

***Age of Persuasion* host Terry O'Reilly Defends Magazines**

Ottawa, ON Canada (Feb 22, 2010) – The medium of print received a welcome boost from Terry O'Reilly this week. O'Reilly is a long time Canadian adman made famous recently by his slickly produced program on CBC Radio 1 called the *Age of Persuasion* -- about the countless ways marketers permeate our lives from media, art and language, to politics, religion, and fashion.



In an email sent to Dawn Chafe, Editor of Atlantic Business Magazine, O'Reilly writes that magazines are like a "sumptuous meal" compared to other media. He goes on to praise great magazine advertising by saying:

"While the rest of the advertising world moves closer and closer to one-second radio ads and three-word slogans, magazine ads can still offer that rare thing- emotion, a well-stated position, and the opportunity to sit down with a cup of coffee to enjoy both."

Significantly, for advertisers, O'Reilly notes that this short, quick approach can be less persuasive. He says, "persuasion needs time. You simply need to spend time with a potential customer to establish a meaningful connection."

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