

# Chapter

## Print

We're using print to start our section on writing for each of the major media. In this chapter we cover magazines, newspapers, collateral, and out-of-home. Let's begin with magazines.

### Magazines

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A magazine ad is an ideal palette for applying all the creative strategies and tactics we've discussed in previous chapters. Magazines also present a lot of creative opportunities based on the variety of sizes, shapes, and multiple-page combinations. Finally, a magazine ad is a perfect size and shape for your portfolio—small enough to fit anywhere, large enough for long copy and to make a design statement.

#### Why magazines?

From a creative standpoint, magazines offer many advantages. Specifically:

- **Magazines are selective.** Some magazines are devoted to very narrow interests, such as water gardens or old Porsches. Many general-interest publications print special editions based on region, occupation, or income.
- **In most cases, the printing quality is much better than in any other medium.** Four-color ads really pop. And when you run inserts, the sky's the limit for the number of inks and varnishes.
- **Magazines usually last longer than other media.** Weekly, monthly, and quarterly publications get passed around and reread. Your ads are seen longer and more often by more people.
- **Magazines can add prestige.** Publications such as *Architectural Digest* reach an upscale market. So if you're selling expensive cars, jewelry, or real estate, upscale magazines are the perfect choice.

### Words of Wisdom

*"You can entertain people in print. You can make print emotional. And you can sell your product. Print copy can cover all the small differences that add up to a big reason for buying a specific brand."*<sup>1</sup>

—Hal Riney