



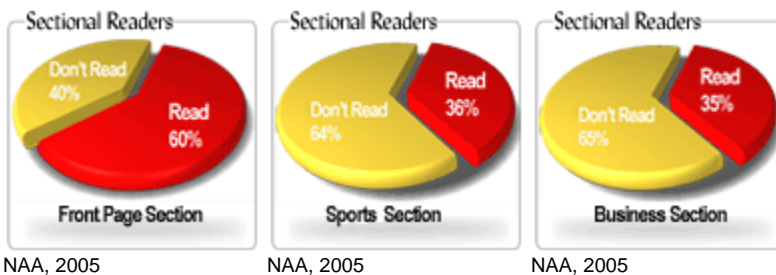
# Newspaper

All forms of media bring to advertisers specific strengths as well as inherent shortcomings. The key to successful advertising is to accurately determine the best medium or combination of media to accomplish your sales and marketing objectives, starting with a clear understanding of the positive and negative attributes of each media option under consideration. This profile has been prepared to demonstrate the characteristics of Newspaper as a stand-alone media choice or as part of a Newspaper / Radio media mix.

## Newspaper Circulation



ABC, 2006



## Quick Facts

During 2005, readership among men dropped from 62.2% to 54.1%, while readership among women declined from 55.2% to 49.2%.  
*(Newspaper Association of America, 2005)*

A 2005 study by the Carnegie Corporation pegs the average age of a newspaper reader as 55.  
*(Smart Money, 2005)*

After General News, the sections read most often by age group: 18-24, Classified; 25-34, Classified; 35-44, Sports; 45-54, Business/Finance; 55-64, Editorial page; 65+, Editorial page.  
*(Newspaper Association of America, 2005)*

## Advantages

**Ease of Tracking:** It's relatively easy to track response, primarily through couponing.

**Exposure:** The reader controls the amount of exposure to a given ad. They can spend as much or as little time with an ad as they like.

**Geographic Targeting:** Zoned editions of newspapers in large metro areas allow for less than full-run advertising.

## Disadvantages

**Ad Clutter, No Separation:** Ads account for more than 60% of the space in the typical newspaper. Your ad placed next to your competitors' can only be an advantage if your price is absolutely the lowest.

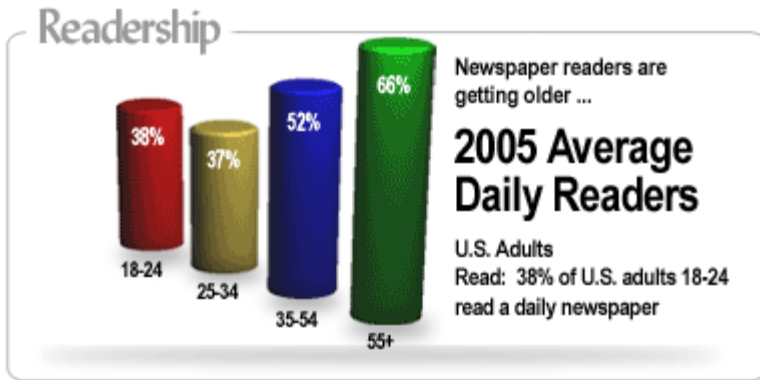
**Passive:** The paper provides information once consumers decide to buy, but it does not build brand awareness or create product demand. Newspaper advertising thus works mainly for comparing prices.

**Browsers, Not Readers:** Most people don't read all sections of the paper every day. Ads in a given section reach only those who read that section.

## Plus Radio

**Radio Excels:** Where newspaper is deficient, Radio excels. Combining the two in a media mix capitalizes on the advantages of both media.

**Intrusive:** The success of your marketing strategy



NAA, 2005



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depends greatly on how you reach and motivate your customers before their decision to purchase has been made. The intimate power of Radio can stimulate new demand by creating emotional reasons to buy your product and then directing customers to the newspaper for detailed information. It can help maintain loyal customers by keeping your name or brand image top-of-mind.

Listeners hear commercials: Newspapers like to be judged on how many subscribers or readers they have, not on how many people read an ad. Radio judges itself on how many people are available hear a commercial (Average Quarter Hour). Newspaper readership is more comparable to Radio's cume audience.

Reach: Studies show that ad size has little impact on ad recall, so you can decrease the size of your newspaper ad and redirect those dollars into Radio. By doing so, you'll boost your reach and build message frequency without increasing your cost.

Message Frequency: Radio adds impact through message frequency. That means bigger and faster results because repetition sells.