

# Ad Impact

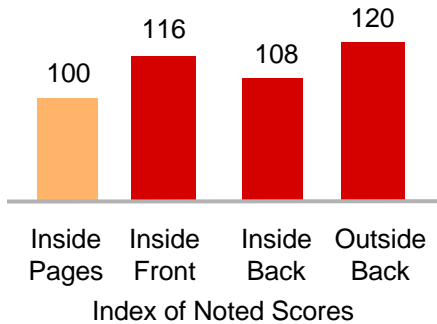
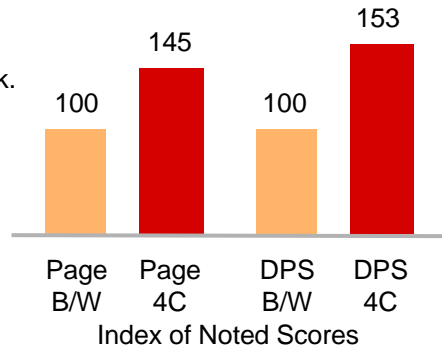
## Colour and Size Does Matter

Looking to make an impact? Magazines are well equipped to help you ratchet up your visibility. Use colour, size and special positions to get the most out of your ad investment.

### Be Colourful

Grabbing impact may be easier than you might think. Think colour. Research tells us that 4-colour (4C) ads generate substantially more noting than black and white (B/W) ads. The small premium that most publishers charge for a colour page is more than compensated by 45% more readers remembering your ad. Colour is a wise investment in making the most of your ad.

Source: Starch Tested Copy, Vol. 1, No. 1



### Cover Positions Get You Noticed

Want to make a statement to your customers and your competitors? Consider cover positions. Ads on covers are hard to ignore. They demand the attention of the reader, by the sheer power of the position in the magazine. If you are launching a brand, want to kick-start a seasonal product or ensure your ad stays front-of-mind, cover positions get noticed.

Source: Starch Research, 2006

### Size Does Matter

Make sure you choose an ad size that fits your budget as well as your awareness objectives. The larger the ad, the greater the opportunity for your customers to see it and remember it.

Consider comparing the cost of trading up from a 1/3 page or a 1/2 page format versus the extra bang for the buck you will get in generating recall of your ad. And for extra impact, perhaps a double page spread will better meet your needs, creating big-time stopping power.

Source: Starch Research, 2006

