

Advertising Involvement

Why Magazines Invite Attention and Involvement

Advertising impact is more than just eyeballs, it's about involvement with the consumer.

■ **Magazines feed readers' passions**

Every magazine uniquely connects the advertiser with a consumer audience. There is a magazine for every passion, and a passion for every magazine.



■ **Editorial environments create reader receptivity**

The most important environment of all is what's going on in the consumer's head while reading. Editorial connects in compelling ways, opening minds to advertiser messages.

■ **Reading ensures undivided reader attention**

Reading requires total concentration, leading to better recall of ad messages. When you read it, you get it!



■ **Readers develop a personal relationship with each magazine**

The advertiser inherits a more involved and trusting consumer.

■ **Magazines tell the whole brand story**

Brand benefits are spelled out in greater detail, creating more ways to connect with your target.



■ **73% of readers regularly or sometimes save magazine ads**

The simple act of saving an ad is proof positive of the reader's intense involvement with magazine advertising.

■ **Advertisers understand the power of magazines to drive sales**

Magazines motivate readers. Sales results prove it. Let us show you.