

# Why Trade Magazines?



How ASI publications can help you reach the right audience, at the right time.



## **FOCUSED TARGETING**

Don't waste time and money advertising where your end-buyers may not be. Trade magazines have specific niche audiences, allowing advertisers to be directly in front of the market they are trying to reach. ASI® has 3 industry-specific magazines that are read by highly targeted audiences.



## **PURCHASING BEHAVIOR**

When viewing something in a magazine, readers are more inclined to exhibit purchasing behavior, such as searching for more information online. Across all ASI publications, readers say that our publications in particular provide actionable information.



## **TRUSTWORTHY CONTENT**

Print readers trust that the information they're absorbing from a magazine is accurate and there to help them. Trade magazines in particular are known for providing information that's valuable to their niche group of readers.



## **GROWING REVENUE**

In a study done by PwC, the popularity of trade magazines is going to steadily increase in the coming years. You want to align your marketing plans with a channel that's on the rise.



## **MEASURED CIRCULATION**

ASI's industry publications reach a controlled circulation you can trust. With extra exposure at our trade shows, our publications get even more outreach than you thought possible.



## **POWERFUL READERS**

Trade magazines, and ASI magazines in particular, get your products positioned in front of top decision-makers. *Counselor*®, *Advantages*® and *Wearables*® keep top distributor salespeople and business owners informed on industry trends.

**Contact us at [advertising@asicentral.com](mailto:advertising@asicentral.com)  
to learn about available space in ASI magazines.**