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


Business Publication Advertising Source™
- Over 3,300 domestic, international and healthcare publication listings organized into more than 1,800 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 63 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 BPA & CMAS subscribers
- Call for custom pricing

1.800.232.0772 ext. 3006

Source: Courtesy of SRDS
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
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.