

Tom Reichert

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12055127/publications.pdf>

Version: 2024-02-01

25
papers

1,195
citations

516710

16
h-index

580821

25
g-index

27
all docs

27
docs citations

27
times ranked

663
citing authors

#	ARTICLE	IF	CITATIONS
1	Sexual ad appeals in social media: effects and influences of cultural difference and sexual self-schema. <i>International Journal of Advertising</i> , 2022, 41, 910-929.	6.7	1
2	The impact of visual sexual appeals on attention allocation within advertisements: an eye-tracking study. <i>International Journal of Advertising</i> , 2020, , 1-25.	6.7	12
3	Feminism and Advertising: Responses To Sexual Ads Featuring Women. <i>Journal of Advertising Research</i> , 2020, 60, 163-178.	2.1	7
4	Do feminists still respond negatively to female nudity in advertising? Investigating the influence of feminist attitudes on reactions to sexual appeals. <i>International Journal of Advertising</i> , 2016, 35, 823-845.	6.7	68
5	How Sex in Advertising Varies by Product Category: An Analysis of Three Decades of Visual Sexual Imagery in Magazine Advertising. <i>Journal of Current Issues and Research in Advertising</i> , 2012, 33, 1-19.	4.3	36
6	The Naked Truth. <i>Journal of Advertising Research</i> , 2011, 51, 436-448.	2.1	30
7	Using Sexual Appeals in Advertising to Sell Cosmetic Surgery: A Content Analysis from 1986 to 2007. <i>Sexuality and Culture</i> , 2011, 15, 41-55.	1.5	15
8	Religiosity, Anxiety, and Discussions About Organ Donation: Understanding a Complex System of Associations. <i>Health Communication</i> , 2009, 24, 156-164.	3.1	31
9	Consumer Responses to Sexual Magazine Covers on a Men's Magazine. <i>Journal of Promotion Management</i> , 2007, 13, 127-144.	3.4	6
10	The Ageless Allure: Sex, Media, and Marketing. <i>Journal of Promotion Management</i> , 2007, 13, 3-11.	3.4	6
11	All the News That's Fit to See? The Sexualization of Television News Journalists as a Promotional Strategy. <i>Journal of Promotion Management</i> , 2007, 13, 13-33.	3.4	22
12	Assessing the Influence of Gender and Sexual Self-Schema on Affective Responses to Sexual Content in Advertising. <i>Journal of Current Issues and Research in Advertising</i> , 2007, 29, 63-77.	4.3	41
13	A Test of Media Literacy Effects and Sexual Objectification in Advertising. <i>Journal of Current Issues and Research in Advertising</i> , 2007, 29, 81-92.	4.3	26
14	Examining the Decision to Talk with Family About Organ Donation: Applying the Theory of Motivated Information Management. <i>Communication Monographs</i> , 2006, 73, 188-215.	2.7	113
15	Do Sexy Cover Models Increase Magazine Sales?. <i>Journal of Promotion Management</i> , 2005, 11, 113-130.	3.4	8
16	Sex and Magazine Promotion. <i>Journal of Promotion Management</i> , 2005, 11, 131-141.	3.4	10
17	Family discussions about organ donation: how the media influences opinions about donation decisions. <i>Clinical Transplantation</i> , 2005, 19, 674-682.	1.6	113
18	Women's Responses to Sex in Advertising. <i>Journal of Promotion Management</i> , 2005, 11, 143-153.	3.4	22

#	ARTICLE	IF	CITATIONS
19	An Update on Sex in Magazine Advertising: 1983 to 2003. <i>Journalism and Mass Communication Quarterly</i> , 2004, 81, 823-837.	2.7	186
20	How to get "kissably close": Examining how advertisers appeal to consumers'™ sexual needs and desires. <i>Sexuality and Culture</i> , 2003, 7, 120-136.	1.5	21
21	The Prevalence of Sexual Imagery in Ads Targeted to Young Adults. <i>Journal of Consumer Affairs</i> , 2003, 37, 403-412.	2.3	51
22	Addressing the Topic of Female Representation in Advertising: A Method for Enhancing Advertising Literacy in the Introductory Course. <i>Journal of Advertising Education</i> , 2002, 6, 62-64.	0.3	1
23	Sex in advertising research: a review of content, effects, and functions of sexual information in consumer advertising. <i>Annual Review of Sex Research</i> , 2002, 13, 241-73.	0.5	72
24	The Effects of Sexual Social Marketing Appeals on Cognitive Processing and Persuasion. <i>Journal of Advertising</i> , 2001, 30, 13-27.	6.6	198
25	Cheesecake and Beefcake: No Matter How You Slice it, Sexual Explicitness in Advertising Continues to Increase. <i>Journalism and Mass Communication Quarterly</i> , 1999, 76, 7-20.	2.7	98