

# Magazine Advertising Recall and Action-Taking Vary by Ad Size, Color and Position

Two separate sources show that more than 50% of readers recall magazine ads and nearly 60% of those consumers act on the ads.

**Larger unit sizes, color and premium position increase ad response.**

## Impact of Magazine Advertising (by percent)

type/size of magazine ads	VISTA		STARCH	
	total recall	action taken	noted	action taken
<b>ALL ADS</b>	<b>59%</b>	<b>56%</b>	<b>53%</b>	<b>59%</b>
<b>AD SIZE</b>				
multiple pages (excluding spreads)	64	59	56	59
gatefold ads	69	58	66	60
spread	63	57	58	57
full page	59	56	53	58
half page spread	55	60	49	57
half page	49	55	45	61
third page	48	54	43	62
less than full page	48	53	45	62
<b>COLOR</b>				
four color	59	56	52	59
black and white	56	51	44	57
<b>PREMIUM POSITION</b>				
inside front cover	63	56	74	58
inside back cover	60	54	61	59
back cover	66	52	64	59
opposite table of contents	62	56	n/a	n/a

**Sources:** VISTA Norms – January 2009 – December 2009. Starch Adnorms December 2009 – March 2010