

ATLANTIC BUSINESS

Atlantic Canada's Leading Business Magazine

Subject chosen for "The Great Ad Experiment"

(April, 2010, St. John's, NL) In Atlantic Business Magazine's January issue, we announced that we were embarking on a bold experiment. According to documented industry research, magazine readers are reportedly more receptive to advertising than any other audience. Now, after years of preaching about magazines' ability to drive consumer behavior, we're taking our argument to the next level: we're going to prove the effectiveness of powerful print ads.

To build our case, we've invited all of our regular advertisers to tell us why magazine advertising works for them. The advertiser who supplies the most compelling response will win the dedicated attention of some of the region's top creative minds. Six Atlantic Canadian advertising agencies will each prepare their version of an award-winning campaign for our test subject, with the client and public voting for the best campaign. The campaign with the highest number of votes will appear – free - in three issues of Atlantic Business Magazine.

How will we measure ROI? That really depends on what the campaign is designed to accomplish. Is it meant to drive website traffic? Change a certain behavior? Increase customer inquiries? Sell a product or service? Each of these goals is measurable, which is what we'll be monitoring – and reporting to readers – throughout the campaign.

The six agencies participating in the campaign are: Colour NL; Extreme Group; Impact Communications; Spark Marketing; Spectacle Communications Group; and, The Idea Factory.

About Atlantic Business Magazine

Founded in 1989, Atlantic Business Magazine is an independently owned, bi-monthly glossy publication that covers all areas of business within the four Atlantic provinces. As the region's highest circulation business magazine, we publish a minimum of 37,000 copies per issue.

For more information:

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