

# Ad Effectiveness

## The Magazine Page Keeps Working

When you advertise in magazines, you get a whole lot more “bang for your buck” than the numbers might suggest. Tap into the secret life of magazines and let them build your brand equity and your business success.

### The Page Keeps Working...

Did you know that when you buy a magazine page, you get a whole lot more than one opportunity for it to be seen? Consider this. The average magazine issue is read over several reading occasions: 3.2 reading occasions per reader. The result is that your ad has the potential to be noticed, read and remembered, time and time again.

Source: Magazine Page Exposure, Audits & Surveys

Average Number of  
Magazine  
Reading Occasions  
Per Issue

**3.2 per Reader**

### And Working...

The story doesn't end there. Unlike most other media, magazine ad pages are frequently clipped and saved for future reference: **73% claim to save magazine ads regularly or sometimes.** This simple act is tangible proof that magazine ads are both read and acted upon.

Frequency	% Agree		
	Newspapers (Index)	Magazines (Index)	TV/Radio (Index)
Regularly	100	336	Not Applicable
Sometimes	100	93	Not Applicable
Top 2 Box	100	174	Not Applicable

Source: Media Effectiveness Study, Thompson Lightstone

### And Working!

When consumers were asked to name the last brand they had seen or heard advertised, it was magazines that came out on top, by a substantial margin. Certainly, the active process of reading plays a big role in this result: *when you read it, you get it.*

The fact is, there can be no doubt that magazine ad pages not only get noticed but remembered.

Put magazines to work for you.

