

Print magazine advertising works

regardless of
ad size or
placement

Impact of print magazine advertising

	noted	action taken
all ads	52%	61%
AD SIZE		
multiple pages (excluding spreads)	68	61
gatefold ads	63	60
spread	54	60
full page	51	61
half page	44	65
third page	43	65
less than half page	43	65
COLOR		
four color	52	61
black and white	39	59
PREMIUM POSITION		
inside front cover	75	60
inside back cover	60	61
back cover	63	61
adjacent to table of contents	58	60

Source: GfK MRI Starch Advertising Research, July 2013–June 2014.