

Advertising Impact
Study Issue
July 2023

Reserve your
advertising space
today for this
special issue.

AD CLOSE: May 22, 2023

For space reservations,
please contact:

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Free Advertising Impact Study

JULY ISSUE ADVERTISERS

Get feedback on “What is” and
“What is not” working with your ads.

Understanding what your clients and prospects think about your company’s advertising is priceless.

LAM has partnered with Readex Research to obtain subscriber feedback about your advertising presentation and message.

Advertisers who run a two-page spread, full page, half page or fractional page display advertisement in the July 2023 issue of **LAM** will receive a report that provides an in-depth analysis of what a select group of readers think about your advertising message and its recall effectiveness.

Your Advertising Impact Study Measures:

- Attention-Getting Ability
- Believability
- Information Value
- Actions Generated
- Verbatim Responses on Message & Feelings

Run a display advertisement in the January or July 2023 issue of LAM, as part of a 3X or greater insertion order, to take advantage of this opportunity to connect with your targets

What do I get?

- A full-color report including easy-to-read graphs and charts, illustrating survey results of all participating advertisers. (Verbatim comments are confidential and exclusive to each advertiser).
- An opportunity to get a check of how well your ad’s creative is doing its job of “stopping-eyes-on-the-page.”
- Ad design ideas that are working! High-scoring ads will be illustrated in each report. You’ll be able to see which ads get the most attention, provide information that’s believable and those that offer enough information to pique readers’ interests.