

WHY ADVERTISE WITH THE EDGE?

Because no other media tells your story like a magazine. Magazines give you the space to develop your story in an engaging way through words and pictures.

Magazines are the most trusted media source, with a high perceived value. The right magazine message is welcome. It cuts through the clutter and reaches people at a time and place when they are receptive. The message is not viewed as an intrusion.

Magazines engage. Readers experience magazines in meaningful ways. Magazine ads make consumers laugh, cry, think, desire, ponder and smile and are often seen as part of the medium's content.

Magazines are compelling. 90% of magazine readers pay full and complete attention when reading magazines. Magazine readers demonstrate the lowest level of multi-tasking compared to other media.

Magazines sell. Studies show that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

Magazines generate results. Magazine advertising spurs readers' actions—from changing their opinions to making actual purchases.

Magazines target efficiently. With a range of article titles that appeal to specific demographics, lifestyles and interests, advertisers can hone in on the targets that fit their needs.

Magazines supply credibility. Consumers trust and believe magazine advertising more than advertising in other media.

Magazines influence Influentials. Magazines are the medium “Influential Americans”—those one in ten consumers who control the levers of change—turn to for making purchase decisions and recommendations.

Magazines endure. Because of their physical makeup, magazines are not quickly discarded. Consumers often refer back to them multiple times—giving advertisers the opportunity for added exposures thus a much greater return on YOUR advertising dollar.