar with the advertised item and are now newly aware of it.

NOTE: Percentage totals may not equal 100, due to rounding.

Total Buying Actions - Audience Involvement

One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either has or is likely to:

- Save the Ad Respondents who indicate interest in an advertised item by either saving an ad for future reference, or are likely do so in the future.
- Discuss the Advertised Product Those respondents who report they are likely to discuss, or have discussed, an advertised item with a colleague.
- Visit Ad's Website Respondents who report they would likely access, or have already accessed, an advertiser's website after seeing an ad.
- Contact Salesperson Respondents who report they would likely contact, or have contacted, a salesperson in response to an advertised product or service.
- Try Product/Service Those respondents who report they would try, or had already tried, an advertised product or service.
- Consider Purchase Those respondents who have considered purchasing a product, or are likely to consider purchasing in the future.
- Recommend or Specify Respondents who have, or are likely to, recommend or specify a product or service.
- Purchase Respondents who have either actively purchased, or are likely to purchase, a product/service after seeing an advertisement.

Ad Exposure 5.0 A

Audience Engagement 6.0

Editorial



Recall Scores by Page I	Number
80%	1.
70%	
60%	t de la tradada
50%	
40%	
30%	
20%	
22 24 25 26 27 28 27 28 20 28 24 24 24 29 38 37 27 27 39 29 20 20 20 20 20 20 20 20 20 20 20 20 20	66 66 68 68 68 88 88 88 88 81 12 81 12 81 12 81 12 81 12 81 8 88 88 88 88 88 88 88 88 88 88 88 8
	Edition read: Print Both Digital

Editorial reader recall scores are based on each editorial item's "Recall Seeing" score. The score for each item studied is expressed as a percentage and presented by page number in the chart above. The first editorial item listed is found on page 18.

	Page Number	Recall Seeing	Read Some	Read Most
Building the Team of the Future	18	60%	67%	43%
Service/Maintenance	22	75%	80%	55%
Feature: She Gets the Job Done	24	53%	68%	44%
Code FAQs	32	85%	82%	77%
Your Business	34	49%	65%	53%
Feature: By Popular Demand	36	54%	69%	43%
Code Applications	40	83%	83%	74%
Feature: From Onboarding to All-Aboarding	42	37%	62%	35%
Code Insider	46	77%	79%	70%
Feature: Everyone is Welcome	50	41%	59%	38%
New Products	54	85%	81%	65%
Boxes, Switches, and Receptacles	58	81%	80%	60%
Power Quality	60	62%	74%	57%
Feature: Boosting Human Infrastructure	62	44%	64%	43%
Code Quiz	66	80%	76%	67%
On the Market: Digital Farms	68	40%	58%	39%
Integrated Systems Products	75	43%	65%	36%
Cool Tools: Cordless	80	80%	80%	64%
Alternative Energy	86	60%	77%	48%
Code Comments	88	77%	82%	71%
Feature: Art of Safety	SL2	56%	79%	50%
Feature: 2022 OSHA Outlook	SL6	60%	77%	50%
Toolbox Talk	SL10	69%	80%	55%
Feature: Preventing a Trench Disaster	SL12	59%	76%	49%
Feature: Diversity's Strength in the Workplace	SL16	46%	65%	37%
			В	ase = 268

Definitions:

Recall Seeing is a percentage of the base number.

Read Some is a percentage of the "Recall Seeing" score.

Read Most is a percentage of the "Read Some" score.

Percentage totals may not equal 100 due to rounding.

Please see Definitions of Scores (3.0) and Methodology (9.1) for complete information.



Editorial: Platform Use/Reader Preferences





Editorial: Reading Habits





When, how long and how often respondents read Electrical Contractor



Great articles and very applicable.

Electrical Contractor gets me information in

one place so I don't have to go searching. - President

[*I read* Electrical Contractor to] stay up-to-date on products and the code.

- Owner

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Editorial: Reading Habits continued





- Owner

Industry magazine readership

Eighty-nine percent (89%) of respondents are regular readers of *Electrical Contractor* and report reading three or four of the four most recent issues

II like to see new products and keep up with the industry.

A good industry reference.

— Vice President

[Electrical Contractor] keeps me up-to-date with electrical news,new material, and code updates.

— Owner

	Read 3 or 4 of 4	Read 4 of 4	Read 3 of 4	Read 2 of 4	Read 1 of 4	Receive & Don't Read	Do Not Receive	No Response
Electrical Contractor	89%	76%	13%	7%	4%	0%	0%	0%
EC&M	53%	43%	10%	8%	5%	0%	18%	16%
Electrical Products & Solutions	15%	12%	3%	4%	3%	0%	45%	33%
Electrical News	13%	10%	3%	5%	1%	0%	46%	35%
LD&A	6%	4%	2%	4%	1%	0%	47%	42%
ICT Today	5%	4%	1%	4%	1%	0%	53%	37%
								Base = 268

Note: This data defines known readers of Electrical Contractor. No attempt was made to use subscriber lists from the other publications listed above.

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category



	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Action
Boxes, conduit bodies & enclos	ures						
Arlington Industries Inc.	41	1.0-4C	94%	61%	56%	98%	78%
Arlington Industries Inc.	77	1.0-4C	92%	64%	53%	100%	77%
Arlington Industries Inc.	79	1.0-4C	92%	63%	47%	94%	76%
Arlington Industries Inc.	61	1.0-4C	91%	63%	53%	92%	72%
Arlington Industries Inc.	45	1.0-4C	91%	63%	51%	93%	72%
Arlington Industries Inc.	31	1.0-4C	91%	62%	45%	93%	79%
Arlington Industries Inc.	11	1.0-4C	91%	59%	52%	98%	72%
Arlington Industries Inc.	53	1.0-4C	90%	58%	58%	97%	78%
Arlington Industries Inc.	49	1.0-4C	89%	69%	51%	92%	73%
Arlington Industries Inc.	67	1.0-4C	89%	65%	47%	92%	72%
Arlington Industries Inc.	26-27	2.0-4C	89%	61%	46%	98%	75%
Arlington Industries Inc.	35	1.0-4C	89%	58%	58%	98%	75%
Arlington Industries Inc.	39	1.0-4C	88%	65%	49%	93%	71%
Arlington Industries Inc.	65	1.0-4C	88%	61%	44%	98%	72%
Arlington Industries Inc.	73	1.0-4C	87%	66%	51%	94%	76%
Orbit	15	.50-4C	73%	53%	31%	92%	66%
Emergent Safety Supply	57	.25-4C	64%	47%	37%	96%	58%
Automation Direct	1	1.0-4C	61%	46%	21%	96%	47%
Category averages:			86%	60%	47%	95%	72%
Contractor equipment							
Hotbend	33	.125-4C	68%	41%	46%	94%	49%
3M	3	1.0-4C	67%	57%	34%	93%	68%
Category averages:			68%	49%	40%	94%	59%
Contractor services (incl. rental	& mechanical)					
Candels Estimating	33	.125-4C	53%	36%	26%	92%	41%
(continued)							Base = 134

Definitions:

Recall Seeing score is a percentage of the base number.

Read Some is a percentage of the "Recall Seeing" score.

Read Most is the percentage of the "Read Some" score.

Total Ad Influence is a percentage of the "Recall Seeing" score.

One or More Buying Actions is a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



		Size	Exposure Total	Read	Read	Engagement Total	Involvement One or More
	Page	& Color	Recall Seeing	Some	Most	Ad Influence	Buying Actions
Fasteners, hangers, clamps, sup	ports						
Arlington Industries Inc.	79	1.0-4C	92%	63%	47%	94%	76%
Arlington Industries Inc.	Cvr 3	1.0-4C	92%	61%	50%	96%	82%
Arlington Industries Inc.	83	1.0-4C	90%	69%	50%	99%	71%
Arlington Industries Inc.	7	1.0-4C	88%	65%	47%	96%	71%
Arlington Industries Inc.	73	1.0-4C	87%	66%	51%	94%	76%
Bridgeport Fittings Inc.	Cvr 2	1.0-4C	82%	59%	44%	98%	75%
SP Products	9	1.0-4C	82%	55%	29%	93%	62%
Orbit	15	.50-4C	73%	53%	31%	92%	66%
Bridgeport Fittings Inc.	33	.125-4C	69%	55%	42%	97%	69%
Category averages:			84%	61%	43%	95%	72%
Fire-stop systems							
Wrangler	23	1.0-4C	62%	53%	33%	91%	61%
Wrangler	SL Cvr 4	1.0-4C	58%	47%	48%	97%	50%
Category averages:			60%	50%	41%	94%	56%
Hand tools							
Hotbend	33	.125-4C	68%	41%	46%	94%	49%
Lighting products/fixtures							
Task Lighting	14	.50-4C	68%	63%	35%	95%	62%
TCP	55	.66-4C	62%	60%	46%	94%	57%
Category averages:			65%	62%	41%	95%	60%
Meters/instru (test) power & low	volt.						
AEMC	47	.50-4C	60%	53%	47%	95%	60%
(continued)							Base = 134

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



	_	Size	Exposure Total	Read	Read	Total	Involvement One or More
	Page	& Color	Recall Seeing	Some	Most	Ad Influence	Buying Actions
Power tools							
Hotbend	33	.125-4C	68%	41%	46%	94%	49%
Raceway/cable tray/conduit							
Arlington Industries Inc.	83	1.0-4C	90%	69%	50%	99%	71%
SP Products	9	1.0-4C	82%	55%	29%	93%	62%
Champion Fiberglass	5	1.0-4C	67%	49%	21%	95%	43%
Emergent Safety Supply	57	.25-4C	64%	47%	37%	96%	58%
Atkore FRE Composites	13	1.0-4C	59%	44%	12%	89%	32%
Category averages:			72%	53%	30%	94%	53%
Safety equipment/apparel							
3M	3	1.0-4C	67%	57%	34%	93%	68%
Wrangler	23	1.0-4C	62%	53%	33%	91%	61%
Wrangler	SL Cvr 4	1.0-4C	58%	47%	48%	97%	50%
Category averages:			62%	52%	38%	94%	60%
Training/Safety organization							
American Technical Publishers	57	.25-4C	61%	52%	38%	94%	52%
Wire & cable							
Southwire	Cvr 4	1.0-4C	86%	62%	51%	98%	72%
Atkore FRE Composites	13	1.0-4C	59%	44%	12%	89%	32%
Category averages:			73%	53%	32%	94%	52%
Wire & cable connectors/termina	tors						
Arlington Industries Inc.	21	1.0-4C	95%	61%	53%	95%	72%
Arlington Industries Inc.	59	1.0-4C	91%	63%	46%	97%	75%
Arlington Industries Inc.	71	1.0-4C	91%	60%	51%	99%	76%
Arlington Industries Inc.	49	1.0-4C	89%	69%	51%	92%	73%
(continued)							Base = 134

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



			Exposure			Engagement	Involvement
		Size	Total	Read	Read	Total	One or More
	Page	& Color	Recall Seeing	Some	Most	Ad Influence	Buying Action
Wire & cable connectors/termin	ators continued						
Arlington Industries Inc.	35	1.0-4C	89%	58%	58%	98%	75%
Bridgeport Fittings Inc.	Cvr 2	1.0-4C	82%	59%	44%	98%	75%
Bridgeport Fittings Inc.	33	.125-4C	69%	55%	42%	97%	69%
Category averages:			87%	61%	49%	97%	74%
Wire & cable management							
Arlington Industries Inc.	Cvr 3	1.0-4C	92%	61%	50%	96%	82%
Arlington Industries Inc.	7	1.0-4C	88%	65%	47%	96%	71%
Southwire	Cvr 4	1.0-4C	86%	62%	51%	98%	72%
Underground Devices	17	.50-4C	79%	49%	28%	91%	55%
Champion Fiberglass	5	1.0-4C	67%	49%	21%	95%	43%
Atkore FRE Composites	13	1.0-4C	59%	44%	12%	89%	32%
Category averages:			79%	55%	35%	94%	59%
Wiring devices							
Arlington Industries Inc.	21	1.0-4C	95%	61%	53%	95%	72%
Arlington Industries Inc.	41	1.0-4C	94%	61%	56%	98%	78%
Arlington Industries Inc.	Cvr 3	1.0-4C	92%	61%	50%	96%	82%
Arlington Industries Inc.	59	1.0-4C	91%	63%	46%	97%	75%
Arlington Industries Inc.	31	1.0-4C	91%	62%	45%	93%	79%
Arlington Industries Inc.	11	1.0-4C	91%	59%	52%	98%	72%
Arlington Industries Inc.	83	1.0-4C	90%	69%	50%	99%	71%
Arlington Industries Inc.	49	1.0-4C	89%	69%	51%	92%	73%
Arlington Industries Inc.	26-27	2.0-4C	89%	61%	46%	98%	75%
Arlington Industries Inc.	35	1.0-4C	89%	58%	58%	98%	75%
Arlington Industries Inc.	39	1.0-4C	88%	65%	49%	93%	71%
Arlington Industries Inc.	65	1.0-4C	88%	61%	44%	98%	72%
Arlington Industries Inc.	73	1.0-4C	87%	66%	51%	94%	76%
Category averages:			90%	63%	50%	96%	75%
							Dec. 404
							Base = 134

Ad Scores: Audience Engagement Totals with Influence Details by Product Category



	Page	Size & Color	<i>Exposure</i> Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Boxes, conduit bodies & e	•		g					
Arlington Industries Inc.	77	1.0-4C	92%	100%	85%	93%	69%	88%
Arlington Industries Inc.	41	1.0-4C	94%	98%	85%	94%	70%	85%
Arlington Industries Inc.	11	1.0-4C	91%	98%	82%	94%	70%	88%
Arlington Industries Inc.	26-27	2.0-4C	89%	98%	88%	91%	71%	88%
Arlington Industries Inc.	35	1.0-4C	89%	98%	85%	89%	69%	85%
Arlington Industries Inc.	65	1.0-4C	88%	98%	83%	93%	67%	84%
Arlington Industries Inc.	53	1.0-4C	90%	97%	80%	94%	73%	79%
Emergent Safety Supply	57	.25-4C	64%	96%	46%	75%	65%	43%
Automation Direct	1	1.0-4C	61%	96%	31%	74%	53%	32%
Arlington Industries Inc.	79	1.0-4C	92%	94%	78%	88%	75%	78%
Arlington Industries Inc.	73	1.0-4C	87%	94%	72%	86%	67%	77%
Arlington Industries Inc.	45	1.0-4C	91%	93%	75%	88%	75%	75%
Arlington Industries Inc.	31	1.0-4C	91%	93%	79%	90%	77%	86%
Arlington Industries Inc.	39	1.0-4C	88%	93%	73%	86%	69%	79%
Arlington Industries Inc.	61	1.0-4C	91%	92%	72%	87%	73%	80%
Arlington Industries Inc.	49	1.0-4C	89%	92%	74%	88%	70%	78%
Arlington Industries Inc.	67	1.0-4C	89%	92%	75%	86%	71%	82%
Orbit	15	.50-4C	73%	92%	56%	81%	65%	62%
Category averages:			86%	95%	73%	88%	69%	76%
Contractor equipment								
Hotbend	33	.125-4C	68%	94%	49%	74%	51%	58%
3M	3	1.0-4C	67%	93%	88%	79%	61%	85%
Category averages:			68%	94%	69%	77%	56%	72%
Contractor services (incl.	rental & me	echanical)					
Candels Estimating	33	.125-4C	53%	92%	36%	66%	49%	39%
(continued)								Base = 13

Definitions:

Total Ad Influence (Audience Engagement) represents the percentage of respondents who, after seeing an ad, reported they did one or more of the four listed items.

All Ad Influence scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

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Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*



Page support 83 Cvr 2 33 Cvr 3	1.0-4C 1.0-4C .125-4C	Recall Seeing 90% 82%	Total Ad Influence 99% 98%	Ad-Brand Connection 88% 79%	Like the Ad 94% 93%	Favorable Opinion 70%	Newly Aware 86%
support 83 Cvr 2 33 Cvr 3	: s 1.0-4C 1.0-4C .125-4C	90% 82%	99%	88%	94%	70%	86%
83 Cvr 2 33 Cvr 3	1.0-4C 1.0-4C .125-4C	82%					
Cvr 2 33 Cvr 3	1.0-4C .125-4C	82%					
33 Cvr 3	.125-4C		98%	79%	000/		
Cvr 3		000/		1570	93%	68%	81%
		69%	97%	74%	88%	66%	81%
-	1.0-4C	92%	96%	78%	93%	70%	82%
7	1.0-4C	88%	96%	72%	87%	68%	73%
79	1.0-4C	92%	94%	78%	88%	75%	78%
73	1.0-4C	87%	94%	72%	86%	67%	77%
9	1.0-4C	82%	93%	51%	80%	65%	58%
15	.50-4C	73%	92%	56%	81%	65%	62%
		84%	95%	72%	88%	68%	75%
SL Cvr 4	4 1.0-4C	58%	97%	60%	76%	61%	58%
23	1.0-4C	62%	91%	58%	77%	61%	53%
		60%	94%	59%	77%	61%	56%
33	.125-4C	68%	94%	49%	74%	51%	58%
14	.50-4C	68%	95%	45%	78%	59%	39%
55	.66-4C	62%	94%	46%	79%	65%	44%
		65%	95%	46%	79%	62%	42%
low volt.							
47	.50-4C	60%	95%	C 20/	80%	58%	67%
	9 15 SL Cvr 4 23 33 14 55 Iow volt.	9 1.0-4C 15 .50-4C 23 1.0-4C 33 .125-4C 14 .50-4C 55 .66-4C	9 1.0-4C 82% 15 .50-4C 73% 84% SL Cvr 4 1.0-4C 58% 23 1.0-4C 62% 60% 60% 33 .125-4C 68% 14 .50-4C 62% 55 .66-4C 62% 65% 65%	9 1.0-4C 82% 93% 15 .50-4C 73% 92% 84% 95% 95% SL Cvr 4 1.0-4C 58% 97% 23 1.0-4C 62% 91% 33 .125-4C 68% 94% 14 .50-4C 68% 95% 55 .66-4C 62% 94% 65% 95% 95%	9 1.0-4C 82% 93% 51% 15 .50-4C 73% 92% 56% 84% 95% 72% SL Cvr 4 1.0-4C 58% 97% 60% 23 1.0-4C 62% 91% 58% 33 .125-4C 68% 94% 49% 14 .50-4C 62% 94% 45% 55 .66-4C 62% 94% 46% 65% 95% 46% 46%	9 1.0-4C 82% 93% 51% 80% 15 .50-4C 73% 92% 56% 81% 84% 95% 72% 88% SL Cvr 4 1.0-4C 58% 97% 60% 76% 23 1.0-4C 62% 91% 58% 77% 60% 94% 59% 77% 60% 76% 33 .125-4C 68% 94% 49% 74% 14 .50-4C 68% 95% 45% 78% 55 .66-4C 62% 94% 46% 79% 10w volt. 65% 95% 46% 79%	9 1.0-4C 82% 93% 51% 80% 65% 15 .50-4C 73% 92% 56% 81% 65% 84% 95% 72% 88% 68% SL Cvr 4 1.0-4C 58% 97% 60% 76% 61% 23 1.0-4C 62% 91% 58% 77% 61% 33 .125-4C 68% 94% 49% 74% 51% 14 .50-4C 68% 95% 45% 78% 59% 55 .66-4C 62% 94% 46% 79% 65% 65% 95% 46% 79% 65% 65% 65% 95% 46% 79% 65% 65% 95% 46% 79% 65% 65% 95% 46% 79% 62% low volt. Image: colored bit in the set of the set o

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Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*



	Page	Size & Color	<i>Exposure</i> Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
	i age	0000	Occilig	innuence	Connection		Opinion	Aware
Power tools	00	105 10	000/	0.40/	400/	740/	E 4 0 /	500/
Hotbend	33	.125-4C	68%	94%	49%	74%	51%	58%
Raceway/cable tray/conduit								
Arlington Industries Inc.	83	1.0-4C	90%	99%	88%	94%	70%	86%
Emergent Safety Supply	57	.25-4C	64%	96%	46%	75%	65%	43%
Champion Fiberglass	5	1.0-4C	67%	95%	43%	69%	49%	42%
SP Products	9	1.0-4C	82%	93%	51%	80%	65%	58%
Atkore FRE Composites	13	1.0-4C	59%	89%	31%	65%	43%	32%
Category averages:			72%	94%	52%	77%	58%	52%
Safety equipment/apparel								
Wrangler	SL Cvr 4	1.0-4C	58%	97%	60%	76%	61%	58%
3M	3	1.0-4C	67%	93%	88%	79%	61%	85%
Wrangler	23	1.0-4C	62%	91%	58%	77%	61%	53%
Category averages:			62%	94%	69%	77%	61%	65%
Training/Safety organization								
American Technical Publishers	57	.25-4C	61%	94%	48%	74%	48%	55%
Wire & cable								
Southwire	Cvr 4	1.0-4C	86%	98%	83%	90%	70%	82%
Atkore FRE Composites	13	1.0-4C	59%	89%	31%	65%	43%	32%
Category averages:			73%	94%	57%	78%	57%	57%
Wire & cable connectors/ter	minators							
Arlington Industries Inc.	71	1.0-4C	91%	99%	83%	92%	72%	83%
Arlington Industries Inc.	35	1.0-4C	89%	98%	85%	89%	69%	85%
Bridgeport Fittings Inc.	Cvr 2	1.0-4C	82%	98%	79%	93%	68%	81%
Arlington Industries Inc.	59	1.0-4C	91%	97%	84%	88%	69%	85%
(continued)								Base = 13

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*



	Page	Size & Color	<i>Exposure</i> Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Wire & cable connectors/terr	ninators	continued						
Bridgeport Fittings Inc.	33	.125-4C	69%	97%	74%	88%	66%	81%
Arlington Industries Inc.	21	1.0-4C	95%	95%	83%	90%	67%	86%
Arlington Industries Inc.	49	1.0-4C	89%	92%	74%	88%	70%	78%
Category averages:			87%	97%	80%	90%	69%	83%
Wire & cable management								
Southwire	Cvr 4	1.0-4C	86%	98%	83%	90%	70%	82%
Arlington Industries Inc.	Cvr 3	1.0-4C	92%	96%	78%	93%	70%	82%
Arlington Industries Inc.	7	1.0-4C	88%	96%	72%	87%	68%	73%
Champion Fiberglass	5	1.0-4C	67%	95%	43%	69%	49%	42%
Underground Devices	17	.50-4C	79%	91%	48%	70%	58%	49%
Atkore FRE Composites	13	1.0-4C	59%	89%	31%	65%	43%	32%
Category averages:			79%	94%	59%	79%	60%	60%
Wiring devices								
Arlington Industries Inc.	83	1.0-4C	90%	99%	88%	94%	70%	86%
Arlington Industries Inc.	41	1.0-4C	94%	98%	85%	94%	70%	85%
Arlington Industries Inc.	11	1.0-4C	91%	98%	82%	94%	70%	88%
Arlington Industries Inc.	26-27	2.0-4C	89%	98%	88%	91%	71%	88%
Arlington Industries Inc.	35	1.0-4C	89%	98%	85%	89%	69%	85%
Arlington Industries Inc.	65	1.0-4C	88%	98%	83%	93%	67%	84%
Arlington Industries Inc.	59	1.0-4C	91%	97%	84%	88%	69%	85%
Arlington Industries Inc.	Cvr 3	1.0-4C	92%	96%	78%	93%	70%	82%
Arlington Industries Inc.	21	1.0-4C	95%	95%	83%	90%	67%	86%
Arlington Industries Inc.	73	1.0-4C	87%	94%	72%	86%	67%	77%
Arlington Industries Inc.	31	1.0-4C	91%	93%	79%	90%	77%	86%
Arlington Industries Inc.	39	1.0-4C	88%	93%	73%	86%	69%	79%
Arlington Industries Inc.	49	1.0-4C	89%	92%	74%	88%	70%	78%
Category averages:			90%	96%	81%	90%	70%	84%

Base = 134



	Page	Size & Color	<i>Exposure</i> Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Boxes, conduit bodies & er	nclosures											
Arlington Industries Inc.	31	1.0-4C	91%	79%	11%	21%	19%	6%	9%	35%	18%	27%
Arlington Industries Inc.	41	1.0-4C	94%	78%	9%	24%	15%	6%	7%	28%	14%	30%
Arlington Industries Inc.	53	1.0-4C	90%	78%	17%	19%	11%	7%	10%	37%	10%	13%
Arlington Industries Inc.	77	1.0-4C	92%	77%	13%	27%	13%	8%	7%	30%	13%	23%
Arlington Industries Inc.	79	1.0-4C	92%	76%	14%	18%	16%	7%	10%	27%	12%	20%
Arlington Industries Inc.	73	1.0-4C	87%	76%	14%	19%	16%	5%	12%	23%	18%	32%
Arlington Industries Inc.	26-27	2.0-4C	89%	75%	11%	16%	13%	9%	13%	36%	12%	24%
Arlington Industries Inc.	35	1.0-4C	89%	75%	12%	18%	13%	5%	9%	25%	13%	27%
Arlington Industries Inc.	49	1.0-4C	89%	73%	13%	22%	18%	11%	11%	25%	19%	19%
Arlington Industries Inc.	61	1.0-4C	91%	72%	8%	19%	14%	6%	13%	32%	13%	30%
Arlington Industries Inc.	45	1.0-4C	91%	72%	12%	19%	15%	5%	7%	30%	17%	21%
Arlington Industries Inc.	11	1.0-4C	91%	72%	11%	19%	13%	5%	8%	35%	14%	26%
Arlington Industries Inc.	67	1.0-4C	89%	72%	12%	16%	18%	5%	7%	26%	13%	30%
Arlington Industries Inc.	65	1.0-4C	88%	72%	12%	16%	11%	7%	4%	29%	14%	20%
Arlington Industries Inc.	39	1.0-4C	88%	71%	10%	19%	14%	5%	8%	27%	15%	25%
Orbit	15	.50-4C	73%	66%	15%	16%	13%	2%	8%	35%	8%	12%
Emergent Safety Supply	57	.25-4C	64%	58%	11%	17%	14%	3%	3%	18%	13%	6%
Automation Direct	1	1.0-4C	61%	47%	4%	12%	12%	8%	4%	18%	9%	3%
Category averages:			86%	72%	12%	19%	14%	6%	8%	29%	14%	22%

(continued)

Definitions:

One or More Buying Actions (Audience Involvement) represents the percentage of respondents who, after seeing an ad, indicated they have done, or are likely to do, one or more of the eight listed items.

All Buying Action scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Base = 134



	Page	Size & Color	<i>Exposure</i> Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Contractor equipment												
3M	3	1.0-4C	67%	68%	7%	12%	13%	1%	11%	27%	20%	33%
Hotbend	33	.125-4C	68%	49%	8%	13%	13%	6%	4%	22%	8%	4%
Category averages:			68%	59%	8%	13%	13%	4%	8%	25%	14%	19%
Contractor services (incl. r	ental & mec	hanical)										
Candels Estimating	33	.125-4C	53%	41%	8%	18%	10%	3%	3%	8%	7%	5%
Fasteners, hangers, clamp	s, supports											
Arlington Industries Inc.	Cvr 3	1.0-4C	92%	82%	13%	24%	23%	8%	16%	35%	15%	27%
Arlington Industries Inc.	79	1.0-4C	92%	76%	14%	18%	16%	7%	10%	27%	12%	20%
Arlington Industries Inc.	73	1.0-4C	87%	76%	14%	19%	16%	5%	12%	23%	18%	32%
Bridgeport Fittings Inc.	Cvr 2	1.0-4C	82%	75%	10%	27%	19%	8%	16%	41%	16%	26%
Arlington Industries Inc.	83	1.0-4C	90%	71%	12%	17%	13%	6%	9%	36%	16%	16%
Arlington Industries Inc.	7	1.0-4C	88%	71%	11%	18%	13%	5%	10%	36%	12%	18%
Bridgeport Fittings Inc.	33	.125-4C	69%	69%	12%	12%	12%	4%	9%	30%	6%	18%
Orbit	15	.50-4C	73%	66%	15%	16%	13%	2%	8%	35%	8%	12%
SP Products	9	1.0-4C	82%	62%	13%	21%	16%	7%	7%	25%	12%	7%
Category averages:			84%	72%	13%	19%	16%	6%	11%	32%	13%	20%
Fire-stop systems												
Wrangler	23	1.0-4C	62%	61%	11%	21%	23%	6%	8%	27%	8%	14%
Wrangler	SL Cvr 4	1.0-4C	58%	50%	16%	10%	18%	8%	8%	16%	5%	5%
Category averages:			60%	56%	14%	16%	21%	7%	8%	22%	7%	10%
Hand tools												
Hotbend	33	.125-4C	68%	49%	8%	13%	13%	6%	4%	22%	8%	4%
(continued)												Base = 134



	Page	Size & Color	<i>Exposure</i> Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Lighting products/fixtures												
Task Lighting	14	.50-4C	68%	62%	12%	16%	18%	16%	8%	30%	8%	5%
ТСР	55	.66-4C	62%	57%	10%	18%	15%	9%	4%	28%	9%	9%
Category averages:			65%	60%	11%	17%	17%	13%	6%	29%	9%	7%
Meters/instru (test) power & lo	ow volt.											
AEMC	47	.50-4C	60%	60%	18%	13%	20%	10%	2%	23%	2%	2%
Power tools												
Hotbend	33	.125-4C	68%	49%	8%	13%	13%	6%	4%	22%	8%	4%
Raceway/cable tray/conduit												
Arlington Industries Inc.	83	1.0-4C	90%	71%	12%	17%	13%	6%	9%	36%	16%	16%
SP Products	9	1.0-4C	82%	62%	13%	21%	16%	7%	7%	25%	12%	7%
Emergent Safety Supply	57	.25-4C	64%	58%	11%	17%	14%	3%	3%	18%	13%	6%
Champion Fiberglass	5	1.0-4C	67%	43%	11%	15%	15%	7%	7%	12%	10%	4%
Atkore FRE Composites	13	1.0-4C	59%	32%	6%	8%	11%	6%	2%	11%	6%	3%
Category averages:			72%	53%	11%	16%	14%	6%	6%	20%	11%	7%
Safety equipment/apparel												
3M	3	1.0-4C	67%	68%	7%	12%	13%	1%	11%	27%	20%	33%
Wrangler	23	1.0-4C	62%	61%	11%	21%	23%	6%	8%	27%	8%	14%
Wrangler	SL Cvr 4	1.0-4C	58%	50%	16%	10%	18%	8%	8%	16%	5%	5%
Category averages:			62%	60%	11%	14%	18%	5%	9%	23%	11%	17%
Training/Safety organization												
American Technical Publishers	57	.25-4C	61%	52%	15%	11%	17%	5%	3%	20%	12%	3%
(continued)												Base = 134



	Page	Size & Color	<i>Exposure</i> Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Wire & cable												
Southwire	Cvr 4	1.0-4C	86%	72%	11%	32%	17%	9%	10%	27%	13%	18%
Atkore FRE Composites	13	1.0-4C	59%	32%	6%	8%	11%	6%	2%	11%	6%	3%
Category averages:			73%	52%	9%	20%	14%	8%	6%	19%	10%	11%
Wire & cable connectors/term	inators											
Arlington Industries Inc.	71	1.0-4C	91%	76%	13%	17%	11%	6%	10%	27%	10%	28%
Arlington Industries Inc.	59	1.0-4C	91%	75%	11%	20%	14%	4%	10%	25%	13%	27%
Arlington Industries Inc.	35	1.0-4C	89%	75%	12%	18%	13%	5%	9%	25%	13%	27%
Bridgeport Fittings Inc.	Cvr 2	1.0-4C	82%	75%	10%	27%	19%	8%	16%	41%	16%	26%
Arlington Industries Inc.	49	1.0-4C	89%	73%	13%	22%	18%	11%	11%	25%	19%	19%
Arlington Industries Inc.	21	1.0-4C	95%	72%	10%	16%	10%	4%	9%	33%	15%	30%
Bridgeport Fittings Inc.	33	.125-4C	69%	69%	12%	12%	12%	4%	9%	30%	6%	18%
Category averages:			87%	74%	12%	19%	14%	6%	11%	29%	13%	25%
Wire & cable management												
Arlington Industries Inc.	Cvr 3	1.0-4C	92%	82%	13%	24%	23%	8%	16%	35%	15%	27%
Southwire	Cvr 4	1.0-4C	86%	72%	11%	32%	17%	9%	10%	27%	13%	18%
Arlington Industries Inc.	7	1.0-4C	88%	71%	11%	18%	13%	5%	10%	36%	12%	18%
Underground Devices	17	.50-4C	79%	55%	9%	17%	13%	6%	7%	19%	11%	8%
Champion Fiberglass	5	1.0-4C	67%	43%	11%	15%	15%	7%	7%	12%	10%	4%
Atkore FRE Composites	13	1.0-4C	59%	32%	6%	8%	11%	6%	2%	11%	6%	3%
Category averages:			79%	59%	10%	19%	15%	7%	9%	23%	11%	13%
Wiring devices												
Arlington Industries Inc.	Cvr 3	1.0-4C	92%	82%	13%	24%	23%	8%	16%	35%	15%	27%
Arlington Industries Inc.	31	1.0-4C	91%	79%	11%	21%	19%	6%	9%	35%	18%	27%
Arlington Industries Inc.	41	1.0-4C	94%	78%	9%	24%	15%	6%	7%	28%	14%	30%
Arlington Industries Inc.	73	1.0-4C	87%	76%	14%	19%	16%	5%	12%	23%	18%	32%
(continued)												Base = 134

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	Page	Size & Color	<i>Exposure</i> Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Wiring devices continued												
Arlington Industries Inc.	59	1.0-4C	91%	75%	11%	20%	14%	4%	10%	25%	13%	27%
Arlington Industries Inc.	26-27	2.0-4C	89%	75%	11%	16%	13%	9%	13%	36%	12%	24%
Arlington Industries Inc.	35	1.0-4C	89%	75%	12%	18%	13%	5%	9%	25%	13%	27%
Arlington Industries Inc.	49	1.0-4C	89%	73%	13%	22%	18%	11%	11%	25%	19%	19%
Arlington Industries Inc.	21	1.0-4C	95%	72%	10%	16%	10%	4%	9%	33%	15%	30%
Arlington Industries Inc.	11	1.0-4C	91%	72%	11%	19%	13%	5%	8%	35%	14%	26%
Arlington Industries Inc.	65	1.0-4C	88%	72%	12%	16%	11%	7%	4%	29%	14%	20%
Arlington Industries Inc.	83	1.0-4C	90%	71%	12%	17%	13%	6%	9%	36%	16%	16%
Arlington Industries Inc.	39	1.0-4C	88%	71%	10%	19%	14%	5%	8%	27%	15%	25%
Category averages:			90%	75%	11%	19%	15%	6%	10%	30%	15%	25%

Base = 134

Demographics: Influence and Action Totals

Total ad influence for all studied ads

	87%	
	Associated ads with respective brands	
After seeing an ad in	93%	
<i>Electrical Contractor,</i> 95% of respondents	Liked one or more ads	
reported one or more	85%	
of the following:	Have improved opinion	
-	71%	
	Became newly aware of a product/service Base =	268
<i>Total</i> Buying Behavior 84%	<i>Eighty-four percent</i> (84%) of respondents indicated that after s ing an ad in <i>Electrical Contractor</i> they, or someone in their ganization, have taken, or are likely to take, one or more of following purchasing actions:	or-
<i>Preliminary</i> Buying Behavior 67%	29% Save the ad 49% Discuss with someone else 40% Visit this advertiser's website 24% Request more information	
<i>Active</i> Buying Behavior 74%	29% Try product/service (or schedule meeting, visit location, etc.) 62% Consider use/purchasing 38% Recommend or specify 45% Purchase	269
	Base =	268

Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	89%	61%	46%
One page	29	84%	60%	45%
Two-thirds page	1	62%	60%	46%
One-half page	4	70%	55%	35%
One-fourth page	2	63%	50%	38%
One-eighth page	3	63%	44%	38%
Issue averages:		79%	57%	43%
				Base = 134

Building types

Commercial	32%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	74%
Includes single family and multi-family	
Industrial	31%
Includes manufacturing plants, power generation and utility	
Institutional	54%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Non-building	25%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
Emerging/alternative energy sources	24%
Includes solar, wind, geothermal, etc.	
None of the above	
No response	0%
Base =	= 268



Base = 268

Demographics: Purchasing and Reader Profile



About 9.0

Purchasing actions taken

Ninety-four percent (94%) of the respondents report taking one or more purchasing actions during the past year as a result of ads/editorials appearing in *Electrical Contractor*.



Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc 57%
Management: project manager, superintendent, supervisor, foreman
Electrician (field), journeyman, technician, installer, service person
Staff engineer, designer, electrical engineer
Inspector
Estimator
Purchasing agent, buyer
Apprentice
Other
No response
Base = 268

Primary business

Electrical contracting/low-voltage contracting.	84%
Engineering/architecture/consulting	5%
Systems integration/consulting	2%
Wholesaler/distributor.	1%
Other	8%
No response	0%
Ba	ase = 268

Building systems installed

Security (includes CCTV, access/motion/intrusion systems)	56%
Fire/life safety systems	55%
Maintenance, service, repair	82%
Fiber optics	33%
Communications systems (VDV)	38%
Premises wiring	78%
Total building automation systems (includes HVAC, lighting)	38%
Power quality systems (includes standby, co-gen, etc.)	58%
Alternative-energy systems	28%
Lighting	85%
None of the above	. 2%
No response	. 0%
Base	= 268

No response = 0%

Demographics: Social Media



Professional use of social media			Digital devices owned or used by respondents			
<i>Fifty-three percent</i> (53%) of <i>Electrical</i> <i>Contractor</i> respondents report one or more of these reasons for using social media.	29% To learn about industry products			85% Smart phone		
	28% To get industry news		<i>Ninety-nine percent</i> (99%) of <i>Electrical</i> <i>Contractor</i> respondents report having access to	66% Laptop computer		
	27% To keep up with trends			65% Desktop computer		
	25% To network with others in the industry		one or more of these digital devices.	41% Tablet		
	47% None of the above No response = 0%	Base = 123		5% E-reader		
Social media platforms used for work				1% None of the above No response = 0%		Base = 134
<i>Forty-six percent</i> (46%) of <i>Electrical Contractor</i> respondents report using one or more of these social media platforms for work.	32% LinkedIn		205		d Study Scl	
	29% Facebook			·	Reserve your spa	ce now!
	7% Instagram		February closing	June closing	August closing	December closing
	5% Twitter		January 14	May 10	July 10	November 10
	2% Pinterest		Conta	t your <i>Electrical Contractor</i> sales representative now to reserve your space in the next ad study issue.		
	54% None of the above No response = 0%	Base = 268	Electrical Contractor reserves the right to change this research schedule without notice.			

About adViewPro



adView Pro

What are some of the concepts behind adViewPro Ad Campaign Analytics?

- Ad campaigns setting primary and intermediate objectives are more accountable and more effective.¹
- Only primary business objectives such as increasing profit or market share are true final measures of business success.²
- A significant change across a wide range of intermediate objectives is a reliable predictor of business success.
- Because the importance of individual intermediate objectives varies by ad campaign, no single intermediate measure can be an infallible predictor.
- Best practice requires tracking multiple intermediate effects.³
- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.⁴

Why does adViewPro focus on intermediate objectives?

Intermediate objectives are the means to achieving primary ad campaign objectives. Taken individually, each intermediate objective offers insight into how your campaign is working in comparison with other campaigns reaching your audience.

¹ Les Binet and Peter Field, Marketing in the Era of Accountability (World Advertising Research Center, Great Britain, Alden Press, 2007), 19. | ² [ibid, 77] | ³ [ibid, 77] | ⁴ [ibid, 2]

Total Ad Recall Audience Exposure

Total Ad Influence Audience Engagement

Total Buying Action Audience Involvement



- Read some of the ad (reader engagement)
- Read most of the ad (reader involvement)
- Make ad-brand connection
- Like the ad
- Better opinion of product or service
- Newly aware of product or service

Preliminary Buying Action

- Save the ad for future reference
- Discuss the advertised product
- Visit advertiser website
- Contact advertiser salesperson

Active Buying Action

- Try advertised product or service
- Consider purchasing
- Recommend or specify
- Purchase the product or service

Audience Engagement 6.0

About adViewPro: Methodology





Baxter Research Center's (BRC) *adViewPro* study programs are conducted online using accepted advertising and editorial reader research methods and practices.

81,844* using a structured random-interval selection process. Preparation of the survey instrument, sample selection, emailing, processing, tabulation and generation of final reports are conducted under the supervision of BRC.

Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

In those cases where two versions of the questionnaire are produced to maintain an appropriate level of reader response, both are identical with the exception of the ad listings, which are divided equally between the two. Ad recall data is based on a minimum of 100 returns. Splitting the survey into two or three versions to accommodate more ads will result in editorial and respondent profiles increasing to 200 and 300, respectively. Ad recall data will achieve a lesser number, but no fewer than 100 returns.

Ad and editorial reader recall data are fully disclosed in this report and online through advertiser micro-sites. Advertiser access to their micro-site is controlled by the sponsoring publication. Advertisers wishing to view online data should contact their magazine advertising sales representative for a link and password. A copy of the online survey is available upon request from BRC.

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