

# Questions in Need of Answers:

Who is reading your ad? How does it compare with other ads?  
How effective is your ad?

## Ad♦Q Studies by Harvey Research, Inc. Answer These Questions and More!

### What Is Ad♦Q?

Ad♦Q, a division of Harvey Research, Inc., provides a numerical measure of your ad's performance. These studies are performed for the April and October issues of *Best's Review*<sup>®</sup> and give you the answers to:

- How many readers noticed your ad—and how many didn't
- How many readers remember reading your ad—and how many skipped it
- How readers with buying/specifying influence in your product category rate your ad versus your competitors' ads and other ads in the issue
- How multiple insertions of the same ad affect interest and readership
- How page size and color can impact readership

### Readers vs. Buyers: Ad♦Q Makes the Distinction.

Ad♦Q will give you answers from readers who have buying/specifying influence—people who can affect the purchase of your product or service. The data is presented so that you can easily analyze advertising exposure and readership. A series of Ad♦Q Studies will identify trends and provide insight for making critical marketing communications decisions. You'll get clear, straightforward answers, giving you a firm foundation on which to judge the effectiveness of alternative advertising approaches.

Contact our Advertising Sales Team at (908) 439-2200, ext. 5399,  
or e-mail [advertising\\_sales@ambest.com](mailto:advertising_sales@ambest.com) for details.



**BEST'S REVIEW** Is Your Solution to the Advertising Puzzle...  
Ad♦Q Can Help You Put the Pieces Together.