

8 Advantages of Print Advertising

Magazine ads drive website visits and internet searches more than any other form of media.*



Drives Web Traffic

Advertisements in our magazines reach our loyal readership of qualified readers.



Targeted Audience

Magazines provide the lowest cost per contact when compared to other advertising.*



Lowest Cost Per Contact

Magazine ads increases brand awareness with key decision makers and is an effective way to top your competition.*



Better Branding

Studies show that allocating more marketing dollars to magazines improves overall ROI across a broad range of product categories.*



Improved ROI

Audiences are likely to find magazine advertising more acceptable and less interruptive than other media.*



More Engaging

Readers tell us they sometimes tear pages out of the magazine to save for buying trips or for purchasing at shows.



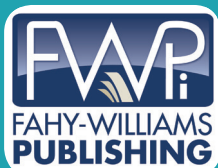
Tangible

Consumers trust magazine advertising more than ads in other media, and turn to magazines as a source of information on products and services.*



Credibility

Source: Magazine Media Factbook 2015; MPA, The Association of Magazine Media



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