

Location, Location, Location: Does It Matter with Print Ads?

Are ads that run in the front of a magazine read more than ads run in the back? How about left vs. right? Should advertisers demand that their ads be placed next to editorial so they have less competition for readers' attention in the spread? Results from Readex Red Sticker Studies indicate that location doesn't make a significant difference in the percentage of readers that indicated that they saw and read an ad.

Focusing on location as a main contributor to an ad's success neglects the importance of the ad's creative. The right mix of copy and illustration will grab the readers' eyes and pull them into the sales story. A compelling sales story will keep them riveted and contributes to the ad's effectiveness. By abandoning the location myths and focusing on content, your advertisers will increase their chances of success.

Surrounded by Editorial vs. Other Content

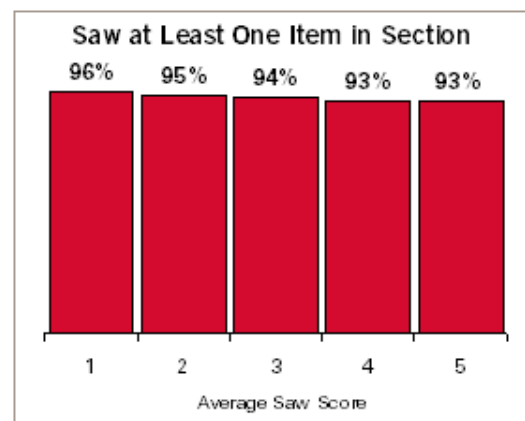
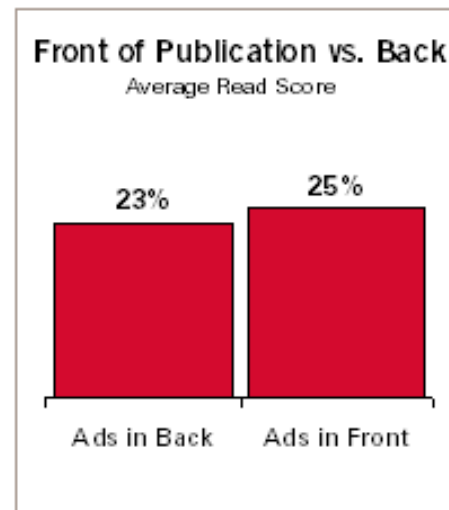
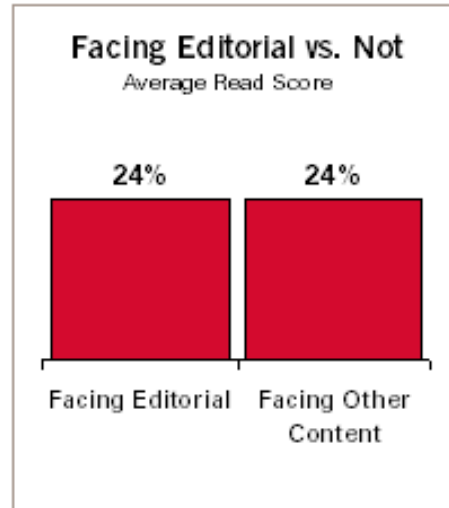
The top graph illustrates that, on average, every ad has the same chance of being read despite the type of content surrounding it.

Front vs. Back Placement

In addition, while 23% of readers indicated they read ads in the back of the publication, 25% reported reading front ads (middle graph). This 2 percentage point difference does not indicate that front vs. back placement has an impact on whether an ad will be read.

The impact of front versus back placement is further diminished by the reader traffic chart on the lower right that shows the percentage of readers that reported seeing a measured item in each section of a publication. No significant drop-off exists, suggesting that readers don't just stop flipping through a publication when they reach the middle of it.

What about the impact of left versus right? Read on...



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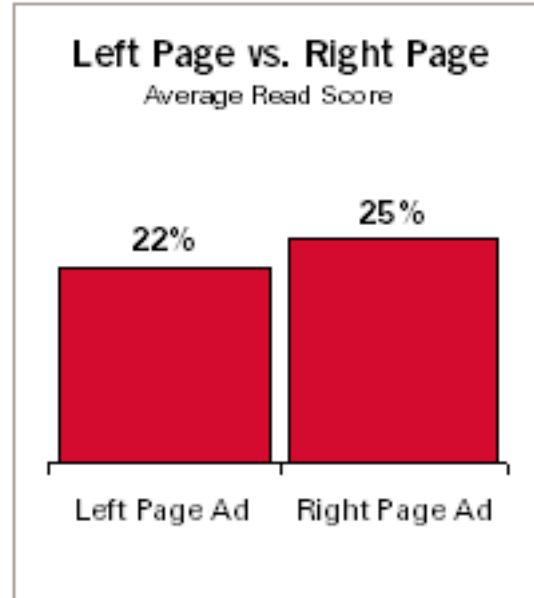
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Location, Location, Location: Does It Matter with Print Ads? (Continued)

Left vs. Right Page Ads

Again, the small difference in the percentage of readers reporting they read ads on the right over ads on the left does not indicate that the location makes a significant impact on whether an ad will be read.

The averages referenced in this document were based on the scores of ads measured in 1999-2009 Red Sticker Studies. Respondents were asked "When you first looked through this issue, did you...see this article or advertisement but not read any of it? ...see and read any of this article or advertisement?"



Here's an Ad that Dispels the Left vs. Right Page Myth



This ad from Allianz was measured in two Red Sticker Studies. In March 2009 it ran on a left page and in August 2009 it ran on a right page.

The Saw score was slightly higher when it ran on a left page than on a right page (62% vs. 60%). The Read score was 10% for both placements. These scores support the idea that readers will see and read an ad whether it is placed on a left or right page, and that location does not have a significant impact on whether an ad will be effective.

Our thanks to *Business Insurance* and Allianz for their permission to feature this ad.

