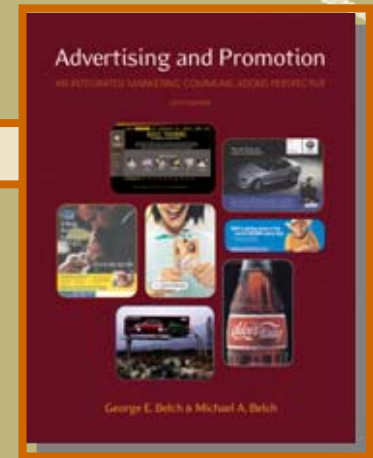


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Evaluation of Print Media

Classifications of Magazines

By Content

- Consumer Magazines
- Farm Magazines
- Business Magazines
 - Professional Group Magazines
 - Industrial Magazines
 - Trade Magazines
 - General Business Magazines
 - Health Care magazines

By Size

- Large
- Flat
- Standard
- Small or Pocket

By Geography

- Local
- Regional
- National

Advantages of Magazines

- Selectivity
- Reproduction Quality
- Creative Flexibility
- Permanence
- Prestige
- Receptivity, Involvement
- Services

Magazines are targeted to specific audiences





Special Magazine Features

- Bleed Pages
- Cover Positions
- Inserts
- Gate Folds
- Island Halves

Disadvantages of Magazines

- Costs
- Limited Reach and Frequency
- Long Lead Time
- Clutter and Competition



Magazine Circulation and Readership

➤ **Circulation**

- Primary Circulation
- Guaranteed Circulation
- Controlled-circulation

➤ Readership and Total Audience

- Pass-along readership
- Total audience (readers per copy X circulation)



Audience Information and Research

- Circulation Verification Services
 - Audit Bureau of Circulation (ABC)
 - Business Publications Audit
- SRDS Media Solutions
- Syndicated Audience Studies
 - Simmons Market Research Bureau
 - Mediamark Research Inc. (MRI)

SRDS Media Solutions provides information on magazine for media planners



SRDS[®] Media Solutions[™]

Easier planning. Smarter decisions. Better campaigns.

Business Publication Advertising Source[®]

- Over 9,300 domestic, international and healthcare publication listings organized into more than 180 market classifications
- Flexible online search options
- Continuous updates
- Links to media kits, audit statements and more
- Output data to the SRDS Media Planning System[™] to budget, schedule and track plans
- Includes online access and 12 print issues per year

Consumer Magazine Advertising Source[™]

- Over 3,000 domestic, international and farm magazines organized into 85 market classifications
- Flexible online search options
- Links to media kits, audit statements and more
- Continuous updates
- Output data to the SRDS Media Planning System[™] to budget, schedule and track plans
- Includes online access and 12 print issues per year



SRDS Media Planning System[™]

- Complete online planning solution
- Budget, track and monitor campaigns
- Generate flowcharts and insertion orders
- Available to qualified BPAS & CMAS subscribers
- Call for custom pricing

1.800.232.0772 ext. 8006



Factors determining magazine ad rates

- Circulation of the magazine
- Color
- Size of the ad
- Position in the magazine
- Special mechanical or production
- Number and frequency of insertions



The Future of Magazines

- Declining Ad Revenues
- Stronger Editorial Platforms
- Circulation Management
- Cross-Magazine and Media Deals
- Database Marketing
- Advances in Technology
- Electronic Delivery Methods

Most magazines cannot survive without advertising revenue





Newspaper Overview

- The dominant advertising vehicle
- Account for 22% of ad dollars
- Over 1,400 daily papers in print
- Daily circulation over 60 million
- Main community medium
- Local ads provide 85% of revenue

Newspaper Classifications

Publication Frequency

- Daily
- Weekly

Type


- National
- Special-Audience
- Supplements

Size

- Standard
- Tabloid

Audience Type

- Ethnic, religious
- Business, financial
- College



Newspaper Advertising

- Display Ads
 - Local (mostly retail)
 - National or General
- Classified Ads
 - Small items arranged by topic
 - Rates based in size, duration
 - Classified display - combination
- Public Notices
 - Legal notices - public reports
 - Notices by people, organizations
- Printed Inserts
 - Prepared separately by advertisers



Advantages of Newspapers

- Extensive Penetration
- Flexibility
- Geographic Selectivity
- Reader Involvement, Acceptance
- Services Offered



Section Segmentation

- Sports Section
 - Heavy (down-scale) male readership
- Society Section
 - Heavy (mid-scale) female readership
- Financial Section
 - Appeals to the business reader
- Comic Section
 - Heavy child/adolescent readership

Ads can be run in various sections of most newspapers

Media

Daily San Diego Union-Tribune

Each day, The San Diego Union-Tribune is read by more San Diegans than any other newspaper. As the county's largest newspaper, the Union-Tribune offers you something no other newspaper can — 871,300 San Diego consumers.

Target your message with these Union-Tribune daily sections:



- Main News
- Local News
- Sports
- SportsExtra – Monday
- WorkWeek – Monday
- Business
- Business Extra – Tuesday
- Currents and Arts
- Quest (science) – Wednesday
- Religion & Ethics – Friday
- Family Ties – Saturday
- Classifieds
- ComputerLink – Tuesday
- Food – Wednesday
- Night&Day – Thursday
- Change of Address – Saturday
- Wheels – Saturday

Source: January 1996-February 1997 San Diego Scarborough Study



Newspaper Drawbacks

- Production quality may be low
- Short life span
- Lack of selectivity
- Clutter
- Potential for poor ad placement
- Maybe overlapping circulation

Two Ways to Buy Newspaper Space

Agate Lines

- Measuring 1/4" deep by 1 standard column wide
- A standard column is usually 2" wide

Column Inch

- Column inch is 1 inch deep by 1 column wide
- There are 14 agate lines per column inch



Rate Terminology

- General Rates
- Local Rates
- Flat Rates
- Open Rates
- Preferred position
- Run-of-Paper (ROP)
- Color rates
- Combination Rates



Unique Newspaper Features

- Mass audience
- Cross-section of population
- Local geographic coverage
- Wide range of content, subjects
 - Selective readership by area
- Timely coverage, daily issues
- Readership concentrated in time



The Future of Newspapers

- Competition from other media
- Circulation management
- Cross-media buys with other newspapers and magazines
- Attracting and retaining readers

Newspapers are trying to attract younger readers

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