



AdStudy® Report

LINK For Counselors
Fall 2025



Conducted By
SIGNET
RESEARCH INC.

Introduction	3
Scores Used In This Report	4
Reader Profile	5
Publication Verbatims	6
Top 5 Scores	8
Advertiser Scores	9
Size/Placement Averages	10
Publication Norms	11

This report contains the results of an **AdStudy®**, conducted by SIGNET RESEARCH, INC. using ads from the Fall 2025 issue of LINK For Counselors.

Established in 1968, SIGNET RESEARCH, INC. is a leading provider of Ad Measurement studies specializing in publication, association, and advertising research. Signet combines cutting-edge technologies with a commitment to client customization through its proprietary AdStudies.

The objective of the **SIGNET AdStudy®** is to measure Recall and Readership of ads that appeared in a particular issue.

Readers from the publication's circulation list are invited to participate in this online study. The invitation is sent after they receive the issue to be studied and before receiving the next issue. Participants are connected to a Signet website where they view the ads to be measured.

This report is based on returns from 166 respondents. In order to eliminate bias with regards to the order of viewing the ads, the sequence of viewing the ads was rotated.

By providing measurement scores to each ad and comparing it to others in the same issue, advertisers are given the opportunity to find new ways to better communicate with their audience and realize a stronger return on investment with their media buy. While these results represent a small sample of the magazine's total circulation, they do reflect the opinion and commentary of readers who are the most active, providing insight into how the general audience may react to the advertising.

SCORES USED IN THIS REPORT**AdStudy Score**

A measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

Recall Seeing

The percentage of respondents who recalled seeing the advertisement in the issue.

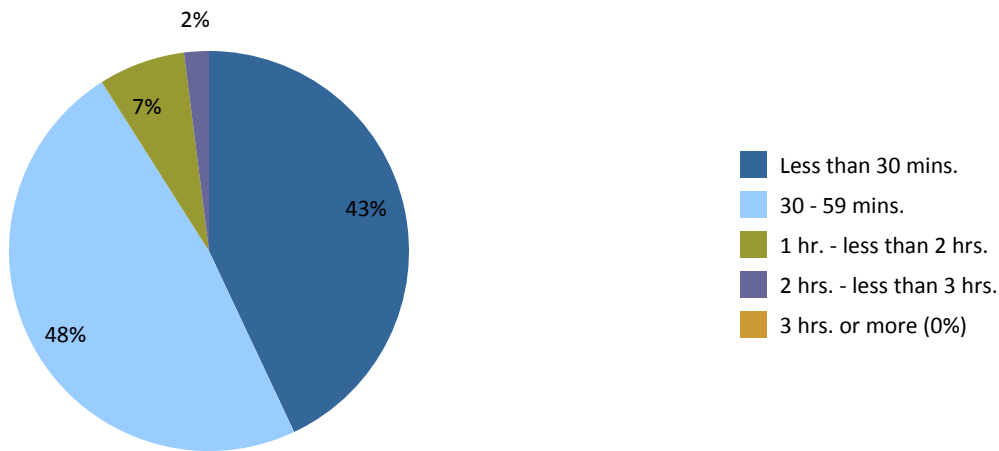
Recall Reading

The percentage of respondents who read the advertisement.

Have Seen Sales Representative

The percentage of respondents who have seen an admissions/sales representative from the college/company advertising in the past six months.

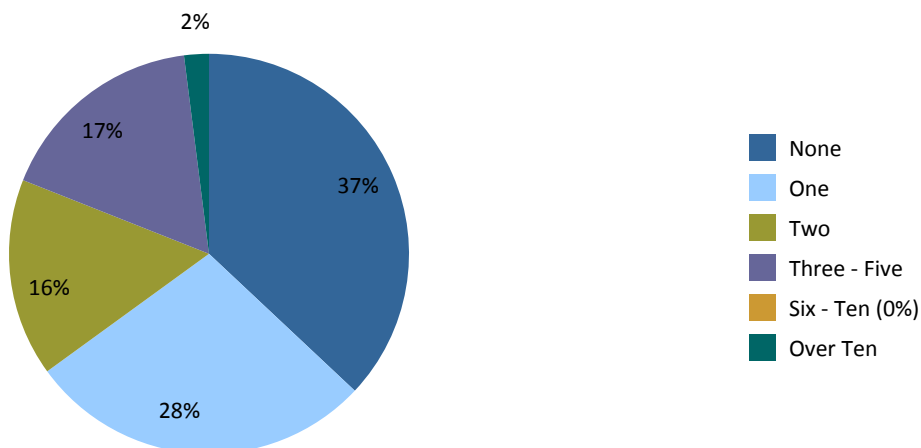
Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of LINK for Counselors?



Mean (minutes): 36.8

Percentages may not add up to 100% due to rounding.

How many people, other than yourself, usually read or look through your issue of LINK for Counselors?



Mean (pass-along): 1.5

Any comments on this issue of LINK for Counselors or topics you would like to see covered in future issues?

- Cover topics relevant to the new admissions environment.
- Help for counselors to offer suggestions about the transition to college for students (and their parents).
- You have covered many topics and I pick and choose which ones will work for me. Your mental health articles, choosing college articles, scholarships, all help.
- I really enjoy the articles in LINK. I find they closely pertain to my counseling practices and cover topics relevant to current issues in counseling. I also enjoy having a print medium option rather than just a digital one, as I'm a little old school.
- I would love to see an article about helping students to focus on the first-year experience as a factor in their college search.
- I like how you incorporate counselors from all kinds in the articles and in what you discuss. I am an IEC and find your articles helpful.
- ROTC programs.
- I LOVE print media and can save issues or send to students/parents to show many college options. I always learn more about the schools from what they are advertising, maybe more INTL options.
- I loved the message in the front about students and social media. We are spring boarding this and adding Biblical references too.
- How colleges are approaching, recruiting and retention.
- I always look forward to my issues of LINK for Counselors. You all bring pertinent topics and advertise programs and colleges that I often have not heard of. Keep up the great work!
- I think all of the issues have had relevant and important topics. I don't have any suggestions at this time.
- Affordability.
- I enjoy the variety of topics you already have covered. Stay with the trends within the college admissions world.
- Advocacy, supporting students through political climate.

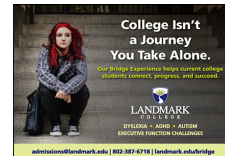
PUBLICATION VERBATIMS

- Useful tips for future college students, financial aid resources and ways to navigate the process, different schools with interesting/different programs, etc.
- Schools that are more unheard of.
- The trend information is always helpful to learn. Please continue to share as much of that as possible.
- Continue with new Majors/Programs.
- What can be done or advice given to support students emotionally once they leave HS and head off to college.
- College admission and essays. Strategies to be successful in college. How to pick the best fit school for you.
- Financial aid info.
- I would be interested in reading how schools are navigating FAFSA and financial aid for students of parents who are immigrants who are more resistant now than ever to give any identifying information to the government. Some of the students I work with did not receive financial aid because their parents refused to complete the application, worried about deportation and being targeted by the current administration. In the past, we were always able to assure them that the department of education did not share their information with other branches of the government, but we have not been able to promise that anymore.
- I like the articles but wading through the ads is sometimes hard to do.
- Neuro divergent employees.
- Sometimes it hits the Inbox at times of the year when I simply don't have the bandwidth to read it all. This fall was particularly hectic, so I am just getting around to it. Some of the articles in the most recent issue will be put to good use for the next round of students.

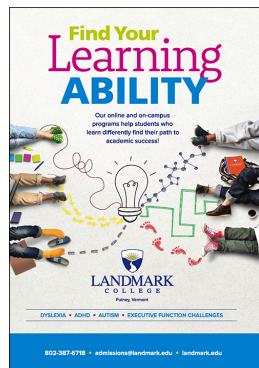
1. High Point University: 125



2. Landmark College: 119



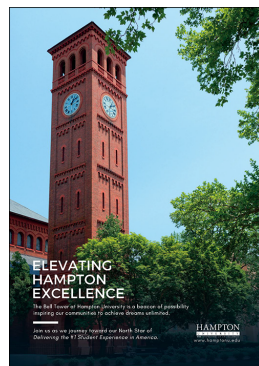
3. Landmark College: 118



3. Stetson University: 118



5. Hampton University: 107



AdStudy Score: A measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

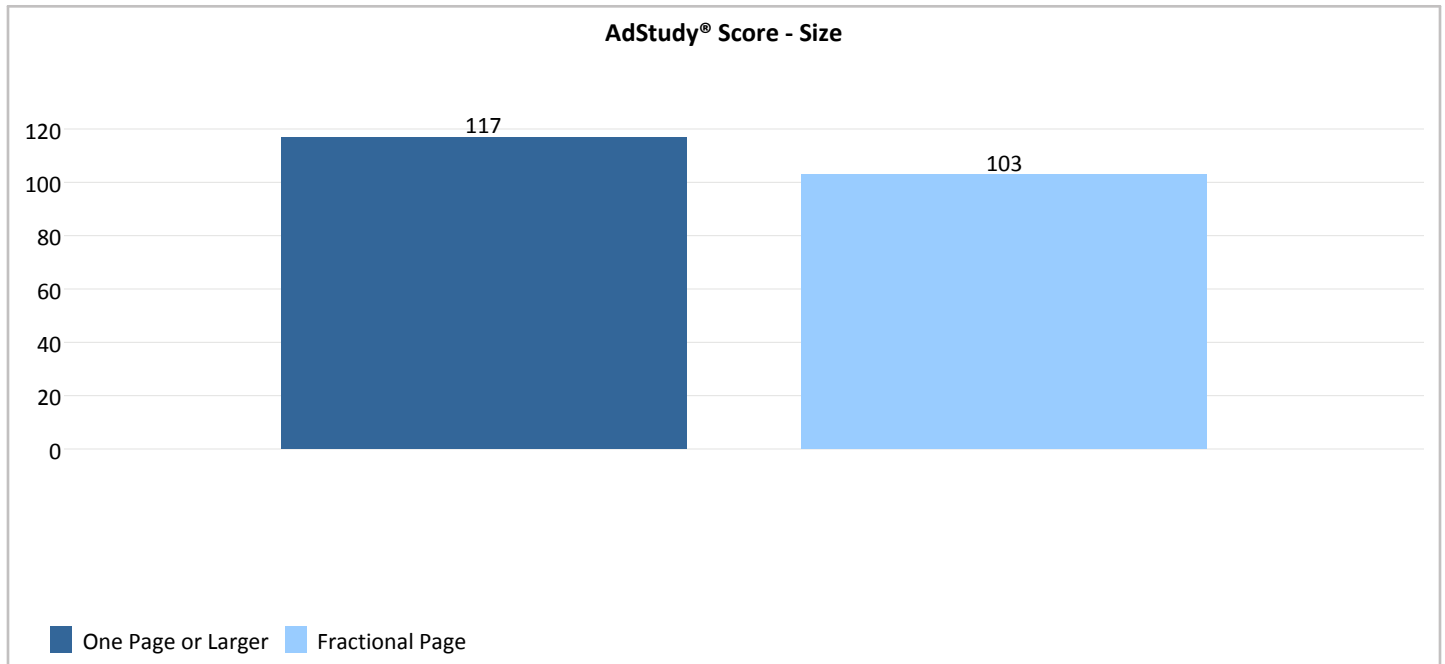
ADVERTISER SCORES

Advertiser	Size	Page	AdStudy Score	Recall Seeing	Recall Reading	Have Seen College Rep
High Point University	1 page	C2	125	71%	54%	28%
Landmark College	1/2 page	5	119	64%	55%	10%
Landmark College	1 page	C4	118	62%	56%	13%
Stetson University	1/2 page	27	118	64%	54%	16%
Hampton University	1 page	C3	107	59%	48%	8%
Texas A&M University Corpus Christi	1/2 page	9	106	57%	49%	9%
Virginia Tech Corps of Cadets	1/2 page	41	105	56%	49%	10%
Lycoming College	1/2 page	25	95	51%	44%	10%
Salisbury University	1/2 page	34	88	50%	38%	9%
University of Charleston	1/2 page	21	87	48%	39%	8%
TOTAL ISSUE AVERAGE			107	58%	49%	12%

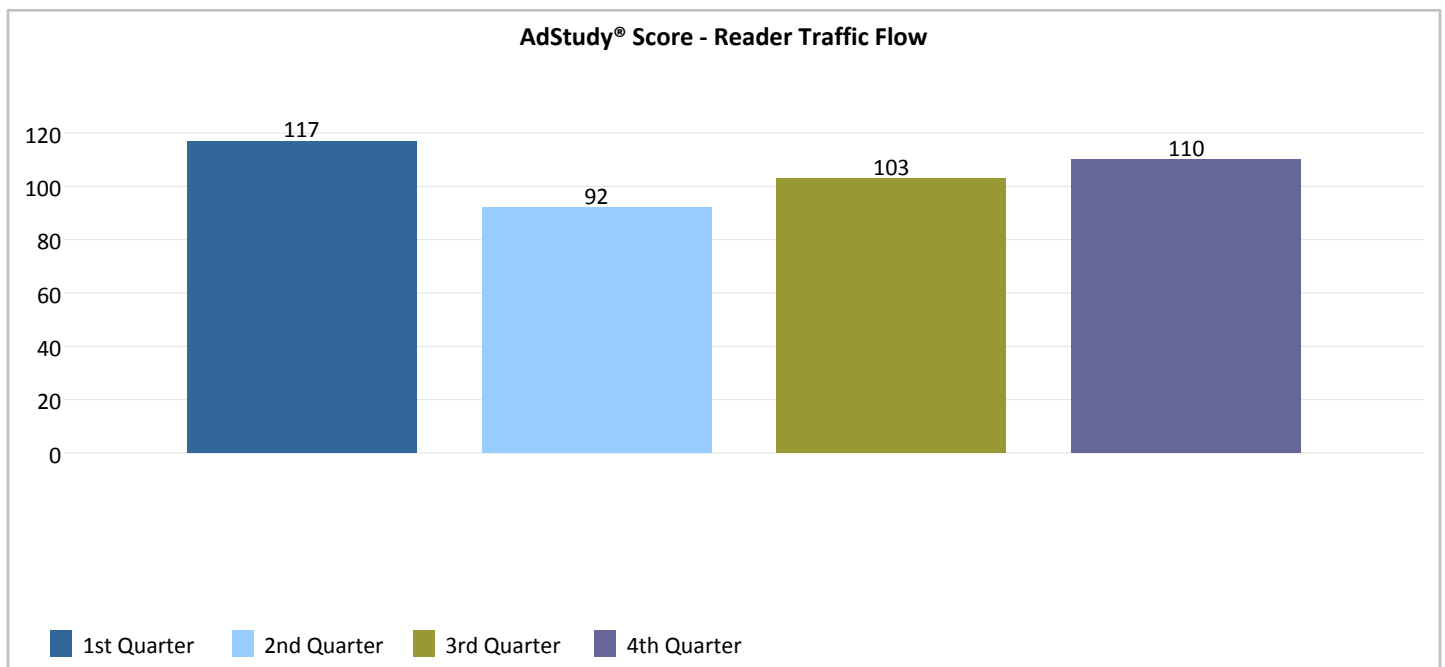
SIZE AVERAGES	NO. OF ADS	AdStudy Score	Recall Seeing	Recall Reading	Have Seen College Rep
One Page or Larger	3	117	64%	53%	16%
Fractional Page	7	103	56%	47%	10%

AdStudy Score: A measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

SIZE/PLACEMENT AVERAGES



The above are averages for the sizes of ads in this issue
(i.e. 117 is the average score for the One Page or Larger ads)



The above are averages per 1/4 of the magazine
(i.e. 117 is the average score for the first 1/4 of the book)

PUBLICATION NORMS

	AdStudy Score	Recall Seeing	Recall Reading
Total Issue Average	80	44%	36%
One Page or Larger	83	46%	37%
Fractional Page	79	43%	36%

	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.
Reader Traffic Flow (1/4 Book Averages)	86	81	80	88

Total Ads Assessed: 239