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(54) **Advertising notebook**

(57) The invention consists of an advertising notebook, of the type which groups a plurality of advertisements, which can generally be accompanied by coupons which give "discounts" or offer any other type of promotion. Said notebook focuses its characteristics on the fact that it incorporates a plate of magnetic nature (5), i.e. a permanent magnet, which permits the attachment of said

notebook to a refrigerator or any other metal element of a dwelling or such like, remaining in good view, and thereby preventing the loss thereof by the consumer. The plate shall be attached by means of adhesive, preferably to the external face of the rear cover (4). However, it could constitute a physically independent element of the notebook, equipped with means of attachment to the notebook.

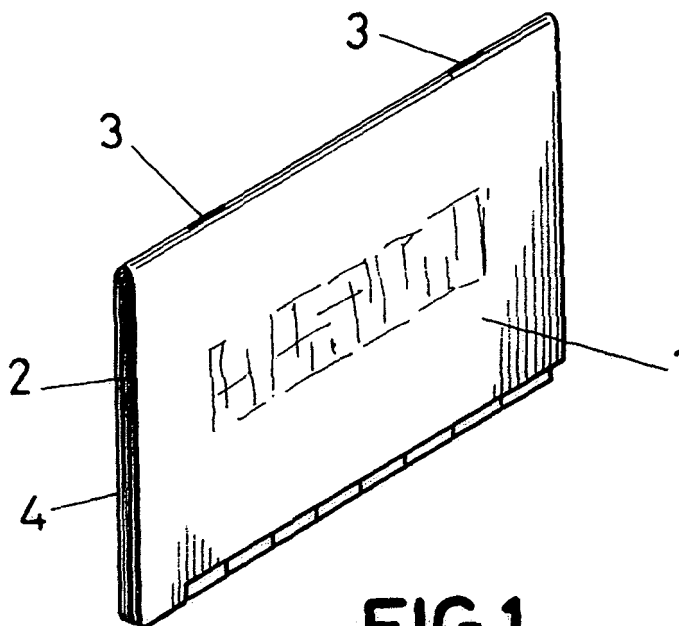


FIG.1

Description

OBJECT OF THE INVENTION

[0001] The present invention relates to an advertising notebook, i.e. a notebook of the type which groups a plurality of advertisements, which can generally be accompanied by coupons which give "discounts" or offer any other type of promotion.

[0002] The object of the invention is to achieve an advertising notebook that satisfactorily fulfils the basic function for which it has been intended, preventing its rejection or loss by the consumer.

BACKGROUND OF THE INVENTION

[0003] As is known, the association of different types of professionals with the aim of reducing advertising management costs is frequent, and at the same time offering a better service to the possible clients, by means of the sending of advertising notebooks which group them together and which, consequently, permit any user to gain access at a specific time to any type of professional which they may need.

[0004] There are different types of notebooks, which range from those that solely include information, to those which also include discount coupons, or other promotional elements intended to encourage the consumption of the products or services which they offer.

[0005] These types of notebooks, with optimal theoretical results from the advertising point of view, do not accomplish the practical result that is desired, and that is due to the fact that they constitute elements which are difficult to save, so that they are frequently misplaced, and are therefore not accessible particularly at that moment when it is required to take a piece of information therefrom.

DESCRIPTION OF THE INVENTION

[0006] The advertising notebook proposed by the invention has been devised and structured to satisfactorily resolve the abovementioned drawbacks, so that it is able to remain perfectly stored, localized and accessible at all times.

[0007] To do this, and more specifically, the notebook proposed is structured from any conventional notebook, with any type of information inside, as well as with any normal promotional element therein, but with the special feature that it is complemented with a plate of magnetic nature, i.e. with a permanent magnet, which permits the attachment of the notebook to the door of a refrigerator or to any other metal facing, whereto a magnet is capable of attaching.

[0008] In this way the notebook in question is attachable to the refrigerator door of a dwelling, this constituting its habitual place, so that faced with the need to remove any information therefrom, it is known beforehand where

the notebook is located and this is easily accessible to remove said information.

[0009] From this basic structuring, it is feasible that the magnetic sheet, i.e. the permanent magnet, is duly integrated in the aforementioned notebook, such as, for example, joined to the external face of the back cover thereof by means of a suitable adhesive; however, said magnet could constitute a physically independent element of the notebook, although it accompanies it in its distribution, which is attachable to said notebook by the final user thereof, in which case, the adhesive layer for attaching the magnet to the notebook must be protected by a waxed, silicone or such like, paper sheet, which is detachable when it comes time for attachment.

DESCRIPTION OF THE DRAWINGS

[0010] In order to complement the description being carried out and with the object of helping towards a better understanding of the characteristics of the invention, in accordance with a preferred practical example of embodiment thereof, a set of drawings is attached as an integral part of said description, wherein the following has been represented in an illustrative and non-limitative character:

Figure 1 Shows, according to a perspective view, an advertising notebook carried out in accordance with the object of the present invention.

Figure 2 Shows a rear perspective view of the same notebook.

Figure 3 Shows, finally, a profile of the notebook of the previous figures.

PREFERRED EMBODIMENT OF THE INVENTION

[0011] In view of the figures shown, it can be observed that the advertising notebook proposed by the invention, like any conventional notebook of this type, is constituted by means of a cover (1) wherein is housed a plurality of sheets (2), conveniently attached by means of one or more staples (3), said notebook bearing advertising spaces corresponding to different advertisers on each and every one of its sheets, with the basic idea that said notebook stores sufficient information so that, in the face of any contingency by the person who has it in their power, they can have a professional to the respect in a moment's time.

[0012] Therefore, the notebook proposed focuses its novel characteristics on the fact that, preferably on the external face of its rear cover (4), it incorporates, duly attached thereto, a permanent magnet (5), materialized in a laminar body of little thickness, which barely affects the general thickness of the notebook, and which permits the attachment thereof to the door of a refrigerator or any other similar metal element, as has been previously stated.

[0013] Said plate or sheet constituted by the perma-

nent magnet (5), due to its own dimensions as regards thickness, hardly interferes in the general thickness of the notebook and is attached thereto, for example, by means of a contact adhesive (6), although, and has already been stated above, the permanent magnet (5) can initially be independent of said notebook and be attached thereto by its final recipient or user.

[0014] The possibility also exists that the entire cover (1) of the notebook is materialized in the aforementioned permanent magnet, given that the market offers very thin magnets, of very wide surface dimensions and with a high degree of flexibility, which besides improving the attachment of the notebook to the refrigerator or metal support, would permit the maintenance of the perfectly stable closure of the notebook in resting situation on said refrigerator.

Claims

1. Advertising notebook, of the type which incorporates a plurality of sheets, conveniently bound, bearing information and optionally promotional coupons or such like, **characterized in that** it incorporates a plate of magnetic nature, i.e. a permanent magnet, which permits the attachment of said notebook to a refrigerator or to any other metal element of a dwelling or such like.
2. Advertising notebook, according to claim 1, **characterized in that** the aforementioned plate of magnetic nature is attached to any suitable place of the notebook, preferably to the external face of the rear cover thereof, by means of an adhesive of suitable nature.
3. Advertising notebook, according to claim 1, **characterized in that** the plate of magnetic nature constitutes a physically independent element of the notebook, provided on one of its faces with a layer of adhesives for attachment to the aforementioned notebook, protected by a waxed, silicone or such like sheet of paper, so that the attachment of the plate to the notebook is carried out after access is made thereto by the user of said notebook.
4. Advertising notebook, according to claim 1, **characterized in that** the plate of magnetic nature consists of a thin, flexible, laminar body, which constitutes the cover of the notebook.

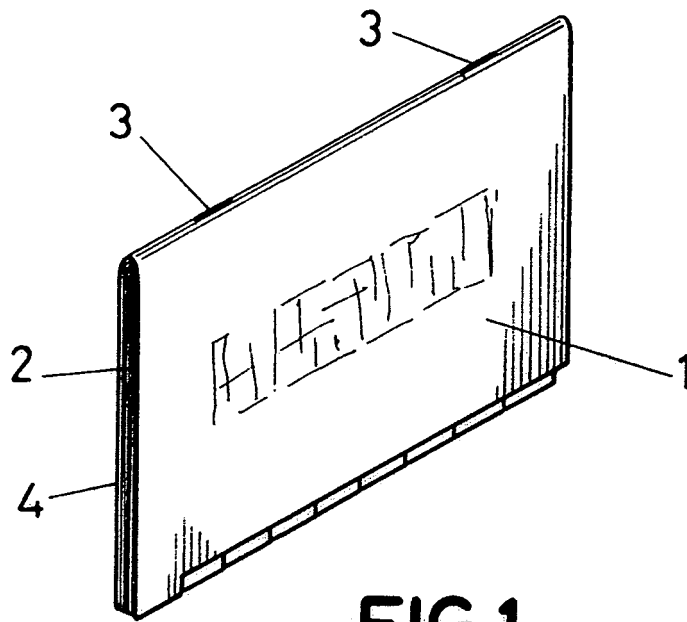


FIG.1

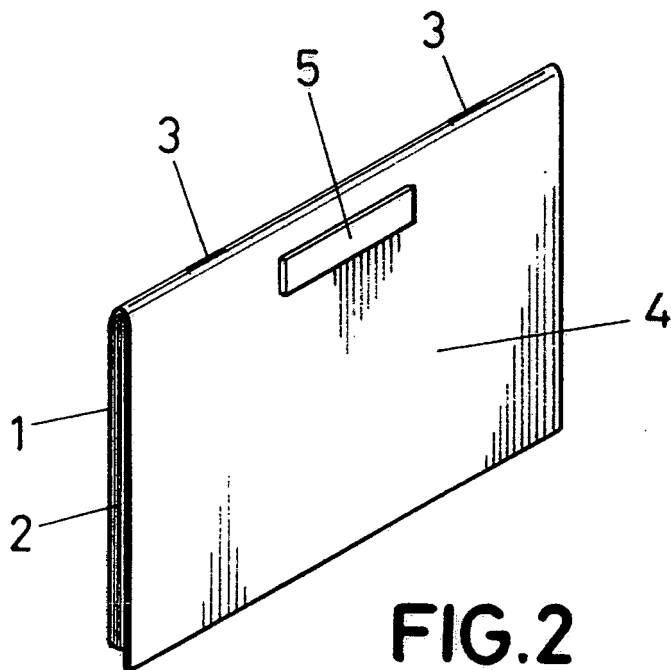


FIG.2

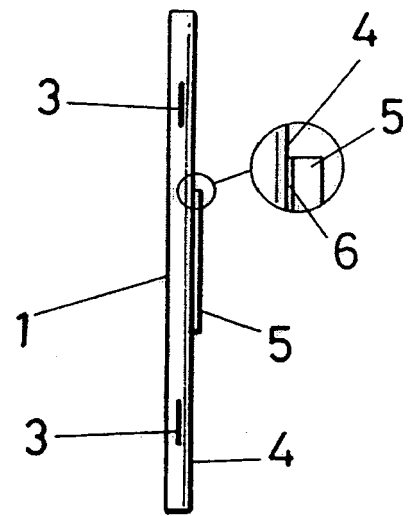


FIG.3