

# Riger

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## Ad Frequency Has its Advantages

We all know that people forget most of what they learn in a relatively short period of time. In fact, most television and radio commercials are forgotten quickly after they air. That's why repetition is so important. Research shows that people need to see or hear a message three to five times before they become aware of it. And awareness continues to build with each exposure up to roughly 10 exposures. But, what about newspaper and magazine advertising? Is repetition important here, too? After all, a print ad is tangible. It can be clipped, saved and referred to over again.

Several studies indicate that frequency is important in print advertising, as well. For example, a Laboratory of Advertising Performance study found a 25% increase in readership when a business-to-business trade ad was run in 12 monthly issues versus just six. A Business Week study also found that advertising in twice as many issues increased readership by 25%. And research shows that increased frequency in newspaper advertising dramatically improves ad awareness and effectiveness.

In addition to increasing readership, advertising in multiple issues of a publication captures readers who may have missed or skipped your ad in a previous issue. Studies show that 59% of subscribers of trade magazines will read all four out of the last four issues, 75% will read three out of the last four issues, and 90% will read two out of the last four. Clearly, frequency in advertising is important across the board.

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