

AdVantage mag's final issue goes to print

 By [Sindy Peters](#)

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AdVantage magazine announced this morning that the publication's final issue will be going to print today, Tuesday, 2 July 2013. In circulation for the last 20 years, the magazine's readership covered decision makers in the media, marketing and advertising sector.



"It is with deep regret that we announce that AdVantage Magazine will be closing. The July issue will be the last the industry will see of this iconic publication. The AdVantage team would like to thank the industry, our readers and advertisers for their loyal support over the last 20 years," says a release issued by the publication.

"I am deeply saddened to hear that AdVantage magazine will be closing. For so many years the ad industry's bible. It will be missed," said Chris Moerdyk, columnist and executive chairman of Bizcommunity on Twitter.

[Leave your tribute to AdVantage here](#)

The announcement was met with sadness and disappointment on Twitter:

“ Hear our collective voice [@media24](#) You cannot rip the journalistic heart from our industry without us putting up a fight [#saveAdVantage](#)- Franco D'Onofrio ([@frankietwigs](#)) [July 2, 2013](#) ”

“ WHAT??? WHY??? RT [@advantagemag](#): AdVantage Magazine closes - its a sad day for niche publishing- Modie Nini ([@MasB2sana](#)) [July 2, 2013](#) ”

“ Absolutely devastating RT [@marklives](#): Just heard final issue of AdVantage Magazine going to print today. Sad day for the ad industry.- Owthurst ([@Owthurst](#)) [July 2, 2013](#) ”

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