

Atlantic Business Magazine Champions Print with Innovative Contest

Ottawa, ON Canada (Feb 22, 2010) – Dollco customer, Atlantic Business Magazine, recently challenged its advertisers to defend the power of print. In a contest that comes to an end on February 28, 2010, Atlantic Business has asked its advertising customers to provide an answer to **“Why I believe in magazine advertising.”**

The advertiser with the best answer will receive the dedicated creative attention of six Atlantic Canadian advertising agencies. Each agency will create an ad campaign for the winner. The six campaigns will then be judged by a panel of magazine readers. The winning campaign will run in three successive issues of the magazine, and results will be measured and published.

As **Editor Dawn Chafe** says “it’s about putting our reputations on the line and proving that creative print advertising, in the right publication, can and will deliver results.”

In the January/February 2010 issue of Atlantic Business Magazine, Dawn Chafe defends the best of magazine advertising as “the sort of focused, creative effort that is as valuable to the reader as the editorial space that frames it.” She backs this up with recent research from Magazines Canada that shows that magazine readers look forward to good ads as much as good content.

Chafe goes on to say that despite the demonstrable benefits of print advertising, “... magazines haven’t been feeling the love of late. Between recessionary cutbacks and the tantalizing attraction of “new media”, print has been cast in the role of jilted suitor- an uncomfortable, ignored and unwanted intruder. Until now.

For more of Dawn Chafe’s editorial, please go to <http://www.abmonline.ca/abm/damn-that%e2%80%99s-a-fine-looking-ad/>

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