

# People magazine

Literature



**ASSIGN  
BUSTER**

This is one of the ways to keep customers busy to avoid being bored as they wait to be served. However, its positioning and the content on the cover page attracted the attention of many people.

As I mentioned earlier, this magazine is aimed at the family. Its general theme is women and housewives (People magazine 1). It had a lot of women ads next to interesting articles that may attract and people attention. The title was interesting and it made people have an urge to read what was in it. The ad is about Jeep automobiles. The main objective of the ad is to persuade and convince potential customers to buy their products and make their costumers believe that they are among the best companies that care about the environment. The Jeep ad is the only automobile ad in the magazine. That's a nice thing to do an ad in a magazine with only your ad category. In my opinion, it is a smart way to an ad in this kind of magazine.