

Print Media



The Structure of Printed Media in UK Newspapers

- National daily newspapers (Monday to Saturday)
- National Sunday newspapers
- Regional daily morning newspapers (Monday to Saturday)
- Regional evening newspapers (Monday to Saturdays)
- Regional Sunday newspapers
- Regional local weekly paid-for newspapers
- Regional local weekly 'free sheets'

Classification of Newspapers

Newspapers can be classified according to:

- **Frequency of Publication**

The newspapers are published daily and weekly.

Daily

- The daily newspapers are published on weekdays.
- Two thirds of the daily newspapers are evening newspapers.
- There are daily newspapers distributed in the morning.
- There are daily newspapers for Sunday edition.
- Daily newspapers usually are found in cities and larger towns, and have morning editions, evening editions, or all-day editions.

Weekly

- The weekly newspapers are published once a week.
 - Generally serve the smaller cities, towns, suburbs, and communities.
 - Concentrate on local news, sports, and personalities, and they often offer detailed entertainment and shopping listing.
 - People hold it for several days for reference on movie listings and restaurant listings.
 - National advertisers rarely use *weeklies* since the cost of reaching 1,000 readers is usually higher than the *dailies* and the readership tends to overlap.
- **Page Size**
 - Newspaper is available in two sizes, that is, tabloid and broadsheet.
 - Newspaper adopts the standard advertising unit (SAU), a consistent industry wide method of defining ad size. There are 57 SAU sizes.

- **Tabloid**

- Comes in a smaller size (300mm x 380mm).
- Have been associated with sensationalist style of reporting including reporting the scandals amongst politicians, sports personalities and other public figures.
- They attract a high number of readers.

- **Broadsheets**

- Have academic style of writing.
- Attract mostly businessmen and politicians.
- Have Specialist sections concentrating on females and this attracts advertisers to advertise their female products.

- **Audience**

- A third way to classify newspapers is in term of the audiences they serve.
- Most newspapers report information of interest to the general population, so their audiences are broad , cutting across social, economic and cultural lines.
- Some audiences range from businesspeople and military personnel to members of ethnic groups.

- **Market**

- A fourth way to classify newspapers is according to the markets in which they're distributed.

Types of newspaper advertising

Display Advertising

- Consist of headline and body copy, illustrations and other visual elements that set the message apart from the editorial material surrounding it.

Cooperative advertising program

- Manufacturer pays part of the bill when a local store ad features its brand; newspapers often have specialists available to help coordinate co-op advertising arrangements between manufacturers and retailers.

Classified Advertising

- Consists of an all-text message positioned in the newspaper according to categories such as employment, automotive and real estate.

Classified Display Advertising

- Includes illustrations, borders, and other visual elements as a way of setting the ads apart from other ads in the classified section.

Pre-printed Inserts

- An advertisement that is printed in advance and enclosed within the newspaper.

Free-standing insert

- An insert containing cents-off coupons for a variety of products.

Advantages of Newspaper Advertising

Advantages

Market Penetration

- Generally offers good market penetration because their readership cuts across economic, social, and cultural lines.

- **Geographic selectivity**

Advertisers can target narrowly defined areas by running ads in the newspaper zoned editions or zoned sections that are distributed only in the specific parts of the market.

- **Creative flexibility**

Newspapers offer many creative options for print advertisers whether ads are large or small, texts or illustrates, in black and white or in colour.

- **Audience Interest**

Readers are interested in what they read in the newspapers and this medium is the main source of information to look for house rent, job, shop and car.

Disadvantages

Reproduction Constraints

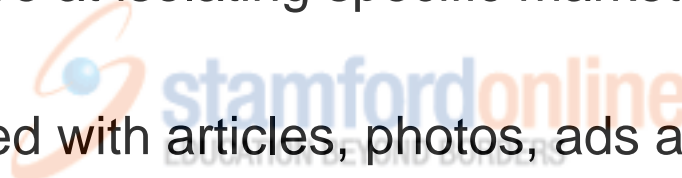
- Because of the coarse paper stock, the colour printing process, and the fast turnaround time, the reproduction quality of most newspaper ads is limited.

Limited targeting capabilities

- They are not effective at isolating specific market segments.

Clutter

- Newspapers are filled with articles, photos, ads and inserts, so an individual competes with a lot of clutters.



Planning Newspaper Advertising

Measuring Circulation And Readership

- **Circulation** - the number of issues distributed each day
- **Paid circulation** - refers to the number of copies distributed free
- **Readership** - a total number of people who read a print medium

Understanding Newspaper Ad Rates

- **Rate card** - a printed schedule of its advertising rates, production specifications, advertising deadlines, and other details
- **Flat rate** - when newspaper offers no discount for buying one or more ads
- **Volume discount** - charging less per ad when buying ad repeatedly
- **Open rate** - the highest rate open for single ad
- **Contract rate** - a discount based on contract
- **Short rate** - additional charge
- **Run of paper** - ad can appear anywhere on the page
- **Preferred position** - higher rate specified by the advertiser
- **Full position** - a preferred position in which the ad is surrounded by editorial material
- **Combination rate** - to buy space in more than one newspaper