

# Mobile Activated Print

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Advertisement

# Re: focus on a key retirement need

Planning for retirement is a puzzle. We provide the missing piece—fill in the blanks to reveal it.

The accumulation of all your retirement assets:

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What you might need to do to your investments as you approach retirement:

A D J U S T

An individual retirement savings account:

M R A

The acronym for withdrawals you're generally required to take when you turn 70 1/2:

M R A

Pay them now or pay them later? This is the key difference between a Roth and Traditional IRA:

T A X E S

Getting a clearer view of your investments by bringing them all under one roof:

C O N S O L I D A T I O N

What your retirement strategy is designed to ensure:

I N C O M E

The process of moving your old 401(k) to an IRA:

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Turn here\*



Let America's Retirement Leader™ help you build a stronger Personal Economy. Call 800.FIDELITY or come in for a free 1:1 review of your retirement plan today. [Fidelity.com/PersonalEconomy](http://Fidelity.com/PersonalEconomy)

Keep in mind that investing involves risk. The value of your investment can go up or down, and you may lose money.

\*Based on two surveys: The PLANSPONSOR magazine 2013 Best Workplace Survey (© Asset International, Inc.), based on defined-contribution plans; and The Center for Retirement Studies, Center for Retirement Studies, based on an industry survey of those reporting total IRAs assets administered for Q4 2012. Although recommendations are not tax or legal advice, guidelines provided by Fidelity is educational in nature, is not individualized, and is not intended to serve as the basis for an investment decision.

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## Image Recognition (IR) / Augmented Reality (AR)

In Fidelity's advertisement in The New Yorker, the reader was able to view a crossword puzzle through their phone and see the completed puzzle along with additional calls to action.



## Image Recognition (IR) / Augmented Reality (AR)

In the March Madness Issue of Sports Illustrated, mobile IR / AR was used to transform the cover and have interactive content with video appear to emerge straight from the printed page when viewed through the screen.





## QR Codes

In Cosmopolitan, a QR campaign delivered daily deals and reveals. Each day, the reader was presented with changing content and offers, compelling them to buy the magazine at the newsstand and continue to engage with it through the month.



I'm so excited to tell you about Cosmo's fashion collection with JCPenney—it's sexy, fun, and totally affordable. You can shop our shoes, handbags, and lingerie exclusively at JCPenney stores and on jcp.com starting September 1. Above is just a tease of our hot underwear sets (\$24 to \$30 each) and fab heels (\$37). Check out the entire line, and let me know which items you're loving.



### Sweet Deals Sent to Your Phone



Mark cosmetics

NCLA nails

French Connection



Crumbs Bake Shop



A sneak peek of some of the many items you can get discounts on

#### Here's How It Works:

- 1 Go to scannow.mobi to download your QR-code reader.
- 2 Then scan the QR code above every day through September 10 and you'll score discounts and swag from the brands at right and more.
- 3 Each scan gives you a chance to win a designer bag like Rihanna's (far right) filled with Orbit Gum micropacks.
- 4 Like us on Facebook and follow us on Twitter for daily reminders.
- 5 Need help? E-mail us at cosmo@hearst.com; put QR code in the subject line.

SCAN EACH DAY!



A MONTH'S WORTH OF FREEBIES AND BARGAINS

IT'S MIDNIGHT. YOU'RE FAMISHED. EAT THIS!

4 Scents No Guy Can Resist





Hold your smartphone over the Swimsuit models and watch them come to life.



DIRECTV and Sports Illustrated® have teamed up to make this the best Swimsuit issue ever by offering you the free Sports Illustrated Swimsuit Viewer App. Download it now and look for icons throughout the magazine to watch the fantastic videos of the models. You're welcome for making this issue even better.



This issue made awesomer by DIRECTV.

## Invisible Watermarks

In the Sports Illustrated Swimsuit Issue, invisible watermarks were applied to the photos of swimsuit models that when scanned brought the page to life using video.





# look great all *winter* long



collarless jean jacket  
+  
rocker tee  
+  
floral mini  
**eclectic chic**

faux-fur jacket  
+  
pretty blouse  
+  
faded jeans  
**sexy glam**

### YOUR 10 ESSENTIALS!

**floral mini**  
Sizes 2-12,  
Topshop, \$75,  
Topshop stores  
and topshop.com

**pretty blouse**  
Sizes 2-12,  
H&M, \$30,  
H&M stores

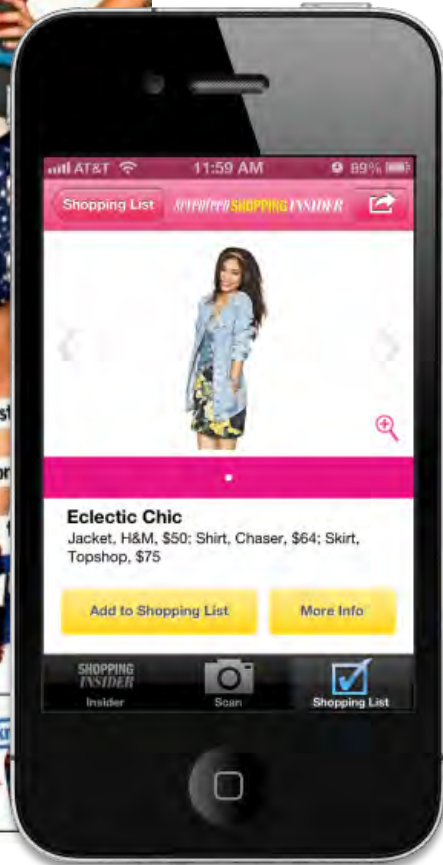
**faded jeans**  
Sizes 5-11,  
Lulu's, \$68,  
lulus.com

**faux-fur jacket**  
Sizes XS-L,  
Jack by BB  
Dakota, \$78,  
nastygal.com

**striped kn**  
Sizes XS-L,  
Harley, \$82,  
harley.com

## Shoppable Content

Seventeen has watermarked over 250 products so that when scanned the reader can seamlessly add them to a shopping list.



## Interactive Logos

Good Housekeeping has watermarked the Good Housekeeping Seal of Approval so that the magazine can run multi-advertiser programs and deliver interactive mobile content straight off the page.

**Good Housekeeping**  
JANUARY 2013  
**Clutter Free**  
Have the... organize...  
SAVE \$ THIS YEAR  
4 Days

**ALL NEW!**

PROMOTION

### SCAN THE SEAL FOR A CHANCE TO WIN!

For over 100 years, the Good Housekeeping Seal has rewarded consumers with peace of mind. Now we're rewarding our readers with something else—fabulous prizes from Seal-holding brands, just for scanning the specially marked Seals!

Enter for a chance to win these great advertiser prizes. Plus, for every Seal you scan, you'll be entered for a chance to win one of three \$1,000 cash prizes from Good Housekeeping!

- Whirlpool:** One of three Whirlpool Power Pairs, featuring an electric or gas range plus a matching microwave...inside back cover
- Weiman:** One of five handicapped cleaning product gift baskets...Page 10
- Miele:** One S8 UniQ Canister Vacuum...Page 10
- Culturelle:** One package of Culturelle Digestive Health Probiotic...Page 39
- Eucerin:** One of 50 full-size Eucerin Professional Repair Lotion + Smoothing Repair Lotion prize packages...Page 42
- Cetaphil:** One of 100 free Cetaphil products (up to \$12 value)...Page 61
- Simple Green:** One of 10 VIP cleaning product gift baskets...Page 80
- Alomune:** One of 150 thirty-day supplies of Chocolate Chewable Tablets...Page 88
- Protect-A-Bed:** One of 60 Premium Protect-A-Bed Mattress Protectors...Page 115
- Panasonic:** One of two JetForce Vacuums and one of three toaster ovens...Page 119
- Ajax:** One deluxe laundry gift basket from Ajax and sister brands...Page 132
- Aller-Ease:** One of 10 Hot Water Wash Pillows...Page 144
- Wheaton World Wide Moving:** Scan to enter the grand prize giveaway...Page 152
- Benjamin Moore:** One home makeover package, including 8 gallons of Aura paint, plus a fan deck and a 2-hour online color consultation with Senior Interior Designer Sonu Mathew...Page 154
- FrogTape:** One of 50 FrogTape gift sets...Page 156
- Bath Planet:** One \$500 Bath Planet makeover voucher...Page 172
- Francesco Rinaldi:** One of five full year supplies of pasta sauce, plus one of 100 reusable totes...Page 176
- MidNite:** One full year supply of MidNite Sleep Aid...Page 192

**WIN A \$1,000 CASH PRIZE!**

Scan to enter the grand prize giveaway.

**Want a shot?**

Large... of 50... year: The Anti-r... (wing)!

**GOOD HOUSEKEEPING**  
LIMITED WARRANTY to CONSUMERS  
Since ★ 1909  
REPLACEMENT or REFUND if DEFECTIVE

**SCANNED SEALED DELIVERED**

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# Advertising Age

September 16, 2012  
U.S. \$4.99  
Canada \$4.99  
U.K. £1.95  
AdAge.com

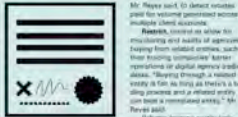
## FOLLOW THE MONEY...

...to the executives who really make the big spending decisions at big-

### THE GREAT REBATE DEBATE

## HOW TO GUARD AGAINST REBATES

The ANA recommends that agency contracts require any discounts be passed to the client. (Only 35% of the respondents to the association's survey said they now do.) Manuel Rojas, CEO of media auditing and consulting firm Cortex Media, recommends additional requirements:



Mr. Rojas said, "To detect rebate fraud for volume purchased across multiple client accounts, agencies must be able to monitor and audit all agencies buying from outside parties, such as their trading companies' parent organizations or digital agencies' ad sales desks. 'Buying through a related entity is often as easy as there's a bill of lading printed and a related entity can use a replacement entry,'" Mr. Rojas said.

Rebate issues particularly arise with national under-contract clients and mobile video, where they're paid for a trading company entity for multiple services (flight, phone and agency brands), Mr. Rojas said. "We're seeing an arms building company to look for rebates only be successful."

## OUTSIDE THE U.S.

Rebates are common in other parts of the world. Here's how they work.



Outside the U.S., media rebates aren't unusual, and it's up to the savvy advertiser to know what's going on and make sure accommodations for overnight are included in the contract. The main issue, he said, is that U.S.-based marketers aren't familiar with the practices or how to manage them, though he believes they will soon learn.

An executive in the out-of-home media industry, who described rebate practices as having become more commonplace in the U.S. outdoor industry in recent years, confirmed much of what Mr. Hayes described as the ways in which rebates occur. He said one is to be identified for fear of offending "an unspoken blackball situation," saying that when executives of Europe entities had spoken out against the practice in London, they saw their business dry up significantly.

"The buying services will tell you to transparent," he said. "And they promise that what you're paying them for is what you get. They say that you're paying for research. They say that you're paying for all kinds of things, when what you're really paying for is for them to buy their stuff."

The executive said all the deals are positioned in a way that's "legal and clean, but at the end of the day, if the advertisers knew all the ins and outs and the background, I wonder if they'd want it."

CONTRIBUTOR: ALEXANDRA BRUNEL

or agency trading desks, which use sophisticated demand-side platforms to buy digital inventory at discounted rates for real time. With the latter, it's not clear what kinds of margins the agency buying operations are making or the extent to which full fees may lead to excessive compensation for the trading desks.

Matt Schar, CEO of Mediabrands and one of the only media buying executives to speak on the record about the rebate issue, said if they're happening, "it's bad for the industry." Added Jacki Kelley, CEO of Universal McCann, "We don't abrogate around clients' investments in order consolidation can ever benefit."

She added, "In my 25 years on the media (sales) side, we provided rebates back at different volumes for flight. Media owners need to incentivize clients to spend more, but in the U.S. that money always went straight back to the client."

Other deals that Mr. Hayes characterized as rebates take place at the holding company level without executives at the individual agencies knowing.

### LACK OF TRANSPARENCY

Rebates may also flow into specialized holding-company entities, where they become even harder to track. In some of the more creative deals overseas, rebates pass into accounts that aren't recognized as revenue essentially and the agency loses the client's account and it's closed. The practice creates a sort of entirely undisclosed insurance policy against business loss, though Mr. Rojas said he hadn't seen such arrangements in the U.S.

While he has an obvious interest in pushing media-related services, Mr. Rojas conceded that rebate practices can be set up to shade even the most thorough audit, ultimately making track the only real guarantee for marketers.

Alan Butlerford, a former Unilever media chief and now chairman of media consulting firm AdAge, believes rebates, long common in Europe, have begun to migrate here as a natural outgrowth of European agencies expanding their foothold in the U.S.

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CONTRIBUTOR: ALEXANDRA BRUNEL

CONTRIBUTOR: THE AD AGE INTERACT APP FROM GOOGLE PLAY OR THE ITUNE APP STORE TO DOWNLOAD OR SHARE THIS STORY ON FACEBOOK OR TWITTER.

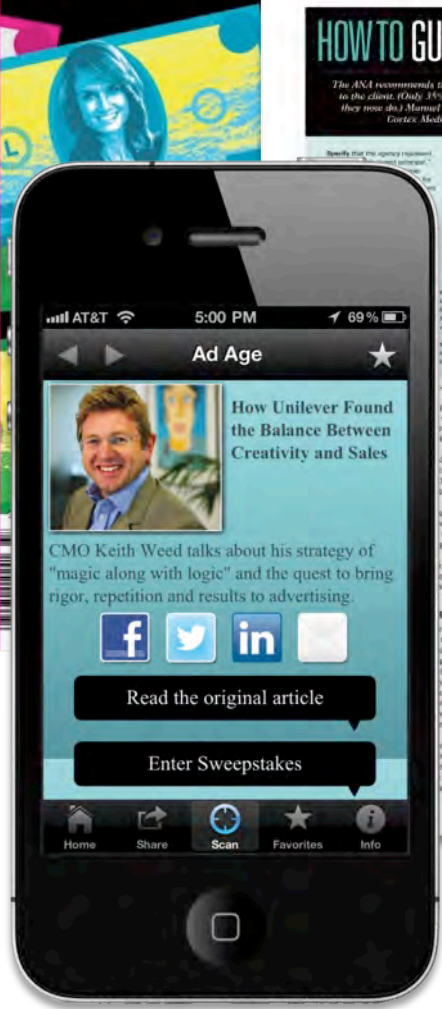
SHARE THE STORY

SCAN TO SHARE

ADVERTISING AGE

## Scan to Share Content

Advertising Age created a branded icon that when scanned allowed readers to share an article from the printed magazine via their social networks or to colleagues via email.



The Unilever ad was a paid advertisement placed in the Ad Age and designed to drive traffic to the app. Photo: © Unilever, © 2012 Advertising Age. Photo: © Unilever



## Text to Win

People Style Watch uses short codes with keywords so that readers can text to win right from the page of the magazine.



ADVERTISEMENT

# summer of style

Heat up your look this season with sizzling product picks from *People StyleWatch*® Special Projects Director, Julia Hoag

**Tote-ally Fabulous**  
Stash all your beauty basics in this season's ultimate must-have—a bold, bright beach bag.

**Long-Wear Lashes**  
In a waterproof formula, **Stila Stay All Day™ Mascara** pumps up the volume for soft, shiny lashes that won't smudge, budge or flake.

**stila**

**Nail Fashion**  
On in minutes, off in seconds without remover, **KISS® Nail Dress** comes in a variety of 3-D jeweled patterns that pop for tips and toes.

**Nail Dress**  
FASHION THAT STAYS

**Silky Skin**  
Get a flawlessly smooth shave from three flexible blades, lubricating stripes and a rubber grip with **BIC® Soleil® Savvy™**.

**BIC Soleil**  
Savvy™

**You could win everything on this page!**  
The first 250 readers to text TOTE to 78527 or visit <http://y.nmi.cc/SummerPrint> will win this fashionable bag filled with must-have summer essentials.

No purchase necessary. Available only to legal residents age 18 or older in the 50 United States/D.C. beginning on 6/15/12 at 12:01 AM (EST). To enter and view full rules, visit <http://y.nmi.cc/SummerPrint>. Offer good while supplies last, limited to the first 250 entries. Your carrier's standard rates may apply. Void where prohibited by law.

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The first 250 readers to text TOTE to 78527 or visit <http://y.nmi.cc/SummerPrint> will win this fashionable bag filled with must-have summer essentials.

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## Near Field Communications

Lexus and Wired, using an NFC chip placed in the magazine, enabled the reader to place their phone on the print advertisement and have the phone immediately start playing videos without any app downloads or scanning.





# Top 100 Study

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## 2012 IN REVIEW

- Reviewed **173,620 unique printed pages** across Top 100 magazines
- Scanned **8,448 mobile activation points**

## HIGHLIGHTS

- **QR dominates** the market with nearly 70% share of activations
- Close to 10% of **ads contain** some form of **mobile activations**
- **Page-based scanning** (in contrast to code-based scanning) using image recognition and invisible watermarks has been rapidly adopted, now representing just under 20% of activations

## Steady Quarterly Growth over Two Year Period





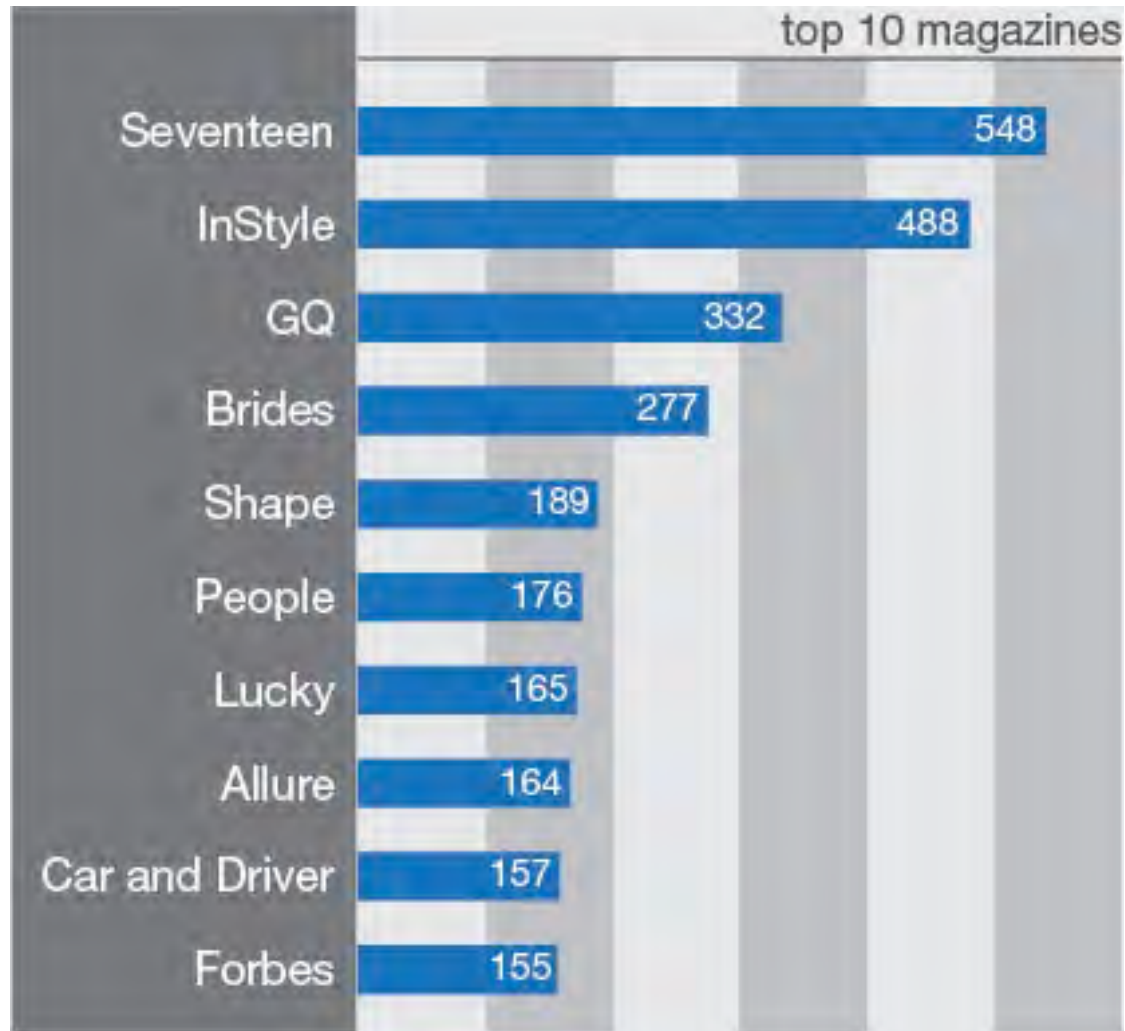
## QR Holds a Strong Lead in Mobile Activation Types

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Activation Type	# Unique Placements	Market Share
QR	5780	68%
Tag	993	12%
Watermarks	779	9%
AR	736	9%

## Top Ten Industries and Magazines Favor Female Demographic

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Thank you!

**Thank you!**

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