

# Journal of Advertising Research



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

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- Provides a forum for authors—practitioners and academics—to share findings, applications, new technologies and methodologies
- Offers articles that are concise and focused on industry-relevant topics
- Best Papers, Best Reviewers awarded annually
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- Subscribed to by more than 5,000 universities in 127 countries
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### Ranked among top marketing and advertising research journals by Thomson Reuters

- The oldest advertising journal in the world
- Articles approved via rigorous editorial assessment and blind peer-review

### Available in print and online

- Published 4 times a year
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