



Using Print Media

How does print media enhance the advertiser's media mix?



Print Media Buyers

- Job Requirements:
 - 1. Good knowledge of available print media i.e., newspaper, magazines
 - 2. How to buy newspaper and magazine space and read the rate cards.
 - 3. Must be able to get the most "bang for buck" by finding the best deals and creative mixture.



Using Magazines

- Magazines offer advertisers the best graphics and photo reproduction that is usually directed to a specific target market.



Advantages of Magazines

- Flexible Design Options
- Color
- Prestige
- Authority, believability
- Long Shelf Life
- Audience Selectivity
- Cost Efficiency
- Leisure reading giving the reader more time to study details in photo and copy
- Creative possibilities expanded: bleeds, inserts, staple sections
- Selling Power



Disadvantages of Magazines

- Expensive compared to newspapers
- Monthly or Weekly periodicals create problems with reach (4 week time periods)
- Inability to delivery high frequency
- Long lead time
- Heavy Magazine competition
- High Cost per 1000
- Declining circulations



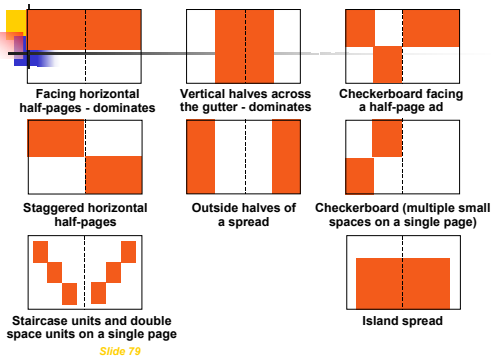
Special Possibilities for Magazines

- There are many technical and mechanical possibilities available to media buyers when they use magazines.

Special Possibilities for Magazines


- Bleed – color to edge of page (creates more interest)
- Cover Position – inside front, inside back
- Junior unit – large ad 60% of page, across middle surrounded by copy

Magazine Space Combinations



Special Possibilities for Magazines

- Inserts – can cost less than a normal or cost millions depending on length and copy
- Gatefold – large insert, equal to two pages of magazine



Special Possibilities for Magazines

- Content based Magazines – focus on specific consumer groups
- Geography – local city, regional and national magazines
- Size variation allows for ads that have more or less size potential



Buying Magazine Space

- Rate Base – how much circulation determines the rate paid per ad space
- Guaranteed Circulation – number of copies the publisher expects to circulate
- Circulation audit – publishers pay to verify that circulation matches their base rate for advertising



Vertical and Horizontal Publications

- Vertical publication – covers a specific industry from top to bottom e.g., Chronicle of Higher Education
- Horizontal publication – covers various functions across industries or disciplines such as the Scientific American



Paid vs. Controlled Circulation

- Paid Circulation – the recipient must pay for the publication that they receive
- Controlled Circulation – publisher mails some or all of the publication to special individuals who may have special influence to buy certain advertised products



Newspapers

The Creative Mix



Newspapers

- Second largest medium after TV in terms of advertising volume (21.7%)

Pros of Newspapers Advertising

- Mass medium
- Local medium
- Comprehension in scope
- Geographic selectivity
- Timeliness
- Credibility
- Selective attention
- Creative flexibility
- An active medium
- A permanent record
- Reasonable cost

Slide 81

Cons of Newspaper Media

- Lack of selectivity
- Short Life Span
- Low Production Quality
- Clutter
- Lack of Control – of preferred position
- Overlapping Circulation – some people read more than one periodical

Type of Newspaper Advertising

- Display Advertising – includes copy, illustrations and photos
- Reading notice – made to look like regular copy
- Cooperative programs – retailers cooperate to generate ads for industry e.g., real estate

What Works Best in Print

- Use simple layouts
- Always caption photos
- Long copy is okay
- Avoid negative headlines
- Seek story appeal
- Photos work better than illustrations
- Look at your ad in its editorial environment
- Look at ad in editorial environment
- Develop a single ad format
- Before-and-after photos better than words
- Do not print copy in reverse type
- Make each ad a complete sale

Slide 82
