

Below are the classic advantages and disadvantages of advertising in various media. From the chart, you can see how magazine advertising can increase and maintain consumer awareness of your business in the long run.

Medium	Advantage(s)	Disadvantage(s)
Direct Mail	<ul style="list-style-type: none"> ● Personalizes ad message 	<ul style="list-style-type: none"> ● High cost per person
Internet	<ul style="list-style-type: none"> ● Message can be changed and quickly updated ● Message can be interactive 	<ul style="list-style-type: none"> ● Not everyone has access to the Internet ● Readers must view message at a computer, not on a train, in bed, etc.
Newspaper	<ul style="list-style-type: none"> ● Reader can easily go back to your ad ● Messages can be current 	<ul style="list-style-type: none"> ● Short life span ● Poor reproduction
Outdoor Advertising	<ul style="list-style-type: none"> ● Ability to promote company near establishment 	<ul style="list-style-type: none"> ● Brevity of message
Radio	<ul style="list-style-type: none"> ● Can be heard anywhere 	<ul style="list-style-type: none"> ● High cost
Television	<ul style="list-style-type: none"> ● Prestige 	<ul style="list-style-type: none"> ● High cost
Magazine	<ul style="list-style-type: none"> ● Long life ● Free extra services ● Quality reproduction ● Reader can easily go back to your ad 	<ul style="list-style-type: none"> ● Messages must be created well in advance