

Newspapers

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Decreasing Penetration: Gone are the days when almost every American household subscribed to at least one newspaper. Today, newspaper's household penetration is right around 50%.

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.

Can't Target: It's difficult to accommodate selective approaches that improve your cost efficiency and enhance frequency against clearly defined, high-potential customer segments.

Coupons are Declining: Despite increased coupon face value, redemption has been declining for years.

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.

Radio

Radio Excels: Where newspaper is deficient,

Excellent Reach: Radio reaches 74% of every American aged 12 and older every day. Radio reaches 93% every week.

Time: Radio reaches 63% of shoppers age 25-54 within one hour of purchase time – providing the greatest “purchase proximity” of all major media.

Linear Medium: Commercials featured one at a time: Radio is a linear medium, unlike newspaper where the reader can skip past ads. The listener hears commercials between other programming elements.

Intrusive: The success of your marketing strategy depends greatly on how you reach and motivate your customers before their decision to purchase has been made. Radio can stimulate new demand by creating emotional reasons to buy your product. It can help maintain loyal customers by keeping your name or brand image top-of-mind.

Targetable: Radio programs many different formats, each attracting a particular demographic or lifestyle listener. Advertisers targeting a specific audience often find Radio more efficient than newspaper.