

Outdoor Broadens the Distribution of Print

Magazine

Over the past few decades the number of consumer magazine titles has dramatically increased with a growing number of targeted magazine titles available to consumers. This has led to media fragmentation requiring advertisers to dilute the reach of media buys across numerous magazine titles.

One of the core benefits magazine publishers can offer advertisers is the opportunity to utilize high production quality to influence core demographic audiences. But, more consumers are obtaining information from digital media platforms abandoning the practice of reading printed materials. This aspersion to printed collateral has resulted in continued declines in subscriptions, pass-along rates, and time spend reading magazines.

Magazine Positioning

- High degree of selective targeting based on demographics, product affinity, or lifestyle
- High production quality
- Focused editorial environment
- Regional editions offer localized targeting capabilities

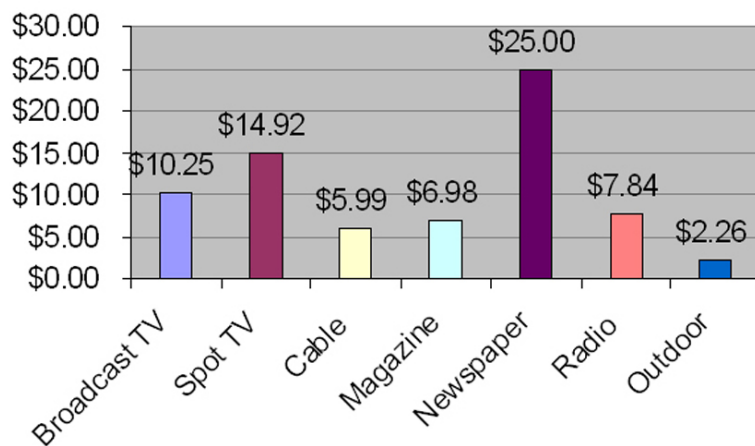
Magazine Disadvantages

- Broad choice of magazine titles
- Specific issue audience data is not typically available
- Magazines produce minimal short term (daily/weekly) reach
- Broad market reach is difficult to achieve because of niche readership behavior

Magazines and Outdoor

Outdoor strengthens an overall magazine ad campaign by providing a constant presence in the marketplace.

CPM Comparison



Newspaper

Newspapers are widely accepted into subscribers' homes and play a functional role by providing news and information. However, for more than 20 years there has been a consistent and steep decline in the number of Americans who regularly read a weekday or weekend newspaper. Many consumers today use online sources to gather news and information rather than printed collateral. Nearly 100 million homes have an Internet connection. That opens them to sites offering almost everything found in newspapers, including national and global news, classified ads, opinions, entertainment, sports, comics and horoscopes.

Advertisers in big cities have plenty of options to reach consumers, and newspapers are one of the most expensive. They typically charge about \$25 for every 1,000 people who might see an ad covering a half page. That's a lot more than the cost to reach a similar audience using outdoor advertising.

According to The Media Audit, those who spend more than an hour per day reading newspapers spend 3.7 hours per day online. Internet newspaper reading represents almost 30 percent of time spent with newspapers.

A survey by the Pew Research Center asked readers if they would feel the loss of either print or online versions of their local newspaper. Forty-two percent said they would not miss their city paper much or at all. Twenty-six percent didn't think the loss would hurt civic life in their communities, and nearly 30 percent said there would be other ways to get news if their local paper shut down.

Newspaper Positioning

- Broad reach within a define market area
- Newspaper offers targeting capability with regional delivery and special advertising sections
- Geographic selectivity is available in small towns
- Many newspapers have reputations for civic-mindedness
- Marketplace for competitive price shopping

Newspaper Disadvantages

- Decreasing market penetration and readership with many newspapers reaching less than 50% penetration
- Low younger audience (18-24) readership
- A costly frequency medium
- Some ad recall studies show less than 50% of newspaper readers recall noting ads
- Ad clutter

Newspaper and Outdoor

Outdoor can resolve some of newspapers' distribution shortcomings by offering selective targeting. Outdoor penetrates newspapers zones that are too large for reaching neighborhood target areas.

Newspapers have a short shelf life. Outdoor can extend the life of a newspaper campaign by presenting ad messages in a marketplace 24-hours per day, and 7-days per week.

Readership rates are declining and will likely continue due to increasing numbers of alternate news sources. Outdoor's very nature is unavoidable and impacts consumers lost to other source options.



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