

FACTS & FIGURES ABOUT MAGAZINE AD READERSHIP

Here are some interesting results of a study conducted on readerships of magazine ads. Most of the stats are from Starch INRA Hopper, Inc and other studies.

A two-page spread attracts about 25% more readership than a one-page ad. A half-page ad is about 2/3 as effective as a full page. A 2-page centerspread is more effective than a floating 2-page spread.

Readership interest does not drop off when an ad is rerun several times in the same magazine.

A full-page full-color ad attracts about 40% more readers than a black & white full page advertisement.

Black & white ads are 20% more effective than ads printed with black and one other color. For example an ad with black and red ink will generate 20% less readership attention compared to a basic black & white ad.

Photographs are more effective than drawings. Photographs and illustrations of product in use are more effective than a still or static photo or illustration of the product.