



Better Homes and Gardens®  
**WOOD**



**Y O U R # 1 T O O L F O R S U C C E S S**

## **A FOCUS GROUP DEDICATED TO YOUR AD**

How would you like to have 100 *WOOD* subscribers sit down and give you feedback on the attention-getting ability, believability, and information value of your ad? Here's your chance. *WOOD* Magazine sponsors two Message Impact Studies each year through Readex Research at no charge to you.

### **Gather Quantitative & Qualitative Information on Your Ad**

Readers are asked to give quantitative feedback on whether or not your ad is effective in key areas of advertising:

- Attention-Getting Ability – the ad's stopping power
  - Believability – whether your ad is credible
  - Information Value – whether there is "meat on the bones" of your ad
- Readers also provide qualitative feedback by responding with a verbatim comment on what message or feeling they got from your ad.

### **Enhance Your Advertising Investment**

By analyzing readers' reactions to your ad, and comparing your performance with other studied ads, you can discover ways to communicate more effectively with *WOOD* readers, thus enhancing the return on your advertising investment.

### **About Readex Research**

Readex Research is an independent research firm. Since 1947, Readex has conducted thousands of survey research projects for publishers, advertisers, and their agencies.

**Contact your *WOOD* account executive to learn how to qualify for upcoming studies.**

