Related Titles

The pre-eminent source for compiling and disseminating advertising knowledge.

Les Carlson, Clemson University

Enhance your understanding of advertising and marketing communications

Gain vital insight into the latest theories, advances and development in the field

Pinpoint gaps in your knowledge and identify areas for further research
International Journal of Advertising

Truly international and brings marketing communications practitioners and academics together like no other journal in its field – astonishing breadth and richness.

Tim Ambler, London Business School

The International Journal of Advertising (IJA) is the world’s foremost review of the latest research and thinking about advertising and marketing communications from a global perspective. It publishes original articles covering both domestic and international research from academic, practitioner and public policy viewpoints. The journal offers a truly stimulating mix of articles on all aspects of marketing communications.

What is IJA’s coverage?

• Advertising and media
• Direct marketing
• Sales promotion
• Sponsorship
• Public relations
• Interactive
• Integrated marketing communications (IMC)
• Issues relating to advertisers, agencies and target audiences

How is IJA different?

The International Journal of Advertising has three distinguishing features that collectively provide a unique position for the Journal:

• IJA focuses on issues of concern to practitioners, academics and policy-makers from a conceptual perspective
• It has an underlying interest in public policy relating to marketing communications which is regularly addressed in the Journal and in frequent special issues
• The international make-up of the Editorial Advisory Board provides comprehensive coverage of topics with a rigorous blind review process

What you will receive

A subscription to IJA now gives you:

• 5 issues – 4 quarterly, plus a special issue on a ‘hot’ topic
• Full-text online access to the previous 12 months of issues
• Searchable abstracts of all IJA articles published since 1990
• Global Adspend Trends covering over 80 countries worldwide
• Access to 25,000 abstracts of papers and case studies from the www.warc.com database

FREE SAMPLE AVAILABLE AT www.internationaljournalofadvertising.com

ARTICLES

Every issue provides leading-edge discussion and insight into significant issues and developments in marketing communications. All articles demonstrate superb standards of scholarship, clarity and expression. Recent published papers include:

Brain activity correlates of consumer brand choice shift associated with television advertising

Ignacio Redondo and Morris B. Holbrook

Illustrating a systematic approach to selecting motion pictures for product placements and tie-ins

Rachel Kennedy

The academician – practitioner gap in advertising

Gergely Nyilasy and Leonard Reid

BOOK REVIEWS

The latest marketing books are reviewed, and in Ev-Libris leading industry figures write about the books that have most influenced their thinking.

Edited by Dr Stephanie O’Donohoe.

DATA

Each issue includes hard-to-find advertising expenditure statistics covering 80 world markets and all major media. The latest figures are analysed and trends explained.

By Colin Macleod, Research Director, WARC.

The Editor

Charles R. Taylor

John A. Murphy Professor of Marketing, Villanova University

Submissions

IJA welcomes papers on any aspect of marketing communications, based on original or multi-country research. You’ll find detailed instructions for contributors at www.internationaljournalofadvertising.com.

Review Process

All papers are blind reviewed by three members of the editorial board prior to a publication decision.

Editorial Advisory Board

Gerard Prendergast

University of Edinburgh

John F. Ford

Villanova University

Michael Capella

Università Cattolica, Italy

Editor

Charles R. Taylor

John A. Murphy Professor of Marketing, Villanova University

Submissions

IJA welcomes papers on any aspect of marketing communications, based on original or multi-country research. You’ll find detailed instructions for contributors at www.internationaljournalofadvertising.com.

Review Process

All papers are blind reviewed by three members of the editorial board prior to a publication decision.

ARTICLES

Every issue provides leading-edge discussion and insight into significant issues and developments in marketing communications. All articles demonstrate superb standards of scholarship, clarity and expression. Recent published papers include:

Brain activity correlates of consumer brand choice shift associated with television advertising

Ignacio Redondo and Morris B. Holbrook

Illustrating a systematic approach to selecting motion pictures for product placements and tie-ins

Rachel Kennedy

The academician – practitioner gap in advertising

Gergely Nyilasy and Leonard Reid

BOOK REVIEWS

The latest marketing books are reviewed, and in Ev-Libris leading industry figures write about the books that have most influenced their thinking.

Edited by Dr Stephanie O’Donohoe.

DATA

Each issue includes hard-to-find advertising expenditure statistics covering 80 world markets and all major media. The latest figures are analysed and trends explained.

By Colin Macleod, Research Director, WARC.

The Editor

Charles R. Taylor

John A. Murphy Professor of Marketing, Villanova University

Submissions

IJA welcomes papers on any aspect of marketing communications, based on original or multi-country research. You’ll find detailed instructions for contributors at www.internationaljournalofadvertising.com.

Review Process

All papers are blind reviewed by three members of the editorial board prior to a publication decision.

ARTICLES

Every issue provides leading-edge discussion and insight into significant issues and developments in marketing communications. All articles demonstrate superb standards of scholarship, clarity and expression. Recent published papers include:

Brain activity correlates of consumer brand choice shift associated with television advertising

Ignacio Redondo and Morris B. Holbrook

Illustrating a systematic approach to selecting motion pictures for product placements and tie-ins

Rachel Kennedy

The academician – practitioner gap in advertising

Gergely Nyilasy and Leonard Reid

BOOK REVIEWS

The latest marketing books are reviewed, and in Ev-Libris leading industry figures write about the books that have most influenced their thinking.

Edited by Dr Stephanie O’Donohoe.

DATA

Each issue includes hard-to-find advertising expenditure statistics covering 80 world markets and all major media. The latest figures are analysed and trends explained.

By Colin Macleod, Research Director, WARC.

The Editor

Charles R. Taylor

John A. Murphy Professor of Marketing, Villanova University

Submissions

IJA welcomes papers on any aspect of marketing communications, based on original or multi-country research. You’ll find detailed instructions for contributors at www.internationaljournalofadvertising.com.

Review Process

All papers are blind reviewed by three members of the editorial board prior to a publication decision.

ARTICLES

Every issue provides leading-edge discussion and insight into significant issues and developments in marketing communications. All articles demonstrate superb standards of scholarship, clarity and expression. Recent published papers include:

Brain activity correlates of consumer brand choice shift associated with television advertising

Ignacio Redondo and Morris B. Holbrook

Illustrating a systematic approach to selecting motion pictures for product placements and tie-ins

Rachel Kennedy

The academician – practitioner gap in advertising

Gergely Nyilasy and Leonard Reid

BOOK REVIEWS

The latest marketing books are reviewed, and in Ev-Libris leading industry figures write about the books that have most influenced their thinking.

Edited by Dr Stephanie O’Donohoe.

DATA

Each issue includes hard-to-find advertising expenditure statistics covering 80 world markets and all major media. The latest figures are analysed and trends explained.

By Colin Macleod, Research Director, WARC.

The Editor

Charles R. Taylor

John A. Murphy Professor of Marketing, Villanova University

Submissions

IJA welcomes papers on any aspect of marketing communications, based on original or multi-country research. You’ll find detailed instructions for contributors at www.internationaljournalofadvertising.com.

Review Process

All papers are blind reviewed by three members of the editorial board prior to a publication decision.

ARTICLES

Every issue provides leading-edge discussion and insight into significant issues and developments in marketing communications. All articles demonstrate superb standards of scholarship, clarity and expression. Recent published papers include:

Brain activity correlates of consumer brand choice shift associated with television advertising

Ignacio Redondo and Morris B. Holbrook

Illustrating a systematic approach to selecting motion pictures for product placements and tie-ins

Rachel Kennedy

The academician – practitioner gap in advertising

Gergely Nyilasy and Leonard Reid

BOOK REVIEWS

The latest marketing books are reviewed, and in Ev-Libris leading industry figures write about the books that have most influenced their thinking.

Edited by Dr Stephanie O’Donohoe.

DATA

Each issue includes hard-to-find advertising expenditure statistics covering 80 world markets and all major media. The latest figures are analysed and trends explained.

By Colin Macleod, Research Director, WARC.

The Editor

Charles R. Taylor

John A. Murphy Professor of Marketing, Villanova University

Submissions

IJA welcomes papers on any aspect of marketing communications, based on original or multi-country research. You’ll find detailed instructions for contributors at www.internationaljournalofadvertising.com.

Review Process

All papers are blind reviewed by three members of the editorial board prior to a publication decision.

ARTICLES

Every issue provides leading-edge discussion and insight into significant issues and developments in marketing communications. All articles demonstrate superb standards of scholarship, clarity and expression. Recent published papers include:

Brain activity correlates of consumer brand choice shift associated with television advertising

Ignacio Redondo and Morris B. Holbrook

Illustrating a systematic approach to selecting motion pictures for product placements and tie-ins

Rachel Kennedy

The academician – practitioner gap in advertising

Gergely Nyilasy and Leonard Reid

BOOK REVIEWS

The latest marketing books are reviewed, and in Ev-Libris leading industry figures write about the books that have most influenced their thinking.

Edited by Dr Stephanie O’Donohoe.

DATA

Each issue includes hard-to-find advertising expenditure statistics covering 80 world markets and all major media. The latest figures are analysed and trends explained.

By Colin Macleod, Research Director, WARC.

The Editor

Charles R. Taylor

John A. Murphy Professor of Marketing, Villanova University

Submissions

IJA welcomes papers on any aspect of marketing communications, based on original or multi-country research. You’ll find detailed instructions for contributors at www.internationaljournalofadvertising.com.

Review Process

All papers are blind reviewed by three members of the editorial board prior to a publication decision.

ARTICLES

Every issue provides leading-edge discussion and insight into significant issues and developments in marketing communications. All articles demonstrate superb standards of scholarship, clarity and expression. Recent published papers include:

Brain activity correlates of consumer brand choice shift associated with television advertising

Ignacio Redondo and Morris B. Holbrook

Illustrating a systematic approach to selecting motion pictures for product placements and tie-ins

Rachel Kennedy

The academician – practitioner gap in advertising

Gergely Nyilasy and Leonard Reid

BOOK REVIEWS

The latest marketing books are reviewed, and in Ev-Libris leading industry figures write about the books that have most influenced their thinking.

Edited by Dr Stephanie O’Donohoe.

DATA

Each issue includes hard-to-find advertising expenditure statistics covering 80 world markets and all major media. The latest figures are analysed and trends explained.

By Colin Macleod, Research Director, WARC.

The Editor

Charles R. Taylor

John A. Murphy Professor of Marketing, Villanova University

Submissions

IJA welcomes papers on any aspect of marketing communications, based on original or multi-country research. You’ll find detailed instructions for contributors at www.internationaljournalofadvertising.com.

Review Process

All papers are blind reviewed by three members of the editorial board prior to a publication decision.

ARTICLES

Every issue provides leading-edge discussion and insight into significant issues and developments in marketing communications. All articles demonstrate superb standards of scholarship, clarity and expression. Recent published papers include:

Brain activity correlates of consumer brand choice shift associated with television advertising

Ignacio Redondo and Morris B. Holbrook

Illustrating a systematic approach to selecting motion pictures for product placements and tie-ins

Rachel Kennedy

The academician – practitioner gap in advertising

Gergely Nyilasy and Leonard Reid

BOOK REVIEWS

The latest marketing books are reviewed, and in Ev-Libris leading industry figures write about the books that have most influenced their thinking.

Edited by Dr Stephanie O’Donohoe.

DATA

Each issue includes hard-to-find advertising expenditure statistics covering 80 world markets and all major media. The latest figures are analysed and trends explained.

By Colin Macleod, Research Director, WARC.
Journal of Advertising Research

The mission of the Journal of Advertising Research is to act as the research and development vehicle for academics and professionals in all areas of marketing including media, research, advertising, and communications.

Considered one of the industry’s most prestigious journals, it provides a forum for sharing findings, applications, new technologies and methodologies.

Topics covered by the journal include:
- Media planning
- Emotion in advertising
- Synergy in marketing communications
- Creative development
- Critical elements in effective branding
- Accountability

A subscription brings you 4 quarterly issues plus online access at www.journalofadvertisingresearch.com.

Published by WARC for the Advertising Research Foundation.

International Journal of Market Research

The International Journal of Market Research presents cutting-edge developments in the fields of marketing and social research, including:
- Advances in research applications
- Appraisals of research methods, technologies and solutions
- Issues of current concern

Published for 50 years, this peer-reviewed journal further the frontiers of marketing research theory and practice. It publishes groundbreaking papers and has profoundly influenced the development and study of the discipline.

A standard subscription includes 6 bimonthly issues and online access at www.ijmr.com.

Published by WARC for the Market Research Society.

Others:
- Enhance your understanding of advertising and marketing communications
- Gain vital insight into the latest theories, advances and development in the field
- Pinpoint gaps in your knowledge and identify areas for further research