

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 increase brand awareness with key decision makers and is an effective way to top your competition



Brand Awareness

Studies show that allocating more marketing dollars to magazines improves overall ROI across a broad range of product and service 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 upcoming trade shows or times of purchase



Tangible

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



Credibility