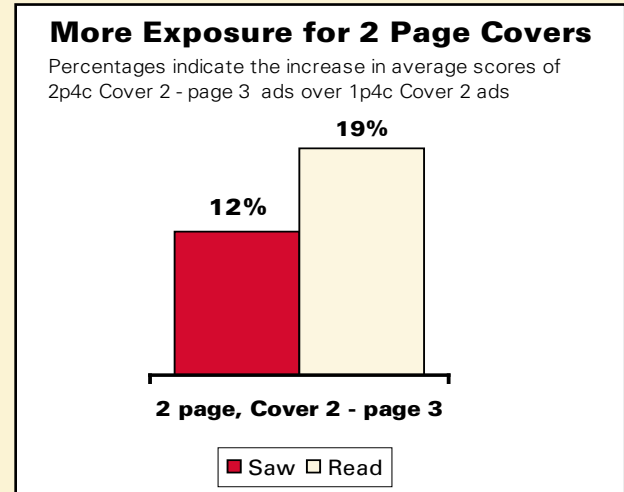
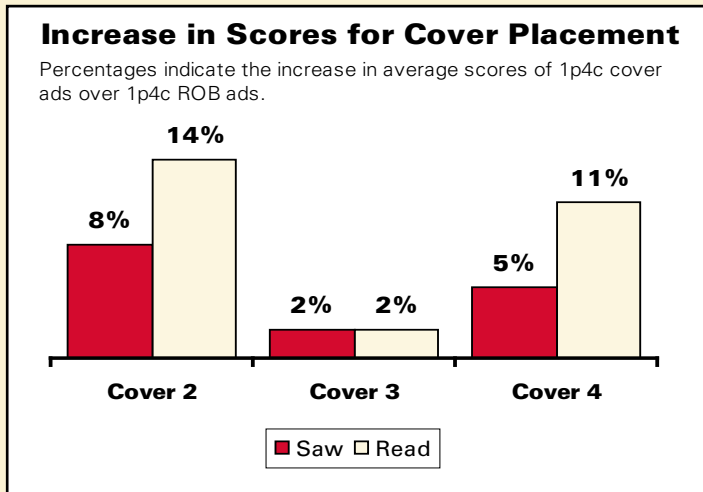


## Looking for More Exposure? Got It Covered with Covers



Averages taken from 1999 - 2008 Readex Research Red Sticker Study Results.

With companies striving to spend their dwindling budgets in the most effective way, one area they may carefully scrutinize is the additional expense of running cover ads.

According to an analysis of 725 cover ads vs. 5,123 ads not run on a cover, on average, more readers saw and read the cover ads.

### Viewership & Readership Gains

While all covers achieved higher Saw and Read scores, for the most part, readership experienced a bigger boost than viewership.

Ads on the second or fourth cover yielded Read scores over 10% higher than regularly placed ads. Third cover ads also received higher scores, yet the difference wasn't as significant.

### An Even Bigger Boost

Advertisers looking for even greater gains could consider running a two-page ad across Cover two and page three. These ads netted 12% more viewers and 19% more readers than the average 1-page Cover two ad.

### What about Content?

Covers offer a premium location, but advertisers still must create ads that attract readers that remember seeing and reading them.

One may argue that companies with the budget to pay for premium locations will also have the budget to pay an agency to design an outstanding ad. Are these results falsely attributed to location when design could be responsible?

The box below shows the scores from an ad that was measured once on Cover two and once when it was not a cover ad. More respondents saw the ad when it was on the cover.

	Saw	Read
Cover two	68%	23%
Regular Placement	60%	17%

This example illustrates how location can impact scores, since the exact creative (whether outstanding or not) achieved better results as a cover ad.

The comparison indicates that a cover location, when coupled with compelling creative, can give advertisers a prime opportunity for additional exposure.

