

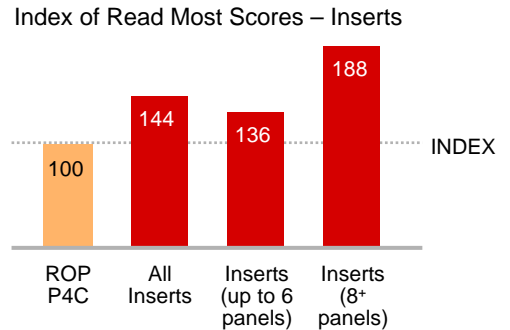
Creative Use of the Medium

High Impact Executions #1

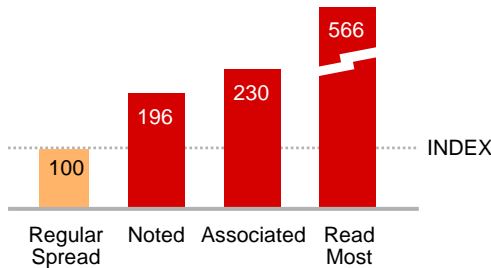
Need to make a splash? Perhaps a new brand launch, a relaunch or an impactful way to kick off a new campaign? Consider an insert, pop-up, gatefold or a glue-in booklet to grab high impact and tell the brand story.

Inserts

Inserts deliver high impact, allowing for special creative treatments, including interactive executions, which generate high reader interest and participation. Plus the use of a heavier paper stock will result in the magazine falling open to your ad.



Index – Pop-up Ads



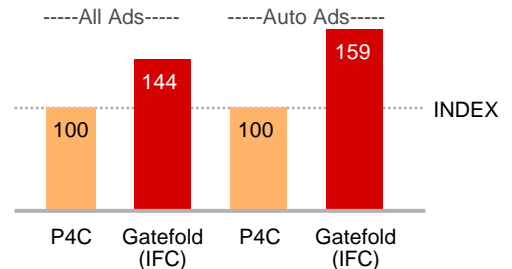
Pop-up Advertisements

When you open the page, good things happen. The reader experiences the unexpected, with creative elements rising or expanding from the page. Pop-ups are also great at increasing positive attitudes towards the brand (117 index vs. a regular DPS). Consider pop-ups, the 60-second ads of magazines.

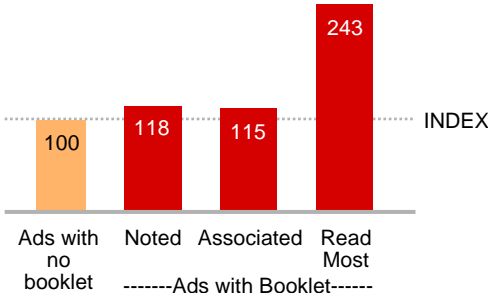
Gatefolds Unfolded

A two, three or four page fold-out generates lots of curiosity (who can resist opening up the ad to read what's there) plus it provides tremendous creative flexibility to tell your story in a greatly expanded format.

Index of Noted Scores – Gatefolds



Index – Glued-n Booklets



Glued-n (Tipped-on) Booklets

Do you have a long or complicated message to communicate? Or perhaps a family of brands that can benefit from a single communication piece? Consider a multiple-page, glued-on booklet to grab reader attention. It has stopping power plus it can be removed and saved for reference, time and time again.

Source: Starch Research

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When looking for high impact ways to make a splash, contact Magazines Canada or visit www.magazinescanada.ca for examples of how magazines may be put to work for you.

Inserts



Pop-up Ads



Gatefolds



Tipped-on Booklets

