

# Multisensory/Interactive Magazine Inserts Overview 4.3

Advertiser/Brand	Magazine	Description	Sound	Taste	Smell	Touch	Visual	Total number
Bacardi Martini Gold	Vogue (Russia)	video-in-print	x				x	2
CBS - Cane	RollingStone	taste-in-print		x				1
Yellow Tail Wine	Real Simple	LED lights					x	1
Fruit of the Loom - Vanity Fair	Elle and More	Shadow Box					x	1
Lays Sunflower Oil chips	People	Removable/Resusable stickers				x		1
Neiman Marcus	Neiman Marcus	Pop up in print				x		1
Minnesota Institute of the Arts	Mlps St. Paul	Pop up in print				x		1
Hawaii Five O	N/A	Sound in print	x					1
Star Wars Revenge of the Sith	Hollywood Reporter	Sound in print	x					1
Nightmares and Dreamscapes	Entertainment Weekly	Pop up in print				x		1
Dancing with the Stars 1	Entertainment Weekly	Pop up in print				x		1
Dancing with the Stars 2	People	Tactile material attached				x		1
Otto	Gruner & Jahr	video-in-print	x				x	2
Renault	Sábado	video-in-print	x				x	2
Aquafina	People	Tactile material attached				x		2
Diet Pepsi Jazz	People	Pop up, sound, smell	x		x	x		4
		<b>Total</b>	6	1	1	8	5	23

## Conclusions

Most popular sense:	Touch	Vogue	1	<b>Brands of Time Inc.</b>
Least popular sense(s):	Smell and Taste	People	4	People
Highest number of senses:	4- Pepsi Jazz	Entertainment Weekly	2	Real Simple
Average number of senses:	1.4375	Hollywood Reporter	1	Entertainment Weekly
		Sábado	1	
		RollingStone	1	
		Neiman Marcus	1	
		Mlps St Paul	1	
		Real Simple	1	
		Elle	1	
		More	1	