

MAGAZINE advertising WORKS

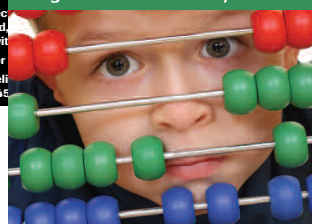
Is your child underachieving?



2T COMMUNICATIONS

Do you suspect peace of mind available – with Please call for Counselor 281.45

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



hair raising design

We are the magazine specialists
For 30 years we've been designing headlines and creating publications that help to separate you from the rest of the advertisers that comprise your association's unique brand.
Magazines that work with you, not against you, and deliver award winning design – consistently.
We will be the design you do best – contact and communicate with your audience.
Contact us for a free publication audit and estimate.
303.279.4130
www.tweeb.com

TOUCH THREE

- 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.