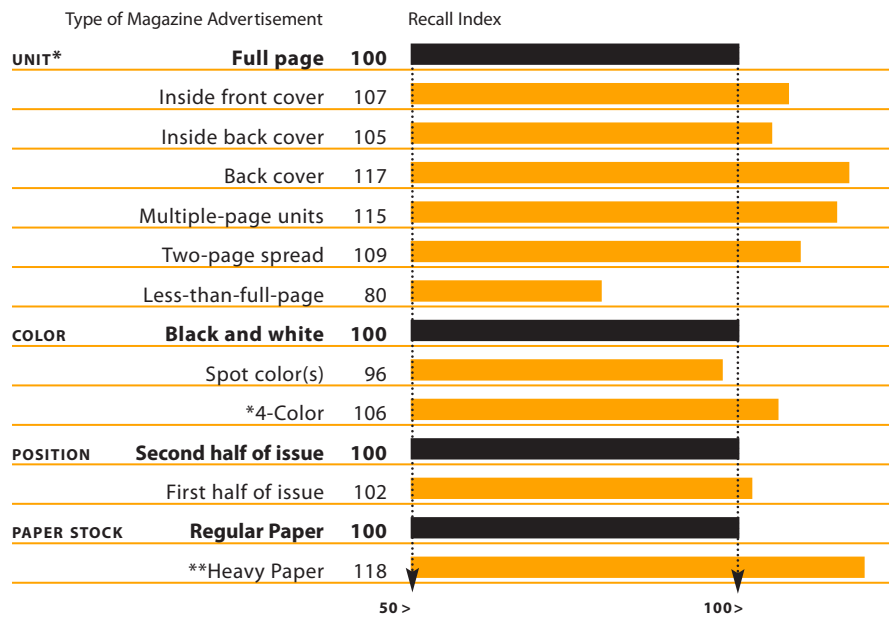


Recall of Magazine Advertising by Type of Unit, Color and Position

Impact of Magazine Ads by Type of Unit, Color Position and Paper Stock



*Four color, (incl. 5th color or metallics) two color and black and white.
 ** "Heavy" defined as any paper weight heavier than run-of-book stock
 Source: Affinity Research VISTA Print Rating Service, 2008

A compilation of studies done by Affinity Research shows that creative execution affects recall, as seen in the data for unit size and paper stock.

Comparable recall rates among readers for ads in both the first half and second half of magazine issues demonstrate that a reader's interest in the magazine is sustained throughout the entire issue.