Brands of Multisensory/Interactive Magazine Insert Advertising Table 4.1

	Television	Beverage	Auto	Clothing	Food	Movies	Other
Quantity	5	4	1	3	1	1	1
Advertisers	CBS - Cane	Bacardi Martini Gold	Renault	Fruit of the Loom	Lays Chips	Star Wars	Minneapolis
	CBS - Hawaii Five-O	Yellow Tail Wine		Otto			Institute of Art
	TNT- Nightmares & Dreamscapes	Aquafina		Neiman Marcus			
	ABC - Dancing with the Stars	Diet Pepsi Jazz					
	ABC - Dancing with the Stars						
Senses Used	Taste-in-print (1)	Video-in-print (1)	Video-in-print (1)	Shadowbox-in print (1)	Tactile (1)	Audio-in-print (1)	Pop-up-in-print (1)
	Audio-in-print (1)	Audio-in-print (1)		Video-in-print (1)			
	Pop-up-in-print (2)	Tactile (1)		Pop-up-in-print (1)			
	Tactile (1)	LED-in-print (1)					
		Scent-in-print (1)					
		Pop-up-in-print (1)					
Most Used Sense	Pop-up-in-print (2)	No one sense	Video-in-print (1)	No one sense	Tactile (1)	Audio-in-print (1)	Pop-up-in-print (1)
Most common products to be advertised by Multisensory technology			1- Television	2-Beverages	3-Clothing		

Advertising Commonalities		
	Television Networks	Pepsi Co.
quantity	3	2