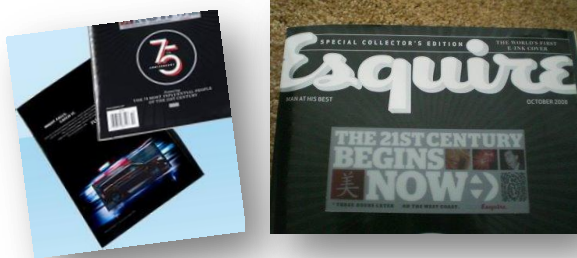


Creative Use of the Medium

High Impact Executions #3

When looking for ways to make your ads irresistible, contact Magazines Canada or visit www.magazinescanada.ca for examples of how magazines may be put to work for you.

eInk



*eInk messages
flash and scroll*

Video Player



*Small, paper-thin, video
screen capable of playing
a short video*

v3-D



*The image appears 3-D
when you look at the page
from different angles*

Augmented Reality



*Hold a special scan code
(QR Code) in front of a
webcam to trigger specific
actions, e.g. play a video;
and much more (click on
image to the left to learn
more)*