

“Good journalism costs money and you’ve got to be able to generate revenue to pay for that.”

Brendan Hopkins, chief executive officer, APN News and Media



Print media

Newspapers

In 2006 Australians were served by 70 metropolitan, national and regional newspapers. Australians enjoy the following spread of newspapers:

- Two national daily newspapers: News Limited’s The Australian and Fairfax’s Australian Financial Review, both of which circulate Monday to Saturday
- Sydney and Melbourne, the two most populated cities in Australia, are each served by two major daily and two Sunday newspapers

- Other capital cities have one daily and one Sunday newspaper
- The regional communities are served by 35 major regional newspapers
- In both metropolitan and regional areas, there is a wide selection of local community newspapers
- Classifieds - these are classified-only papers dedicated to connecting buyers and sellers. The most well known in Australia is the Trading Post®, which also has a dedicated online site.

Making newspaper advertising work

In his book *101 Ways to Advertise Your Business*, Andrew Griffiths suggests keeping a file of great advertisements that grab your attention. They need not be from your industry at all. It might be a great image, a great headline or a slogan you like. Cut it out and highlight what you like and then file it away so when you come to construct your own ad, you have a good base of ideas to start from. We discussed some methods for successful print advertising in chapter 10. Here are some guidelines specifically for newspaper advertising:

- **Placement** – One way to attract the most readers is in the early general news (EGN) section. This usually makes up the first 25% of the paper. The right-hand pages are favoured, and you may find you need to book well in advance for these spots. Newspapers also tend to charge a premium for these positions
- **Features** – Don't forget to advertise to your key target market. You might consider the sports section if your target audience includes sports fanatics, or the business section for a corporate audience. Identify when newspapers are running special features relevant to your business, as these can be a good time to run some targeted advertising. You can ask the newspaper for a list of special features they are planning to run and they can usually provide this list 12 months out

- **Colour** – It tends to stand out over black and white. However it also comes at a cost premium. One recommendation is to test the results from past campaigns. If the newspaper is trying to sell you colour over black and white, ask them to provide an example of a business that benefited from the additional expense and call them for a reference. Something else to be aware of is colour ads might not be available on all pages, so if you choose colour, you might not get the placement you are after. Cover this off with your newspaper sales representative
- **Size matters** – A bigger advertisement is likely to work better than a smaller one. That said, if the message in your advertisement is poor, then no matter how large your advertisement is, you may not get any responses. As a rule, try to buy the largest ad you can afford and use it on the highest circulation days
- **Newspaper inserts** – They can work well if you get the timing right. The advantage of inserts is you can include a lot of information in them. The downside is you can get lost among a bundle of other inserts – a danger at certain times of the year such as Christmas, Easter and the end of financial year. So find out first what other inserts are going in with yours. Also, ensure your insert stands out by using colour if possible. Lastly, remember to meet the size specifications provided by newspapers. They often use machines to place the inserts, and if your insert does not fit it may not be included in the newspaper run. Not only is this a waste of money, but it could be an issue if you are relying on it for timely promotion of a sale, for example
- **Classifieds** – These papers usually focus entirely on advertising. The great advantage of classified newspapers such as the Trading Post® is they are similar in usage to a directory. Like Yellow™, people are unlikely to read them for leisure; they are more likely to be ready to buy, so your advertisement in these publications needs to stand out and connect very quickly.

When you have a newspaper ad produced, have a couple of extra designs made up. The reason for this is it will generally not cost much extra at the design stage. If the newspaper calls you and offers you a half page advertisement at a quarter page price, you can take up the offer and supply the creative quickly.

Magazines

Australia has one of the world's highest per capita rates of consumer magazine sales. According to the Audit Bureau of Circulations (ABC), in 2007 the total number of Australian cover-priced magazine titles is estimated at more than 1100, with a large number of niche titles catering to the special interests of dedicated readers. There is also a high volume of imported titles for sale on newsstands bringing the total number of magazines to approximately 4500. Of the top circulating 100 Australian consumer magazines, 23 had an average circulation of more than 100,000 copies.

Australians spent an estimated \$1.06 billion in 2007 on ABC-audited consumer magazines.

The vast majority of Australian consumer magazines are sold through retail outlets rather than through subscription. News stand (newsagent, supermarket and other retail) sales account for approximately 90% of all magazine sales in Australia. By comparison, almost 85% of magazines in Canada and the US are sold through subscription, according to the Magazine Publishers of Australia.

The key difference between newspapers and magazines is advertisements in newspapers tend to interrupt us from the news or the specific article we bought the newspaper for. With magazines, and especially those covering a specific interest or hobby, people may buy them for the advertisements as much as for the editorial. This means an advertisement in a magazine may have a higher chance of attracting a potential customer than a newspaper which first has to interrupt and then grab the attention of the reader by being relevant and meeting their needs.

Making magazine advertising work

Here are some guidelines for maximising your return on magazine advertising spend:

- **Find out what your target market reads** – The best way to do this is to ask. This is different to asking what they receive in the mail. Many people receive trade magazines and association publications in the mail but they may not read them. You want to know what they will take the time to read
- **Know the details** – Once you know which publications to target, contact the advertising sales people, usually listed in the magazine, to find out costs and circulation details. You might also go to the magazine's website, where you are likely to find rate cards and specifications for ads accepted by the publisher
- **PR opportunities** – When you have decided to place your advertisement, raise the question of obtaining free editorial with the sales rep. They will most likely provide the editor's details and may even provide an introduction for you. (More on this in chapter 20)
- **Call to action** – You might consider making an offer or running a competition to get people to call so you can track your ad's success. This can also be a great way to build a database of potential customers. When building the database, include the referral source so you know what publication brings in the best return
- **Placement** – Like newspapers, the closer toward the front, the more likely your ad is to be seen. Again, you are likely to pay a premium for this position. Another option you may consider is sponsoring a feature or a section of the magazine relevant to your business. If you run a plant nursery, for example, advertising in or sponsoring the garden section of a home-maker magazine may provide a better return than a more expensive ad in the front section of the same magazine
- **Commit** – Magazine publishers will usually look after those businesses who commit to advertising for long periods of time. You might find your ad rate drops if you can commit for a few months. Always

compare the price of a single appearance and the price for a two- or three-month commitment

- **Online** – Most publishers also have internet sites. As part of your magazine advertising package, ask if you can have a banner advertisement, or a link on their site that offers their visitors an opportunity to click through to your website. Some offer this as a separate price while others may choose to bundle a package. Either way, you can potentially gain more exposure to your brand and message
- **Ad design** – Spend time ensuring your magazine ad is as least as high quality as other ads in the magazine/s you choose to advertise in. Use colour where appropriate and ensure your advertisement is likely to stand out. Unlike with newspaper advertising, any changes to your advertisement may need to be made up to a month prior to distribution in order to make print deadlines.