



59% of readers took action or plan to take action as a result of exposure to specific print magazine ads.

actions include:

- have a more favorable opinion about the advertiser
- consider purchasing the advertised product or service
- gather more information about advertised product or service
- recommend the product or service
- visit the advertiser's website
- purchase product or service
- clip or save the ad
- visit or plan to visit dealership

Source: GfK MRI Starch, January-December 2012

Advertising effectiveness by position

	noted	action taken
first quarter of book	55%	58%
second quarter of book	50	58
third quarter of book	49	60
fourth quarter of book	50	59

Note: Includes all ads, size/color and cover positions
Source: GfK MRI Starch, January-December 2012

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2013/2014 MPA Magazine Media Factbook, available at:
<http://www.magazine.org/node/26924>.

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