



# Chapter Ten

Print Media

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Because learning changes everything.®



## Chapter Seven

How did Hyundai make sure Super Bowl viewers would remember the Sonata by spoofing an accent?

## Chapter Twelve

How did Tim Sweeney use social media principles to make billions... by giving a game away for free?

## Chapter Thirteen

How did ocean garbage help Corona create one of the best billboards in the world?



start here.

# ADVERTISING

ARENS | WEIGOLD

4e

HOW DID  
**MARS**

MAKE FICTIONAL CANDY  
FIGURES SOME OF  
THE WORLD'S BEST  
KNOWN CELEBRITIES?

Chapter Eleven



M is Motivation.

M is Momentum.

M is Moving Forward.

M is McGraw-Hill.

# Learning Objectives

- 10-1** Explain the advantages and disadvantages of magazine advertising.
- 10-2** Discuss how magazine circulation is measured and rates are set.
- 10-3** List the advantages and disadvantages of newspaper advertising.
- 10-4** Describe the major types of newspapers and how they charge for advertising.
- 10-5** Show how print media work with new technologies.

# Print Media <sub>1</sub>

## Selecting Media

Selecting appropriate media mix involves:

- Understanding the unique characteristics of media alternatives.
- Determining which medium will be the most effective.

Reach: number of different people exposed, at least once, to a medium during a given period of time.

Frequency: average number of times those people are exposed to that medium during that period of time.

# Print Media <sub>2</sub>



## Print

Messages produced on any printed medium.

Has more permanence than television or radio.

Presents more detailed information.

Important component of the media mix.

- **Media mix:** combination of media types that work together to most effectively deliver an advertiser's message.

# Using Magazines in the Media Mix <sup>1</sup>

## Magazines in the Media Mix

- Allows advertiser to reach target audience with high-quality presentation.
- Important element of creative mix.
- Magazines have fallen behind television and digital media.

# The Pros and Cons of Magazine Advertising

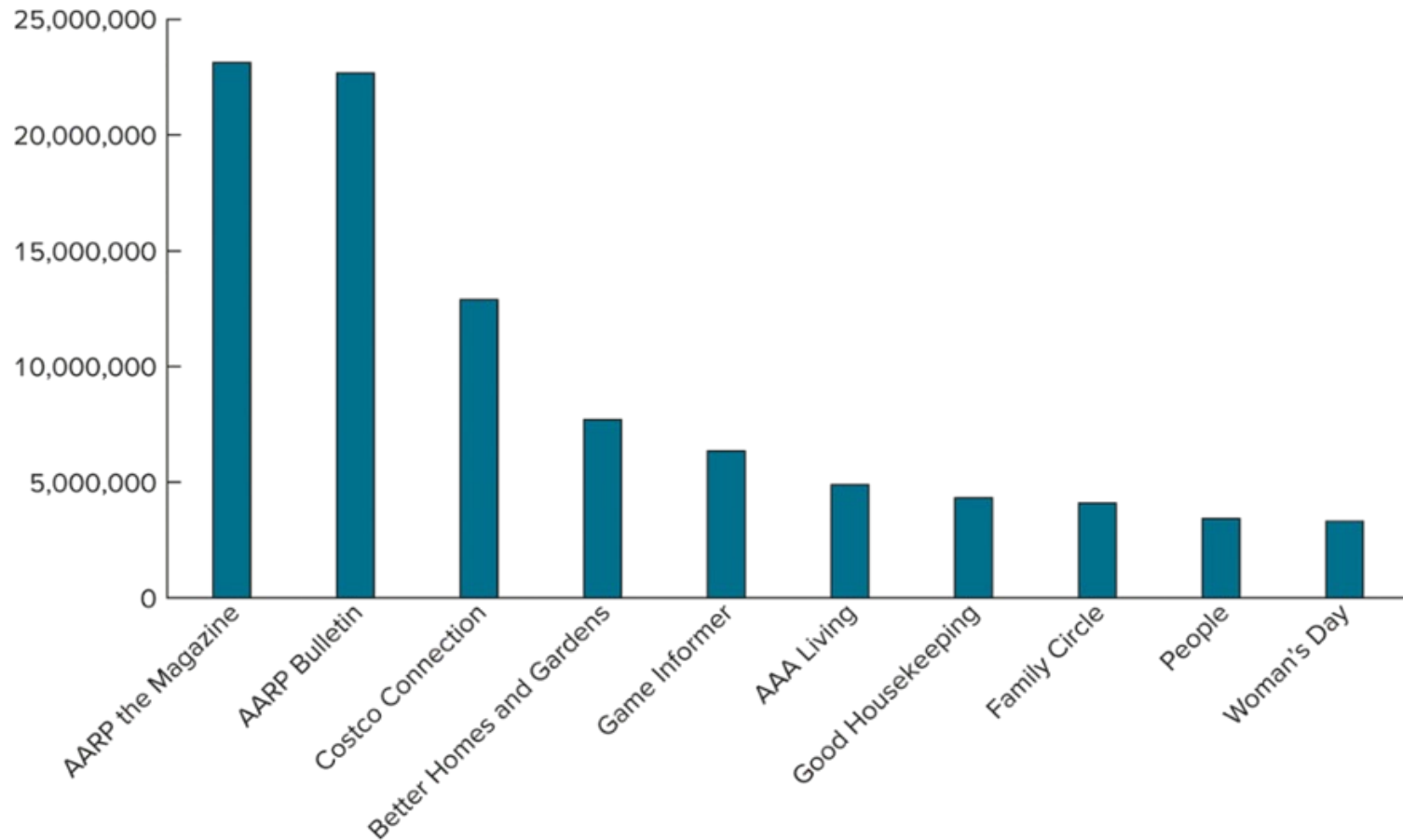
## PROS

- Flexibility.
- Color.
- Authority and believability.
- Permanence.
- Prestige.
- Audience selectivity.
- Cost-efficiency.
- Selling power.
- Reader loyalty.
- Extensive pass-along readership.
- Merchandising assistance.

## CONS

- Lack of immediacy.
- Shallow geographic coverage.
- Inability to deliver mass audiences at a low price.
- Inability to deliver high frequency.
- Long lead time.
- Heavy advertising competition.
- High cost per thousand.
- Declining circulations.

# Exhibit 10-2 Top Magazines By Circulation, 2017



[Access the text alternative for slide images.](#)

# Using Magazines in the Media Mix <sub>2</sub>

## Special Possibilities with Magazines

- **Bleed:** color, type, or visuals that run all the way to the edge of a printed page.
- **Cover position:** advertising space on the front inside, back inside, or back cover pages of a publication, usually sold at a premium price.
- **Junior unit:** large magazine ad placed in the middle of a page and surrounded by editorial matter.



# Using Magazines in the Media Mix <sub>3</sub>

## Special Possibilities with Magazines continued

- **Island halves:** half-page of magazine space that is surrounded on two or more sides by editorial matter and sold at a premium price.
- **Insert:** ad or brochure printed by the advertiser and shipped to the publisher for insertion into a magazine or newspaper.
- **Gatefold:** magazine cover or page extended and folded over to fit into the magazine, sold at a premium price.

# Exhibit 10-3 Ad Positions



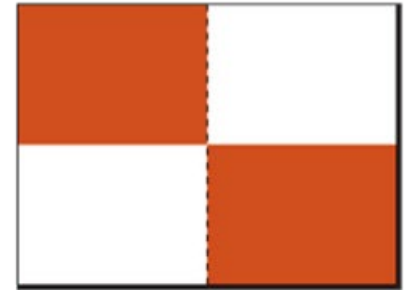
Facing horizontal half-pages to dominate a spread



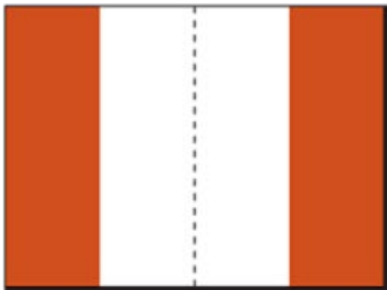
Vertical halves across the gutter with the same objective



Checkerboard facing a half-page ad



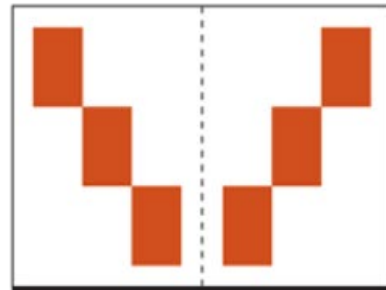
Staggered horizontal half-pages



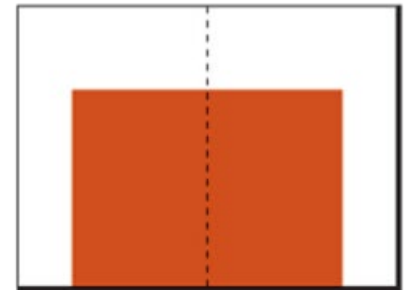
Outside halves of a spread



Checkerboard (multiple small space units on a single page)



Staircase units and double staircases on facing pages



Island spread

[Access the text alternative for slide images.](#)

# How Magazines Are Categorized <sup>1</sup>

## Content

- **Consumer magazines:** information- or entertainment-oriented periodicals directed toward people who buy products for their own consumption.
- **Farm publications:** directed to farmers and their families or to companies that manufacture or sell agricultural equipment, supplies, and services.
- **Business magazines:** target business readers and include trade publications, industrial magazines, and professional journals.

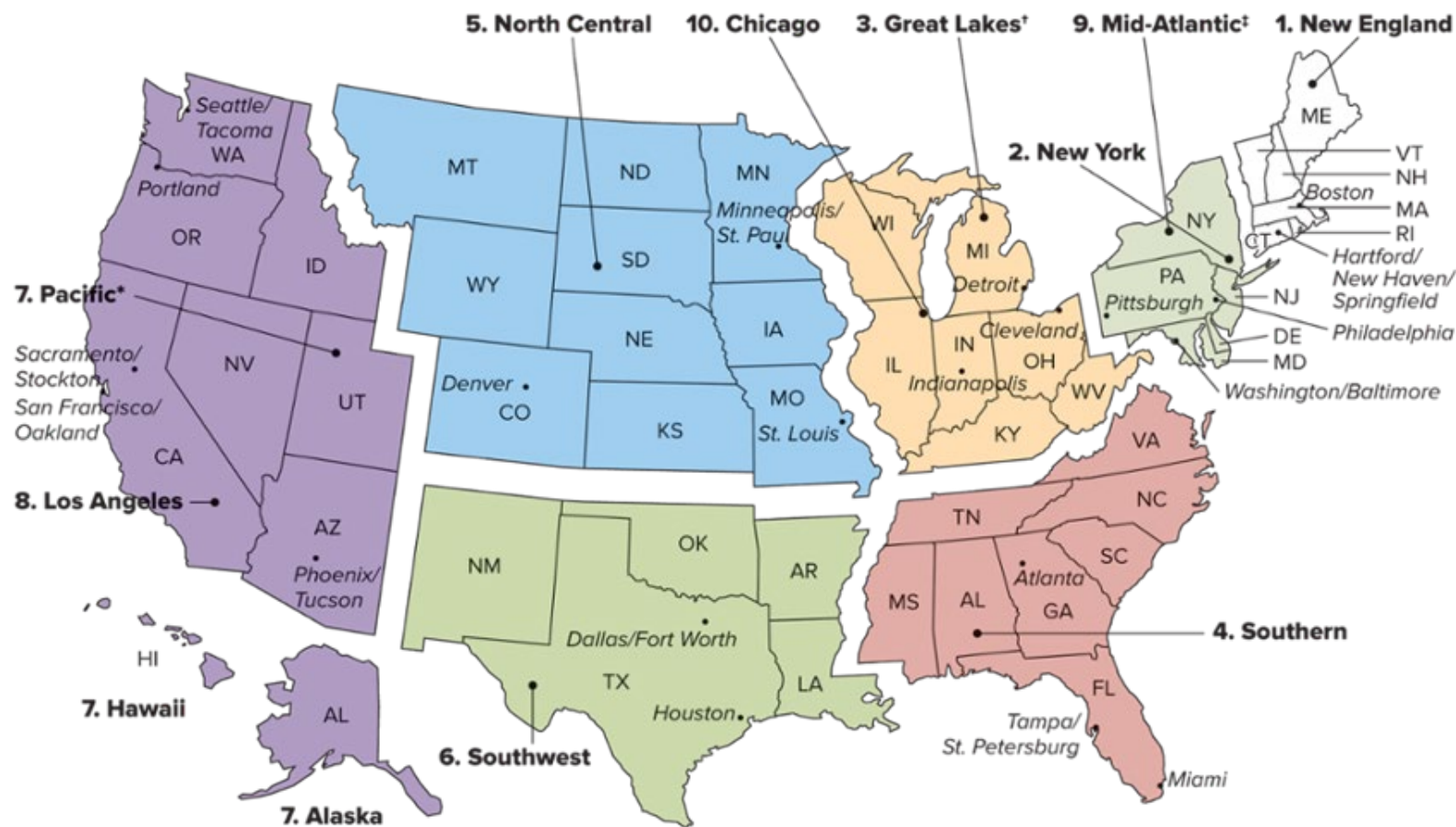


# How Magazines Are Categorized <sub>2</sub>

## Geography

- **Local city magazine:** caters to upscale, professional people interested in local arts, fashion, and business.
- **Regional publications:** targeted to a specific area of the country.
- **National magazines:** magazines that are distributed throughout a country.

# Exhibit 10-4 Regional Editions



- Major market
- \* Pacific Ed. excludes counties covered by Metro L.A. Edition
- † Great Lakes Ed. excludes counties covered by Metro Chicago
- ‡ Mid-Atlantic Ed. excludes counties covered by Metro N.Y.

[Access the text alternative for slide images.](#)

# How Magazines Are Categorized <sub>3</sub>

Size Classification	Magazine	Full-Page Ad Size
Large	<i>Interview</i>	4 col. × 170 lines 9 ½ × 11 1/3 inches
Flat	<i>Time</i>	3 col. × 140 lines 7 × 10 inches
Standard	<i>National Geographic</i>	2 col. × 119 lines 6 × 8 ½ inches
Small or pocket	<i>Reader's Digest</i>	2 col. × 91 lines 4 ½ × 6 ½ inches

# Buying Magazine Space <sup>1</sup>

## Considerations

- Readership.
- Cost.
- Mechanical requirements.
- Closing dates or deadlines.
- Circulation and rate-card information.

# Buying Magazine Space <sup>2</sup>

## Understanding Magazine Circulation

- **Rate base:** circulation figure on which the publisher bases its rates.
- **Guaranteed circulation:** number of copies of a magazine that the publisher expects to sell; publisher must refund the advertisers if this figure is not reached.
- **Circulation audit:** thorough analysis of circulation procedures, distribution outlets, and other distribution factors.
- **Alliance for Audited Media:** organization that provides trusted data for magazine circulation.



# Buying Magazine Space <sub>3</sub>

## Understanding Magazine Circulation <sub>continued</sub>

- **Primary circulation:** number of people who receive a publication through direct purchase or subscription.
- **Secondary (pass-along) readership:** number of people who read a magazine in addition to the primary purchasers.
- **Vertical publication:** business publications aimed at people in a specific industry.
- **Horizontal publications:** business publications aimed at people with job functions that cut across industry lines.
- Media buyers also want to know a magazine's ratio of subscriptions to newsstand sales.

# Buying Magazine Space <sup>4</sup>

## Understanding Magazine Circulation <sup>continued</sup>

Business publications may be distributed on either a paid-circulation or controlled-circulation basis.

**Paid circulation:** total number of copies of an average issue sold through subscriptions and newsstand sales.

**Controlled circulation:** free publication mailed to a select list of individuals who are in a unique position to influence the purchase of advertised products.

- Dues-paying members of organizations often get free subscriptions.

# Buying Magazine Space <sup>5</sup>

## Merchandising Services: Added Value

- Special promotions at retail stores.
- Marketing services to help readers find local outlets.
- Response cards that allow readers to request brochures.
- Help handling sales force, broker, wholesaler, and retailer meetings.
- Advance copies for the trade.
- Research into brand preferences, consumer attitudes, and market conditions.

# Buying Magazine Space <sup>6</sup>

## Reading Rate Cards

Three dates affect purchases:

- **Cover date:** date printed on the cover of a publication.
- **On-sale date:** date a magazine is issued.
- **Closing date:** publication's final deadline for supplying printing material for an advertisement.

# Buying Magazine Space 7

## Reading Rate Cards continued

- **Cost per thousand (CPM):** cost of reaching 1,000 people in a medium's audience, used to compare the cost of various media vehicles.
- **Frequency discounts:** advertisers earn this by running advertising repeatedly in a specific time period.
- **Volume discounts:** given for purchasing print space in bulk quantities.
- **Cash discounts:** given for prompt payment.

# Buying Magazine Space <sup>8</sup>

## Reading Rate Cards continued

Premium rates are charged for special features such as color printing.

Rates differ for geographic or demographic issues.

- **Geographic editions:** distributed in specific geographic areas.
- **Demographic editions:** distributed to readers who share a demographic trait.

# Using Newspapers in the Media Mix <sup>1</sup>

## Newspapers

- Fifth largest medium in advertising volume.
- More and more advertisers are shifting to radio and television.
- Majority of newspaper ad revenue comes from local advertising.

# The Pros and Cons of Newspaper Advertising

## PROS

- Mass, local medium.
- Comprehensive in scope.
- Geographic selectivity.
- Timeliness.
- Credibility.
- Selective attention.
- Creative flexibility.
- An active medium.
- A permanent record.
- Reasonable cost.

## CONS

- Lack of selectivity.
- Short life span.
- Low production quality.
- Clutter.
- Lack of control.
- Overlapping circulation.



# Using Newspapers in the Media Mix <sub>2</sub>

## How Newspapers Are Categorized

- Frequency of delivery.
- Physical size.
- Type of audience.

# Using Newspapers in the Media Mix <sub>3</sub>

## Categorization: Frequency of Delivery

- **Daily newspaper:** published at least five times a week, in morning or evening editions.
- **Weekly newspapers:** published once a week and serve readers in small urban or suburban areas or farm communities with an emphasis on local news and advertising.

# Using Newspapers in the Media Mix <sup>4</sup>

## Categorization: Physical Size

**Standard-size newspaper:** measures 22 inches deep and 13 inches wide and is divided into six columns.

**Tabloid newspaper:** about half the size of standard-size newspaper, 14 inches deep and 11 inches wide.

**Standard advertising unit (SAU):** system of standardized advertisement sizes that is accepted by all standard-size newspapers.

- **Column inch:** basic unit by which publishers bill for advertising, equal to one vertical inch of column space; SAU column inch: 2 1/16 inches wide by 1 inch deep.
- 56 standard sizes for newspapers, 32 for tabloids.

# Using Newspapers in the Media Mix <sup>5</sup>

## Categorization: Type of Audience

- Some newspapers cater to special-interest audiences, specific ethnic markets, foreign-language groups, professional organizations, or religious groups.

## Other Types

- Sunday newspapers are extra-large, with increased ads and news volume, plus in-depth or expanded coverage in many areas.
- **Sunday supplement:** newspaper-distributed Sunday magazine printed on heavier, coated paper stock; more conducive to color printing.
- **Shoppers:** free publications consisting almost entirely of local advertising.
- National newspapers, such as *USA Today*.

# Using Newspapers in the Media Mix <sup>6</sup>

## Types of Newspaper Advertising

- **Display advertising:** includes copy, illustrations or photographs, headlines, coupons, and other visual components
- **Reading notice or advertorial:** looks like editorial content, but flagged as advertising to avoid confusion; may cost more than normal display advertising.
- **Cooperative (co-op) advertising:** sharing of advertising costs by the manufacturer and the distributor or retailer.

# Using Newspapers in the Media Mix <sup>7</sup>

## Types of Newspaper Advertising continued

**Classified ads** are arranged under subheads that describe the class of goods or the need the ads seek to satisfy.

- Rates based on the number of lines the ad occupies.

**Classified display ads** run in the classified section of the newspaper but have larger-size type, photos, art borders, abundant white space, and color.

# Using Newspapers in the Media Mix <sup>8</sup>

## Types of Newspaper Advertising continued

**Public notices:** announce legal changes in business, public governmental reports, notices by private citizens and organizations, and financial reports.

**Preprinted inserts:** advertisements printed in advance by the advertiser and inserted into a specific edition, appearing as a separate, smaller section of the paper.

- Sometimes limited to specific circulation area.
- Stickers on main sections are another option.

# Inserts



Preprinted inserts give advertisers control over the quality of their catalogs and brochures. Newspapers distribute these inserts at a lower cost than mailing or door-to-door delivery.



# How Advertisers Buy Newspaper Space <sup>1</sup>

## Understanding Newspaper Readership and Circulation

- **Rate card:** lists advertising rates, mechanical and copy requirements, deadlines, and other information.
- **National rate:** higher rate charged owing to the added costs of serving national advertisers.
- **Flat rate:** standard rate with no discount allowance.
- **Open rate:** highest rate for a one-time insertion into a newspaper.
- **Contract rate:** special rate offered to local advertisers who sign an annual contract for frequent or bulk-space purchases.

# How Advertisers Buy Newspaper Space <sup>2</sup>

## Understanding Newspaper Readership and Circulation continued

- **Bulk discounts:** discounted rates (calculated by multiplying the number of inches by the cost per inch) as they use more inches.
- **Frequency discounts:** discount earned by running an ad repeatedly in a specific time period.
- **Earned rate:** discount applied retroactively as the volume of advertising increases throughout the year.

# How Advertisers Buy Newspaper Space <sup>3</sup>

## Understanding Newspaper Readership and Circulation continued

**Short rate:** charged to advertisers who, during the year, fail to fulfill the amount of space for which they have contracted.

**Combination rates:** offered for placing an ad in (1) morning and evening editions of a newspaper; (2) two or more newspapers owned by a publisher; or (3) two or more newspapers affiliated in a newspaper group.

**Run-of-paper (ROP) advertising rates:** newspaper's discretionary right to place a given ad on any page or in any position it desires.

**Preferred-position rate:** higher rate charged for a choice position.

- **Full position:** near the top of a page or on the top of a column next to reading matter.

# How Advertisers Buy Newspaper Space <sup>4</sup>

## Understanding Newspaper Readership and Circulation continued

Color advertising: cost based on the black-and-white rate plus a charge for each additional color.

**Split runs:** running two different ads of identical size, but different content, in the same or different press runs on the same day.

- Used to compare the effectiveness of different advertising approaches.
- Extra charge for this service.

# How Advertisers Buy Newspaper Space <sup>5</sup>

## Co-ops and Networks

The NAB created the Newspaper Co-op Network (NCN).

- Aid to national advertisers; helps manufacturers manage local advertising tie-ins to national campaigns and themes.
- Advertiser produces ad, leaves blank space for local retailer names.

**News Media Alliance** developed one-order, one-bill system for national advertising.

Programmatic advertising: advertisers bid for desired audiences.

# Wall Street Journal Online



Most newspapers and magazines have established websites that mirror their printed publications. Though traffic to these sites has increased dramatically, publishers have not yet succeeded in generating sufficient online ad revenue to offset the declines they have experienced in traditional media.

# How Advertisers Buy Newspaper Space <sup>6</sup>

## Insertion Orders and Tearsheets

**Insertion order:** form submitted to a newspaper or magazine when an advertiser wants to run an advertisement, stating dates on which the ad is to run, its size, requested position, and rate.

- Most national ads arrive *camera ready*, meaning there is no need for a proof copy.

**Tearsheets** provide proof that ad has appeared.

- Today, this is done digitally.

# Print Media and New Technologies

## New Media Options

- The most important issues for any advertiser remain understanding how to effectively use the strengths, and minimize the weaknesses, of print media.
- Most modern metro news organizations and national magazines have an online presence.
- Publishers are looking to increase revenues generated by digital subscriptions.







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