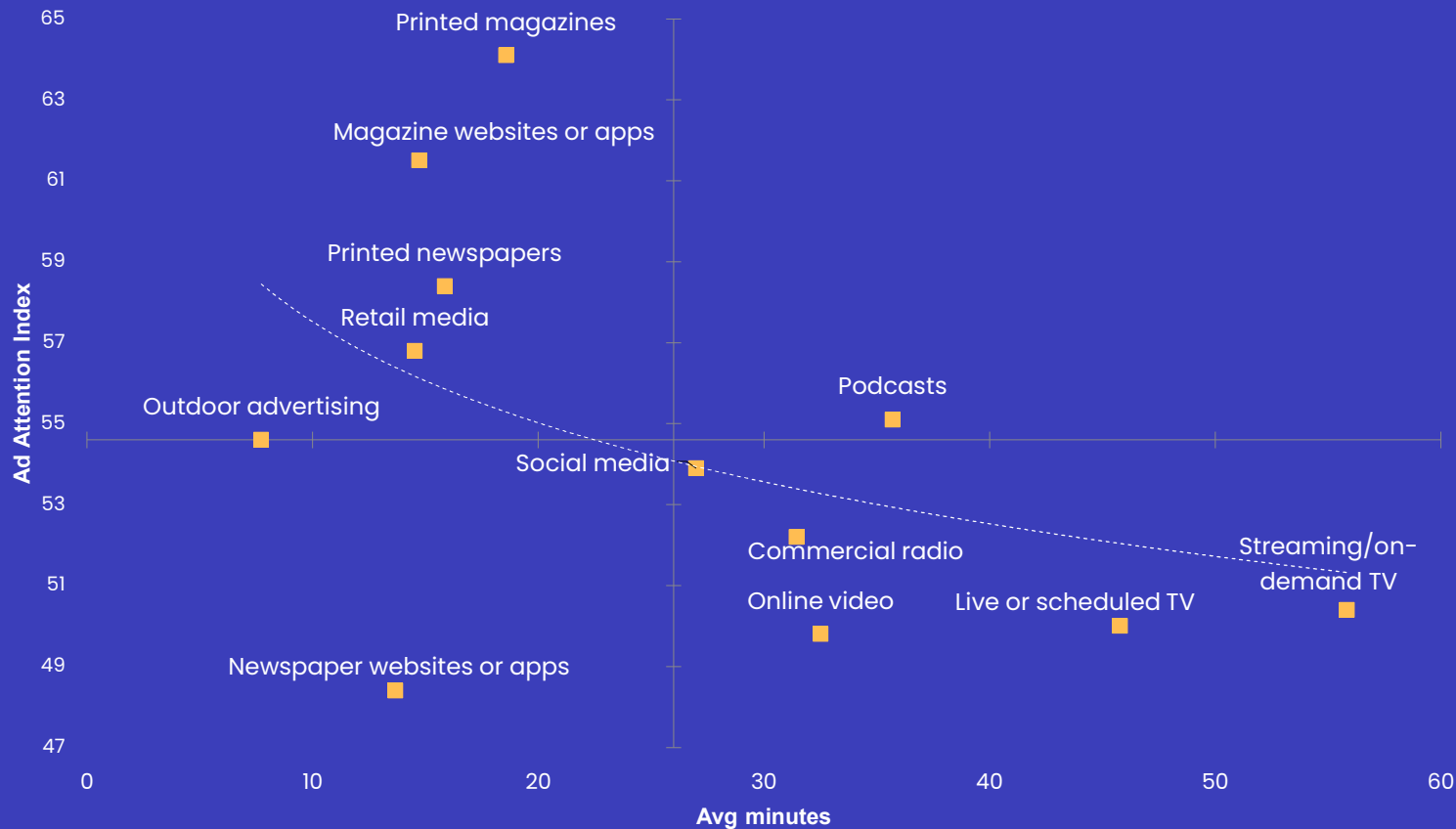
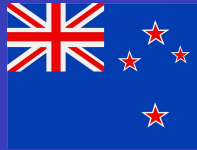


Declared attention to advertising vs time spent



Source: Magazine Publishers Association New Zealand (2026) *Quality of Attention Index*. Time= estimates

