

# the good life

## Why magazines are tough to put down.

Magazine advertising makes the longest lasting, most favorable impression in the media field. It's a vital part of any marketing mix. Here's why magazine advertising gets results:

**Tangibility:** Magazines don't disappear before your eyes. A magazine ad can put a message right in a prospect's hands to be read, reread, saved and acted on.

**Compatibility:** Magazines don't have to fight for attention in a constantly changing environment. They create environments of their own. As a result, the advertiser purchases a frame of mind as well as a frame of reference for ads.

**Response:** Magazines aren't passive. Opinion Research Corporation finds that the prime prospects for most products are more likely to respond to a magazine ad than to a television or radio commercial.

**Selectivity:** Magazines don't reach for the world. And when it comes to zeroing in on prime prospects who are in the market for specific products, magazines are the number-one medium.

**Depth:** Magazines aren't limited by a stopwatch. A magazine ad can deliver its selling points, in depth, in as many words as it takes.

**Usefulness:** Magazines aren't trivial. They satisfy the need to know—in depth. And they cater to special personal interests like no other medium.

**Relevance:** Magazines aren't passing whims. They're active choices. And the relevance of every issue must pass the supreme test: repeat readers.

Source: Magazine Publishers Association, Inc.



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