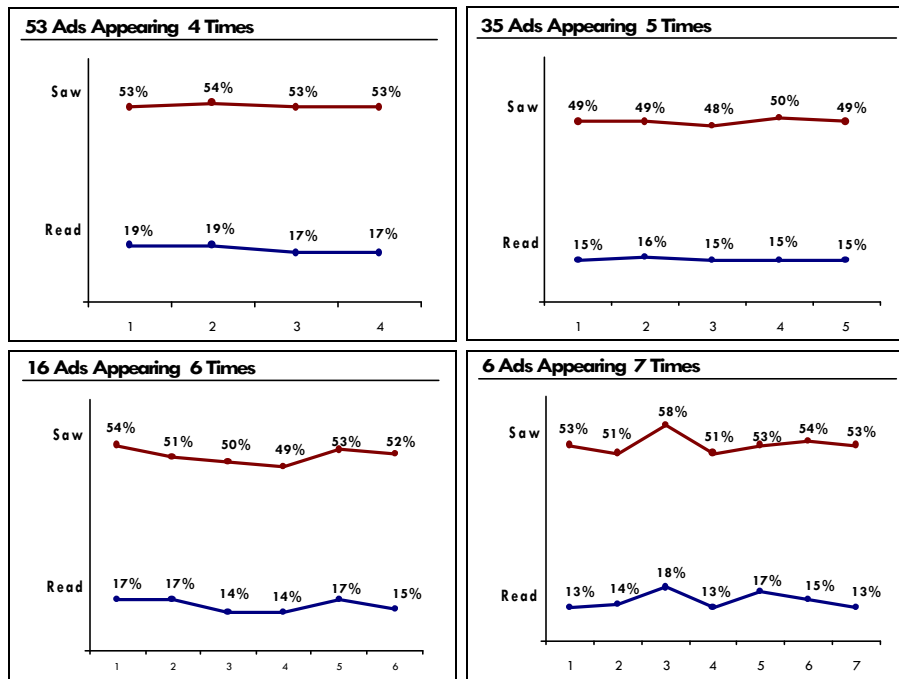


Ad Effectiveness

Stick with Successful Ads and They'll Continue to be Seen and Read



Data taken from Readex Ad Readership Studies. Percentages based on those indicating having seen or read any of the ad.

Readers don't stop seeing or reading an ad simply because it has been repeated. As the scores of 110 ads appearing between 4 and 7 times show, readers will continue to see and read an ad consistently when it is repeated.

This is wonderful news for advertisers that think readers tire of their advertisements after the first placement. These advertisers can save production money by repeating their ads. The saved money can be used to increase their ad frequency in your publication. In addition to sustained scores, further benefits may resonate since one of the keys to any market communication is repetition, repetition, repetition.

Although the reader may not tire of the message, and the ad may not lose its effectiveness, it's the advertiser that often tires of the creative. During design, an advertiser becomes very involved with the ad, reading and critiquing it dozens of times. By the time the ad makes its debut, the advertiser may

be bored with it. Remember, readers aren't exposed to the ad until it makes its first appearance, and even then reader exposure is much less intense than that of the advertiser.

The data above was collected using all size/color combinations of ads, and reinforces that effective advertising does not need to be redesigned often. On the other hand, the results suggest that an ineffective ad will continue to be ineffective if repeated.

Sharing this data with your advertisers will show them that they can cut their production budget by repeating ads without sacrificing effectiveness. By using that money to increase the number of ad exposures in your publication, their sales message will be seen and read by additional readers.

Please contact us with any questions you may have regarding the use of readership data.