

# MAGAZINE *advertising* WORKS



**hair raising design**

We are the magazine specialists

For 30 years we've been designing magazines and custom publications that help to separate you from the herd. Publications that emphasize your association's unique brand.

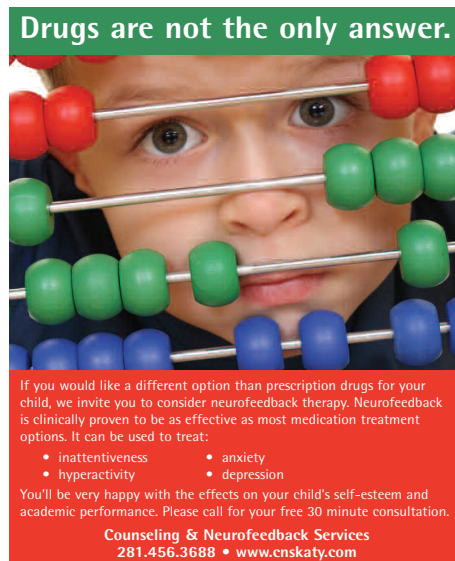
Magazines that work with your budgets and deliver award winning design—consistently.

We allow you to do what you do best—connect and communicate with your audience.

Contact us for a free publication audit and estimate.  
703-278-8130  
www.touch3.com

touchtree  
  
intelligent options, practical solutions

TOUCHTHREE



**Drugs are not the only answer.**

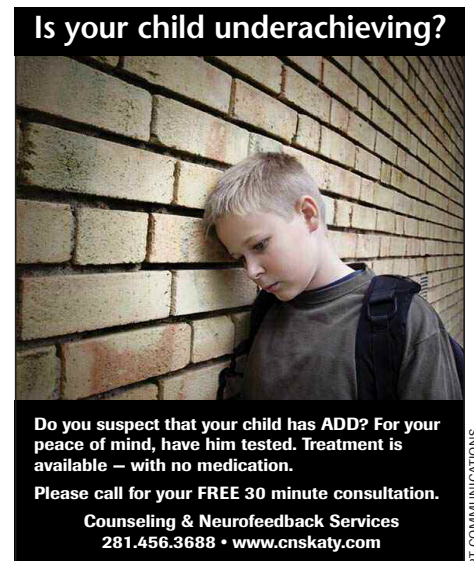
If you would like a different option than prescription drugs for your child, we invite you to consider neurofeedback therapy. Neurofeedback is clinically proven to be as effective as most medication treatment options. It can be used to treat:

- inattentiveness
- anxiety
- hyperactivity
- depression

You'll be very happy with the effects on your child's self-esteem and academic performance. Please call for your free 30 minute consultation.

**Counseling & Neurofeedback Services**  
281.456.3688 • www.cnskaty.com

IN GRAPHIC DETAIL



**Is your child underachieving?**

**Do you suspect that your child has ADD? For your peace of mind, have him tested. Treatment is available — with no medication.**

**Please call for your FREE 30 minute consultation.**

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2T COMMUNICATIONS

- Magazines rank #1 out of 16 media in terms of giving consumers a positive impression of advertising.
- The degree to which readers recall ads in magazines has increased by 6 percent in the last five years.
- The number of readers who took action after viewing a specific ad has increased by 10 percent in the last five years.
- Fifty-six percent of readers took action as a result of viewing a magazine ad.

*\*Sources: Yankelovich; Affinity's VISTA Print Effectiveness Rating Service (2 and 3); VISTA Norms and Starch Adnorms*

**Magazines create relationships, which in turn increase sales. Shouldn't you be part of this equation?**

This ad was created by Johnson Press of America.