

Meredith magazine puts video ad in select copies

BY LYNN HICKS • LHICKS@DMREG.COM - AUGUST 21, 2010

Meredith Corp. has found a new way to use multimedia: a video inside a magazine.

Its August issue of *Successful Farming* has an insert from Bayer Crop Science. When readers open the page, a video plays a commercial for Votivo, a pesticide that protects crops from nematodes.

The video, about the size of a cell phone screen, also plays four other commercials when readers push “play” buttons on the advertisement.

Successful Farming – which was first published in 1902, making it Meredith’s oldest magazine – included the insert in 17,000 copies of the magazine, or about 4 percent of its subscribers, said Publisher Scott Mortimer. Meredith matched its database with Bayer’s list of customers, and the advertisement also went to some farmers who have more than 1,000 acres.



The August issue of Meredith Corp.’s *Successful Farming* magazine features a video advertisement from Bayer Crop Science, upper right, about the size of a cell phone screen.

The Des Moines media company said video-inserted advertisements have appeared in magazines only twice before. Americhip, which created the *Successful Farming* ad, also created similar advertisements for Pepsi and CBS to run in *Entertainment Weekly* last fall.

Mortimer said two or three advertisers have requested information after seeing the ad in the August issue.

“I imagine we’ll see more of them,” he said. “This is client-driven. It depends how much they want to push the envelope.”

The U.S. Postal Service required that *Successful Farming* included the words “Magazine contains lithium-ion batteries” on its table of contents. That warning confused at least one reader who didn’t receive the ad, Mortimer said.

To see a YouTube version of how the ad works, go to www.youtube.com/watch?v=vtu-vqhOOAo.

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