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**Magazine And Internet Advertising: The Best Of Both Worlds**

Internet advertising is hot. Businesses enjoy the low cost, easy start-up, fast results and tracking tools. All of these things are excellent, but there are some serious shortfalls to Internet advertising. Search engine sponsor results are highly competitive and in sought after categories businesses can find the cost of winning the top spot to be quite high. There is growing concern over fraudulent clicks causing exorbitant charges and when your advertising strategy depends on your first place listing losing your top spot can be devastating to your bottom line. With search engines you only reach an audience actively looking for your product. There is never a chance to create desire.

Banner ads on market specific websites provide a chance to create desire, if your ad can catch the attention of a quickly browsing reader and if you can find enough websites with a market specific focus. Still, you will only be able to create desire within the markets these websites or blogs reach, which is often not large enough to be worth the time and effort.

This is one of the times when the wonderful world of the Internet is defiantly not the end all of advertising. For an E-commerce store with the ability to service clientele nation wide niche market magazine advertising makes sense, particularly when the advertiser participates in a Co-op ad with a complementary online counterpart. Co-op ads are full-page ads in a magazine that consist of several different E-commerce websites who share the cost of the ad. Co-op ads for E-commerce are a newer trend, and several small groups on the Internet have created their own Co-op advertisements. Often the Co-op Ads provide a single URL for the reader to visit, and links to the individual advertiser websites as well.

Magazine advertising provides E-commerce with the chance to create desire on a national level. At first glance in-print advertising can seem overwhelming and cost-prohibitive for e-commerce shops but co-op advertising makes it much less expensive, provide solid measures for tracking results and help designing your ad. Websites like [Www.GroupAdNetwork.com](http://Www.GroupAdNetwork.com) provide an easy solution to participating in low cost magazine advertisements. Many small websites are able to participate in a single full-page ad. Providing all of the e-commerce shops with access to their niche market, across the nation.

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