

**189 PRODUCT/SERVICE CATEGORIES...135 PAGES OF TABLES...
38 DEMOGRAPHIC/MINDSET BREAKS...
1 SOURCE**

AD RECEPTIVITY: THE FINAL WORD

A Media Dynamics, Inc. compilation of articles and data from Next Generation Research, LLC.'s 2003 Advertising Receptivity Index

Over the past several years, Media Dynamics, Inc. has had unprecedented and exclusive access to Next Generation Research, LLC.'s 2003 Advertising Receptivity Index, and has produced many reports and analyses on the topic. For the first time, MDI presents research previously available in our research annuals and through our website in one e-report, **Advertising Receptivity: The Final Word**. Topics covered include consumer mindsets, demographics, product usage and ad receptivity for 189 product service/categories.

Editorial Outline

I: Ad Receptivity: A More Relevant Media Targeting Option

(5pp. text/10 tables)

Introduces the concept of ad receptivity and how it applies to today's media environment, especially TV viewing and magazine readership. This report includes information about NGR's Advertising Receptivity Index methodology and overall findings.

II: Charting The Ad Receptivity & Personal Mindsets Of Product Users

(2pp. text/115 pp. of tables)

Demographic Profile Of Adults Who Strongly Agree With Various Mindsets

Product Usage Profiles By Mindsets

Product Usage By Demographics

Product User/Buyer Ad Receptivity Indices By Select Demographics

Product User/Buyer Ad Receptivity Indices By Mindset

III: What Kind Of Products Appeal To Upscale Consumers?

(3pp. text/8 pp. of tables)

Presents indices of ad receptivity for 189 product/service categories by eight household income breaks.

IV: Who Is The Better Advertising Target: Past Or Future Buyers?

(2pp. text/2 pp. of tables)

Presents the percent of respondents very likely to pay attention to ads for 189 product categories by past or future buying status.

**To order, or for detailed information, including a list of the
189 product/service categories in this report, visit our website:
<http://www.mediadynamicsinc.com/publications/adReceptivity.cfm>**

Ad Receptivity: The Final Word: \$300 (ebook format only) Available 6/15/07

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