# Intro to Advertising

## October 29, 2012

* **Magazines**
  + **Pros:**
    - Color
    - Flexible design options
    - Long shelf life
    - Believability
    - Prestige
    - Pass-along readership
    - Focus on target audience
  + **Cons:**
    - Expensive (Color ads)
    - Published monthly or weekly
      * Hampers immediacy, reach, and frequency
    - Long lead time
      * Ad insertion takes 2-3 months
    - Heavy competition
    - Declining sales
  + **Classifications**
    - Content
      * Consumer Magazines (E.g. Time, Maxim)
      * Farm Publications (E.g. Farm Journal)
      * Business Magazines (E.g. American Banker)
    - Geography
      * Local (E.g. San Diego Magazine)
      * Regional (E.g. Sunset)
      * National (E.g. TV Guide)
    - Size
      * Large, flat, standard, and small or pocket
    - General-Interest
      * Covered a wide-range of topics for a broad audience (E.g. Time, Life, and Reader’s Digest)
    - Special-Interest
      * Specific topics for a narrow audience (E.g. Men’s Health, People, Good Housekeeping, and National Geographic)
* **Creative Possibilities**
  + **How big**
    - Bleed – All the way to the edges, used for more dramatic effect,
    - Non-bleed – Has a white border around the ad
  + **Cover Position**
    - First, second, third, and fourth
  + **Junior Page**
    - Covers 60% of the page
    - Island Halves: Similar but surrounded with more content
  + **Insert**
    - Ad on a high quality paper to add weight and drama
  + **Gatefold**
    - Extreme left and right sides are folded into the center to match the size of the other pages