

# WE HAVE A WINNER!!

## WINNING ENTRY

It's Sunday morning, skies are gray, there's a cold breeze in the air. I made a fresh cup of coffee, grabbed my magazine and am snuggled on my big comfy couch. How relaxing! As I flip through the pages, I'm in a different state of mind; totally engrossed in the pages before me...

Busy day at the office; phones are ringing, emails rushing in like a raging river, "Can I talk to you for a minute?" Ok, I need a break. Grab my magazine and go hide.

Advertising can take on many forms; talking at you in one form or another. Magazine advertising is more laid back. You pick the time and place that is best for you and your magazine is there. As you travel through the pages, your mind is taken on a journey. And in between, you get to stop and think... What is this ad about? Oh, I like it! I should tell Joe about it; no, better yet, I'll just show him.

Unlike other mediums, magazines are a form of relaxation. I don't feel like I'm working when I am reading a magazine, no matter what the title is. What better way to speak to my audience than when I have their undivided attention. They can study the benefits of my product or service at their own leisure. Now my job is to catch the reader's eye – intriguing graphic, one key message, plenty of white space and something that will make them remember me – something that will trigger an emotion or pull at their heart strings. They are reading the magazine because they choose to. They are reading my ad because they want to.

### Magazine advertising works for me. Why? It's simple...

- I can relay my message to a specific demographic.
- My ad is sitting at a doctor's office, in a hotel lobby, in a lunch room at school, in the office break room, etc... My ad will reach not just the person who purchased the magazine but multiple people. I can reach a wide audience.
- I can showcase my products and services in an influential way. The use of full-color and high quality imagery in a magazine gives my product a more polished look and feel, giving my company more credibility in the eye of the consumer.
- I can reach the same targeted audience frequently to instill my message in their minds. And by doing so, I will decrease the cost of each ad.
- People don't discard magazines like they would a newspaper. My ad will be around for a long period of time.
- Even though magazine advertising might be seen as an expensive medium, I beg to differ. If you divide the cost of the ad by the impact it will have on my target audience, the cost is minimal. Plus there are the added benefits of the wider audience who will borrow the magazine or buy it. If you were wondering, 'should I advertise in a magazine?' Wonder no more. Welcome to the power of print; the power of magazines.

### The Power of... print.

Take it anywhere. Read it anywhere. Hold it in your hands. Pass it on. Refer to a particular article or ad like you would call an old friend. And like an old friend, it will be there when you need it. *That's the power of magazine advertising.* •



## LAWTONS DRUGS

has been chosen as the subject of *Atlantic Business Magazine's* creative ad contest. Their prize, valued at \$165,000, will see six advertising agencies (ColourNL, Extreme Group, Impact Communications, Spark Marketing, Spectacle Communications Group and The Idea Factory) prepare draft advertising campaigns for Lawtons. One of those campaigns will be selected, through the combined votes of Lawtons and the general public, to run in the July, September and November issues of *Atlantic Business Magazine*.

To view the creative magic of artistic minds unleashed, see 'The Great Experiment' on our website ([atlanticbusinessmagazine.com](http://atlanticbusinessmagazine.com)). While there, don't forget to vote for your favorite campaign.