

This Harley-Davidson campaign came out in January.

And people wanted to be that guy.

On that bike.

The more they looked, the more they longed for that bugs in their teeth, never look back, Harley®.



By year's end, sales were up 18%.

**BOTTOM LINE,
MAGAZINES MAKE A DIFFERENCE.**



Magazine Publishers of America

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The TABASCO® ad ran as part of an overall media mix. *IRI 4-wks ending 2/17/02 vs. YAG (traditional grocery)