

## Eleven ways to Design Magazine Advertisements with a better ROI

**Headline:** 5 times more people read the headline than will read body copy. If the reader likes the Headline they will read the rest of the ad. The Headline is what sparks their curiosity. It should be simple and clearly why the product interests the Reader.

**News and headlines:** Readers buy consumer magazines and newspapers to read the articles. If you have real news such as updates to your product or service or recent innovations make sure you put them in the headline.

**How many words in a headline?** Research conducted with cooperation from a large department store found that headlines of ten words or longer sold more products than short headlines. In terms of recall, headlines between eight and ten words work the best. On average, long headlines sell more goods than short ones - headlines like David Ogilvy's "At 60 miles an hour, the loudest noise in this new Rolls-Royce comes from the electric clock." have been remembered for years.

**Talk to Your Prospects:** When a specific group consumes your product; Speak to them in your headline - boaters, Brides, business owners?

**Purchasers Read Long Copy:** Non Buyers quit reading by the 50th word, between 50 and 500 words are where you must sell the product to potential buyers. They will read longer into an advertisement. Get their interest with the headline, Give them a reason to buy in the copy. Make sure the copy sticks so they do not substitute brands when they get to the retail store.

**Before and After Ads:** Before and after ads are above average in grabbing the readers attention. Contrast seems to work well. If then seems to be well understood by the consumer.

**Photographs vs. drawings:** Photographs work better than Art almost all the time. People like to feel things are "real." The photograph should help pull readers in. Plus it must be pertinent to the product you are selling. The photograph must have story appeal.

**Captions:** Twice as many people read the captions under photographs as read the body copies. Never place a photo without a caption. Because Associated Press Style calls for captions under photos people expect it.

**Editorial layout vs. Art Layout** The more an advertisement looks like the editorial in the magazine the higher the readership on most occasions. The art layout is much easier to get by the President of the company you are representing. A good agency will take the time to convince the CEO that he knows much more about their product than the consumer.

**Test and Retest** Readership has been known to increase with repetition. Continually test new ads against the old ones and run the winner.

List your website address. In the online version Put a link to your website such as "[Priva](#)."

### About the Author

Dennis Gartland is the CEO of a [Advertising Agency In Ohio](#) Net Advertising Group can help you increase the response rates on your print advertisements. Learn how to use [Cleveland SEO](#) to further increase your advertising results

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