

Rolling stone magazine content

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There was a featured on how Republican presidential candidate Mitt Romney engaged in unethical behaviour before he became governor. The leading title article – an article on the movie Prometheus – does not relate to the advertisement in any way.

The competitive environment for this magazine is music and cultural magazines such as Spin or even Entertainment Weekly. The specific advertisement is for Pennzoil motor oil. The advertisement doesn't directly ask the reader to do anything, but it promotes the use of Pennzoil Motor Oil by stating that it is 25% cleaner than Mobil 1 oil. It does not seem that there are competitive advertisements in the sense that they compete with each other. However, it seems that the Pennzoil advertisement is competing with Mobil 1 motor oil by claiming that it is the cleaner motor oil. It seems that this is a good investment as it is higher quality motor oil than Mobil 1. While it may be more expensive it is worth investing in for the quality inherent in the oil.