

Print magazine advertising inspires action

Advertising effectiveness by position

	noted	action taken
first quarter of book	55%	61%
second quarter of book	50	61
third quarter of book	49	62
fourth quarter of book	50	62

Note: Includes all ads, size/color and cover positions.
Source: GfK MRI Starch, July 2013–June 2014.

Action taken includes:

- **have a more favorable opinion** about the advertiser
- **consider purchasing** the advertised product or service
- **gather more information** about the advertised product or service
- **recommend the product** or service
- **visit the advertiser's website**
- **purchase the product** or service
- **clip or save the ad**
- **visit or plan to visit a dealership**

Source: GfK MRI Starch.