

**READEX****KPS**Published and Distributed by  
**KANSAS PRESS SERVICE, INC.**  
Affiliate of Kansas Press Association

701 JACKSON STREET

• TOPEKA, KANSAS

# READER INTEREST REPORT

To help editors and advertisers improve articles and advertisements, a representative group of readers have followed the instructions reprinted on the back cover and have personally marked extra copies of this publication to show what editorial items and advertisements were of special interest to them.

**MEASURE OF CONSCIOUS ATTENTION** — Readers report only the items of special interest—not everything they remember they saw or looked at. Like boys who look at every girl on a dance floor but ask only certain ones to dance, readers look at most of the items on most of the pages but stop to read thoroughly only those of particular interest. *READEX measures the relative power of printed items to hold the CONSCIOUS attention of readers longer than necessary to identify their nature.* READEX does not measure the large total of brand impressions produced semi or unconsciously as readers leaf through a publication looking for items of interest.

**SPECIALLY EFFECTIVE ADVERTISING TECHNIQUES** — To develop greater interest in advertisements designed for conscious reading, study of high rated ads in this report should indicate techniques which can produce substantial improvement. Four procedures which many advertisers have shown to be specially productive of increased interest are (1) Use of more service information in copy, (2) Use of more space in individual insertions, (3) Scheduling of service copy with sufficient frequency to develop habitual reading, (4) Use of specialized or localized copy in specialized or localized publications. Some of these techniques are illustrated by high rated ads in this report. Outstanding examples from other studies will be shown on request by representatives of this publication or READEX.

**INCREASED INQUIRIES AND SALES** — A few special advertising styles (such as cartoons) may produce increased interest without increased selling power—but it is NOT possible to produce increased selling power without developing increased reader interest! To most of the questions asked about READEX' reliability and usefulness there seems only one pertinent answer—READEX is now producing increased inquiries and sales for the substantial and growing number of advertisers who use it for that purpose.