

the quiz

What to do: Take 25 seconds to glance at G+J's new corporate advertising campaign and read the copy. (No need to cheat since there are no losers.) Now, to give us a glimpse into your personality, answer these seven questions.

1. What captured your attention first about the ad?

- a. the couch
- b. the people
- c. the beach setting
- d. the toys
- e. the copy

2. What color used in the photograph made the biggest impression on you?

- a. the green couch
- b. the yellow in the toys and in the girls' bathing suits
- c. the blue sea and sky
- d. the white clouds
- e. the pink umbrella

3. How did you feel after reading the copy?

- a. ready to do business
- b. warm and fuzzy
- c. reflective
- d. ready for life's next adventure
- e. intrigued

4. Why do you think the little girl in the photograph is pouting?

- a. she wants to go home
- b. she wants to sit in her mommy's lap
- c. her hiney is sticking to the leather couch
- d. she wants to go swimming
- e. she's not pouting, she's pondering

5. If you had to guess where the people in the photograph are, you'd say:

- a. they're at their summer house
- b. they're visiting relatives who live near the shore
- c. they're on vacation in a tropical paradise
- d. they're at a beach party
- e. they took a drive to a nearby beach

6. What would you say the woman in the photograph does for a living?

- a. she's a corporate executive
- b. she's a teacher
- c. she's a social worker
- d. she's a stay-at-home mom
- e. she's an editor

7. Why did this family bring the couch to the beach?

- a. it's a great place to unwind after a hard day at work
- b. it's a wonderful place for the family to catch up and cuddle
- c. the kids insisted on it
- d. it's much more comfortable than sitting on beach chairs
- e. it makes for a memorable photograph

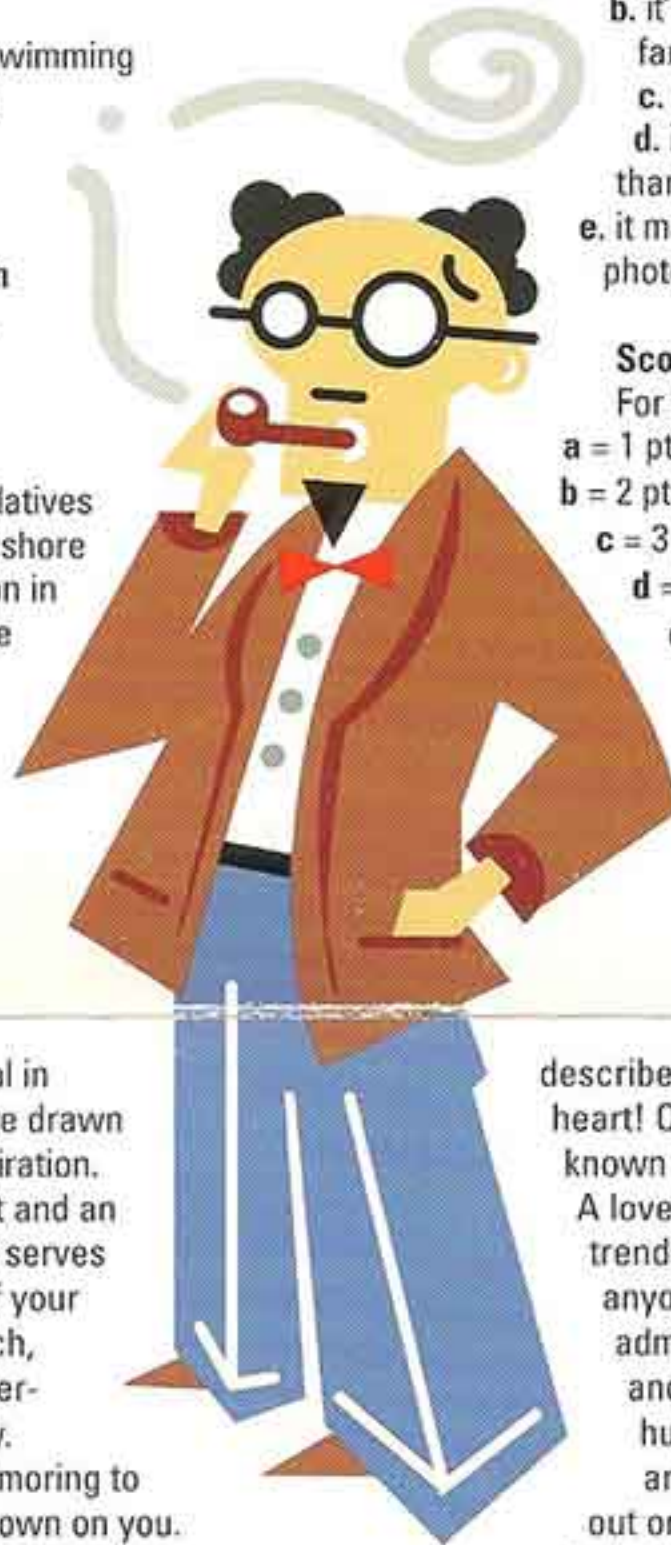
Scoring

For every:

- a = 1 pt.
- b = 2 pts.
- c = 3 pts.
- d = 4 pts.
- e = 5 pts.

Tally it up to find your personality profile.

G+J



results

A. DYNAMO 7-10 pts.

You are a strong, driven individual who isn't afraid to take risks. Chances are you've been called charismatic more than once in your life. At work you're dynamic, and you can be counted on to get results because of your vibrant personality, your persistence and your shrewdness. You certainly don't shy away from competition and it's highly unlikely anyone can pull the wool over your eyes since you don't miss a trick. Confident, courageous and clever, you are known for having a critical eye. If you were a couch, you'd be made of the finest quality leather in a bold color that makes a statement.

B. NURTURER 11-14 pts.

You are a "people" person who values family and relationships above all else. Affectionate, warm and open, you are delightful to be around. Because of your giving nature, you often find yourself in a caretaker role, no matter what the situation. You possess an infectious enthusiasm for any project you take on. Spontaneous,

imaginative and original in your thinking, others are drawn to you for creative inspiration. You have a keen insight and an acute sensitivity which serves you well in all facets of your life. If you were a couch, you'd be oversized, overstuffed, soft and comfy. Everyone would be clamoring to sit, or more likely, lay down on you.

C. PEACEMAKER 15-21 pts.

You are thoughtful with a calm, serene manner. Others turn to you to solve problems, which you do with a grace and ease that is admirable. Cooperative and idealistic, you are a lover of nature who never puts on any airs. Perceptive and sensitive to others needs, you have a spiritual side that keeps you grounded. You've probably been described as a dreamer which doesn't bother you a bit because of your peaceful nature. If you were a couch, you'd have a homey, "lived-in" look like you were there when the house was built. In fact, there's no doubt you'd be slipcovered.

D. FUN LOVER 22-28 pts.

You are a free spirit who is visually oriented. Conscientious, kind and fun to be with, you enjoy children. In fact, you might even

describe yourself as just a kid at heart! Quirky and creative, you're known for having a silly side. A lover of freedom, you are a trendsetter who doesn't follow anyone else's rules. You're admired for your crystal thinking and others enjoy your sense of humor. Chances are, you love animals and would rather be out on the road than stuck behind a desk. If you were a couch, you'd be whimsical and colorful...the kind of couch everybody talks about but wouldn't necessarily sit on.

E. INTELLECT 29-35 pts.

You are known for your serious, intelligent personality. Pragmatic and realistic, there's an emotional, intense side to you lurking beneath the surface. A complex character, you are often skeptical of others until they prove themselves. You'll be surprised by the fact that people see you as sexy and consider you a good communicator. A gifted writer, words are more meaningful to you than pictures. If you were a couch, you'd be an antique French provincial settee. A treasured piece in your family, you'd have been passed down from one generation to the next.



G+J Magazines for every stage of a woman's life.



Funny how one day you're the daughter, the next day you have three daughters of your own and your role in the family has changed completely. Now you're the grown-up caring for the kids and packing up the beach toys.

G+J helps guide women from one stage of their life to the next, with magazines edited specifically for teens, active women, expecting and new moms, home enthusiasts and household decision makers. Women

going through transitions have new needs and a need for new products. These are optimal times for advertisers to capture an untapped market or to reinforce brand loyalty.

G+J magazines are the one constant in the lives of one in two American women. Call John Heins, President, at (212) 463-1103, to learn more.



Prizes!

One Grand Prize

A \$3,000 custom-made couch from Classic Sofa, the maker of the G+J Green Couch (couch does not have to be green!).

Five Runner-Up Prizes

Winners to choose one:

- Handwriting analysis
- Free visit to a psychotherapist
- Personal horoscope



Classic Sofa is located at 5 West 22nd Street, NYC, 212-620-0485.