**SUPPLEMENTARY MATERIAL**

**Subscribe Now: On the Effectiveness of Advertising Messages in Promoting Newspapers’ Online Subscriptions**

**Descriptive Statistics for Each Experimental Group**

**Table 1: Digital-specific appeal**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.65 | 0.482 | 65.2 |
| Age (years; metric scale) | 35.83 | 11.956 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.52 | 1.225 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.48 | 1.683 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 2.70 | 1.314 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 4.09 | 0.985 |  |
| Willingness to pay (£ per month; metric scale) | 2.74 | 2.662 |  |
| *N* = 46. |  |  |  |

**Table 2: Social appeal**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.61 | 0.493 | 61.4 |
| Age (years; metric scale) | 40.02 | 12.674 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.66 | 1.219 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.32 | 1.459 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 2.77 | 1.508 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 3.73 | 1.436 |  |
| Willingness to pay (£ per month; metric scale) | 3.27 | 2.896 |  |
| *N* = 44. |

**Table 3: Normative appeal**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.71 | 0.460 | 70.6 |
| Age (years; metric scale) | 35.55 | 12.024 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.24 | 1.159 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.25 | 1.659 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 3.10 | 1.500 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 4.20 | 1.217 |  |
| Willingness to pay (£ per month; metric scale) | 4.67 | 4.053 |  |
| *N* = 51. |

**Table 4: Price transparency appeal**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.71 | 0.460 | 70.6 |
| Age (years; metric scale) | 36.14 | 14.312 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.65 | 1.163 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 2.67 | 1.178 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 2.84 | 1.541 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 3.84 | 1.286 |  |
| Willingness to pay (£ per month; metric scale) | 2.49 | 2.810 |  |
| *N* = 51. |

**Table 5: Digital and social appeals**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.60 | 0.494 | 60.4 |
| Age (years; metric scale) | 38.65 | 14.129 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.35 | 1.211 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.13 | 1.409 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 3.15 | 1.676 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 3.67 | 1.506 |  |
| Willingness to pay (£ per month; metric scale) | 3.50 | 3.655 |  |
| *N* = 48. |

**Table 6: Digital and normative appeals**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.66 | 0.479 | 65.9 |
| Age (years; metric scale) | 40.11 | 15.695 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.45 | 1.302 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.34 | 1.584 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 3.45 | 1.501 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 4.02 | 1.355 |  |
| Willingness to pay (£ per month; metric scale) | 3.64 | 3.214 |  |
| *N* = 44. |

**Table 7: Digital and price transparency appeals**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.63 | 0.486 | 63.5 |
| Age (years; metric scale) | 33.44 | 10.433 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.27 | 1.173 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.38 | 1.806 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 3.19 | 1.715 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 4.33 | 1.150 |  |
| Willingness to pay (£ per month; metric scale) | 3.96 | 3.804 |  |
| *N* = 52. |

**Table 8: Social and normative appeals**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.67 | 0.474 | 63.3 |
| Age (years; metric scale) | 37.46 | 13.665 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.65 | 1.186 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.12 | 1.542 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 3.00 | 1.633 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 3.88 | 1.381 |  |
| Willingness to pay (£ per month; metric scale) | 4.31 | 4.027 |  |
| *N* = 52. |

**Table 9: Social and price transparency appeals**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.75 | 0.439 | 74.6 |
| Age (years; metric scale) | 38.59 | 14.211 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.38 | 1.263 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.14 | 1.554 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 3.22 | 1.464 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 3.79 | 1.494 |  |
| Willingness to pay (£ per month; metric scale) | 4.11 | 4.883 |  |
| *N* = 63. |

**Table 10: Normative and price transparency appeals**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.67 | 0.476 | 66.7 |
| Age (years; metric scale) | 36.29 | 11.777 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.43 | 1.136 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.29 | 1.814 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 3.10 | 1.676 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 4.41 | 0.898 |  |
| Willingness to pay (£ per month; metric scale) | 3.10 | 2.886 |  |
| *N* = 51. |

**Table 11: Digital, social and normative appeals**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.69 | 0.468 | 68.9 |
| Age (years; metric scale) | 36.11 | 13.205 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.40 | 1.214 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.09 | 1.690 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 2.96 | 1.651 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 3.82 | 1.353 |  |
| Willingness to pay (£ per month; metric scale) | 3.91 | 4.670 |  |
| *N* = 45. |

**Table 12: Digital, social and price transparency appeals**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.64 | 0.483 | 64.3 |
| Age (years; metric scale) | 36.80 | 11.691 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.64 | 1.167 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.45 | 1.400 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 3.09 | 1.552 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 4.00 | 1.307 |  |
| Willingness to pay (£ per month; metric scale) | 3.48 | 3.995 |  |
| *N* = 56. |

**Table 13: Digital, normative and price transparency appeals**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.73 | 0.448 | 72.9 |
| Age (years; metric scale) | 37.31 | 12.656 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.47 | 1.305 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.27 | 1.837 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 2.90 | 1.550 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 3.81 | 1.293 |  |
| Willingness to pay (£ per month; metric scale) | 3.34 | 3.060 |  |
| *N* = 59. |

**Table 14: Social, normative and price transparency appeals**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.76 | 0.429 | 76.3 |
| Age (years; metric scale) | 35.08 | 11.920 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.47 | 1.104 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.44 | 1.932 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 2.54 | 1.501 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 3.92 | 1.343 |  |
| Willingness to pay (£ per month; metric scale) | 3.25 | 3.670 |  |
| *N* = 59. |

**Table 15: Digital, social, normative and price transparency appeals**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *M* | *SD* | *%* |
| Gender (1 = female, 0 = male) | 0.61 | 0.493 | 60.9 |
| Age (years; metric scale) | 36.02 | 13.688 |  |
| Education (1 = not completed secondary school, 6 = doctorate) | 3.28 | 1.259 |  |
| Income (1 = no personal income, 9 = £7,000 or more) | 3.48 | 2.008 |  |
| Frequency of news use: online (desktop) (1 = never/rarely, 5 = several times a day) | 3.15 | 1.563 |  |
| Frequency of news use: online (mobile) (1 = never/rarely, 5 = several times a day) | 3.67 | 1.564 |  |
| Willingness to pay (£ per month; metric scale) | 2.98 | 2.925 |  |
| *N* = 46. |