

The yearly
**ADVERTISEMENT
COPYTEST**

from



Find out how your Ad works!

We determine the effect of your ad on the recipients of LABORPRAXIS through professional market research.
From a size of 1/2 page onwards, the copytest participation is free of charge.

The Copytest at a Glance

Find out what effect your ad has on LABORPRAXIS readers. With the help of the detailed evaluation of your results, you can increase the efficiency of your print advertising further.

The copytest is free of charge for all advertisements with a minimum size of 1/2 page – you only pay the regular ad price.

Publishing Date and Deadlines

LABORPRAXIS 6

Publishing date	June 23
Ad close	May 29
Editorial close	June 9

Target Audience

Decision-makers and users in chemical, analytical and bio-technical laboratories.

Method

Interviews with randomly selected readers of the issue.

Distribution

20,109 issues*

Prices**

1/1 page	2/3 page	Junior page	1/2 page
8,590.00	6,390.00	5,490.00	4,690.00

* Average number of copies per issue (July 1, 2018 – June 30, 2019), IVW-approved

** All prices in EUR plus VAT. The prices refer to 4-coloured ad pages.

Questions

For all ads from 1/2 page upwards, a uniform questionnaire will be applied. For an ad from size of a 1/1 page, an additional questionnaire with an extended questions will be created.

■ *Questions from a 1/2 Page Ad*

- Was the display noticed while reading?
- What percentage of the ad text was read?***
- Has the image(s) been viewed?***
- Has the brand/company name been perceived?***
- Has the main message/heading been understood?***
- Have you noticed the possibility of making contact?***
- Is the name of the company known?
- Do you already have business relations with the company?

■ *Additional Questions of a 1/1 Page Ad*

- I like this ad.
- This ad is optically well designed.
- This ad makes me curious for more information.
- This ad has an understandable message.
- The brand is memorable.

***The questions depend on the concrete design of the individual advertisements.

Presentation included

Each participant receives a detailed presentation of their results. In addition to the values of your ad for comparison, this includes the values of all tested ads (anonymized) and the deviation of your ad from the median (an average where one half of the tested ads are above, the other half below). If you wish, your Vogel Communications Group sales contact will be happy to present the results to you personally and advise you.

Examples of an advertisement evaluation

