THE MEDIA HANDBOOK

A COMPLETE GUIDE TO ADVERTISING MEDIA SELECTION, PLANNING, RESEARCH, AND BUYING

Third Edition

Helen Katz Starcom Media Group



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Contents in Brief

Preface	xiii
Acknowledgments	XV
Introduction	xvii
1 What Is Media?	1
2 Media in the Marketing Context	8
3 Developing Optimal Media Objectives	29
4 Exploring the Media	42
5 Terms, Calculations, and Considerations	91
6 Creating the Plan	108
7 Offering Alternatives	123
8 Making the Media Buys	132
9 Evaluating the Media Plan	142
Appendix A: Key Resources	148
Appendix B: Associations and Sources	152
References	158
Index	162

Contents

Preface	xiii
Acknowledgments	XV
Introduction	xvii
1 What Is Media?	1
What Media Are Out There?	2
The Role of Media in Business	2
How the Media World Has Changed	3
Media Versus Communications	4
The Role of Media in Consumers' Lives	5
How Media Work With Advertising	5
Tasks in Media	6
Summary	7
2 Media in the Marketing Context	8
Getting to Know the Consumer	9
Looking at the Marketplace	15
What Are the Competitors Up to?	16
Where Is Your Brand Sold?	22
Consumers and Media	25
A Word About Budgets	26
Timing and Other Issues	26
Summary	27
Checklist—Media in the Marketing Context	27
3 Developing Optimal Media Objectives	29
How the Marketing Objective Leads to the Media Objective	29
Media and the Advertising Objective	30
Advertising Objectives and the Consumer Decision Process	33
Media and the Consumer Decision Process	33
Consumers, Brands, and Media	34
Establishing Media Objectives	35

x Contents

4

Summary	40
Checklist—Developing Optimal Media Objectives	41
Exploring the Media	42
Media as Brand Contacts	42
Media Categories	42
A Television in Every Home	43
New Forms of Television	53
Benefits of Television to Advertisers	55
Drawbacks of Television Advertising	56
Research on Television	59
Radio—The "Everywhere" Medium	59
Benefits of Radio to Advertisers	63
Drawbacks of Radio Advertising	65
Research on Radio	66
All the News That's Fit to Print—Newspaper Advertising	67
Benefits of Newspapers to Advertisers	70
Drawbacks of Newspaper Advertising	72
Magazines—An Explosion of Choice	73
Benefits of Magazines to Advertisers	75
Drawbacks of Magazine Advertising	76
Research on Magazines	77
Outdoor Billboards and Beyond—From Cairo, Egypt, to Cairo, Illinois	77
Benefits of Outdoor Billboards to Advertisers	79
Drawbacks of Outdoor Billboard Advertising	80
Internet—The Ultimate Choice	81
Benefits of Internet to Advertisers	83
Drawbacks of Internet Advertising	84
Research on the Internet	85
Alternative Forms of Communication	85
Which Media Should You Use?	89
Summary	89
Checklist—Exploring the Major Media	89

5 Terms, Calculations, and Considerations	91
Understanding Ratings	91
Reach and Frequency	92
Beyond Reach and Frequency	94
Calculating Costs	96
Category-Specific Criteria	97
Summary	106
Checklist—Terms, Calculations, and Considerations	106
6 Creating the Plan	108
Target Audience's Use of and Relationship to Media	108
Timing of the Plan	109
Balancing Reach and Frequency	110
ROI and Media Models	110
Scheduling Your Ads	112
Cost-Efficiencies	113
Tactical Considerations	115
Presenting the Plan	117
A Media Plan Example	118
Summary	122
Checklist—Creating the Plan	122
7 Offering Alternatives	123
Spending More Money	123
Spending Less Money	124
Changing Targets	127
Changing Media	128
Tests and Translations	130
Summary	131
Checklist—Offering Alternatives	131
8 Making the Media Buys	132
Merchandising a Magazine Buy	132
Getting News into Newspapers	133
Buying Time on Television	134
Local TV and Radio Buys	137

xii Contents

The Great Outdoors	138
Implementing an Internet Buy	139
Buying Nontraditional Media	140
Summary	140
Checklist—Making the Media Buys	141
9 Evaluating the Media Plan	142
Pre-Plan Analysis	143
Post-Buy Analysis	143
Custom Consumer Research	144
ROI Impact	145
Summary	146
Checklist—Evaluating the Media Plan	146
Appendix A: Key Resources	148
Appendix B: Associations and Sources	152
References	158
Index	162