



Newspaper Advertisers Perceptual Study

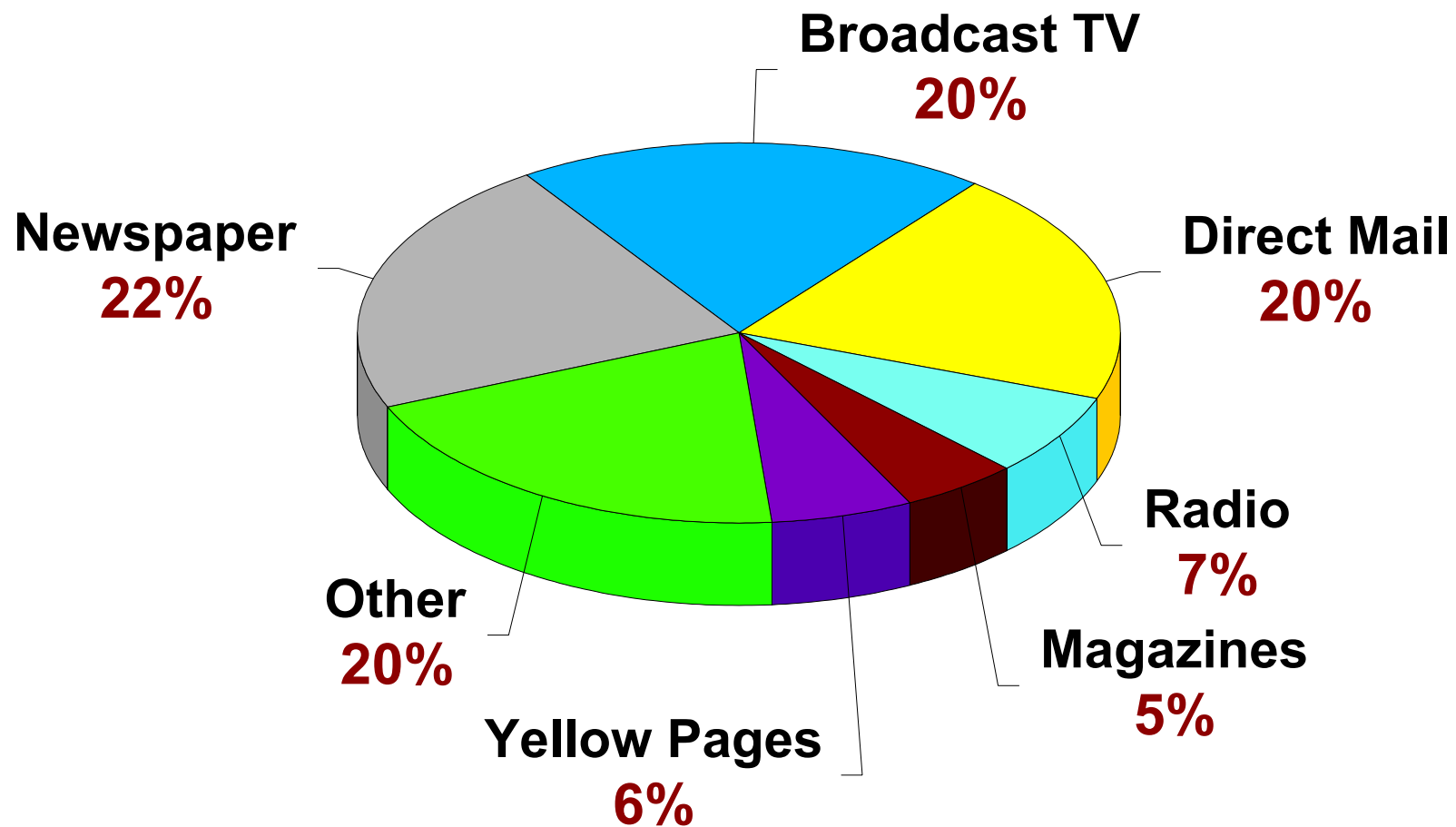
Arbitron Inc.
142 West 57th Street
New York, NY 10019
Phone: 212-887-1318
Fax: 212-887-1535
www.arbitron.com

Edison Media Research
6 West Cliff Street
Somerville, NJ 08876
Phone: 908.707.4707
Fax: 908.707.4740
www.edisonresearch.com

The Team Behind the Newspaper Perceptual Study:

- **Randy Bongarten, Greenglass Media**
- **Dave Kennedy, Susquehanna**
- **Steve Marx, Center for Sales Strategy**
- **Tom Milewski, Greater Media**
- **Judy Carlough, R.A.B.**
- **George Hyde, R.A.B.**
- **Mike Mahone, R.A.B.**

National Advertising Expenditures:



Source: 1995, Paul Kagan & Assoc.

Nation's Bank

Macy's

Bradlee's

Sears



K-Mart

Glendale Federal

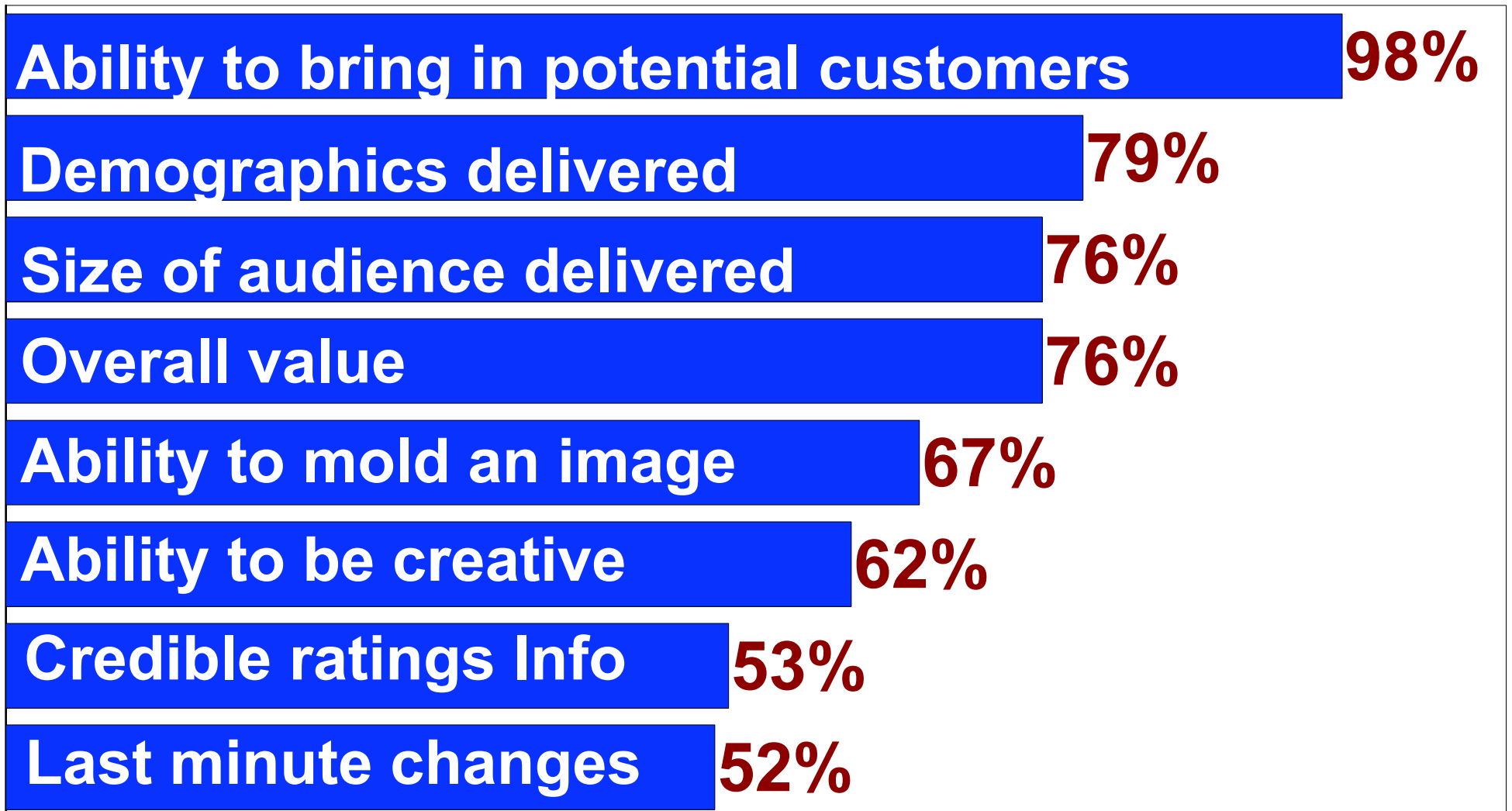
Interviews with Advertising Managers at Major Newspaper Advertisers

- 56 Senior Managers (Sr. VP Marketing, etc.) throughout the country
- Retailers in: Banking, Department Stores, Furniture, Appliance/ Electronics, Supermarkets
- Names like: Sears, IGA, K-Mart, Macy's, Nation's Bank, Bradley's, Nordstroms, Pier 1 Imports

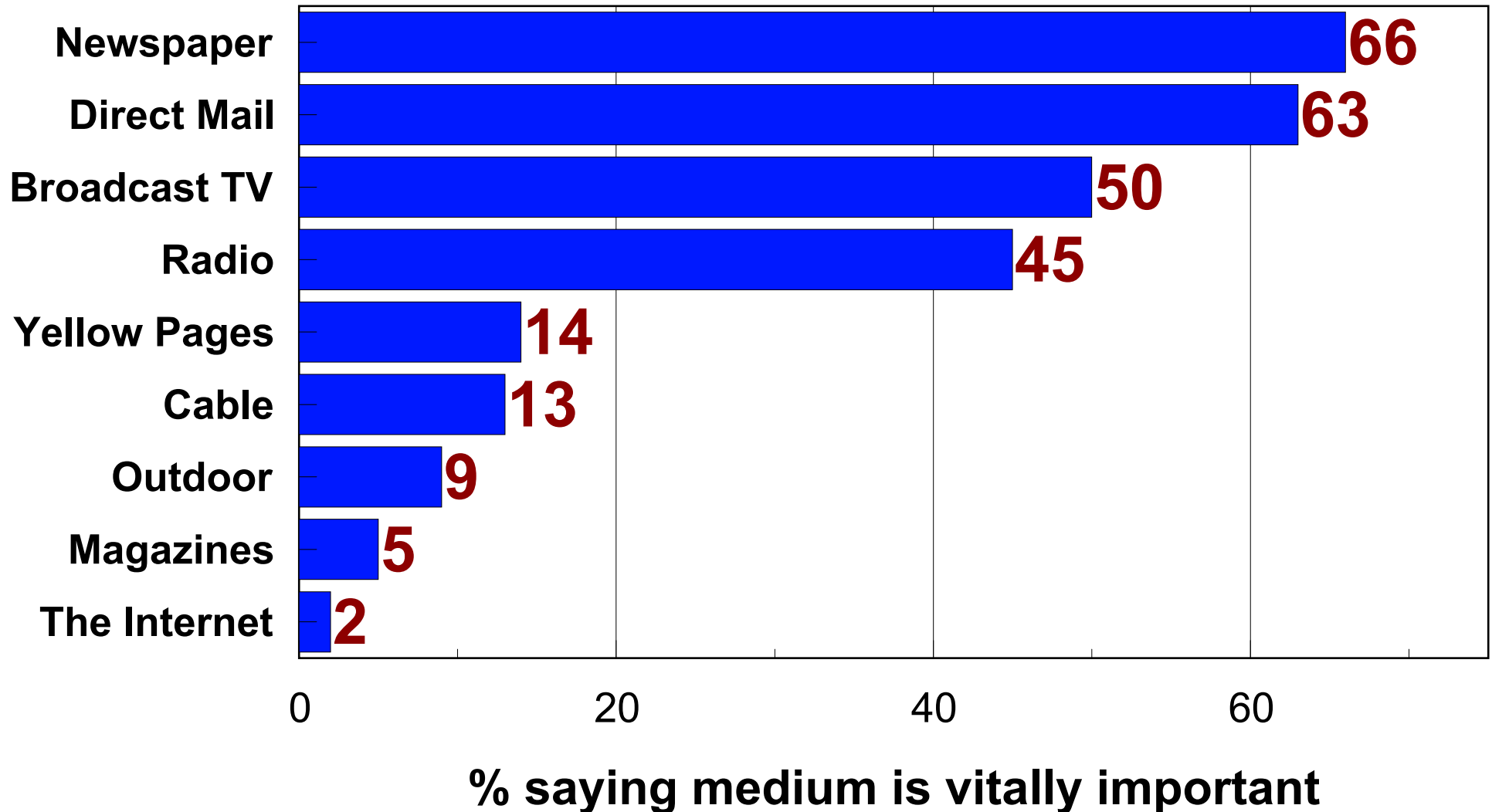
Interviews with Advertising Managers at Major Newspaper Advertisers

- Manage Advertising Budgets totaling over **\$2.5 BILLION** in 1996
- Interviewed for **27 minutes** on attitudes on & opinions of various media

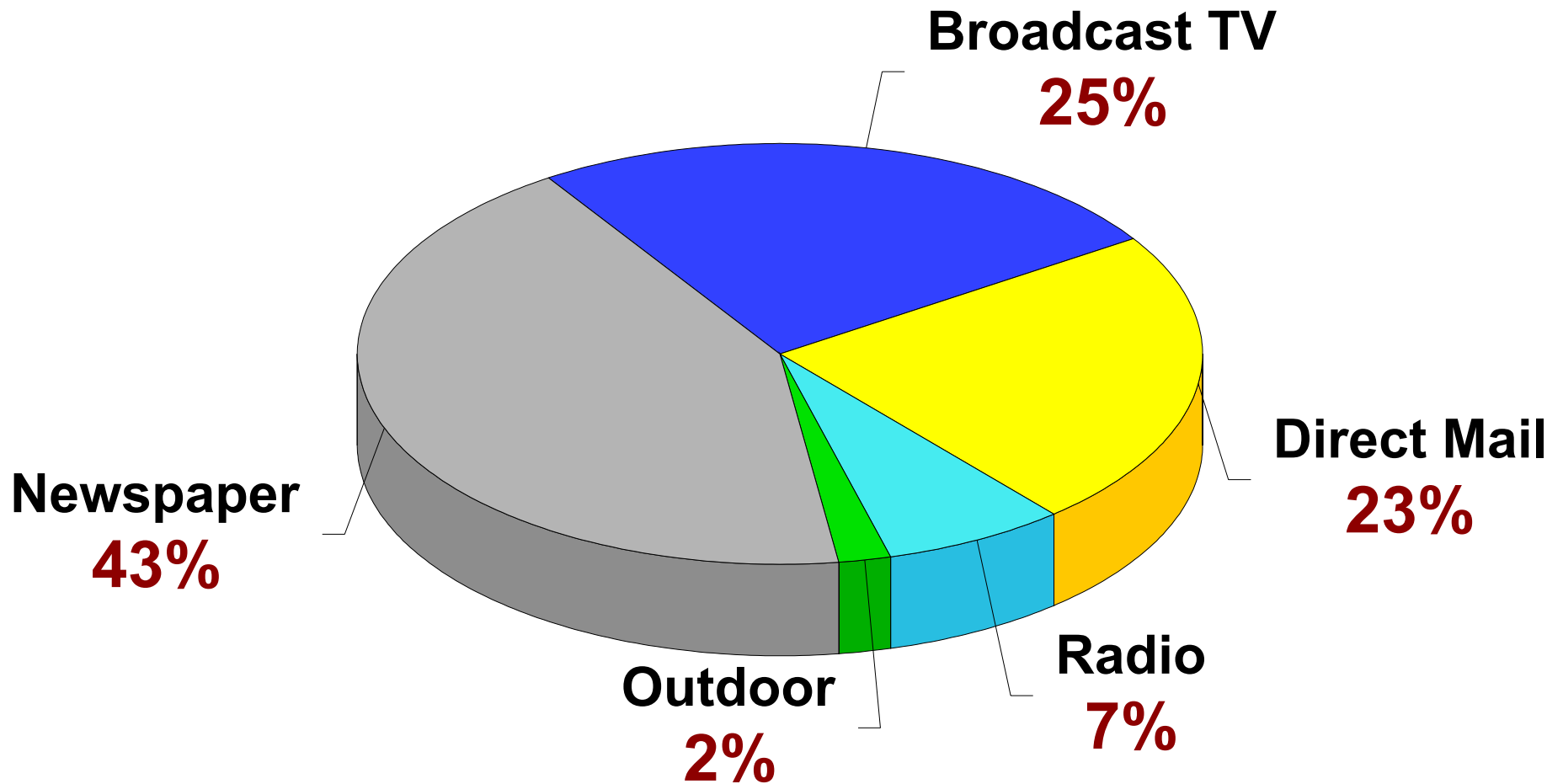
Vitally important in choosing media:



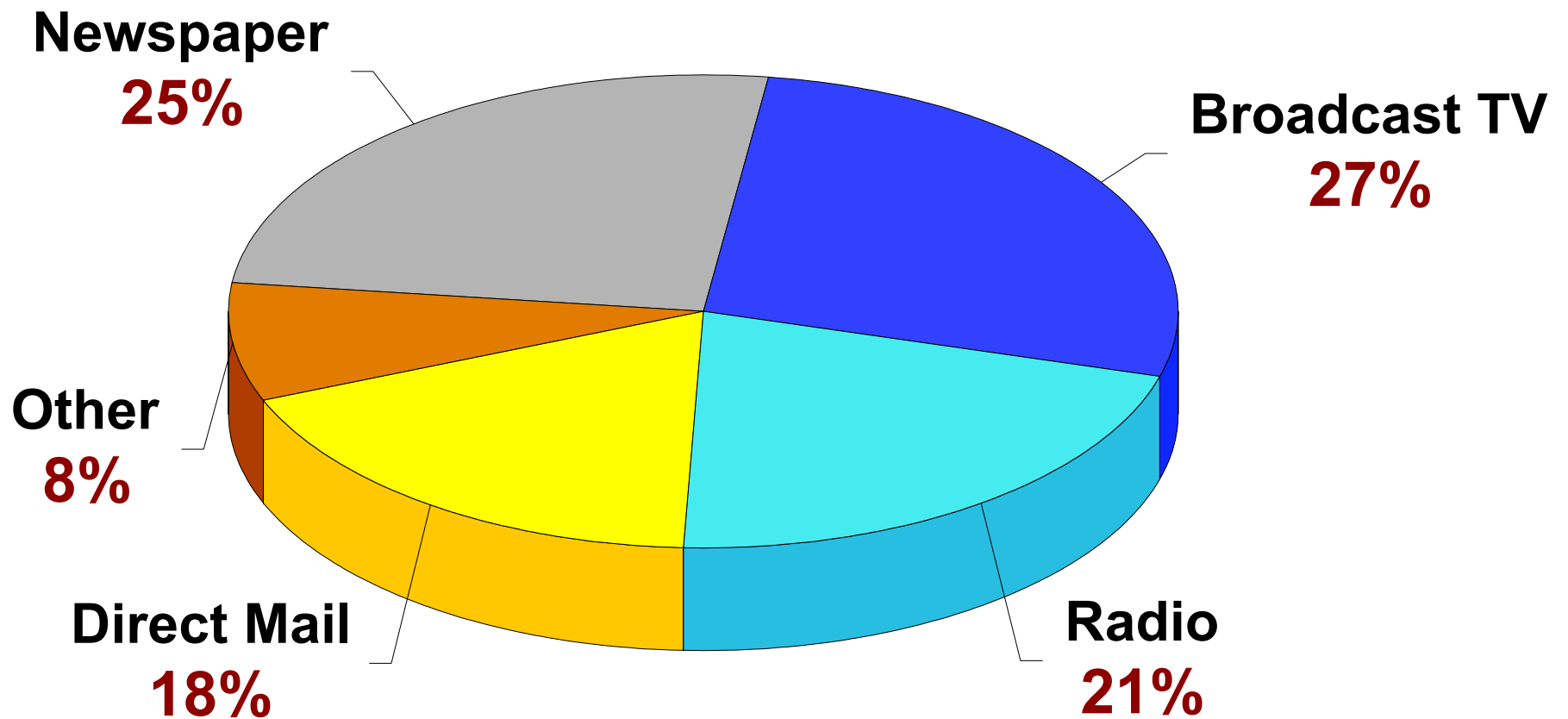
Importance of each medium to your company:



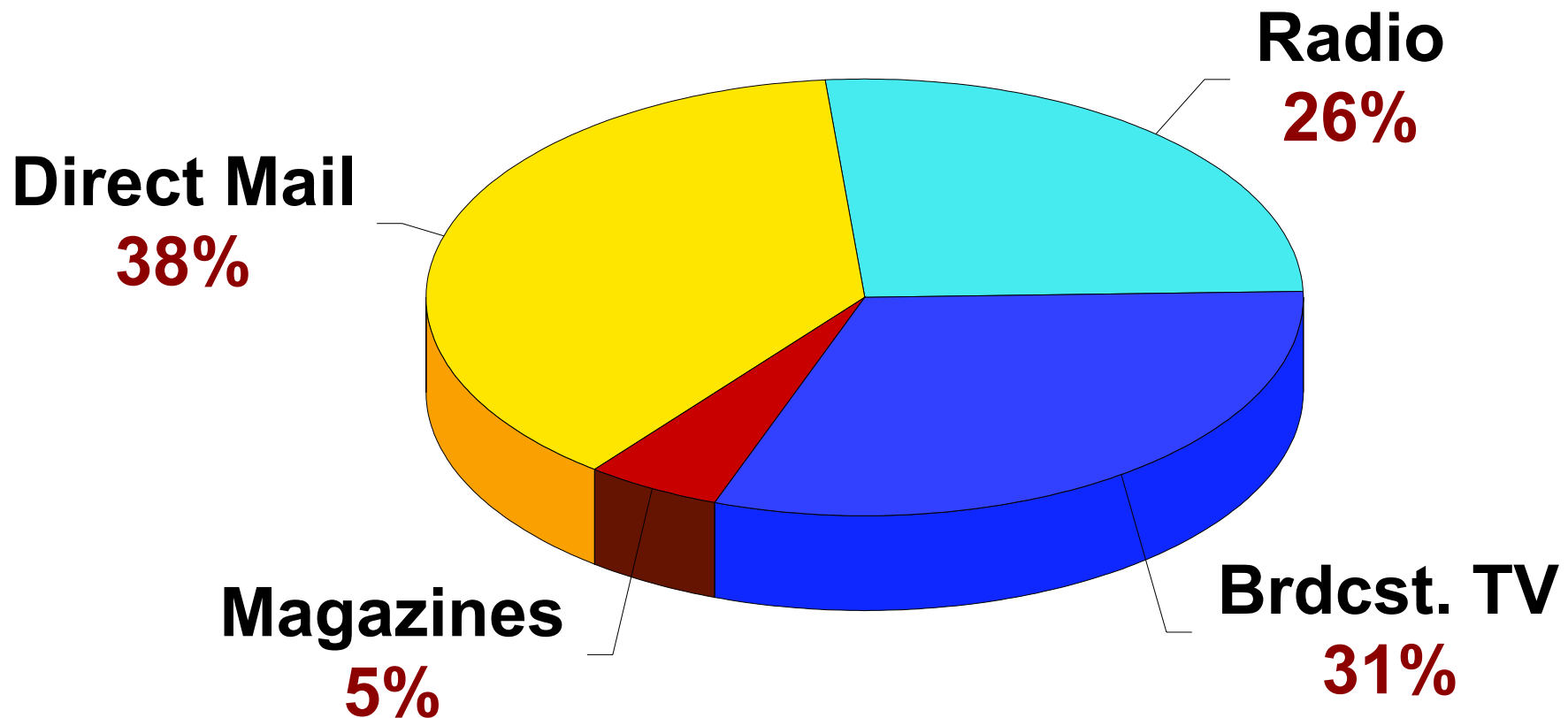
Medium your company uses *most*:



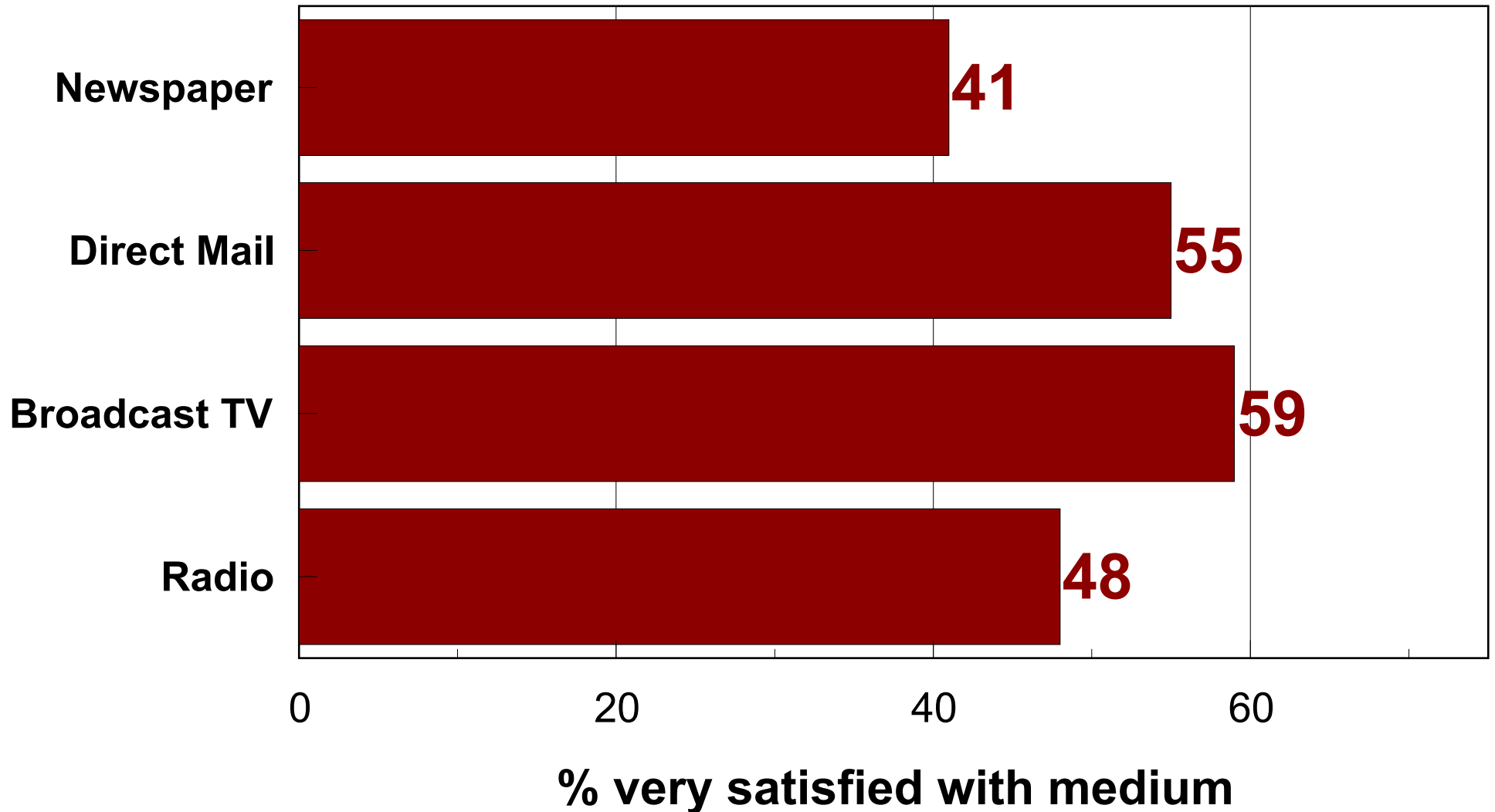
Medium your company uses *second most*:



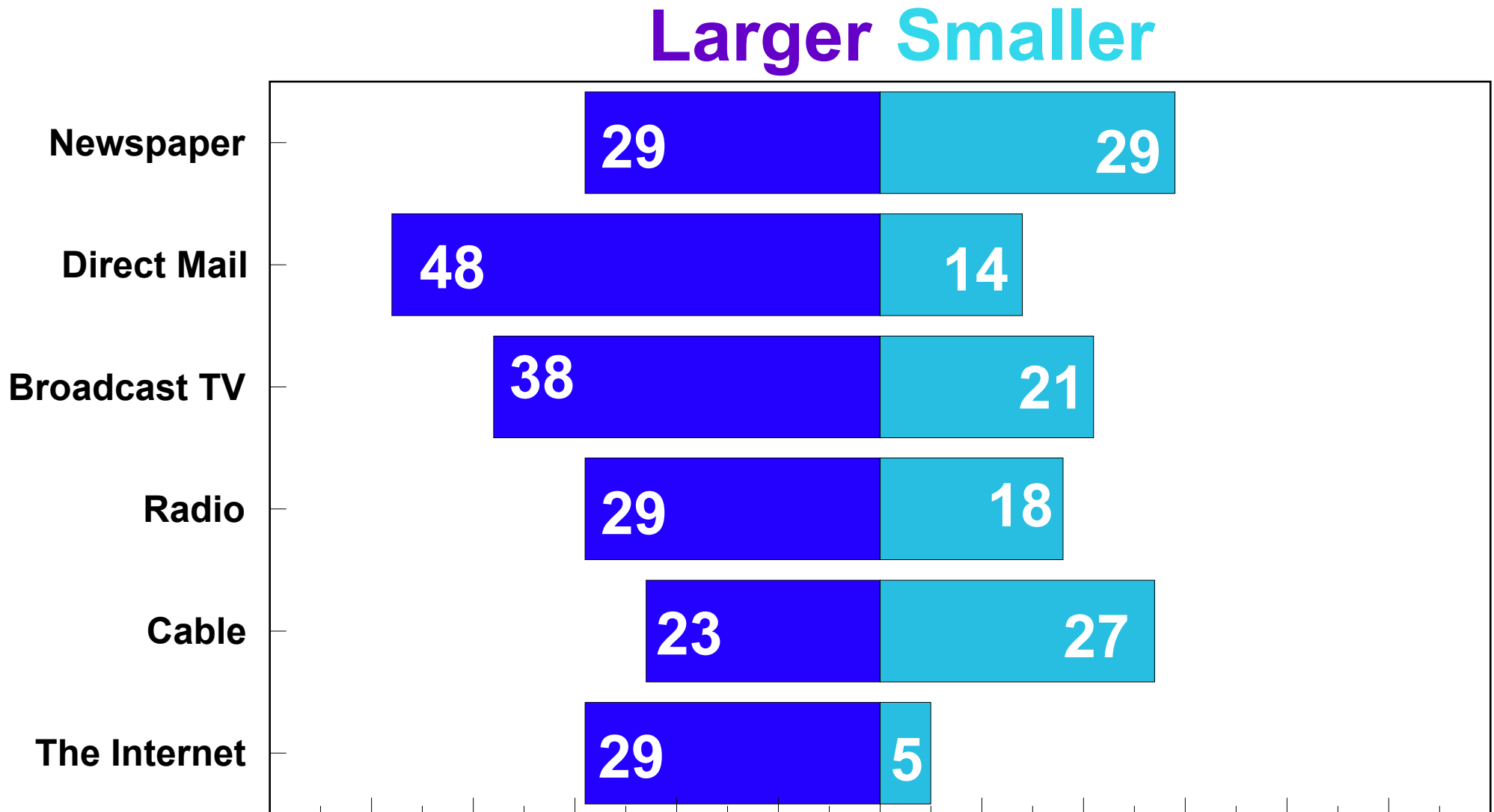
Medium you would use most to replace newspaper:



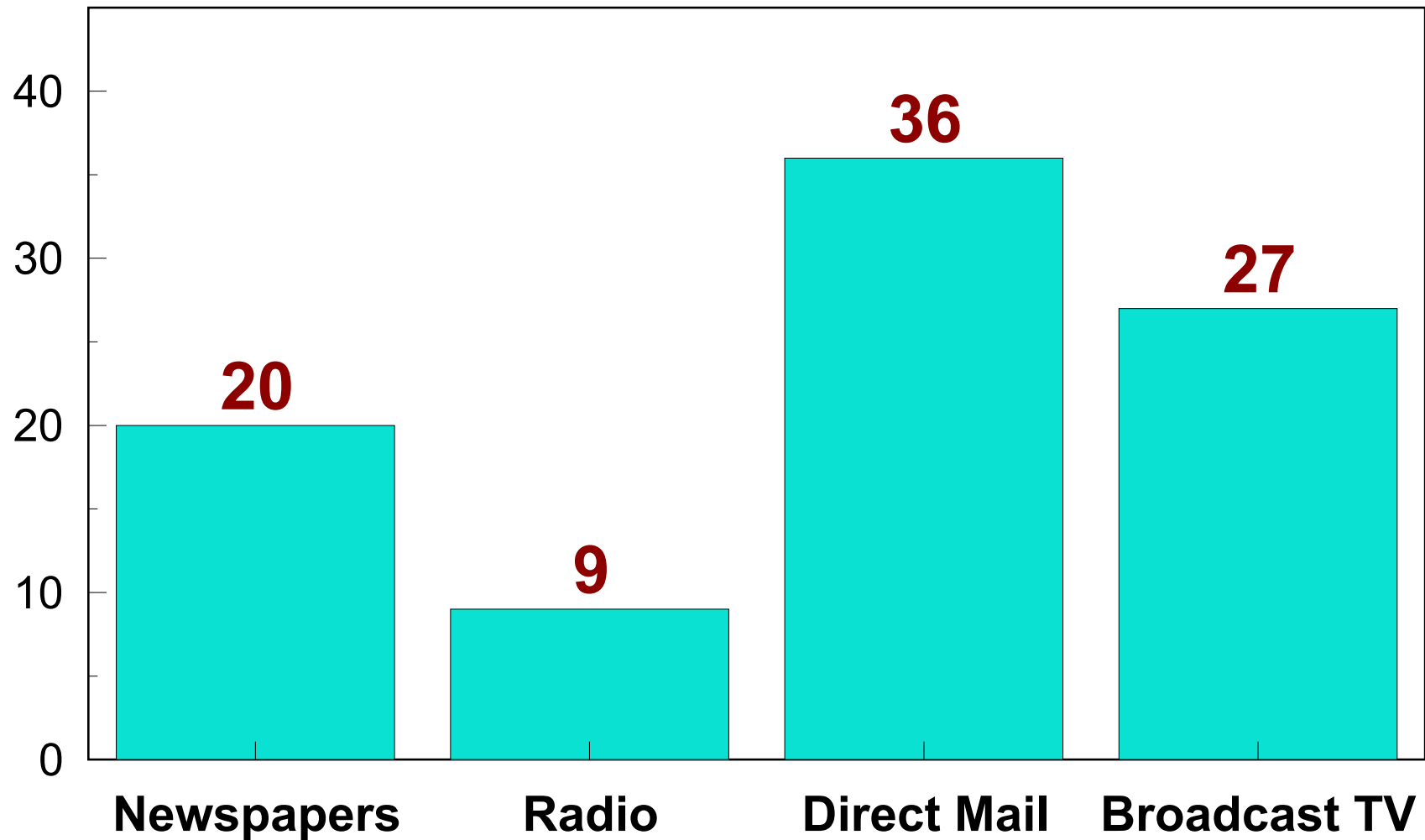
Satisfaction with each medium:



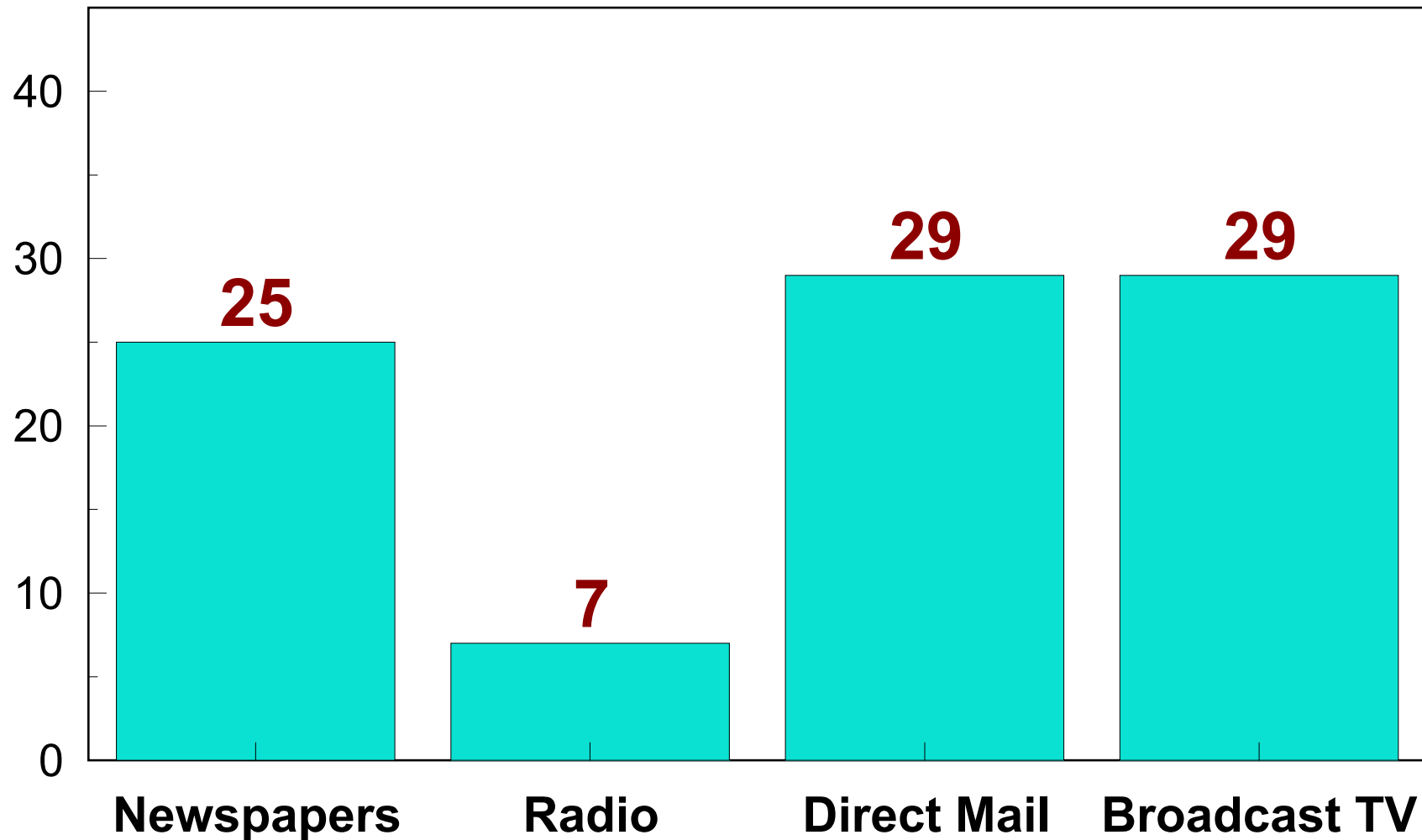
Spending Larger/Smaller portion on medium than one year ago?



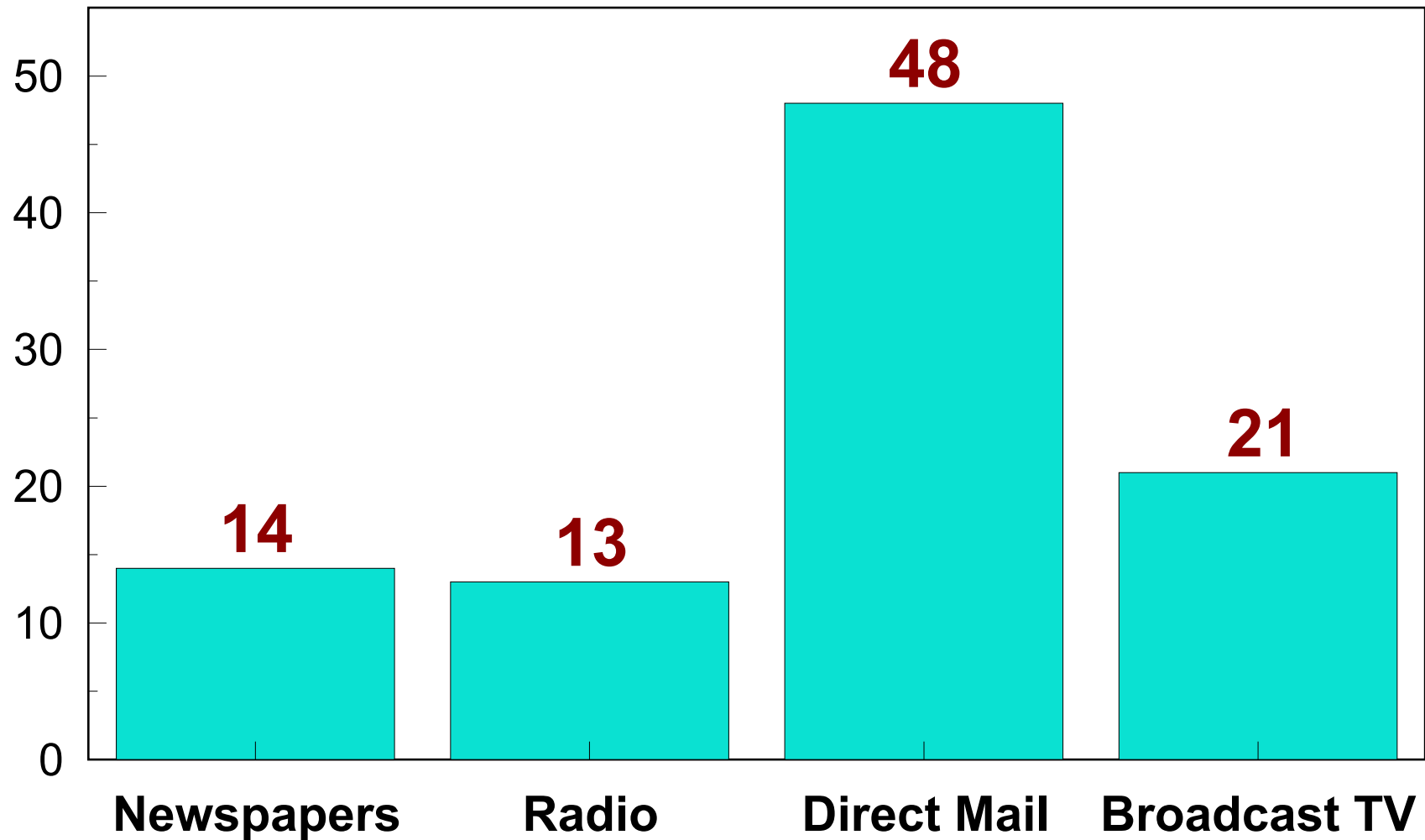
Which Medium: Gets the best results?



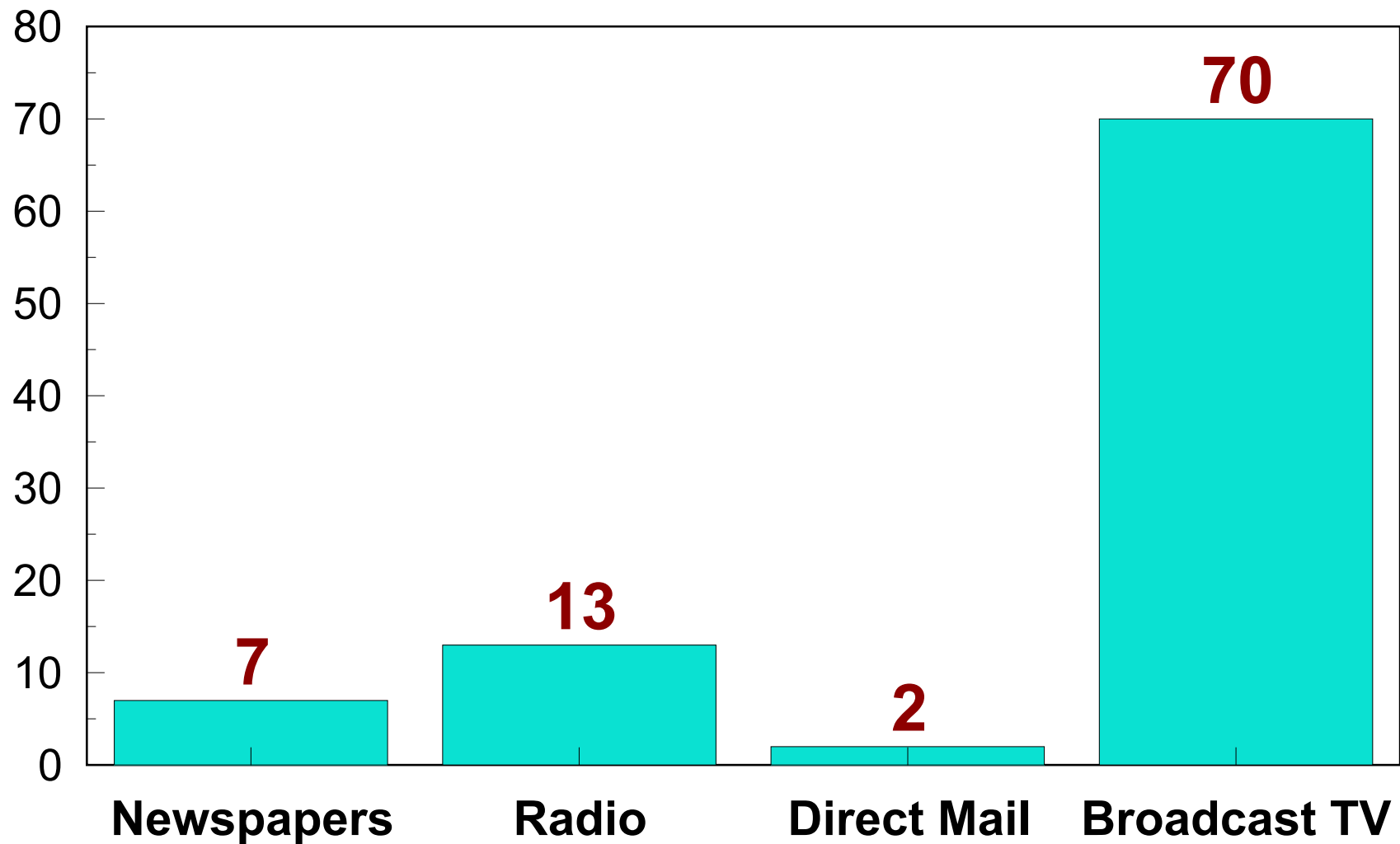
Which Medium: Is most effective in accomplishing your advertising objectives?



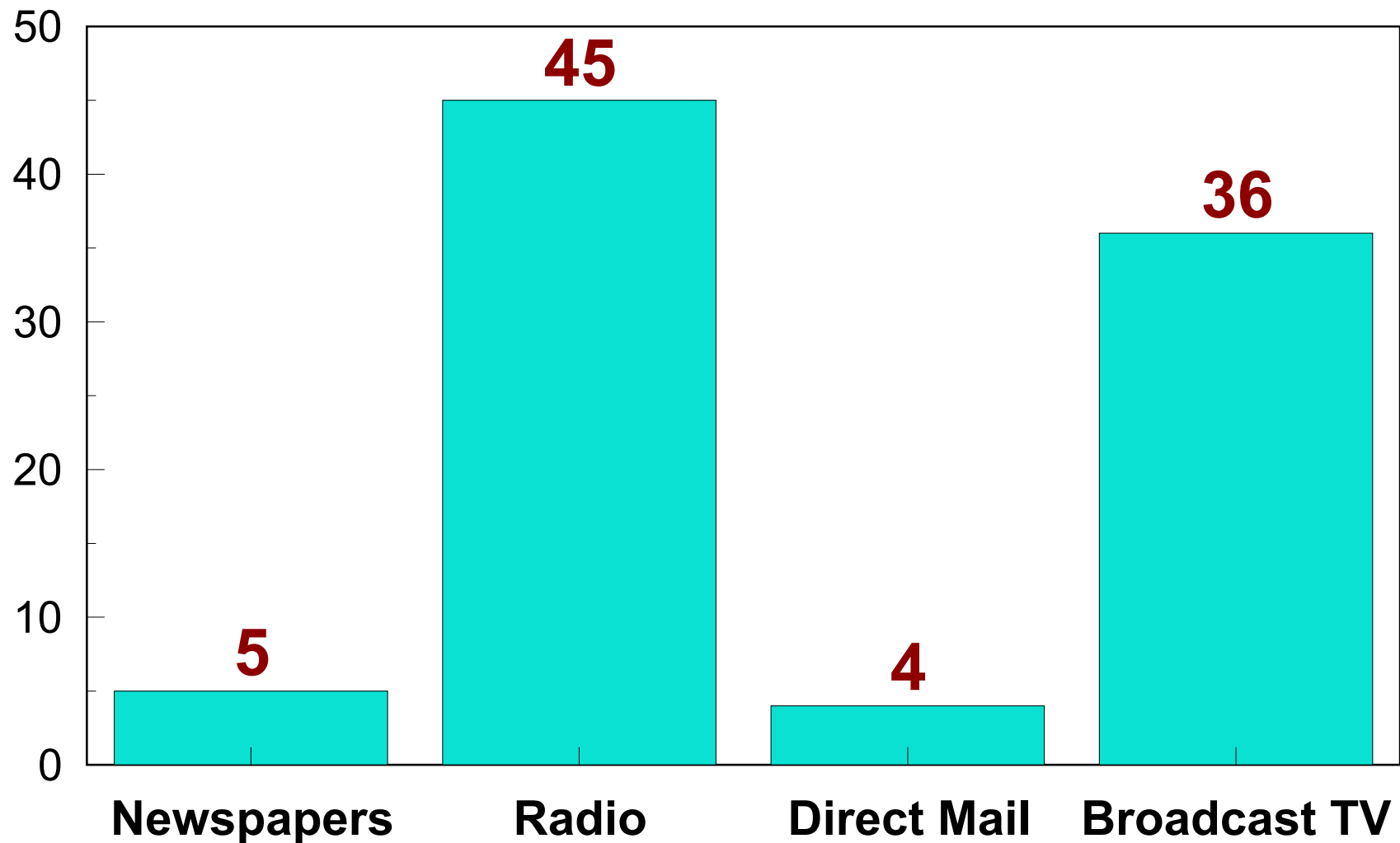
Which Medium: Best targets your customers?



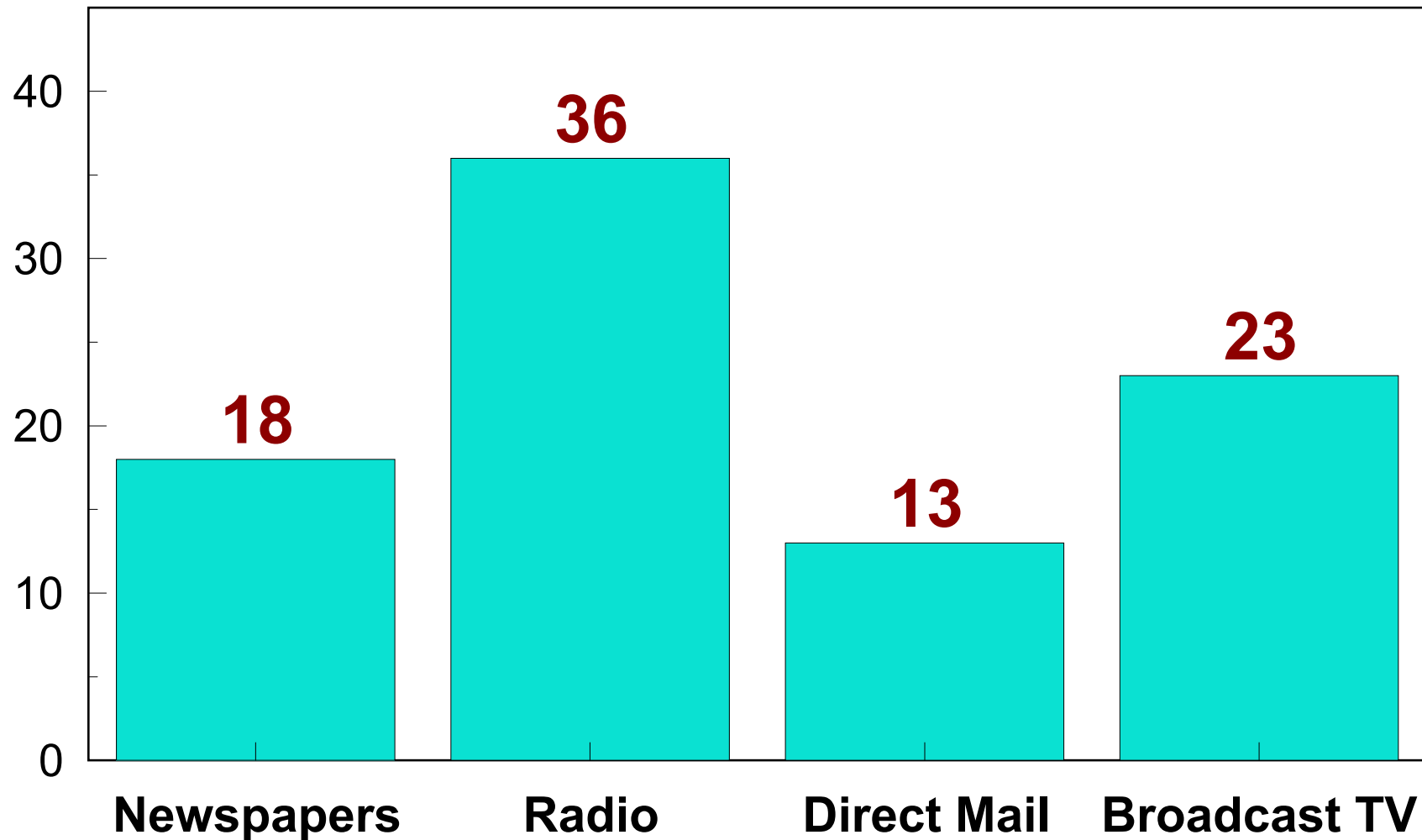
Which Medium: Has the widest reach?



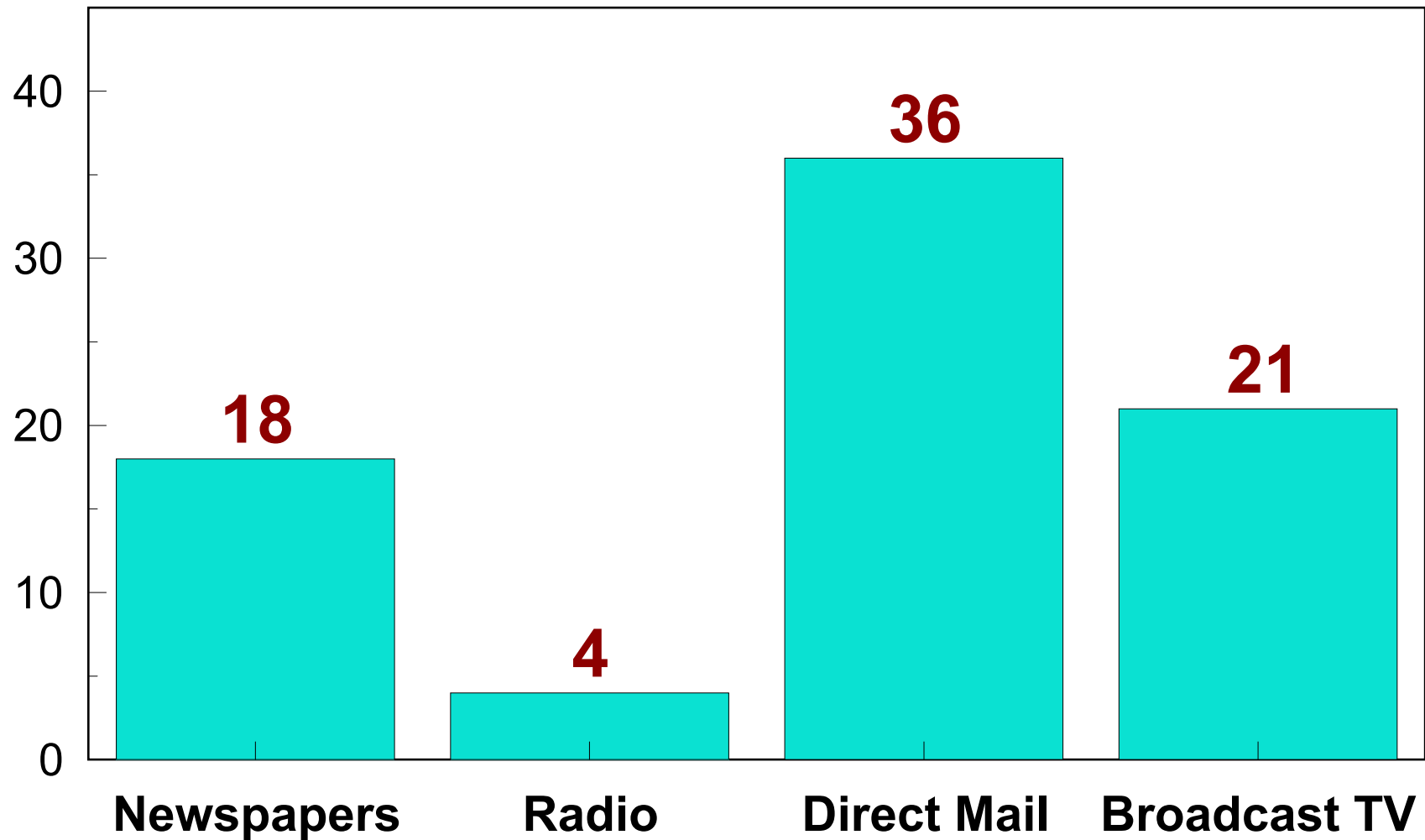
Which Medium: Best delivers the younger demographic?



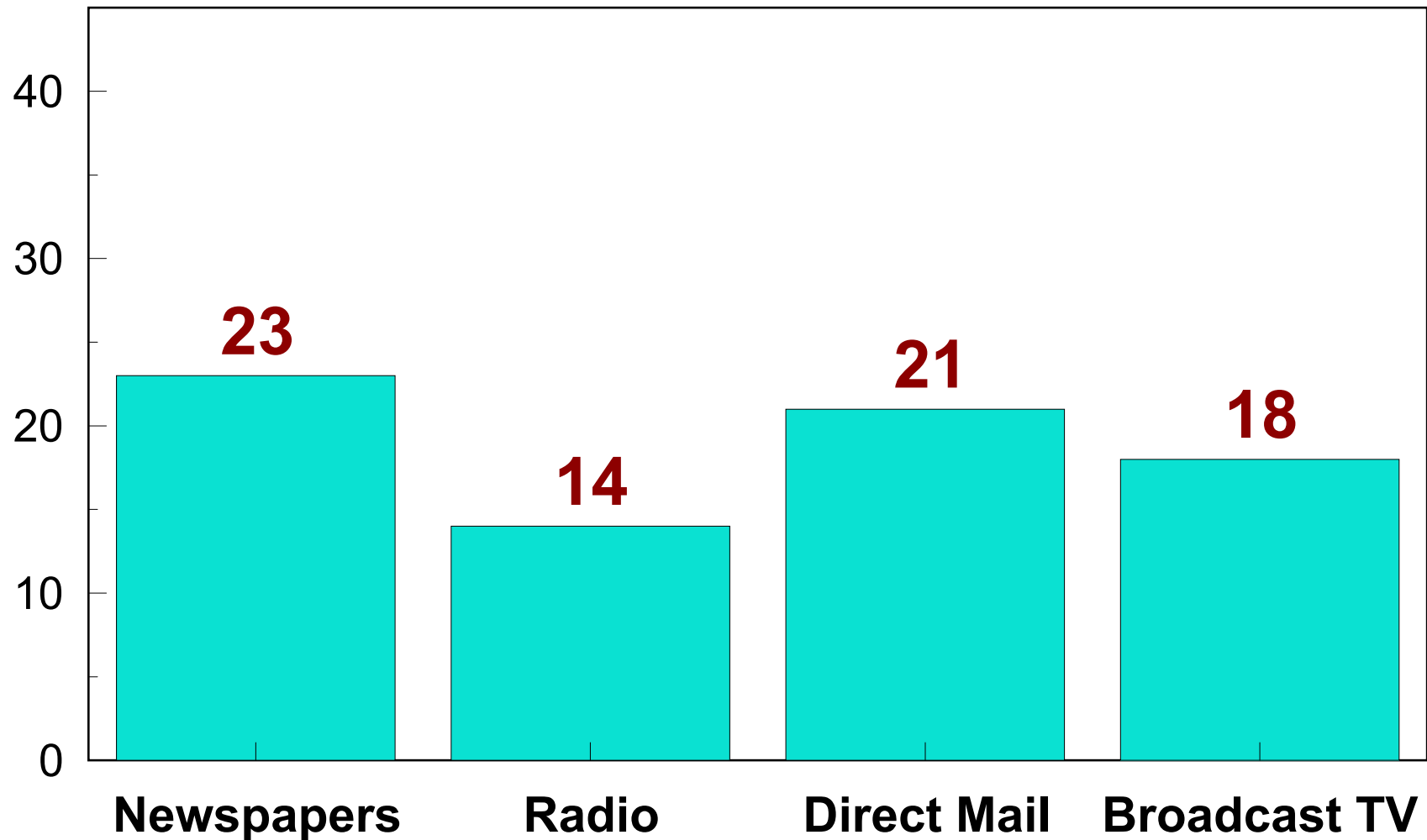
Which Medium: Provides the ability to reach people repeatedly?



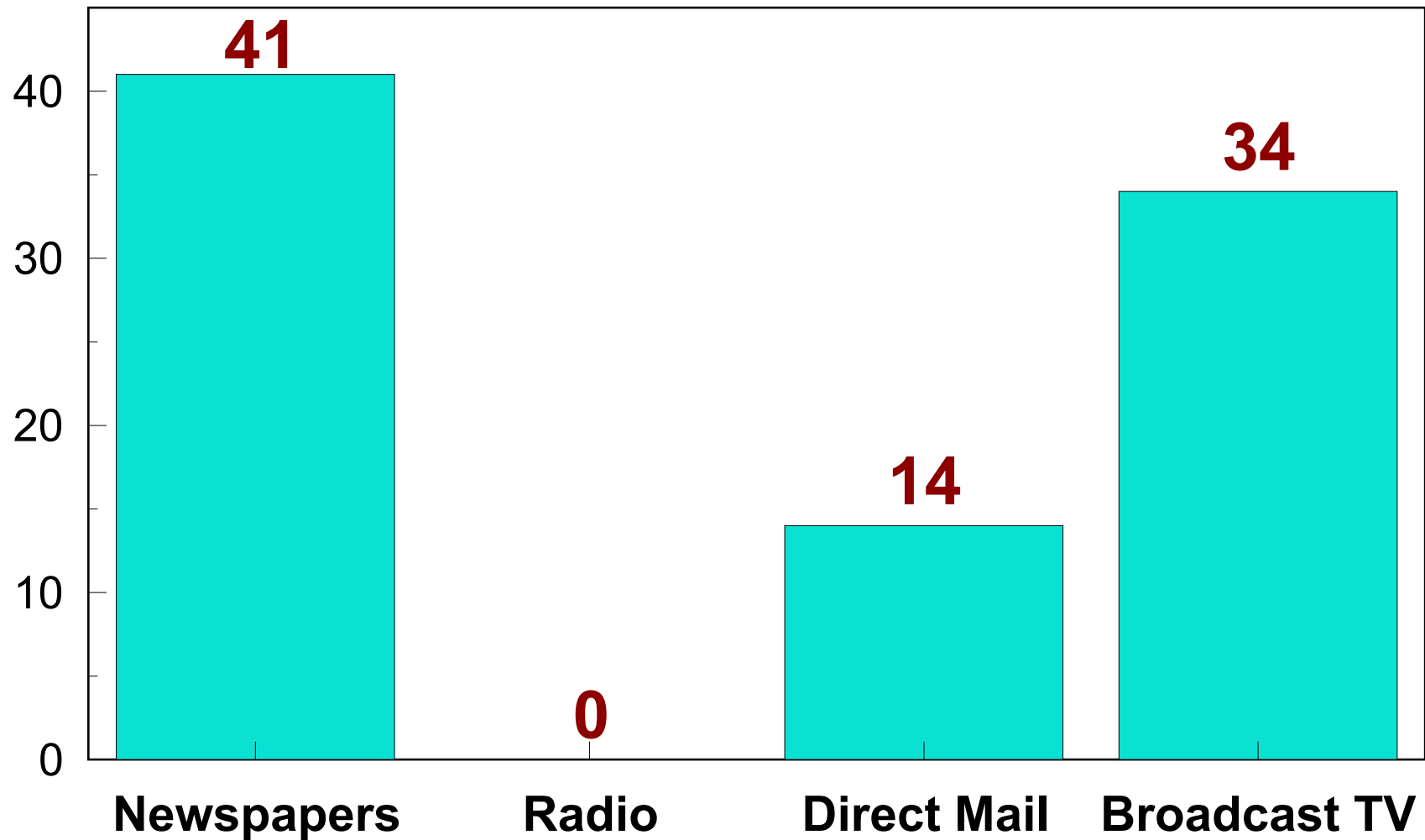
Which Medium: Best delivers the upscale customer?



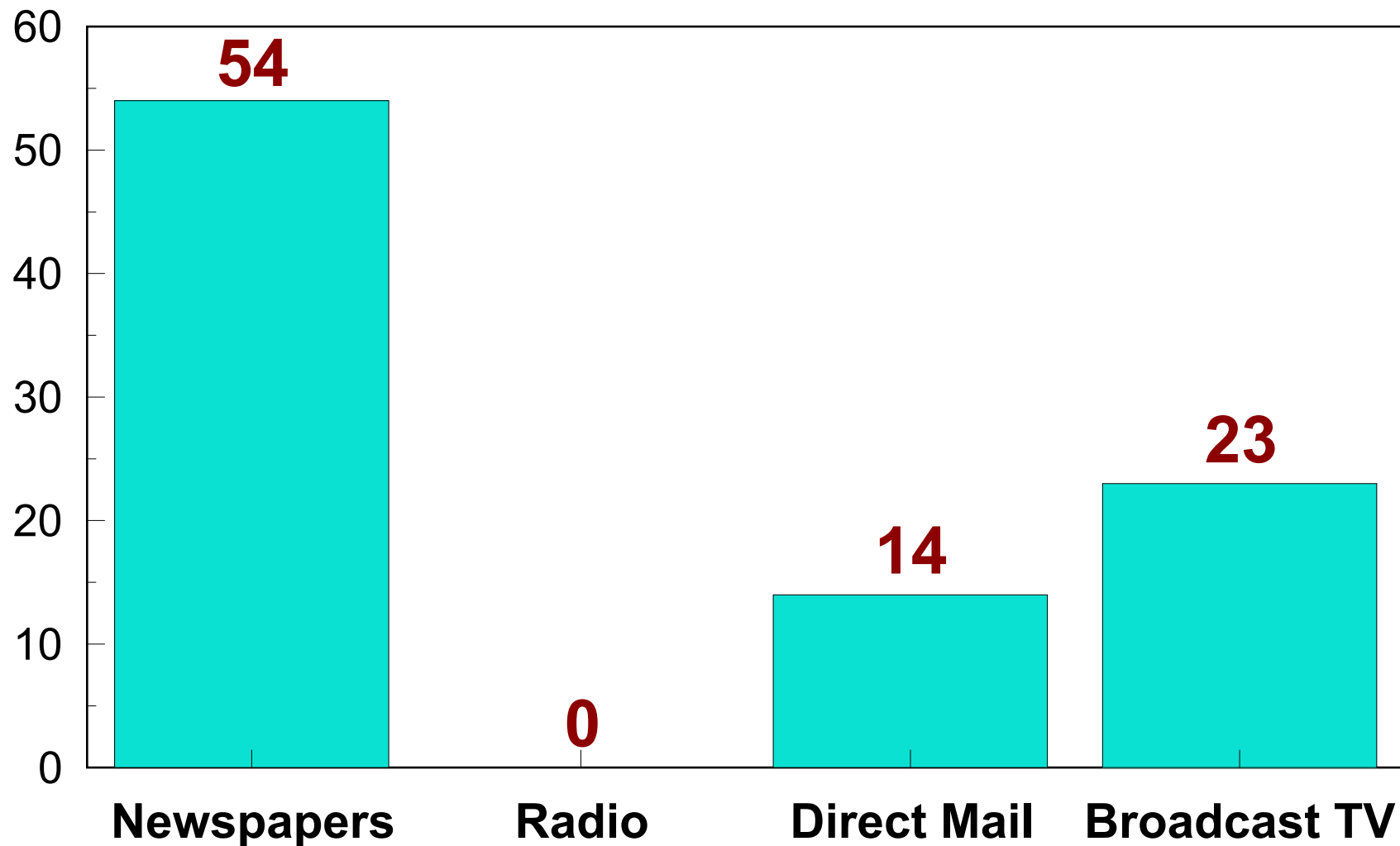
Which Medium: Does the best job addressing the needs of its advertisers?



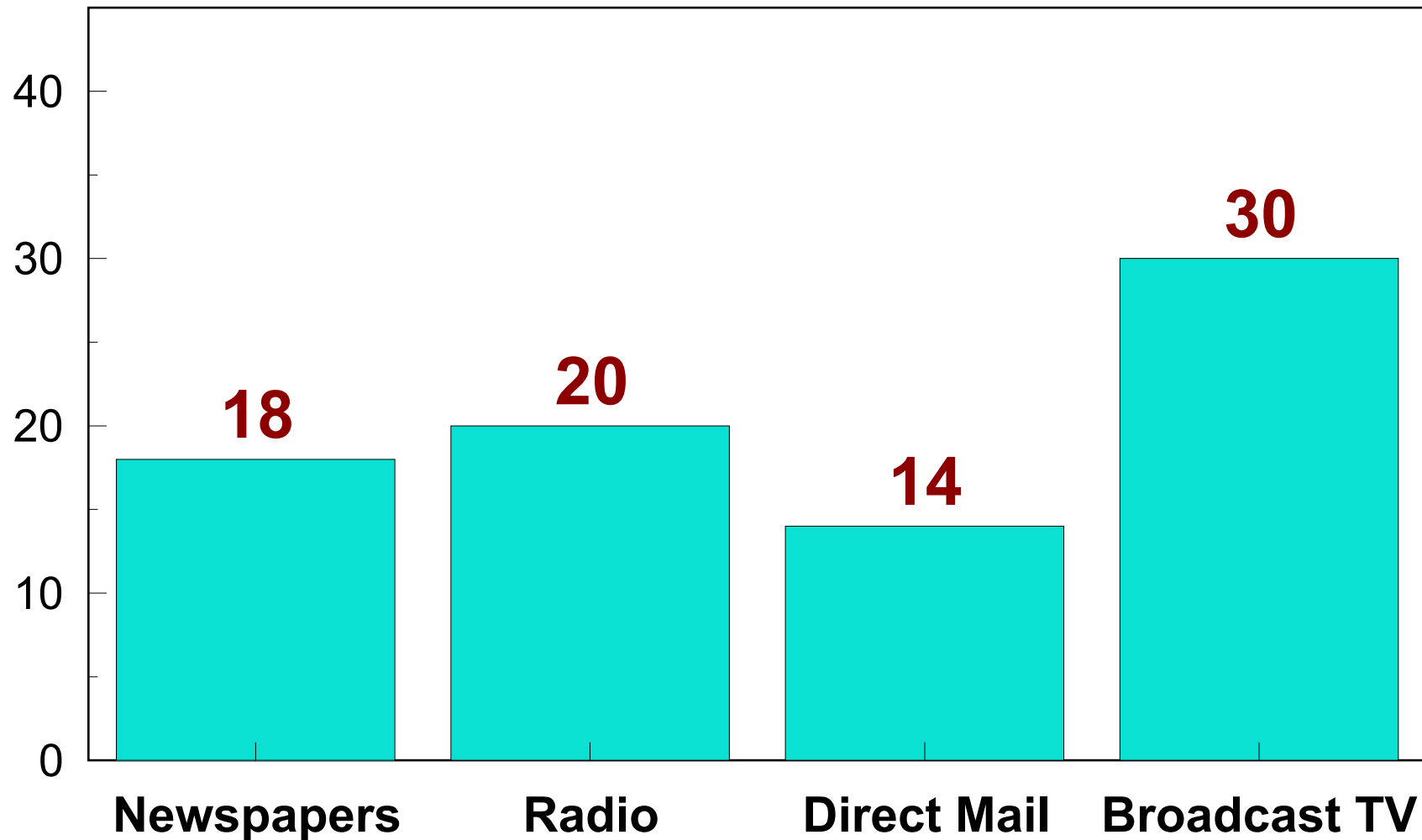
Which Medium: Is Most Credible



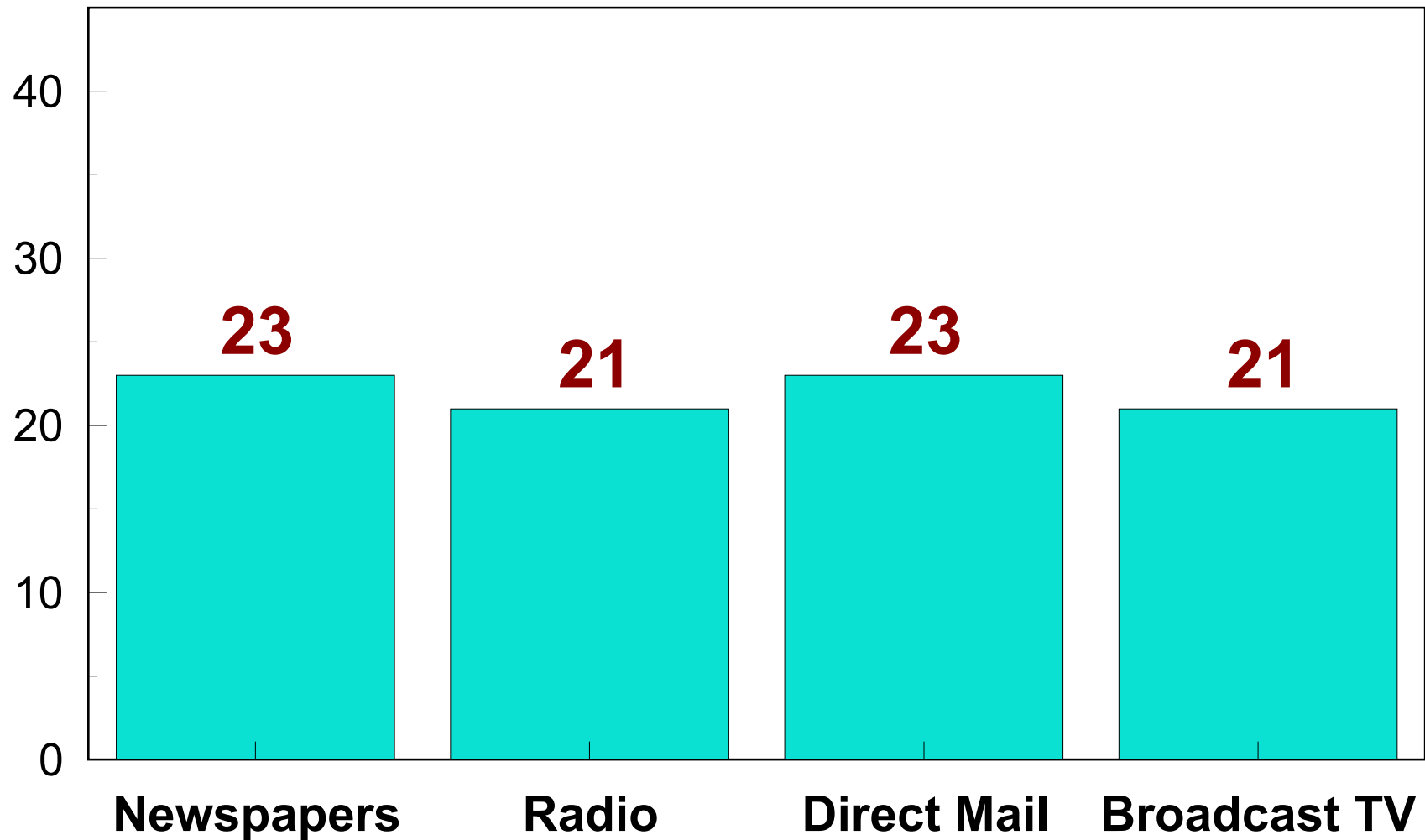
Which Medium: Best helps consumers decide where to shop



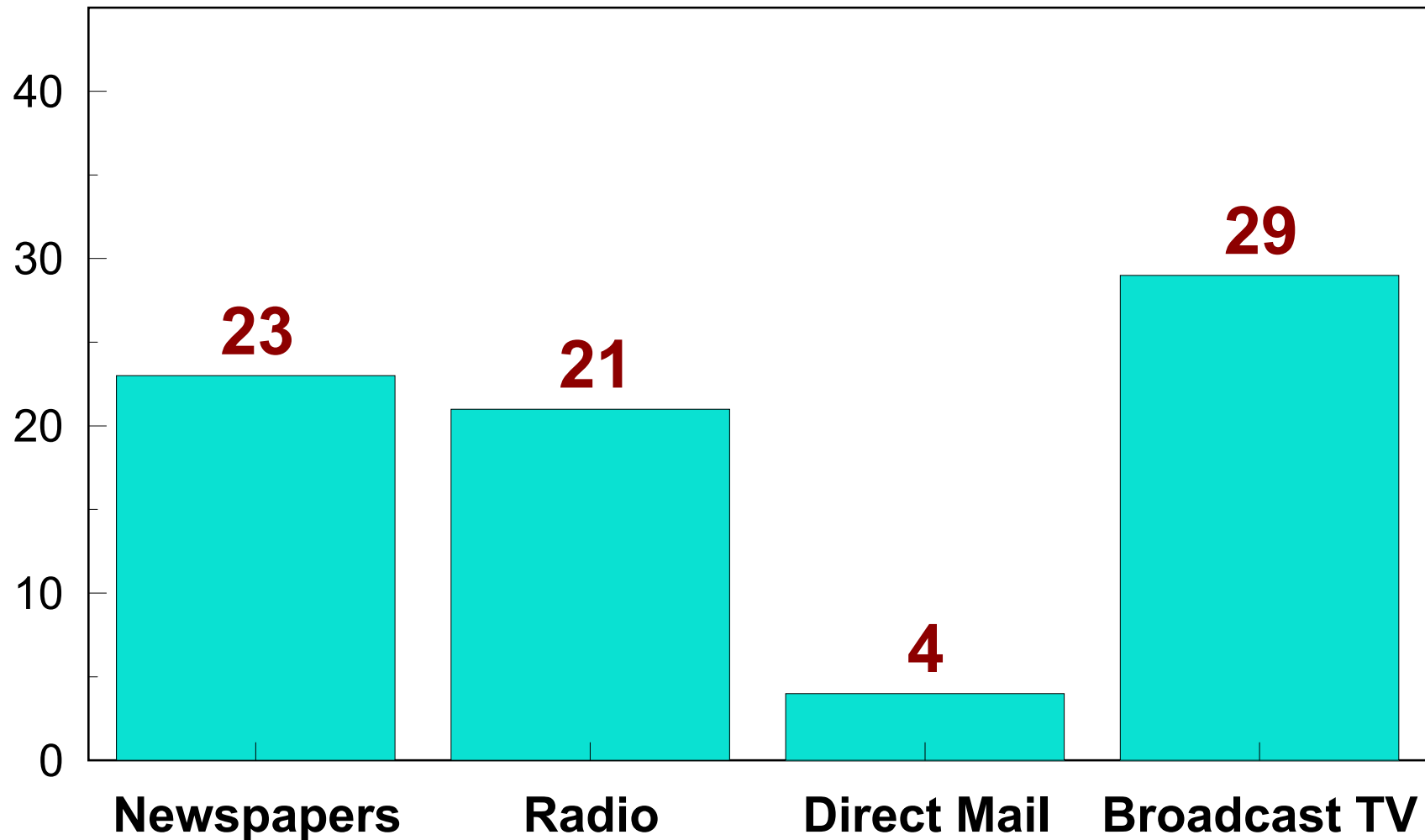
Which Medium: Does the best job selling its strengths



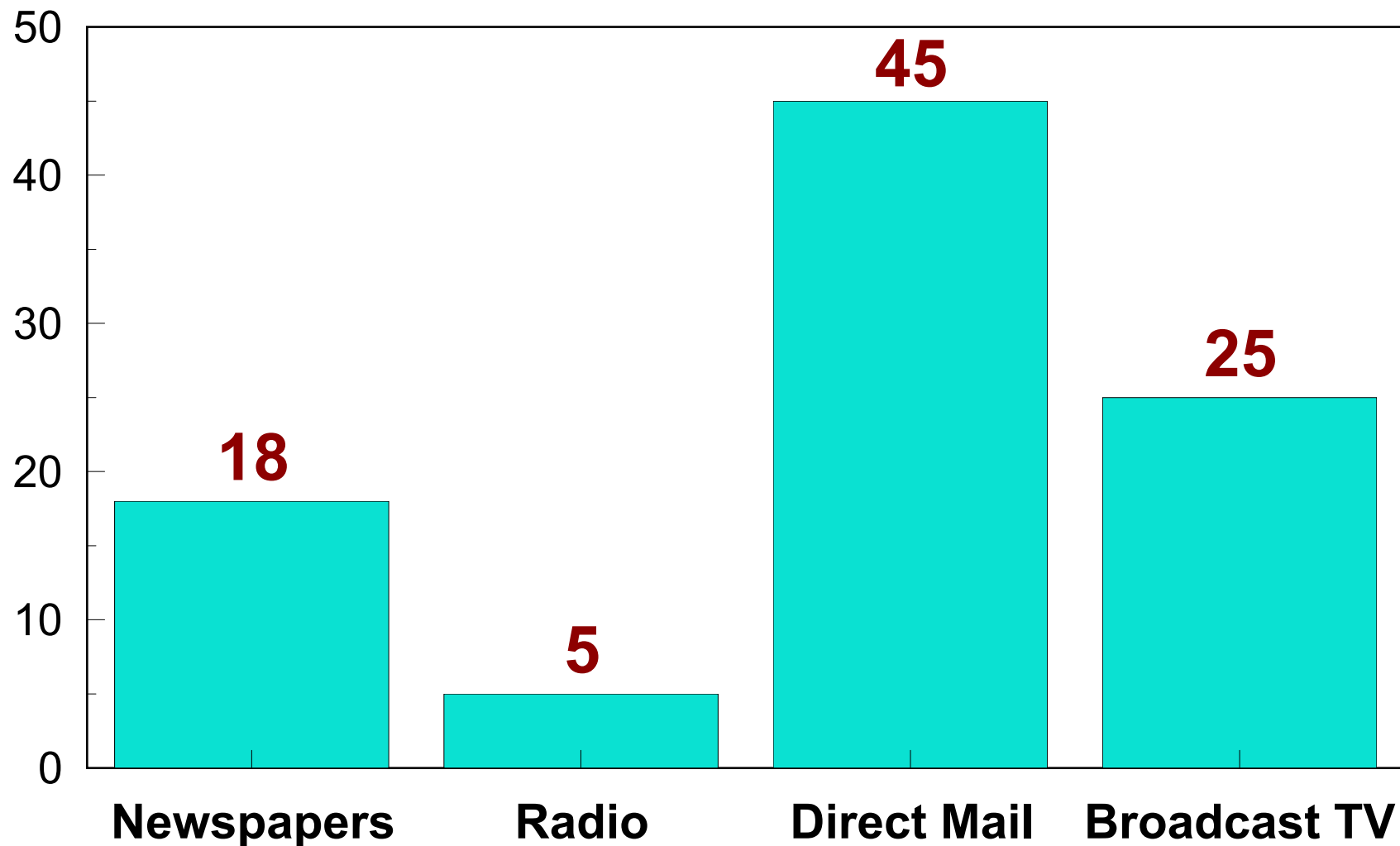
Which Medium: Is the most cost effective



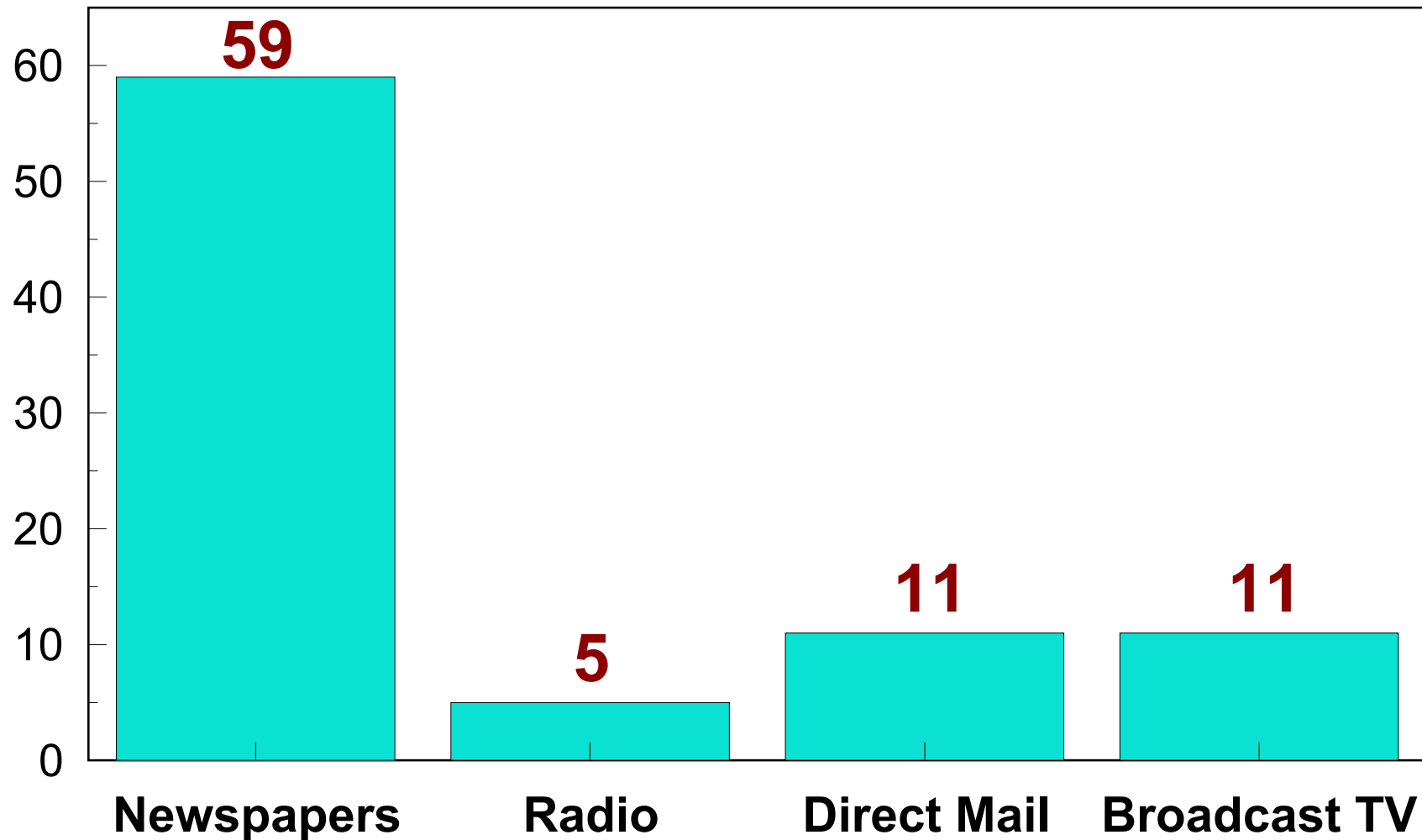
Which Medium: Has the highest quality sales people



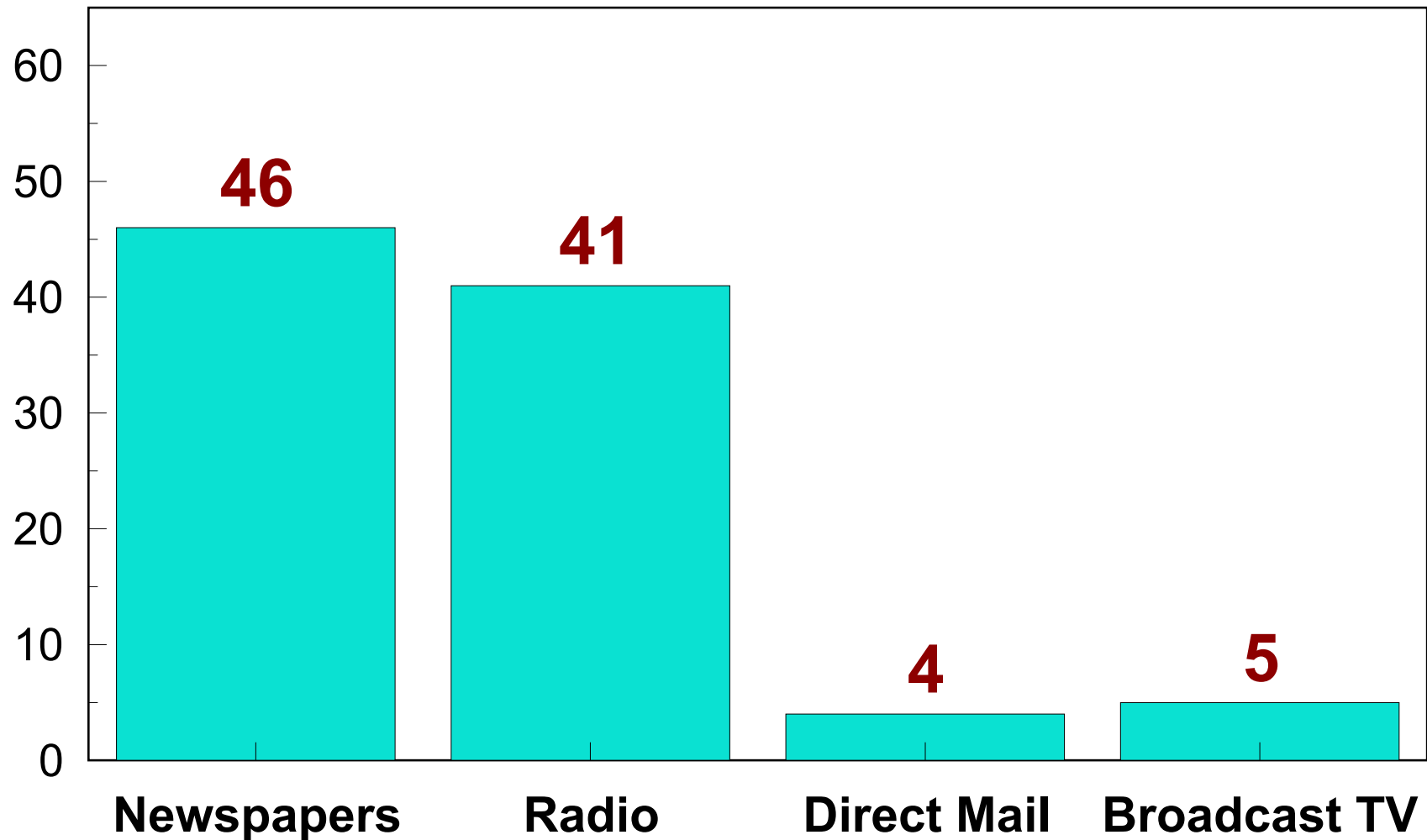
Which Medium: Allows you to most easily measure the medium's effectiveness



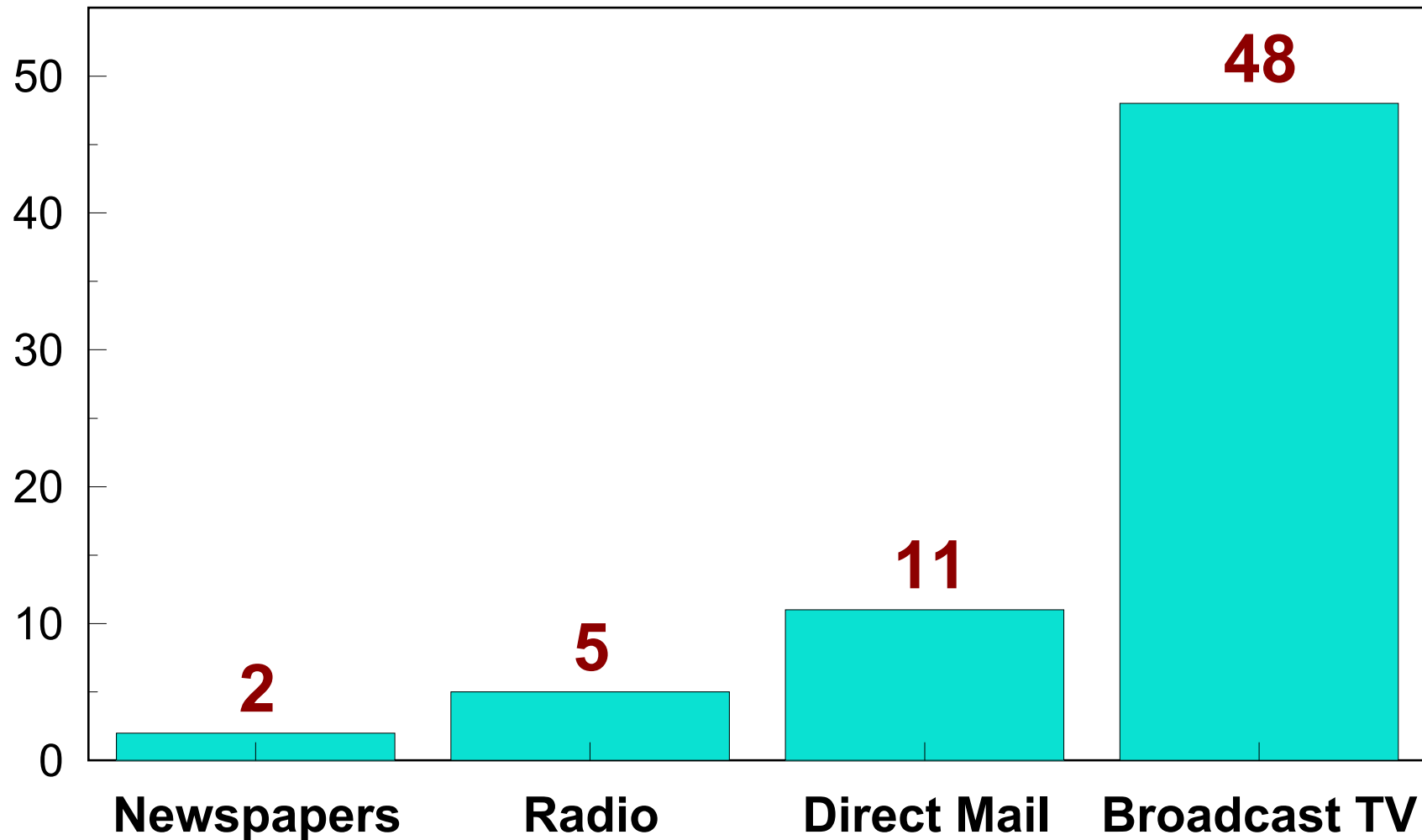
Which Medium: Is most often used when people are ready to make a purchase



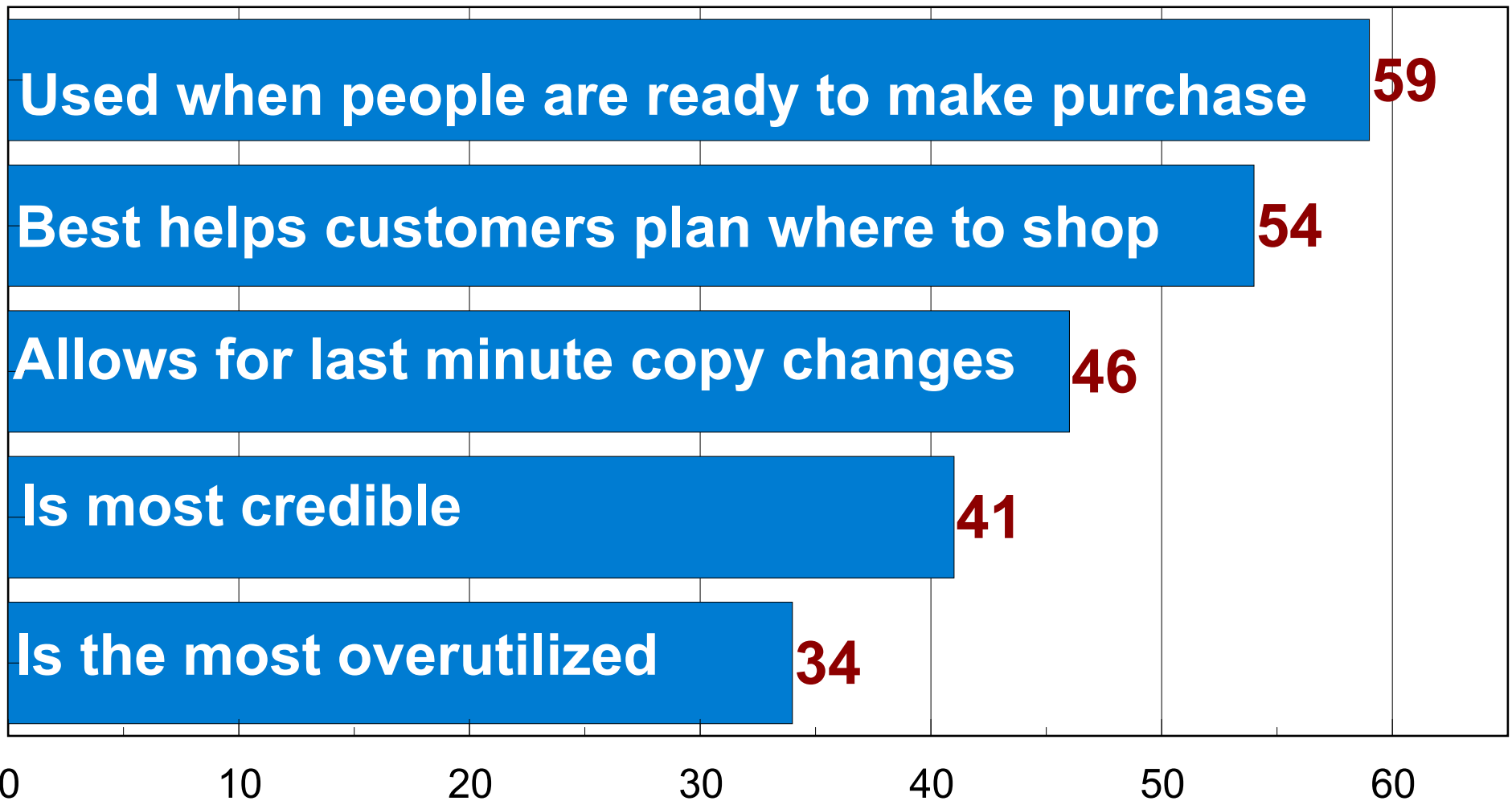
Which Medium: Best allows for last minute copy and creative changes



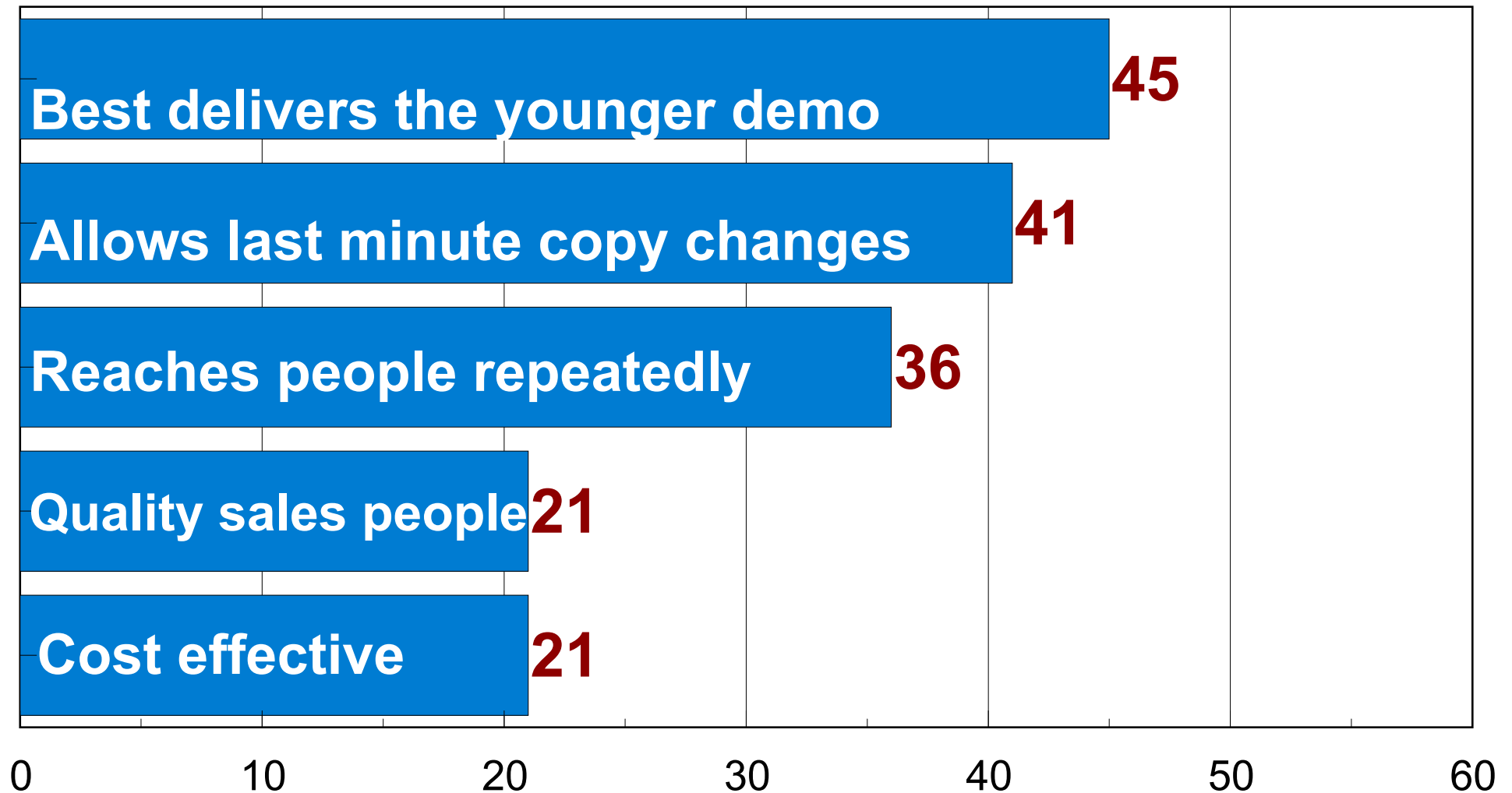
Which Medium: Is the medium people seem to be talking about most



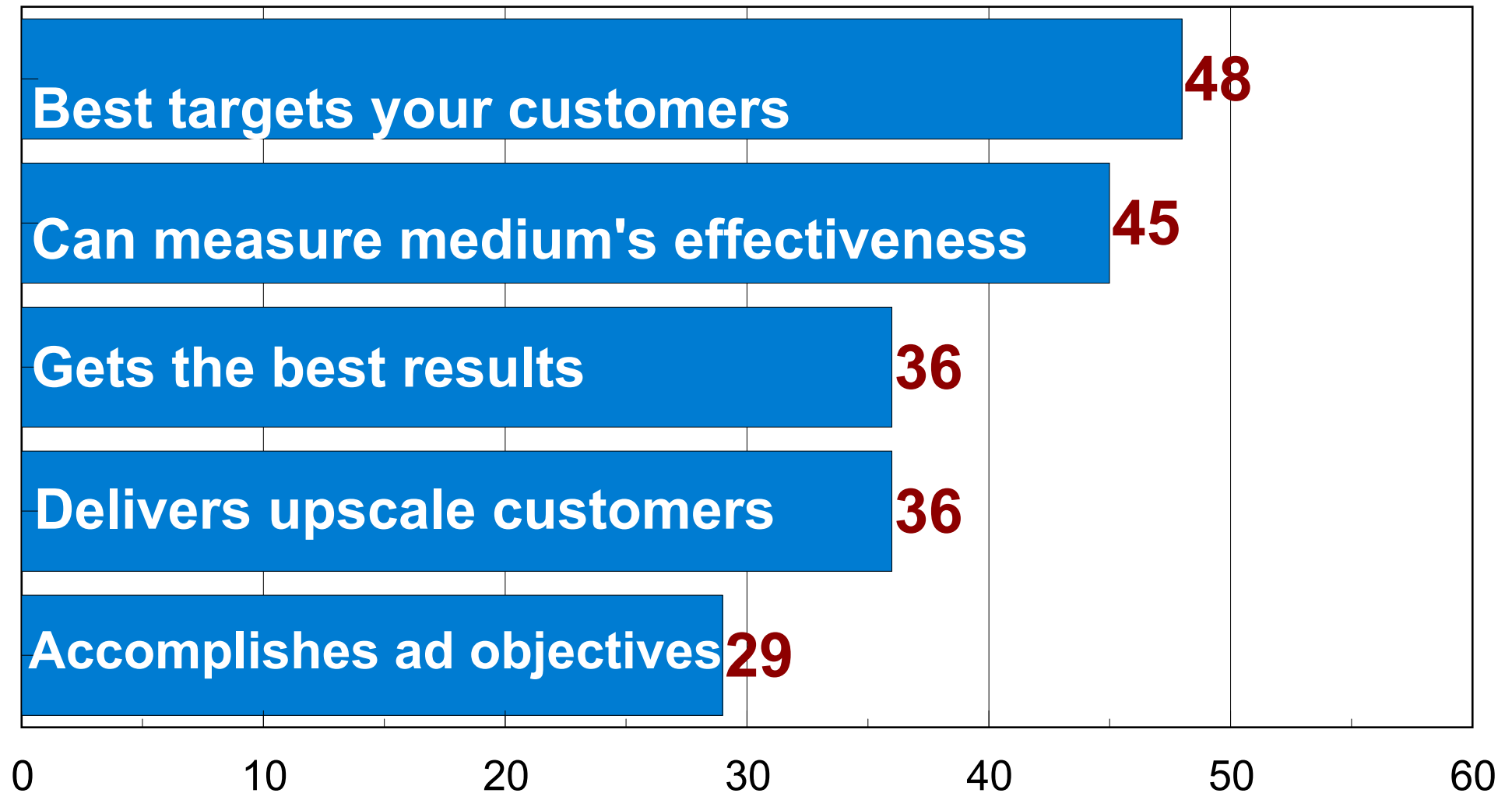
Newspaper perceptions summary:



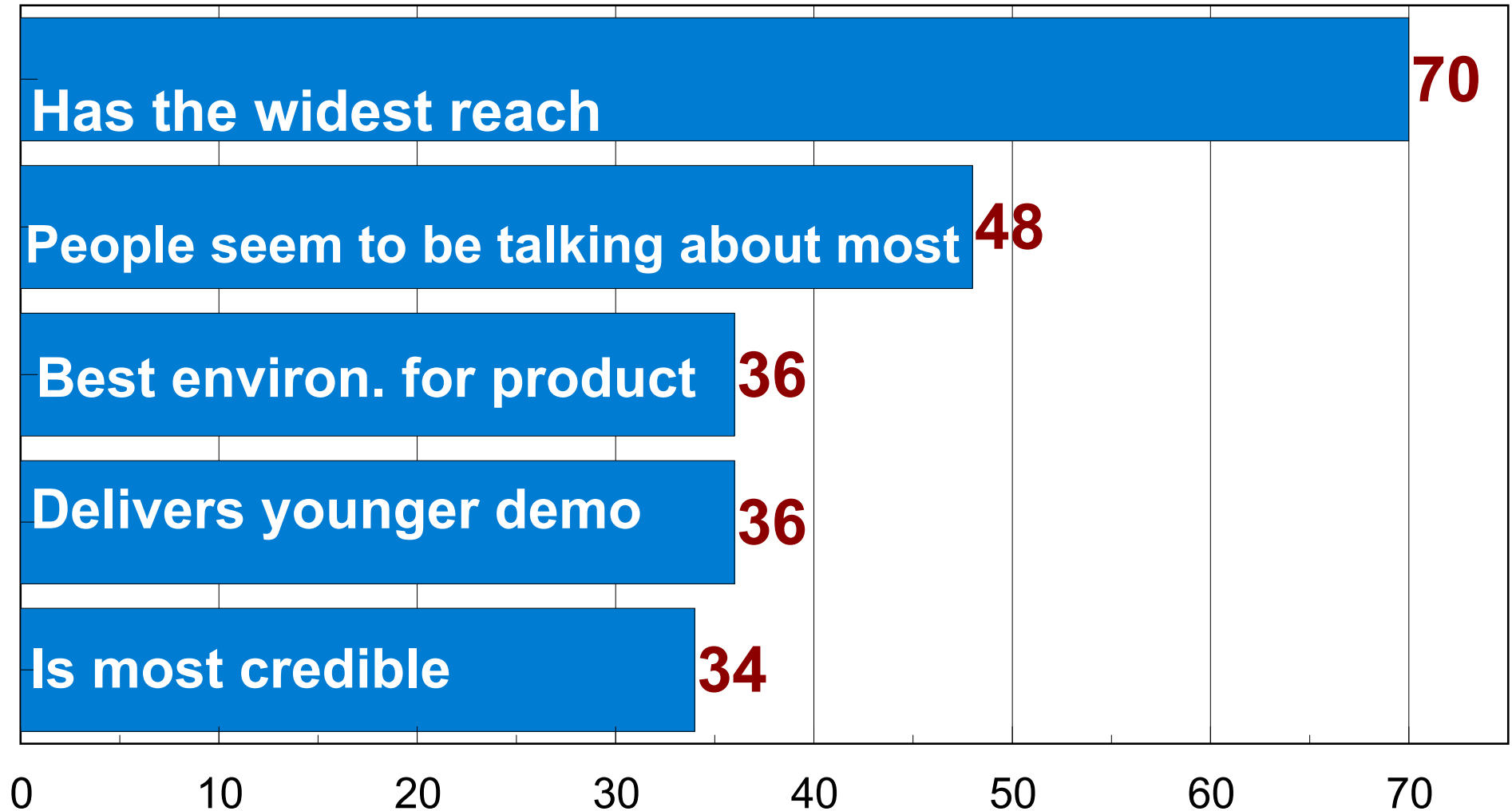
Radio perceptions summary:



Direct Mail perceptions summary:

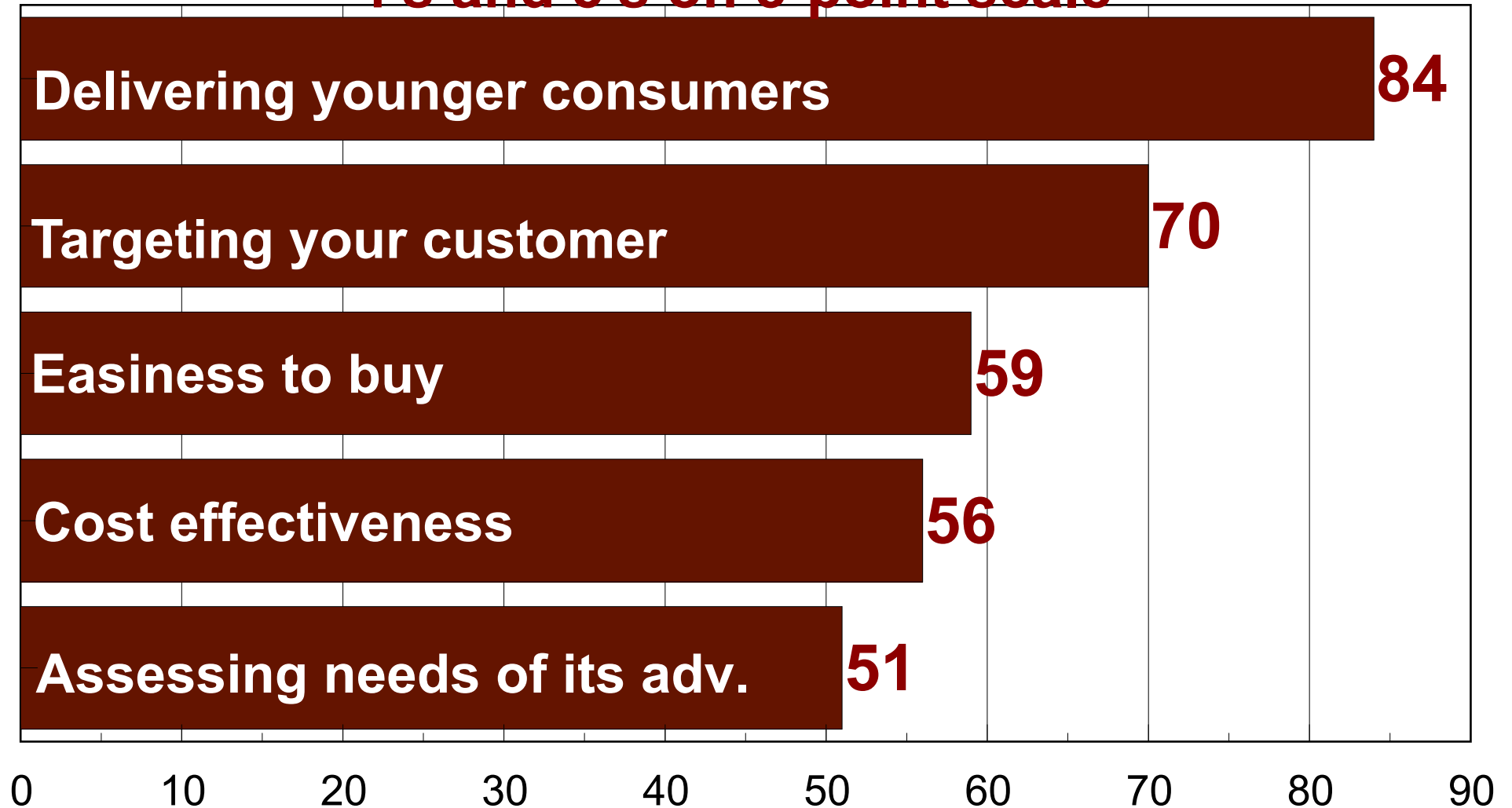


Broadcast TV perceptions summary:



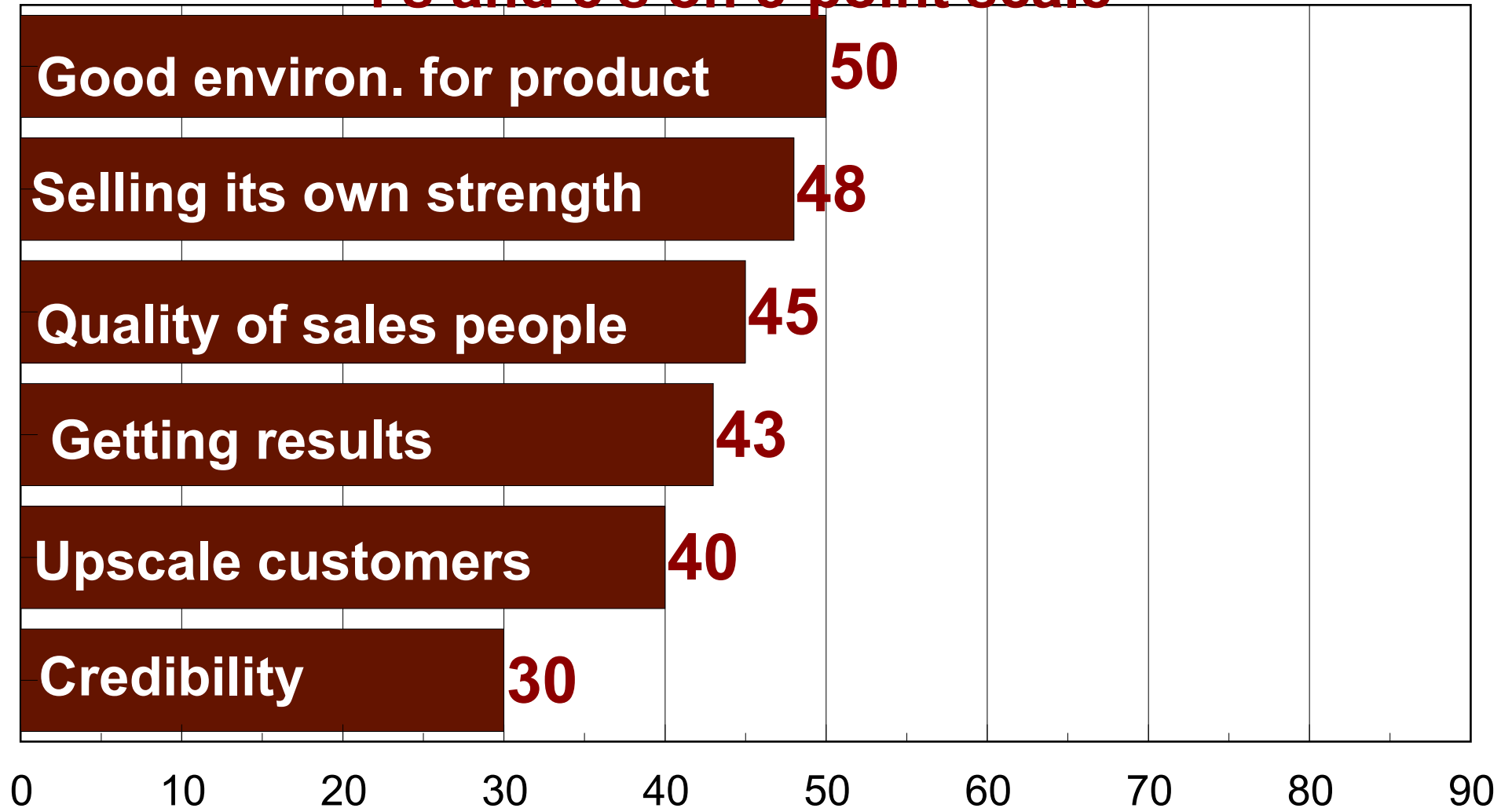
Radio strengths/weaknesses:

4's and 5's on 5-point scale

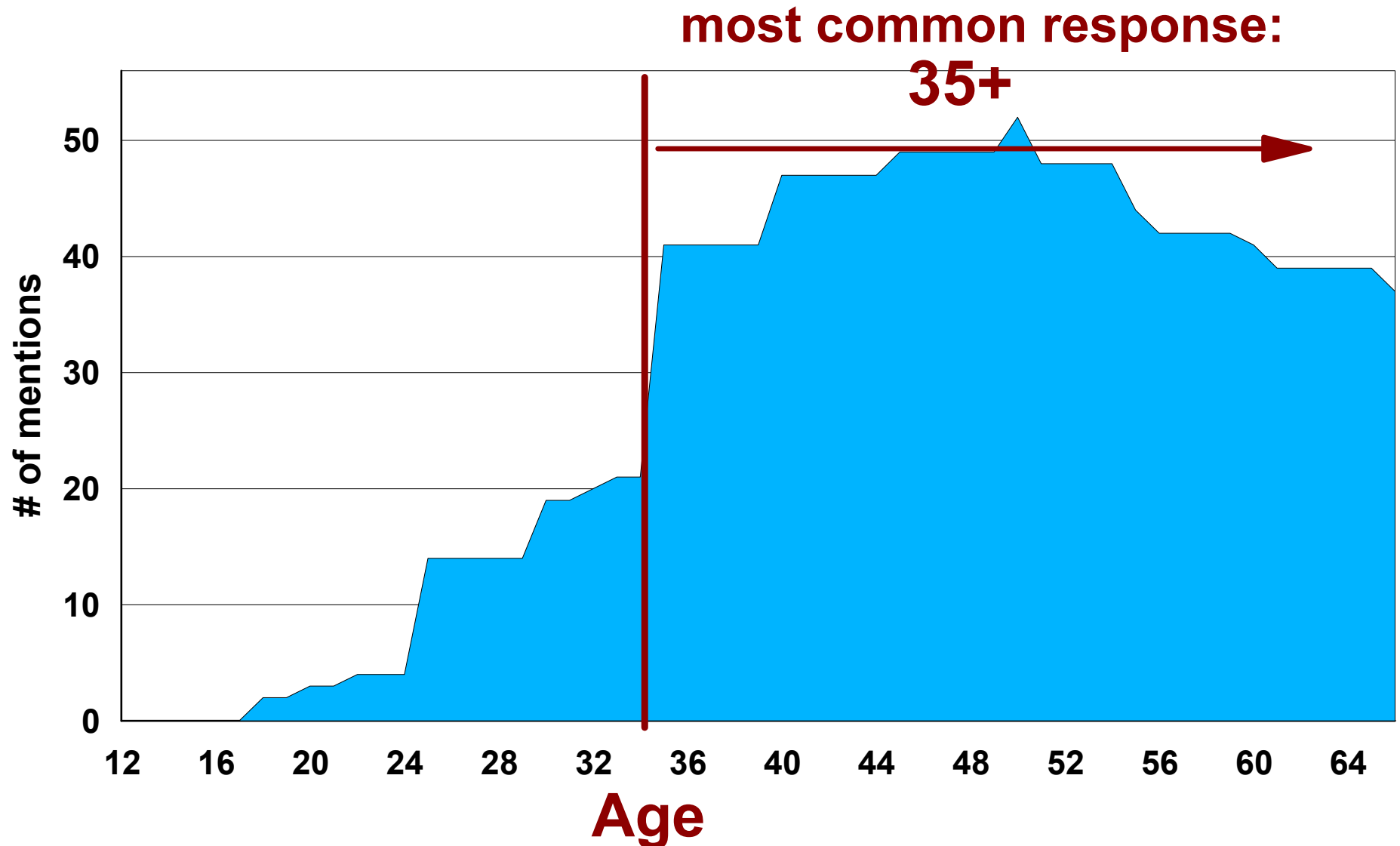


Radio strengths/weaknesses:

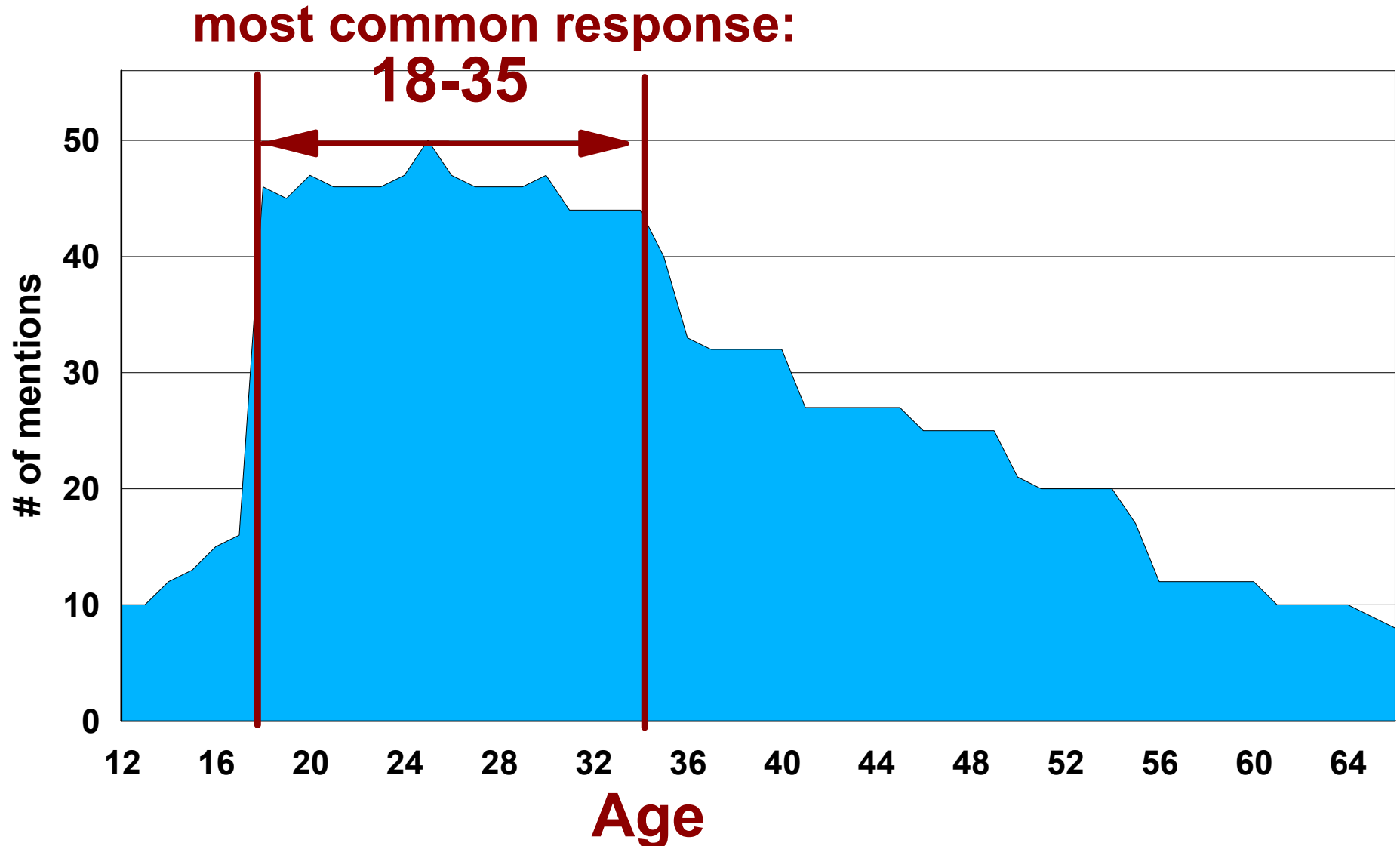
4's and 5's on 5-point scale



What age group do newspapers target best?



What age group does radio target best?



What do you like *most* about advertising in the Newspaper:

Summary of verbatim responses

- Ability to explain in detail/show product (n=14)
- Ability to make last minute changes (n=11)
- Wide Reach (n=8)
- Easy to Change/Flexibility (n=7)
- Effectiveness/Direct Response (n=6)
- Ability to use Zoned Editions (n=5)

What do you like *least* about advertising in the Newspaper:

Summary of verbatim responses

- High Cost/Price (n=15)
- Lack of Control on Placement (n=11)
- Poor Print Quality (n=8)
- Declining Circulation (n=4)
- Older Audience (n=3)

What do you like *most* about advertising on the Radio:

Summary of verbatim responses

- Ability to Target (n=19)
- Engaging/Entertaining/Creative Atmosphere (n=15)
- Ability to make last minute changes (n=10)
- Frequency (n=5)

What do you like *least* about advertising on the Radio:

Summary of verbatim responses

- Not a Visual Medium (n=12)
- Fragmented Market/Too Many Stations (n=10)
- Questionable Ability to Measure Results (n=10)
- Clutter/Lots of Other Commercials (n=5)

Summary of Findings:

- Delivering results is most important factor when choosing a medium
- Best results image won by Direct Mail (36%), followed by Broadcast TV (23%) and Newspaper (20%)
- Newspapers top image: Used when people are ready to make a purchase
- Without Newspaper, advertisers would choose Direct Mail and Broadcast TV over Radio
- Direct Mail top images: Best targets customers & Ability to measure effectiveness

Summary of Findings:

- Radio's top image: Best delivers younger demographic
- Radio seen as strong for frequency but not for reach
- Radio Strengths: Ability to target; Creative & entertaining atmosphere
- Radio Weaknesses: Not a visual medium; Fragmented market; Difficult to measure advertising effectiveness