

# Ad Positioning

## Get the Most Out of Your Ad Page

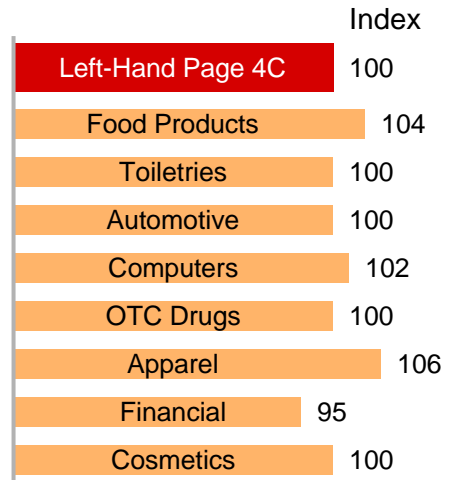
It's not uncommon for insertion orders to request ad positioning that is "well forward, right hand page". But is this accepted wisdom really the best for your brand? Ad positioning research can help advertisers get the most out of their advertising dollars. Read on.

### Right-hand or Left-hand Ad Positioning?

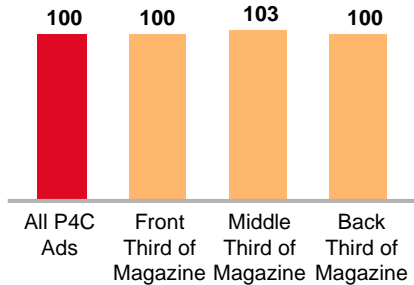
Does it really make a difference? Roper Starch data shows that left versus right positioning doesn't impact noted scores in any significant way. Across a wide variety of measured categories, from auto to apparel or food to financial, positioning isn't a factor in generating reader impact. The chart at right compares representative samples of left-hand ad pages with category specific right-hand pages.

Source: Roper Starch Worldwide Inc.

Right-Hand  
Page 4C



### Ad Positioning In Magazine



### Well Forward or Editorial Adjacency?

Ad impact scores from various sections of a magazine (excluding covers), show there is no difference if the ad is positioned in the front, middle or back. Many suggest that positioning ads near relevant editorial sections may offer a more strategic environment.

Source: Starch Research

### Readers Read Cover to Cover

Magazine Editors are adept at drawing readers through the book, from the front to the very back page. Research proves it. A reader study indicates that respondents, having been shown copies of magazines they had recently read, remembered seeing or reading over 90% of editorial and ad pages.

Source: Reader Categorization Study, National Readership Survey

Format	Weeklies	Monthlies
Spreads	93%	92%
Single Pages	91%	90%