

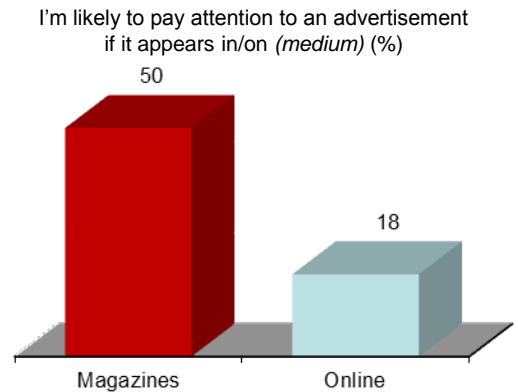
Magazines and Online

Magazines Ads are Noted & Seen as a Service & Source of Ideas

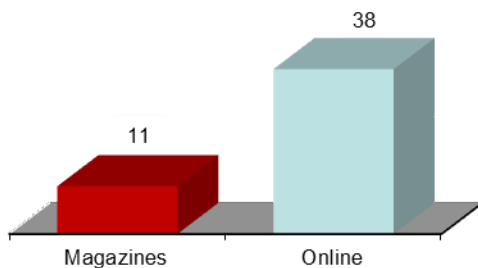
Consumers Pay Nearly Three Times the Attention to Magazine Ads

Brands that advertise in magazines benefit from the inherent strengths of the medium. Magazine ads demand attention in a big way as readers value advertising as an integral and informative part of the editorial mix.

Source: Starch Research



I find advertising in/on (medium) most annoying(%)



Magazine Ads are a Service

Magazine ads are seen as a reader service, not an annoyance or an interruption. Magazine ads are viewed by readers as enjoyable, relevant to their needs and containing useful details about products and services of interest to them.

Source: Starch Research

Magazine Ads are a Great Source of Ideas

Magazine advertising helps to focus readers on what brand, product or service to buy. Magazine readers use magazines and their advertising as a source of inspiration, even as a buying guide. In fact, 73% of readers save ad pages for future reference. The simple act of tearing an ad page out of a magazine strongly suggest that there is intent to purchase, or at least to find out more info. The bottom line is that magazines are noticed, inspirational, enjoyed and acted upon.

Source: Starch Research

Ads in/on (medium) provide ideas (%)

