Journal of Advertising Research



Read and Contribute to the Journal of Advertising Research (JAR)

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
- Free of charge to ARF members and JAR Editorial Board members
- Available to paying subscribers of both JAR and warc.com

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
- Articles approved via rigorous editorial assessment and blind peer-review

Available in print and online

- Published 4x/year by WARC (warc.com)
- "Digital First" individual articles offered online in advance of print

Journal of Advertising Research Articles How Brand Managers Can Maximize Engagement with ASMR YouTube Content Does Childhood Exposure to a Brand Improve Brand Name Recognition? Comparing Age-of-Acquisition Effects with Ongoing Brand Exposure and Experience Influencers Who Give You the "Tingles" Through Autonomous Sensory Meridian Response Cues How Does Retargeting Work For Different Gen Z Mobile Users? Can We Turn ASMR Experiences Customer Expectations and Evaluations of Retargeting via the Expectancy-Theory Lens College-Age Consumers' Perceptions Of ASMR Contents and Advertisements Susanna S. Lee and Huan Chen How Reducing Causal Uncertainty About Ugly Goods Can Increase Purchase The Value of Emotional Faces in Driving Attention to the Advertisement ingyue Zhang, Jiang Qian, and Jiaqi Cao WARC

JAR Calls for Papers 2022-2023

- How Can Advertisers Leverage AI and Generative AI?
- Prosocial Advertising Messages
- Insights for Advertisers on Immersive Technologies

Webinars

- JAR Insights Studio Series
- Guest Editors Guidance for AI and Generative AI Special Issue
- Gender Diversity in Advertising: Where to Next?

Follow us on:

- LinkedIn
- YouTube

Preview JAR December 2023 issue at https://bit.ly/v63issue4

For More Details

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

To subscribe to the JAR, visit warc.com/jar or email subscriptions@marston.co.uk

