

Media Dynamics, Inc. Proudly Announces A New Special Report

MAXIMIZING THE MAGAZINE MEDIUM'S APPEAL TO ADVERTISERS

Magazines have many attributes that should make them more attractive to advertisers, however, efforts to position this medium more positively relative to television have not been successful. This report identifies some of the problems magazines face in rekindling the interest of advertisers in today's media world, which is dominated by a fixation on electronic modes of communication. A number of critically important recommendations are made regarding magazine sales practices--strategies that, if implemented might set this medium on par with TV, or close to it. This report also includes ways to improve advertisers' perceptions of magazines, particularly regarding advertising effectiveness. If you are interested in the magazine medium and how it can continue to survive and thrive, you will find this report a necessary addition to your library.

Ordering Options & Pricing Information

Maximizing The Magazine Medium's Appeal to Advertisers *is an e-report that will be released in October 2008. Order your copy now for just \$350. Order in conjunction with **Magazine Dimensions 2009** and save 10%--that's \$35 off the list price of the report. Simply call 212-704-0024 for your discount.*

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