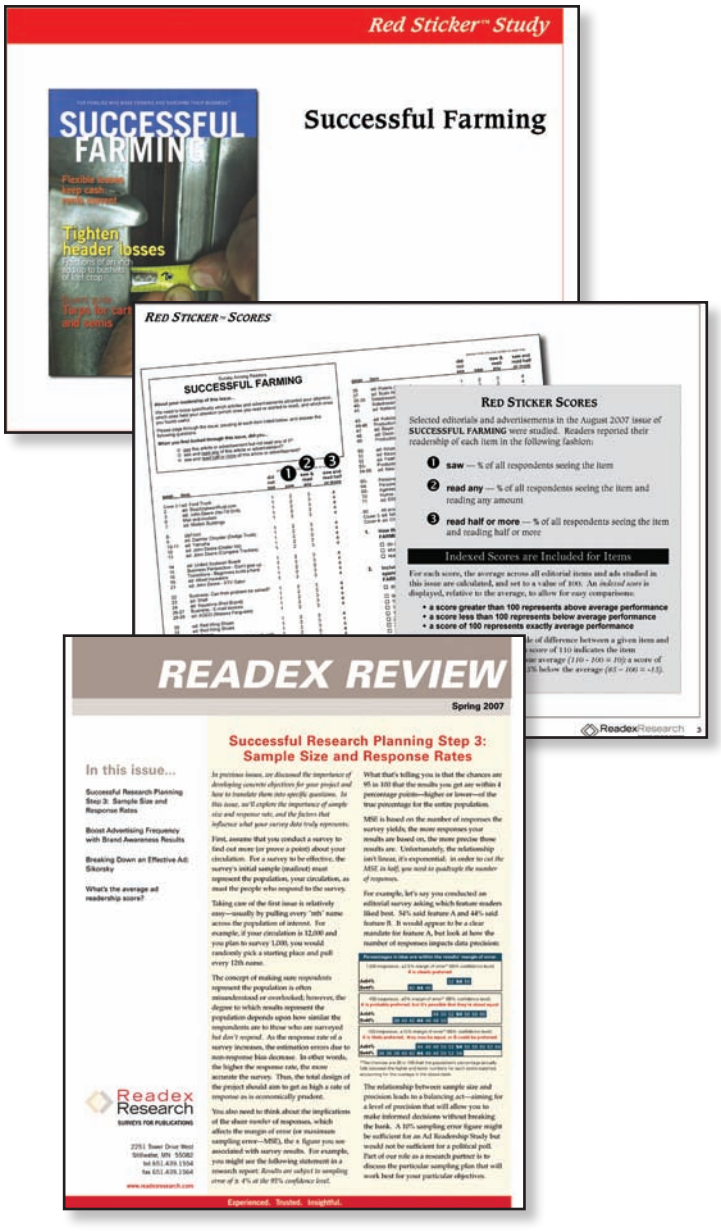
READEX STUDIES

Successful Farming® utilizes third party research of Readex to conduct a variety of readership studies every year. These readership studies include:

Red Sticker Studies – Ad readership survey to rate creative units for their saw and read scores

Message Impact – Reader ratings on creative and copy

Editorial Audit – *Successful Farming* invests in this survey to continually measure our readers' needs and expectations. This understanding is key to offering a publication that keeps readers coming back for more and to uncovering premium positioning opportunities for advertisers.



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