

Pharmaceutical Executive

Message Impact
Study Issue

NOVEMBER 2007

Reserve your advertising space today for this special issue.

For space reservations, please contact:

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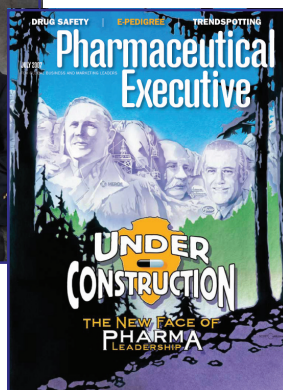
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Free Advertising Impact Study

NOVEMBER ISSUE ADVERTISERS

Get Feedback on “What is” and “What is not” working with Your Ads.

Understanding what your clients and prospects think about your company’s advertising is priceless.

Pharmaceutical Executive has partnered with Readex Research to obtain subscriber feedback about your advertising presentation and message.

Advertisers who run full page, spread or multiple page ad units in the November issue of *Pharmaceutical Executive* will receive a bound report that provides an in-depth analysis of what a select group of readers think about your advertising message and its recall effectiveness.

Ad Readership Results include:

- Message Awareness
- Recall of the Ad
- Message Impact
- Verbatim Assessments of your Ad
- Comparative scoring of your Ad and other Ads featured in that issue.

This valuable research is conducted by one of the industry’s most-trusted providers, Readex Research. Advertisers from Madison Avenue to Main Street make media decisions based on information gathered and reported by Readex. Clients include business and trade publications, medical journals, consumer titles, custom publications, as well as corporate marketers and associations. Readex Research has over 50 years experience in the business.