

# MAGAZINE ADS

## Advantages

1. Longer Life – news papers , weekly , monthly,
2. Better Quality – quality , paper, news , articles
3. Color Printing – colorful illustration , attractive , appealing
4. National Coverage – wide coverage , rural to national- International
5. Selective – particular society , customer group ,

## Limitation

1. Expensive – quality paper & superior technology ,
2. Limited Circulation- TV, Radio, educated persons ,
3. Less Flexibility – last minute changes , advance copy ,
4. Limited Frequency- less readers ,
5. Problem for Latest Products- new product , marketing policy ,