

Magazine

Positioning

- High production quality
- Focused editorial environment
- Regional editions offer localized targeting capabilities
- High degree of selective targeting based on demographics, product affinity, or lifestyle

Disadvantages

- Decreasing market penetration and readership with many newspapers reaching less than 50% penetration
- Low younger audience (18-24) readership
- A costly frequency medium
- Some ad recall studies show less than 50% of newspaper readers recall noting ads
- Ad clutter

Magazine and Outdoor

Outdoor strengthens an overall magazine ad campaign by providing a constant presence in the marketplace.