

# TREAT HIM LIKE THE INQUISITIVE, PROBING, INTELLECTUALLY CURIOUS DUDE THAT HE IS.

Teen boys are eager to learn more about the things that fascinate them (think fast cars, spring break hotties, garage bands).

So to satisfy their insatiable hunger for information, they turn to magazines. For better ways to serve up the stuff they crave and give your magazine ads an edge, see Northwestern University's new study at [www.magazine.org/readerexperience](http://www.magazine.org/readerexperience).



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