




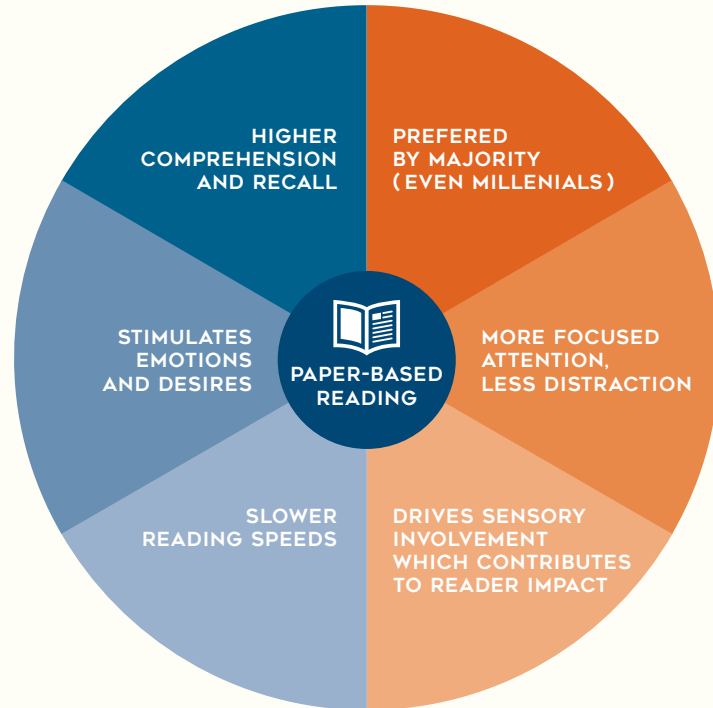
2 LA PRESSE, LES DRIVERS DE L'EFFICACITÉ

 Tweet 

ACPM  @ACPMFrance

What neuroscience says about why print magazine ads work. Reading on paper is slower and deeper, paper readers remember more

**LES RAISONS
DE L'EFFICACITÉ
PRESSE
SONT MULTIPLES
ET VALIDÉES**



Source : MPA USA « What can Neuroscience tell us about why print magazine advertising works ? » Scott Macdonald Oct 2015

#DLPlapreuve