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Lessons Learned on how Online Advertising Interacts with Magazine Advertising

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Abstract

This research examines how online advertisers are taking advantage of the potential benefits of Web pages. It also investigates the extent of integration between Web sites and print advertisements. The study is based on an analysis of Web pages of products advertised in five U.S. magazines. The findings suggest that marketers are not using all possible benefits of their Web sites. Furthermore, the study reveals a lack of integration between print and online advertising. Many of the identified weaknesses seem to be influenced by applying traditional advertising strategies to the dynamic Web environment, while ignoring the unique features of the medium's interactive nature.