

Advertise with us

No medium gets closer to your ideal customer than a magazine.

Readers love and trust magazines. They connect to magazines. They commit to magazines. They embrace magazines. If you want to build an intimate relationship with your perfect customer, use magazines.

10 Reasons To Advertise In Magazines

1. Magazines and magazine ads capture focused attention: The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
2. Magazine advertising is targeted: Magazines engage readers in very personal ways. Plus magazines are popular!
3. Magazine advertising is relevant and welcomed: Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
4. Magazines are credible: Consumers trust magazines so much that they are a leading source of information that readers recommend by word-of-mouth to others.
5. Magazines offer a lasting message: Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits. Consumers clip and save magazine ads for future reference.
6. Magazines deliver brand relevant imagery: Magazine editorial compliments ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
7. Magazine advertising drives web searches and visits: Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and

to start a web search.

8. Magazines drive the buyer journey: Magazines are effective across all stages of the buyers journey, especially brand favourability and purchase consideration, the most sought after metrics that are hardest to sway.
9. Magazine advertising enhances ROI: Allocating more ad dollars to magazines in the media mix improves marketing and advertising ROI.
10. Magazines make cash registers ring: Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others.

We'll happily provide you with all the prices, sizes and digital information you will need to know before advertising with us.

Got questions?

advertise@mumsru.club