

# Journal of Advertising Research



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## FACT SHEET

### The ARF's flagship research journal since 1960

- Acts as the research and development vehicle for professionals in all areas of marketing including media, research, advertising and communications
- Provides a forum for authors—practitioners and academics—to share findings, applications, new technologies and methodologies
- Facilitates translation of that knowledge to support the ARF's original research
- Best Papers, Best Reviewers awarded annually

### A diverse audience

- Faculty and students at more than 5,000 universities in 127 countries
- Practitioners in the field of advertising and marketing research worldwide

### Ranked among top marketing and advertising research journals by Thomson Reuters

- Reflects a publication's reliability and trustworthiness by comparing it to the full universe of other academic journals
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### Available in print and online

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- Advances in Shopper/In-Store Marketing
- Fueling the Mobile Revolution
- Advertising in China

### Access

- Free of charge to ARF members and to JAR Editorial Board members
- Available to paying subscribers of both JAR and warc.com, including the world's largest advertising and media agencies, research companies, universities and advertisers

### For More Details

on contributing to or accessing the JAR, contact Managing Editor Nanette Burns (Nanette@thearf.org)

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