What Should an Advertising Man Know

About the PYRAMIDS?

Aside from the fact that the Pyramids are known as the Pyramids of Giza (provided Giza) and that they were built in the 26th century BC, there's one very important thing an advertising man should know about these geometrical masterpieces— and that is that they, in modern times, represent the distribution of wealth in this country.

Metropolitan Group Gravure

The national network of Sunday Magazine

Picture sections • Independently published

And locally edited for 14,000,000 families

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

You've heard the term, the "economic pyramid." Well, consider this: If you want to reach the boys at the top—the fellows who draw fifty thou a hundred thou a year, you can buy publications that reach them with a minimum of waste.

That goes for the millions of folks at the bottom, too. But sometimes you want to reach everybody—top and bottom and in between—because you happen to have a product that everybody uses. Like soap, breakfast cereal, cigarettes. Tooth paste. Raisins. Automobiles. Lots of things, when you stop to think of them.

At that point, you want Metropolitan Group Gravure—the magazine picture sections of 26 of the country's leading Sunday newspapers, reaching more than 14,000,000 families—top, bottom and in between—every week, coast to coast.

The people who read these sections (men, women and teens-agers) read them not because they're devoted to home or church, movies or marital confessions, but because they contain news and pictures of the local scene. That's why Metropolitan sections get higher average inside page readership than anything else in print.

LOCALLY EDITED FOR TOP LOCAL INTEREST, THESE 26 SECTIONS BLANKET THE KEY MARKETING AREAS OF THE COUNTRY—DELIVERING PRECISION AND IMPACT WHERE THEY COUNT MOST.

Moreover, you can pick your sections—from 10 to 23 publishing cities—to match your distribution pattern, or to change themes, dealer listings, prices, even products, to give your copy the benefit of the local touch. And then you can meet building your own pyramids of profit!

And speaking of that, have you heard the whole Metro Group Gravure story lately?