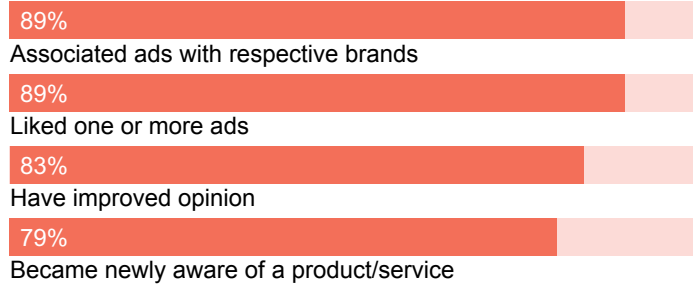


Executive Summary *continued*

WEST COAST NUT

Total ad influence for all studied ads

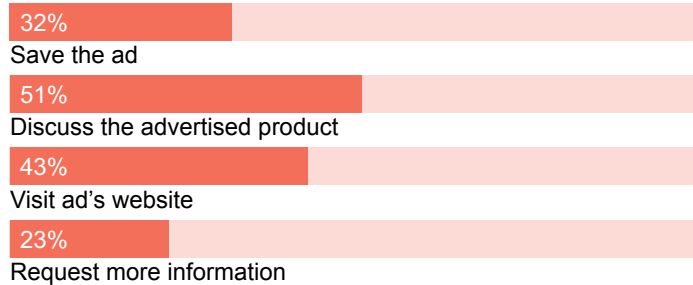
After seeing an ad in *West Coast Nut*, **92%** of respondents reported one or more of the following:



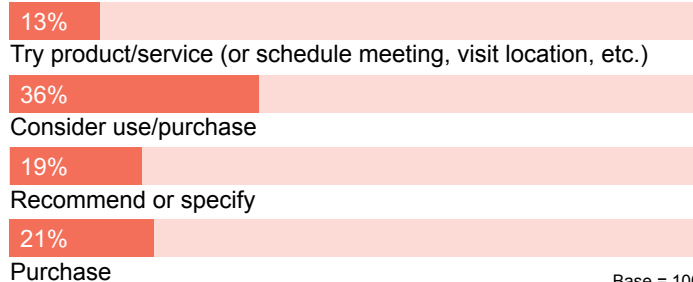
Base = 100

**Total Buying
Actions
75%**

Seventy-five percent (75%) of respondents indicated that after seeing an ad in *West Coast Nut* they, or someone in their organization, have taken, or are likely to take, one or more of the following buying actions:

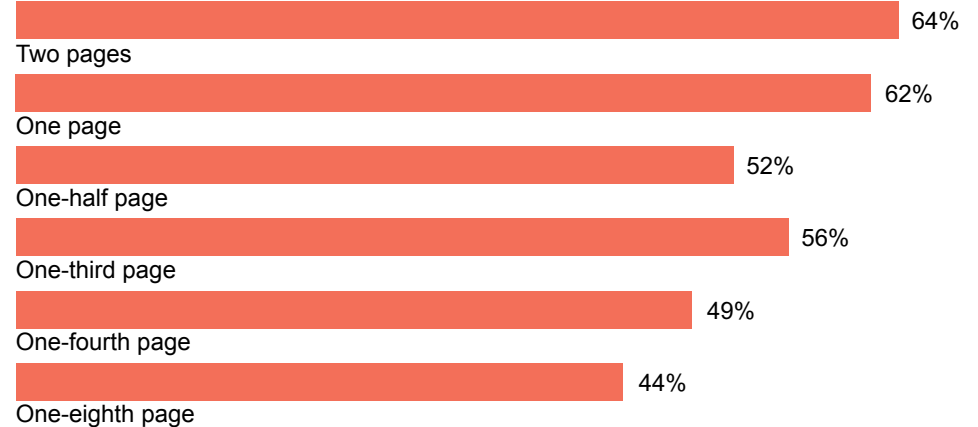


**Preliminary Buying
Actions
66%**



Base = 100

Ad scores by size



	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	64%	44%	39%
One page	6	62%	54%	49%
One-half page	11	52%	44%	44%
One-third page	5	56%	39%	28%
One-fourth page	7	49%	38%	26%
One-eighth page	2	44%	37%	38%
Issue Averages:		54%	43%	38%

Base = 100

Reading Habits

WEST COAST NUT

Readers comment on the magazine

[West Coast Nut] is the best popular publication covering the latest research/extension information on nut crops in California.

[West Coast Nut] keeps me on top of all the new innovative things going on.

WCN provides valuable information on crop research projects and sustainable ag. Good balance of articles covering all facets of industry.

Respondents rate West Coast Nut	
Personal favorite.	17%
Very important	21%
Important	47%
Somewhat important.	15%
Not important	0%
No response	0%

Note: Square brackets indicate that words have been added to direct quotations to provide enough context for the quote to make sense.

How, when, how long and how often respondents read West Coast Nut

Print and digital edition magazine readership A combined 92% of respondents read the print edition: 79% read print only, and 13% read both print and digital editions. <table><tr><td>Print only.</td><td>79%</td></tr><tr><td>Print and digital</td><td>13%</td></tr><tr><td>Digital only</td><td>8%</td></tr><tr><td>No response</td><td>0%</td></tr></table>	Print only.	79%	Print and digital	13%	Digital only	8%	No response	0%	When read <table><tr><td>Same day the issue is received</td><td>13%</td></tr><tr><td>Within three days</td><td>34%</td></tr><tr><td>Within a week</td><td>37%</td></tr><tr><td>One week or later</td><td>16%</td></tr><tr><td>No response</td><td>0%</td></tr></table>	Same day the issue is received	13%	Within three days	34%	Within a week	37%	One week or later	16%	No response	0%		
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No response	0%																				
Time spent reading <table><tr><td>45 minutes or more.</td><td>19%</td></tr><tr><td>30 - 44 minutes.</td><td>30%</td></tr><tr><td>15 - 29 minutes.</td><td>40%</td></tr><tr><td>Less than 15 minutes</td><td>11%</td></tr><tr><td>No response</td><td>0%</td></tr></table>	45 minutes or more.	19%	30 - 44 minutes.	30%	15 - 29 minutes.	40%	Less than 15 minutes	11%	No response	0%	How often each issue is read <table><tr><td>4 or more times.</td><td>21%</td></tr><tr><td>3 times</td><td>23%</td></tr><tr><td>2 times</td><td>42%</td></tr><tr><td>1 time</td><td>14%</td></tr><tr><td>No response</td><td>0%</td></tr></table>	4 or more times.	21%	3 times	23%	2 times	42%	1 time	14%	No response	0%
45 minutes or more.	19%																				
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No response	0%																				
4 or more times.	21%																				
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2 times	42%																				
1 time	14%																				
No response	0%																				
Frequency <table><tr><td>4 of 4 most recent issues</td><td>70%</td></tr><tr><td>3 of 4 most recent issues</td><td>21%</td></tr><tr><td>2 of 4 most recent issues</td><td>9%</td></tr><tr><td>1 of 4 most recent issues</td><td>0%</td></tr><tr><td>No response</td><td>0%</td></tr></table>	4 of 4 most recent issues	70%	3 of 4 most recent issues	21%	2 of 4 most recent issues	9%	1 of 4 most recent issues	0%	No response	0%	Pass-along readership Respondents report that they pass along their issues of West Coast Nut to a mean number of 0.8 other professionals. 0.8 Other People										
4 of 4 most recent issues	70%																				
3 of 4 most recent issues	21%																				
2 of 4 most recent issues	9%																				
1 of 4 most recent issues	0%																				
No response	0%																				

Reader Information

WEST COAST NUT

Facility/company type

Grower – Walnut	30%
Grower – Almond	25%
Grower – Pistachio	8%
Grower – Other	6%
Manufacturer	9%
PCA / CCA / Independent Crop Consultant	8%
Distributor	2%
Supplier	2%
Processor	1%
Retailer	1%
Wholesaler	0%
Other	8%
No response	0%

Job title

Owner	61%
Manager	15%
Marketing and Sales	9%
Executive	4%
Administration	2%
Other	9%
No response	0%

Purchasing involvement

I approve/authorize purchases	72%
I recommend/specify brands/suppliers	36%
I am involved in some other way	9%
I am not involved	13%
No response	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 *West Coast Nut*.

Shared 55%

Shared or discussed an ad or article with someone else

Sought 42%

Sought additional information about a product/service/etc. seen in ads or articles

Saved 32%

Saved an advertisement for future reference

Considered 30%

Considered using/purchasing/visiting the product/service/location, etc. seen in ads or articles

Tried/used/purchased 23%

Tried/used/purchased products/services/etc. seen in ads or articles

Visited 21%

Visited an advertiser's website

Recommended 19%

Recommended product/service/etc. seen in ads or articles to someone else

Other 4%

No actions taken = 6%

No response = 0%

Definitions of Scores

WEST COAST NUT

Total Ad Recall

- **Recall Seeing** – Respondents who recalled seeing an item. Shows the ability of an item to attract reader attention.
- **Read Some** – Respondents who, seeing an item, were 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

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 or service and are now newly aware of it.

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

Total Buying Actions

One or More Buying Actions represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad impacted 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 to do so in the future.
- **Discuss the Advertised Product** – 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.
- **Request More Information** – Respondents who report they would likely, or have already, requested more information in response to an advertised product or service.
- **Try Product/Service** – Respondents who report they would try, or had already tried, an advertised product or service (or schedule a meeting, visit a location, etc.).
- **Consider Use/Purchase** – 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, or are likely to, purchase an advertised product or service.

About adViewPRO: Methodology

BAXTER adViewPRO™

Print Ad Analytics

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

The reader panel was selected from the sponsoring publication's circulation of 10,158* 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.

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.

* Publisher's Own Data

This publication is designed to provide accurate and authoritative information gathered from subscriber questionnaires. In publishing this report, neither the author nor the publisher is engaged in rendering legal, accounting or any other professional service. If required, legal advice or other expert assistance should be sought from a licensed professional.

WEST COAST NUT



West Coast Nut is the new industry hub and #1 source for reliable information from experts who specialize in the nut industry.

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Baxter Research Center (BRC) is a leading provider of independent, mixed-media audience analytics.

BRC's audience metrics guide, optimize and inspire ad-campaign effectiveness in print, digital and online media.

To learn more about the psychology behind *adViewPRO*, visit brc.com/adViewPRO.

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