

Project Dissertation

On

“Evaluation of Print Media as a Medium of Advertisement with Respect to Consumer & Advertiser”

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CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project dissertation titled 'Evaluation of Print Media as a Medium of Advertisement with Respect to Consumer & Advertiser', is a bona fide work carried out by Mr. Tushar Agarwal, of MBA 2017-19 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

(Chandan Sharma)

Signature of Head(DSM)

(Seal of Head)

Place:

Date:

DECLARATION

I, Tushar Agarwal, student of MBA 2017-19, of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, declare that the project report on 'Evaluation of Print Media as a Medium of Advertisement with Respect to Consumer & Advertiser' submitted in partial fulfillment of Degree of Masters of Business Administration, is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Tushar Agarwal

Place:

Date:

ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project in 'Evaluation of Print Media as a Medium of Advertisement with Respect to Consumer & Advertiser'. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

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In the end, I would like to extend my gratitude to my family and friends for their support and cooperation during this project.

Tushar Agarwal

2K17/MBA/97

EXECUTIVE SUMMARY

The project Evaluation of Print Media with respect to customer & advertiser has the main objective to find out the market orientation towards the print media sector, how the print media market be built and what are the current trends in the print media market in both the public and the private sectors, and also helps the researcher, which gives a way of gathering specific pieces or lists of relevant information and provides a way to store and maintain the information in a central place. Media, as we know, is a very important component of advertising that carries the idea or message of the marketer or advertiser to the masses. It is therefore necessary to plan and formulate the marketing strategies for establishing the print media. By market building, we mean the process of designing a course of action that shows how publishing and advertising funds will be used in purchasing time and space and how they should be utilized to contribute to the achievement of marketing and advertising objectives, with the main motto of mass satisfaction.

Media planners are responsible for preparing the media plan from information's about the market and prospective consumers. So many factors influence the media market building. These factors may be grouped into three major forces –

- (i) Marketing conditions facing the publisher / advertiser,
- (ii) The level of competitive publishing/advertising efforts,
- (iii) Media considerations.

The marketing conditions facing the publisher / advertiser are further based on Product Characteristics, Channels of Distribution, Promotional Strategy, and Nature of the publishing / advertising copy. Media considerations are one of the important factors, which are further influenced by Size of the Budget, Media Characteristics, Media Discounts, Media Cost Efficiency, and the Media Availability.

CONTENTS

Chapter -1	Page No.	
➤ Introduction		1-3
-Objective of the study	4	
➤ Scope of the study	5	
Chapter 2- Literature review	6-10	
Chapter 3- Research Methodology	11-15	
➤ Topic : An Overview	16-32	
➤ Industry Profile	32-55	
Chapter -4		
➤ Finding & Analysis	56-66	
Chapter -5		
➤ Conclusion	67-71	
Chapter -6		
➤ Recommendation	72-73	
Chapter -7		
➤ Limitation	74-75	
Chapter -8		
➤ Bibliography	76	

CHAPTER -1

INTRODUCTION

INTRODUCTION

The topic Evaluation of Print Media as a medium of advertising with respect to consumer & advertisement is one of the best topics, which focuses on the print media sector as one of the means of providing services to the society that carries the idea or message of the marketer to the masses. Print media is the most popular and effective media for both publishing and publicity in the form of advertising, today. Newspapers and magazines have become the part of the culture and political life of people today.

Media, as we know, is a very important component of advertising that carries the idea or message of the marketer or advertiser to the masses. It is therefore necessary to plan and formulate the marketing strategies for establishing the print media. By Evaluation of Print Media, we mean the process of designing a course of action that shows how publishing and advertising funds will be used in purchasing time and space and how they should be utilized to contribute to the achievement of marketing and advertising objectives, with the main motto of mass satisfaction.

Media planners are responsible for preparing the media plan from information's about the market and prospective consumers. So many factors influence the media market building. These factors may be grouped into three major forces –

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Media considerations are one of the important factors, which are further influenced by size of the Budget, Media Characteristics, Media Discounts, Media Cost Efficiency, and the Media Availability.

Competitive publishing / advertising efforts is one of the important goals of every marketer for designing the marketing programme that may retain or improve its market share. The whole market building activities are based on two activities :- 1

- (i) The creative strategy established for the campaign, and
- (ii) The characteristics of the target market.

The creative strategy developed for the campaign may require that print media be employed or more likely, the advertiser or the marketer may have a strong preference for the print media to be used in communicating the masses. Obviously, these factors influence the media decisions and should be considered when market building should be considered for the print media.

The second important factor is the target market. Facts about the target market are gathered through market research and generalized into consumer profile. The consumer profile along with the basic copy strategy and copy requirements as modified by any need for seasonal or geographical emphasis and taking into account the size of the publishing or the advertising budget, is analyzed by the print media planners.

The analysis is, then, followed by matching the audience characteristics of various other media with the consumer profile and by evaluating the adaptability of the physical format of the media to the copy requirements. Thus, through the exercise of judgment concerning the dimensions of coverage, reach, competition, investment, cost, frequency, continuity and ad size, the market building emerges. In market building, the planning and decisions are based upon the creative strategy established for the campaign and the characteristics of the market.

The market characteristics may be known through market research about consumer profile. Several other information are also required about market conditions, level of competitions and the characteristics of individual media, but focus will be mainly on the Print Media.

OBJECTIVE OF THE STUDY

Objectives are the backbone of any study. Each and every activity has some objectives and purposes. It ends with the serve of the purpose. To achieve these objectives there are so many considerable factors or related aspects, which must be considered.

The project Evaluation of Print Media with respect to customer & advertiser has the main objective to find out the market orientation towards the print media sector, how the print media market be built and what are the current trends in the print media market in both the public and the private sectors, and also helps the researcher, which gives a way of gathering specific pieces or lists of relevant information and provides a way to store and maintain the information in a central place.

The main objective of the study is as follows :

- To know how the market be built for the print media.
 - To know about the challenges facing by the print media sector.
 - To know the future scope of the print media business in the local as well as in the global market.
 - To know about the future of print media in the wake of stiff competition from the electronic media.
 - To know about the public opinion towards print media.
 - To know the public opinion and perception towards the various ad's in the newspaper and magazines.
 - To know the marketing strategies used by the existing publishing companies.
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- To know the weak points of the print media sector, that is where it lacks in providing services to the society, customer satisfaction.
- To know how Advertising in print will continue to dominate the print media plans.
- To know about the print media growth.

SCOPE OF THE STUDY

The study of **Evaluation of Print Media as a medium of advertising with respect to consumer & advertisement** has a wider scope. As the topic is relevant where there exists a cutthroat competition in the market where each company providing printing publications wants to capture the whole market by adapting different strategies, it helps to stimulate and analyze the market conditions and the society's view towards the products of the publishing companies. It also helps in finding out the customer's opinions and their perception regarding the print media sector companies.

As per the sample survey, the study focuses on every plus and the minus points of the print media sector and the required features, which should be added for influencing the customers towards the publications and the survival of the publishing company in the market place. The study also formulates the effectiveness of the different publications of the publishing company under study.

It also focuses on the important features that played the key role in the analysis of the print media market.

The study helps the new entrants to adopt the best strategy before entering in the print media market. The study focuses on the main issue of what the customer's wants from their publishers, what they expect from their publishers. It also focuses on the issue that there should be augmented product in the form of publications that attracts customers, and helps

the publishers in the market capturing. This study will be wider scope, if done on a large geographical area.

This study will be helpful in analyzing the market situation regarding the publishing and print media business in India, but as this study is confined to a survey of a limited geographical area (Ghaziabad), where a sample survey of about 200 peoples including the consumers, advertisers were done, the overall survey does not focuses on the opinion and the perception of peoples of the other areas.

Due to unavoidable circumstances, it is not possible to make the research study very large and extensive.

CHAPTER 2

LITERATURE REVIEW

Literature Review

Advertising is the means of informing as well as influencing the general public to buy a product or services through visual or oral messages. A product or service is advertised to create awareness in the minds of potential buyers through various advertising mediums

such as Newspaper, Magazines, Television, Radio, Posters, Hoardings, Billboard and in recent time internet and web advertising. It is a promotional activity for marketing a commodity. In the present day world of mass production and distribution, advertising serves as a powerful tool in the marketing process. Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability etc. Advertising is the integral part of our daily life. It is a pervasive method of marketing in a society which encourages people to purchase goods and services. Advertising contributes to bring about all round development of the economy by increasing demand and by encouraging economic activities which in turn improves the income. It motivates people to consume more material and thereby improves their standard of living. Effective advertising generates demand for goods and services and calls for more production which requires more physical and human resources, thus creating employment opportunities.

Rege,(1990) analyses the history of advertising, starting from preprinting period to the period of business and social integration in details. The study explains how advertising started even before writing was evolved. The book analyses the creative aspects of advertising with a result oriented approach of advertising. It elaborates the principles and practice of advertising, selection of media with analytical and critical codification of practical experience.

Dyer, (1992) highlights upon advertising and its role of communication through different media. The book is mainly based on the different aspects of advertising and its various role of communication. The study analyses how a simple idea can make an advertisement more creative and effective through communication. It also discusses about the language and humour used in advertising for a particular group of people for better communication.

Mitter,(1994) analyses the power of printed image, showing the proliferation of pictorial journalism. The study discusses the emergence of humorous drawings in India in the form of caricatures and cartoons. He also analyses the subject matters of the cartoons with illustrations and notes. The study also attempts to analyse the growing demand of children's

book illustrations with the advent of mass production possibilities of printed magazines. or assurance and Sympathy)

Gupta,(2009) discusses advertising in details such as advertising, history, changing face and ethics, scanning advertisements, advertising media, agency impact, sex in advertising, advertising and portrayal of women, impact of advertising on rural India, targeting the consumer, importance of business communication. His study provides us immediate information about the contemporary advertising world of India.

Sharma and Singh, (2009) analyses the fundamentals of advertising and relationship of advertising with the society .It also reviews important marketing concepts, which has relevance to advertising. The book also elaborates various concepts of consumer behaviour and their impact on advertising. The creative aspect of advertising is also discussed in details in developing the schematic presentation..

ii) Creativity and Advertising

This part of the literature review upon the creative aspects of advertising.

Messaris,(1997) explores the uniqueness of visual aspects of advertising and it's important in communication as he argues that because of the implicit nature of visual argumentation and the relative lack of social accountability which images enjoy in comparison with words, pictures can be used to make advertising claims that would be unacceptable if spelled out verbally. The author analyses a variety of commercial, political and social issues in advertising. The author also discusses the role of images in cross-cultural advertising. The role of image is explored in a fine survey of the visual aspects of marketing programs. Picture can evoke emotion and desire and easily become associated with products. The author investigates into how picture makes viewer's assumption with the product, its relationship and connections with photography and reality.

Frith, (1997) presents a brief idea to understand advertisement and read the inner meaning of advertisement. To create an advertisement for any brand or product, it is very important to study its target group and the minds of the clients. The author mentioned that, creativity is the key factor for any advertisement to be successful, because creative advertisements have more reminder value than common advertisements.

Kaptan, (2000) presents a brief history of advertising in print media, its advantages and disadvantages. It focuses on the character and the functions of different print media. The author analyses the gradual development of print media from monochrome to digital print and its aesthetic value. It also analyses the new technology used in print media and the art of persuasion through advertising.

Kipphan, (2001) focuses on the competitive nature of new technologies. The handbook is unique in covering the entire spectrum of modern print media production. Despite its comprehensive treatment, it remains an easy-to-use, single-volume reference, with all the information, clearly structured and readily retrievable. The author covers both traditional as well as computer-aided technologies in all stages of production, as well as electronic media and multimedia. The author explores the different aspects of advertising research, strategies involved in advertising and the changing trends in advertising.

Parameswaran,(2001) reveals the secrets of successful campaigns over a wide range of media, including advertising on the internet and web. He also covers the secrets of effective advertising gleaned from years of sophisticated advertising research.

Vilanilam,(2003) reveal right from the basics-'knows' of advertising. The book initialises with a brief history of advertising with a further understanding of the evolution of advertising to a more sophisticated explanation of advertising. The text highlights upon the introduction to advertising, various media of advertising, creative aspects of advertising, client servicing, advertising agency were also discussed in a broader prospect in the book. The author

discuss the various aspects of the advertising Industry and how things work In each department.

Ryder,(2006) elaborates the concept and cases of making advertising work. It also provides with the legal measures to protect the brand that includes copyright, trademark, patent, design etc. It also analyses the shortcomings of the current legal procedures.

Bojanna and Murthy,(2007) examines the importance of effective aspects of advertising and communication. The book deals individually with various advertising tools as well as how they could be effectively mechanised for optimum result. The authors analyses the concept of advertising, marketing process, role of media. The texts highlights on the creative aspects of advertising, media planning, concept of direct marketing, implications of advertising and regulations. It examines the nature and scope of advertising, exploring the marketing and promotion process models. The book highlights the communication process of advertising examining how consumers respond to various messages. It also deals with the various aspects of creativity, planning strategy and its application. The book also examines the different facets of advertising- visualisation, graphic art, layout

iii) Miscellaneous Studies This part forms the miscellaneous literature review relevant to the study. Pope, (1983) describes the history of modern advertising and its gradual development. It focuses on the evolution of advertising and its different phases. It also discusses about the conceptual and the technological changes of advertisements with space and time. Ogilvy,(1985) 'Ogilvy on Advertising']^ considered an advertising bible, filled with indispensable knowledge and candid thoughts from a man who once said 'it isn't creative, unless it sells'. Although decades old now, the principles within the book are as relevant as

ever. Copley, (1996) explored the needs of communication, communication theory and its effectiveness in advertising. The author made a comprehensive study on how communication changes with the cultural differences. The study also analyses the role of communication in advertising and the influence of technology on communication. Sarker,(1998) analyses the basics of print design, corporate identity and discusses the concept of designing various print format advertising materialsnewspaper, poster, book design, magazine, packaging design. The book is a pioneering contribution in the field of graphic communication

Chapter-3

Research Methodology

RESEARCH METHODOLOGY

As research is the scientific and systematic search for pertinent information on a specific topic. Research Methodology is a way to systematically solve the research problem, it not only takes the research methods but also consider the logic behind the methods. The study of Research Methodology for developing the project gives us the necessary training in gathering materials and arranging them, participation in the field work when required, and also provides training in techniques for the collection of data appropriate to particular problems, in the use of statistics, questionnaires and controlled experimentation and in recording evidence, sorting it out and interpreting it.

MARKETING RESEARCH

Marketing research is the systematic design collection, analysis and reporting of data findings relevant to the specific marketing situation faced by the company. Marketing research process, the research findings and inferences based on the data interpretations along with the concept, methodology and limitations of the research are of much use to the management while making strategic decisions about the company. In marketing research investigation the first three steps namely formulation of the problem, specification of a research design and collection of desired information tend to be closely inter-related. The research design has been used in this study is the Descriptive Research Design. A tentative list of desired information cannot help in the formulation of a problem similarly; these cannot be completed without some preliminary notion about the design to be used in an investigation.

A detailed statement of the objective will to a considerable extent concise with listing of the desired information. The researcher should screen this list and anticipate the limitation of the data collection process in relation to the possible findings of the study. It is quality,

reliability, accuracy, and the validity of the collected information, which will considerably affect the findings of an investigation.

In Research Methodology, we consider about the Research Design, Methods of Collection of Data, etc.

RESEARCH DESIGN

Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose and constitutes the blueprint for the collection, measurement and analysis of data.

RESEARCH DESIGN USED IN THIS PROJECT

The Descriptive Studies is used in this project due to the fact that the descriptive studies attempt to obtain a complete and accurate description of a situation, that is it covers the all phases required and provides the ways to collect the data from various sources of information (sample design), ensure minimum bias in the collection of data, hold costs to a minimum, and reduces the errors in interpreting the data collected. In the descriptive research studies, here we use the **Statistical Method**, as it refers to the surveys, and are used in analyzing the data collected.

SOURCES & METHODS OF DATA COLLECTION

For the research purpose, the researcher does data collection. For successful efficient marketing research investigation, the researcher must be familiar with the nature of the data as well as the data collection method.

SOURCES OF DATA COLLECTION

Sources of data collection state the various sources of data from where we collect the information's for the comparative analysis.

The sources of data can be categorized in two parts :

1. **Internal Sources of Data** – Such as the information generated by the organization itself.
2. **External Sources of Data** – Such as the information generated by outside the organization. It can be further divided into :
 - a. **Primary Data and**
 - b. **Secondary Data**

Primary Data – Primary data are those collected specifically by, or for, the data users by different methods such as Observation Method, Interview Method, Questionnaire Method, etc.

Secondary Data – Secondary data are those that have been collected by other organizations, such as government agencies, newspapers and magazines, etc.

The secondary data collected for our summer training project belongs from:

1. Industry Profile
2. Print Media Company Records
3. Previous Survey's of other Researchers
4. Magazines
5. Journals
6. Newspapers
7. Internet

METHODS OF DATA COLLECTION

Methods of data collection are the way through which the data is collected for the research purposes. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two types of data viz., primary and secondary. The researcher would have to decide sort of data he would to select for his study and accordingly he will have to select one or the other method of data collection. The methods of collecting primary and secondary data differ since primary data are to be originally collected, while in case of secondary data the nature of data collection work is merely that of compilation.

In this project, as we do research of the descriptive type which performs surveys, hence the primary data can be obtain either through observation or through direct communication with respondents in one form or another or through personal interviews.

SAMPLING PLANS

The marketing researcher must design a sampling plan, which calls for three decisions –

- a) Sampling unit - Who is to be surveyed?
- b) Sample size - How many people should be surveyed?
- c) Sampling Procedure - How should the respondents be chosen?

CONTACT METHODS

This answers – How should the subject be contacted? The choices available are –

- a) Mailing Questionnaires
 - b) Telephone Interviews
 - c) Personal Interviewing
 - 1. Collecting the information i.e. organizing and carrying out the fieldwork.
 - 2. Analyzing the collected data or information.
 - 3. Presenting the findings in the form of a report.
-

During the course of training the methodology used for the market research is as follows – Primarily research objectives were defined and a list of needed information was prepared. According to the list of information, questionnaires were prepared for conducting the survey. The research was segregated into three folds as :

- Consumers Survey
- Advertisers Survey

As the area of research was related with identifying market opportunities for print media sector. The approach adopted by the researcher for the accomplishment of above motive, was exploratory in nature.

SAMPLING PLANS

Sampling Process & Size : Research being exploratory in nature, a simple random & convenient sampling was taken into consideration. 150 consumers, 50 insurance agents and management personnel's have different other companies were surveyed.

Sampling Area : Whole of the Ghaziabad was taken as population frame in order to have all the possible information regarding the subject of research.

Contact Method : Used was personal interviewing. All the consumers, dealers and manufacturers were contacted personally and information was collected with the help of a questionnaire.

TOPIC : AN OVERVIEW

Media, as we know, is a very important component of advertising that carries the idea or message of the marketer or advertiser to the masses. It is therefore necessary to plan and formulate the marketing strategies for establishing the print media. By market building, we mean the process of designing a course of action that shows how publishing and advertising funds will be used in purchasing time and space and how they should be utilized to

contribute to the achievement of marketing and advertising objectives, with the main motto of mass satisfaction.

Media planners are responsible for preparing the media plan from information's about the market and prospective consumers. So many factors influence the media market building. These factors may be grouped into three major forces –

- (iv) Marketing conditions facing the publisher / advertiser,
- (v) The level of competitive publishing/advertising efforts,
- (vi) Media considerations.

The marketing conditions facing the publisher / advertiser are further based on Product Characteristics, Channels of Distribution, Promotional Strategy, and Nature of the publishing / advertising copy. Media considerations are one of the important factors, which are further influenced by Size of the Budget, Media Characteristics, Media Discounts, Media Cost Efficiency, and the Media Availability.

Competitive publishing / advertising efforts is one of the important goals of every marketer for designing the marketing programme that may retain or improve its market share. Better quality management and strategy is one of the important forces used to achieve this goal, but it is a more apparent gauge of competitive activity than the work's of a competitor's sales force or distributive organization. It is more difficult to find out concrete information about these two areas of competitive activity.

Thus, the success of an advertiser / publisher can be gauged based on two factors : The advertising program employed and the competitor's expenditures on marketing. The whole market building activities are based on two activities :-

- (i) The creative strategy established for the campaign, and
 - (ii) The characteristics of the target market.
-

The creative strategy developed for the campaign may require that print media be employed or more likely, the advertiser or the marketer may have a strong preference for the print media to be used in communicating the masses. Obviously, these factors influence the media decisions.

The second important factor is the target market. Facts about the target market are gathered through market research and generalized into consumer profile. The consumer profile along with the basic copy strategy and copy requirements as modified by any need for seasonal or geographical emphasis and taking into account the size of the publishing or the advertising budget, is then analyzed by the print media planners. The analysis is, then, followed by matching the audience characteristics of various other media with the consumer profile and by evaluating the adaptability of the physical format of the media to the copy requirements. Thus, through the exercise of judgment concerning the dimensions of coverage, reach, competition, investment, cost, frequency, continuity and ad size, the market building emerges. In market building, the planning and decisions are based upon the creative strategy established for the campaign and the characteristics of the market.

The market characteristics may be known through market research about consumer profile. Several other information are also required about market conditions, level of competitions and the characteristics of individual media, but focus will be mainly on the Print Media. In Evaluation of Print Media several factors are considered. Different types of information are gathered, analyzed, evaluated, weighed and thought over and then a comprehensive plan is prepared.

The following key factors need to be covered :

- (1) Creative Requirement : Creative requirements represent the information objective, documentation, articles and news, target audience, basic creative promise and style of presentation. Taking these creative requirements into mind, the publisher
-

prepares the plan that aims at effective communication and persuasion of the message to the target readers through his publications.

- (2) **Competitive Pressure** : Every publisher desire to capture a share of the market. In this attempt, he always try to influence the readers to switch over to his brand and thus to snatch a sizable part of the market from the competitors. In this wav. the publisher always feels a competitive pressure i.e., what competitors are doing – in an attempt either to adopt similar strategy in order to win the struggle.
- (3) **Communication Principles** : As the main principles of communication are clarity, brevity, understandability and knowledge, the publishers should consider these principles of communication to capture a large market.
- (4) **Budget Size** : Budget size is also an important factor of marketing plan because the budget size determines the various strategies to be employed for the product promotion in the market, and takes into account such factors as geographical, seasonal and prospective differences.
- (5) **Reach and Frequency** : Market building also considers the reach and frequency aspects of the media. Reach means coverage of the media or the number of consumers to be exposed by the publication. Frequency is the number of times, the target audience are exposed to the publication.
- (6) **Corporate Policy** : The publisher must recognize the fact that their recommendations should be in agreement or not against the broader policy considerations laid down by the print media sector. Furthermore, reasonable willingness to compromise is essential for long-term success in print media role.

MARKETING STRATEGIES

The different marketing strategies used in print media, can be categorized under the following heads :

- (1) The National Plan Strategy,
- (2) The Key Market Plan Strategy, and
- (3) The Skin Plan Strategy

THE NATIONAL PLAN STRATEGY

The National Plan Strategy is generally employed by those marketers who have nation wide market for their products or wants to launch new media product nationwide and therefore they publicize / advertise naturally in an attempt to reach the people living in every corner of the nation. Such people are the target market for that marketer. For Example : Usually advertisers concentrate the advertising in national magazines / newspapers having a wide circulation throughout the country.

The national plan is usually employed after one of the approaches has been used successfully for a period to expand distribution to national level.

THE KEY MARKET PLAN STRATEGY

Many publishers are not interested in expanding the market throughout the country. Their strategy is to seek a substantial segment of it and to develop it with their full strength. The segment may be selected based on geographical units or consumer characteristics.

THE SKIN PLANT STRATEGY

The skin plan strategy is used to aim at specific consumer groups regardless of their geographical location. Under this strategy, market segmentation is based upon such factors such as income level, education level, occupation, social status, sex or age, etc. Here the publisher's goal is to concentrate upon those persons who are most likely to be the buyer of his product because they are in demographic or psychographics sub groups where possession or desired possession of his product is likely. Once a segment has been tapped and its sales potential wrung out, a second group or market segment may be chosen and the process may be repeated. This process of choosing new groups one after the other will continue until the product is accepted by the mass market.

Toward the end of a century, marketers often feel a growing uneasiness about the future. National economies are undergoing rapid and often wrenching transformations. Two forces

underlie the dramatic changes. One is globalization, the explosive growth of global trade and international competition. No country today can remain isolated from the world economy. If it closes its markets to foreign competition, its citizens will pay much more for lower-quality products. But if it opens its markets, it will face severe competition and many of its local businesses will suffer.

The other force is technological changes. This decade has witnessed remarkable advances in the availability of information and the speed of communication in the media sector. The paradox is that globalization and technological advances open up many new opportunities even as they threaten the status quo. In the current scenario, marketplace success goes to those companies best matched to the current environmental imperatives – those who can deliver what people are ready to buy. Individuals, businesses, cities and even whole countries must discover how they can produce marketable value – namely goods and services that others are willing to purchase.

Today's markets are changing at an incredible pace. In addition to globalization and technological change, we are witnessing a power shift from manufacturers to giant retailers, a rapid growth and acceptance of store brands, new retail forms, growing consumer price and value sensitivity, a diminishing role for mass marketing and advertising, and a disconcerting erosion of brand loyalty. These changes are throwing companies into a state of confusion regarding strategy. To protect their profits, companies have primarily responded by cutting their costs, reengineering their processes, and downsizing their work forces. Yet even companies that succeed in cutting their costs may fail to increase their revenue if they lack marketing vision and marketing expertise. Hence, Market Building is one of the most dynamic fields within the management arena. The market place continually throws out fresh challenges, and companies must respond. Therefore, in the market building it is not surprising that new marketing ideas keep surfacing to meet the new marketplace challenges. Market Building in the current scenario emphasizes on :

- 1. A growing emphasis on quality, value and customer satisfaction**

Different buying motivations play a strong role at different times and places. Today's customers are placing weight on quality and value in making their purchase decisions.

2. A growing emphasis on relationship building and customer retention

Much marketing theory in the past has focused on how to "make a sale". But what good is it to make a sale and not know much about the customer and whether he or she will ever buy again? Today's marketers are focusing on creating lifelong customers. The shift is from transaction thinking to relationship building. Companies are not building customer databases containing customer demographics, lifestyles, levels of responsiveness to different marketing stimuli, past transactions.

3. A growing emphasis on managing business processes and integrating business functions

Today's companies are shifting their thinking from managing a set of semi-independent departments, each of with its own logic, to managing a set of fundamental business processes, all of which impact customer service and satisfaction.

4. A growing emphasis on building alliances and networks

As companies globalize, they realize that no matter how large they are, they lack the total resources and requisites for success. Senior management is spending an increasing amount of time designing strategic alliances and networks that create a competitive advantage for the partnering firms.

5. A growing emphasis on direct marketing

The information and communication revolution promises to change the nature of buying and selling. Because of advances in database technology, companies can do more direct marketing, rely less on wholesale and retail intermediaries.

6. A growing emphasis on ethical marketing behaviour

The general public is wary of ads and sales approaches that distorts or lies about product benefits or that manipulate people into hasty purchases. Marketers, in particular, must hold to high standards in practicing their crafts.

Media are the means of communicating and exchanging information or to publicize information. Media are the very important component of advertising that carries the idea or message of the advertiser to the masses. Media are the means by which advertisers reach their prospective and existing consumers with advertising messages. Media is a facilitating institution constituting advertising industry.

There are different media of advertising. Print Media, Broadcast Media, Direct Mail, Outdoor and many other media are the different media types. The advertiser has to select the media, which is the most suitable him keeping in mind the various economic and social considerations, such as :

1. Cost of media,
2. Size of the business
3. Nature of the business,
4. Funds allocation
5. Coverage of the media, and
6. Number of the classes of the audience.

A knowledge of all basic elements of different media available should be, to a person who is either involved in planning marketing programmes, devising advertising strategy or creating and producing advertising itself. It is indispensable because each medium has different characteristics which require different skill for those who are directly and indirectly associated with the advertising.

Media is one of the very essential components of the advertising industry, engaging more people than any other division of the industry. Furthermore, of the entire amount spend an advertising programmes and campaigns, approximately more than half goes to media. There are a number of media available, hence for example – to the advertiser for advertising the goods and services, he has to select a right type of medium keeping the following three objectives in the mind :

- (a) It must reach the largest number of people.
- (b) It must attract their attention.
- (c) It must be less expensive.

In today's scenario, there is no dearth of media. It may be direct or indirect.

Direct methods refer to such methods which help the advertiser in establishing a direct link between advertiser and the customers, both existing as well as prospective.

Example : Direct mail advertising.

Indirect methods involve the use of a hired agency for disseminating the information. Most of the media that are commonly used today are indirect in nature, e.g. press publicity, cinema, radio, television, etc.

TYPES OF MEDIA

There are various forms of media of publicity and can be grouped under the following heads :-

(1) Print Media (Press Media)

- (a) Newspapers
- (b) Magazines and Journals.

(2) Broadcast Media

- (a) Radio
- (b) Television

(3) Outdoor or Mural Advertising Media

- (a) Poster
- (b) Boards
- (c) Electric Display
- (d) Vehicular Advertising
- (e) Sandwich Board
- (f) Sky Writing

(4) Direct Mail Advertising Media

- (a) Circular
-

- (b) Business Reply Envelopes and Cards
- (c) Price Lists
- (d) Catalogues
- (e) Leaflets and Folders
- (f) Booklets
- (g) Gift Novelties
- (h) Personal Letters

(5) Promotional Media

- (a) Window Display
- (b) Interior Display
- (c) Show Rooms
- (d) Exhibitions
- (e) Trade Shows
- (f) Demonstration
- (g) Samples, Coupons and Premiums

(6) Miscellaneous Media

- (a) Cinema and Cinema Slides
- (b) Loudspeakers

SELECTION OF MEDIA TYPE

Selection of media types is one of the major problems, it involves whether magazine or newspaper, radio, or any other media should be used. It also involves what media should be selected within the media types. For example – if the advertiser thinks it is beneficial that newspaper or magazine should be used for advertising, it is pertinent that he should also concentrate himself on the problem which newspaper or magazine will serve his purpose. Hence, the problem is the selection of suitable media types, and the selection of individual medium within a specific media type.

As there exists different types of medium, not one medium can say to be superior to all the others. The profitability or suitability of any one type varies from manufacture to manufacture even within a single product classification and also may vary from year to year

for a single manufacturer. Characteristics of product and of buyers also qualify the medium to be used. ***Researches and experiments decide the medium. Changes and shifts are about the only rule, making generalizations dangerous and any scientific selection of media types impossible.*** Frequent changes in media type are not a good step. The different steps that are suppose to be necessary while selecting a media type are as follows :

- (a) The first step in this direction is defining and locating the typical buyers whom the advertisers intend to influence through his advertisement. These buyers constitute the advertiser's market. They are to receive the message through the medium, the advertiser's selects.
- (b) The second step is to define the location and the number of buyers – current and prospective. Location decides the availability of media at that place. The number of buyers will help determining the allocation of funds in advertising budget for media planning.
- (c) The third step of selection process involves how to send an effective advertising message economically to the group of buyers that has been defined. A major consideration here is the nature of the message to be communicated. If the message is lengthy, television cannot be selected. In such cases, newspaper or magazine will be preferred.
- (d) The fourth step involves how often the message needs to be delivered. It also involves the length of the campaign period. The advertiser must deliver this effective message at a cost, which he can afford.

DIFFICULTIES IN SELECTING MEDIA TYPES

The main difficulties faced while considering the selection of media types are as :

- 1. Audience Measurement
 - (a) The number of people influenced,
 - (b) The class of people influenced,
 - (c) Circulation, and
 - (d) The condition under which people are influenced
 - 2. Difficulty of Cost Comparison
 - 3. Reliance of Manufacturer
-

4. Availability and Suitability
5. Selectivity
6. Competition
7. Size and nature of the business

SELECTION OF INDIVIDUAL MEDIUM

Having taken the decision about the media types, the next step is to select a particular media vehicle among that type.

For example – If the advertiser made a choice that he should use magazine as media type, the advertiser's next job would be to select which magazine should carry his advertisements.

In this connection, the following points need attention –

- i) **Circulation** – What advertiser buy from media is circulation or its coverage or reach to target consumers. The advertiser searches for those magazines whose quality and quantity of circulation fit his needs.
 - ii) **Prestige** – Prestige of the medium as an agent of advertiser is also an important factor to be considered, which is intangible. Excellence in putting together the editorial features, which go into an issue, contributes to a magazine's prestige. Outstanding physical appearance makes a similar contribution. The magazine is advertising standards and the patronage of a group of respected advertisers are evidence of prestige.
 - iii) **Influence** – Influence is also tangible. Some media as an advertising carries undoubtedly enjoy greater influence with retailers and with consumers than do other medium. If the medium influences the existing and prospective customers, the advertiser will choose that medium.
 - iv) **Readership** – It involves how thoroughly the magazine read is? What is the intensity and intentness of this reading? How much reader loyalty and confidence in authority of the magazine are present in the reading?
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PRINT MEDIA : An Overview

As we approach to the close of the most momentous 21st century, a new media age seems to ushering in the side, sweep of the Indian media pie has assumed enormous proportion in recent years, and overall the means of mass communication attract advertising worth a lot.

There is upswing in the fortune of press sector. There is unprecedented boom in the newspaper world, particularly in Hindi & regional languages. With so much happening around us, people are very eager to keep themselves abreast with the developments and the newspapers are their best guides to the news of world. With the spread of literacy, a new, wide-awake class of readers has emerged and the newspapers are vying with each other to attract them.

In fact the exposure to the print media grew from 57% to 58% between 1990 to 1995 despite the massive spread of television. The exposure of English Language publications remains static at 17% where as in the case of publications in Indian languages the exposure level rose from 55% to 56%. The 90's have witnessed a boom in publication. English publication stood at 9.3 Mn. Copies in 1996 whereas those in Indian languages 539 commanding a circulation of 371 Mn. Copies.

For very many long years, advertising has been the mainstay of the operations of newspaper publishing houses. In fact, in view of the cutthroat competition newspaper is being sold out at a price much below the cost of production. There has been a steep hike in the price of various inputs newsprint, ink and wages of employees have gone up. Newspapers have all along sustained the impact of the escalation by rising as rates. There was an upward revision of advertising rates three times but this does not mean that advertisers have in any way turned from press advertising.

Press advertising is a static depiction and offers no room for this kind of build up where a story slowly reaches its announcement of a message. TV advertising has a high recall value

in comparison to press advertising. The lure of TV advertising being what it is, the proliferation of satellite channels has fragmented the audience and therefore, press appeal and possible impact wanted. Big advertisers are now dividing their as spends in a careful way to reap maximum advantage from both the print and electronic media. A sort of polarization of product categories towards the two media is emerging and print advertising has the capacity to entice the advertisers.

PRINT MEDIA (Press Media)

Press media remain the most popular and effective method of publicity today. Newspaper and magazines have become the part of the culture and political life of people today. It plays a very important part in advertising and publicizing information. Press publicity generally takes two forms :-

- Newspaper
- Magazines

1. NEWSPAPER

Newspapers are bought largely for their new value and are widely read by the people in cities. In India there are a number of newspaper both in English and Hindi have nation wide circulation. Therefore, a message given in newspapers may have a better impression on the minds of the people and it may be more specific, clear, complex and lengthy. By advertising in a local or regional newspaper, the marketer may reach particular markets and, therefore, selectivity is easily available. The marketer's chose of newspaper for printing advertisements depends upon many factors such as its area of circulation, type of newspaper, acceptability of advertisements by the newspaper printers, time to be taken by the publisher in printing the ads, etc. The advertiser or his agency has to enter into an agreement with the publisher for the space specifically made available by the publisher.

Advantages of Newspaper Publishing / Advertising :

- a) **Low Cost Per Reader** – Newspaper advertising is the cheapest media of advertising as far as its cost per reader is concerned because newspapers are read by millions of people and the message may be carried to them without any additional expenditure by the advertiser.
 - b) **Flexibility and Timeliness** – Newspapers offer a lot of flexibility. According to the convenience and necessity of the advertiser, the shape, size and appeal may be frequently changed to suit the need of the day. Messages given have a timely impact. Current events can be easily capitalized.
 - c) **Choice of Market** – Generally, a newspaper is more popular in one region than in the other parts of the country. In our country, for example, the Hindustan Times is more popular in Delhi and its surrounding areas. The Tribune in Punjab, The Statesman in Calcutta, The Hindu in South India and The Indian Express in Delhi and the South. An advertiser who wants to appeal particularly to the consumers of a particular region or market, can make a choice of the newspaper in which he would buy space on this basis. Besides these national dailies, some local newspapers are widely read in that particular region or a segment of that region. Such papers can very well be used to help the dealers by advertising the products along with their names.
 - d) **Repetitive Value** – The daily newspaper offers an opportunity to the advertiser to repeat his message at a short interval of only one day. This will help the advertiser in popularizing the products and services. This is of particular use when the advertiser is introducing a new product or service to the market.
 - e) **Quick Response** – It is heartening to note that in case of newspaper advertisement, the public response is quick. The selling message reaches the public while it is fresh. It pinpoints the shopping opportunities and thus makes quick results. Therefore, by inserting advertisement in a local newspaper, the effectiveness of the advertisement can be tested with its quick response.
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f) **Other Advantages** – There are certain other advantages of newspaper advertising as follows :

(i) By inserting frequent advertisements in the newspapers, their visual appeals may be created very easily. So, appeal made on T.V. or in films, has greater impact on the minds of people, if is advertised in the newspaper.

(ii) Due to wide range of activities of interests covered by the newspapers, it is read by persons of different interests. It has something of interest to every member of the family, i.e., 'Home economy' page for housewife 'Business news' for the man of the family, 'Fashion page' for the youngsters, 'Comics and puzzles' for children, etc.

Limitations of Newspaper Publishing / Advertising :

(a) **Art work not Displayed** – As the quality of paper used in newspapers is generally of poor quality and therefore, it cannot facilitate art work to be displayed effectively as it is possible in case of magazine advertising.

(b) **Short Life** – The life of a newspaper is very short – i.e., only for the day. If the advertisement is not seen on that day by any reason, the appeal made in the advertisement goes waste. Further, consumers do not keep the issue safe for a long time, nor do they pass it on to others.

(c) **Advertised may be missed** – The persons, who are expected to read the advertisement, may miss to read because advertisers purchase the space in the newspaper at different rates for different positions of space. Some advertisement are published on the front page while some others on back page or inner page and they all have a different appeal value. Advertisements published in a corner covering a very small space may be missed by the readers.

(d) **Limited Number of Customers** – If prospects are limited in numbers, advertising in newspaper may be ineffective and costly. Generally capital goods industry has limited number of customers and advertising in newspaper is not much effective in that case.

2. **MAGAZINES & JOURNALS**

Another medium under press publicity in magazines and journals published periodically at regular intervals i.e., weekly, monthly, quarterly or annually. It is common experience that a newspaper is not only read casually but a reader very rarely goes through its pages again and again. On the other hand, magazines and journals are read at leisure and with care when the reader is mentally prepared to receive the advertisements. A magazine or journal has a long effective life. Besides, the same copy is usually read by a number of people and thus has a value greater than its circulation.

Types of Magazines

From the publishing and the advertisers point of view, magazines may be categorized as follows :

- (a) **General Magazines** – The content of such a magazine are meant for general appeal i.e., The Illustrated Weekly of India, The Blitz, Dharmyug, Sarita. Such magazines are read by all irrespective of their sex, age, profession or class.
- (b) **Specialized Magazines** – Such magazines are meant only for a specialized group. They cater to a readership with clearly defined specific interest. For example : ‘Commerce’ for business people, and ‘Femina’ for women etc.
- (c) **Special Issues** – Special numbers of Annual number of journals also cover varied interests. Directors are special types of publications which may or may not have wide coverage of varied interests, e.g., telephone directories.

Advantages of Magazines & Journals :

- (a) **Longer Life** – The most important advantage of magazine advertising is its longer life. The advertisement may be seen several times. Some people keep the copies of the magazines safe for long periods of time only with a purpose to reread at the time of leisure or sometimes, they pass on to others.
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- (b) **Better Reproduction** – Because of better quality of paper used in magazines, advertisements can be produced clearly and with natural colours of article. There is a great chance of picture advertising or art work in magazines.
- (c) **Specialized Groups of Readers** – A considerable amount of leisure, wealth and refinement are presumed in readers. High class goods, luxuries and conveniences can be profitably advertised in them. The readers of journals and magazines are presumed to be specialized in certain line of interests and hence, if the magazine is appropriately selected, the message quickly reaches to those for whom it is intended.
- (d) **Large Number of Subscribers** – Well known national and regional Journals have a large number of subscribers and therefore, the appeal reaches to a large number of selected people. Thus appeal in specialized or technical journals has great value.
- (e) **Publicity of Firm's Name** – Magazine advertising aims to give wide publicity to firm's name and to trade marks and to create prestige for a product by the impression of extensive and permanent connection with a respectable company.

Limitations of Magazines Publishing / Advertising :

- (a) **Inflexibility** – The chief disadvantage of magazine advertising is its low flexibility as compared to newspapers, radio and T.V., changes in the advertisement copy cannot be affected quickly.
 - (b) **High Cost** – Due to limited circulation, the cost of magazine is high and hence advertising cost is high. Because of this high cost factor, many small advertisers do not go for magazine advertising.
 - (c) **Waste Circulation** – Another problem of magazine advertising is waste circulation, that is, individual who are not target consumers are exposed to the advertising.
 - (d) **Limited Circulation** – As compared to newspapers, journals and magazines have limited circulation because only a specialized group of people reads them. Therefore, advertisements appeared in magazines are generally read by a limited number of persons only.
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- (e) **Not Suitable for Certain Advertisers** – This medium of advertising is not suitable for advertisers in the following circumstances :
- (i) Small advertisers do not proper to this medium because of its high cost.
 - (ii) The advertisement in magazines cannot be brought out in time as needed by the advertiser. Usually, the magazine takes time in printing and therefore, urgent advertisement cannot be booked.
 - (iii) This medium cannot be relied upon in case of introduction of new products to dealers and consumers in a very short time. Introduction of new product requires wide publicity, which this method does not provide.

BASIC PRINTING METHODS

Generally, the publishers use four types of printing processes. The publisher may used any of them, considering the basic requirements of the message of the publication. The four processes are :

- (i) Offset
- (ii) Gravure
- (iii) Letterpress, and
- (iv) Screen Printing

These above four processes are generally in use by the publishers. Most newspapers and the magazines use offset today and this process is widely used for outdoor publications, point of purchase displays, and the direct mail advertising. The gravure procedure is mainly used to print magazine supplements, magazines supplements, or magazine sections of the newspapers. Letterpress is widely used process for printing of large impressions of a newspaper and magazines. Screen-printing is used for small runs of posters, transit advertising, displays etc. on any surface of any thickness.

INDUSTRY PROFILE OF PRINT MEDIA

HISTORY & GROWTH (THE STORY SO FAR....)

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way turned from press advertising. Press advertising is a static depiction and offer no room for this kind of build up where a story slowly reaches its announcement of a message. TV advertising has a high recall value in comparison to press advertising. The lure of TV advertising being what is, the proliferation of satellite channels has fragmented the audience and therefore, press appeal and possible impact wanted. Big advertisers are now dividing their as spends in a careful way so as to reap maximum advantage from both the print and electronic media. A sort of polarization of product categories towards the two media is emerging and print advertising has the capacity to entice the advertisers.

INDIAN AND EASTERN NEWSPAPERS SOCIETY (IENS)

IENS famous as INS is one of the oldest society of publishers. It was established in 1939 with 14 publishers as its founder members but now the number of newspaper and magazines registered as its members has reached to 700+ in 1996 and near about same no. of advertising agencies is also accredited to the INS.

The INS works as a regulatory body headed by an elected president and an executive committee. INS has its set rules and regulations related to the publishing of advertisement in newspapers and magazines, the commissions of advertising agencies, etc. all members publications and accredited advertisement agencies have to follow these rules and regulations. The executive committee closely watches all the happenings in the print and tries to control malpractice.

INS provides a yearly handbook to its member publications. This book informs one about the publications, circulation figures, registered office and branch office, their addresses, telephone numbers and the person to be contracted latest advertisement tariff, so that the advertiser gets every information at a glance.

INS works as a court of justice as it plays an important role in solving disputes between publishers, advertisers.

AUDIT BUREAU OF CIRCULATION'S (ABC)

The Audit Bureau of circulation was established was in 1948 as a non-profit making company limited by guarantee. It is popularly known as BC, it is supported by fees and subscription of members. It is another institution after IENS (India and Eastern Newspaper Society) trusted with the responsibility of inspecting the records member publications and certifying the size of their print order.

Members maintain records to facilitate audit conducted by an independent team of CA's. Circulation certificates are issued to individual publications for a period of six months i.e. for January – June / July – December.

Recheck audits are conducted every four years and surprise checks are also conducted. It has been observed that many new publications have been staking their claims for circulation without getting it validated by the ABC. The government is considering the advisability of enforcing that every magazine and daily should print its circulation figure on the front page of each issue with the objective of checking the inflated circulation claim of some publications.

The Audit Bureau of Circulation provides information like :

1. It evaluated the circulation of member publications for a period of six months and then issues a certificate which certifies the average circulation of the publication per day in last six months.
 2. ABC provides a town wise, state wise breakup of circulation figures in India and abroad. This information is attached with circulation certificate of the publications.
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3. It informs about the average number of the fee distribution and complimentary copies circulated by the publications of total circulation.

NATIONAL READERSHIP SURVEY (NRS)

National Readership Survey has always been considered an important report to be read before taking any decision on advertisement placement in print media. With the NRS-IV its scope become wider and electronic media also into its preview.

Readership studies are in general a more useful measure of the potential value of a publication than its circulations. It deals with exposure to the words and pictures instead of just receipt of the publication and who being ready by, in considerable detail.

The concepts of NRS were started in 1970 when first NRS was conducted by ORG. at that time the scope of NRS was limited to print media only, because of minimum exposure of TV, but the results were very encouraging and they facilitated advertiser with a lot of information. The main feature of NRS-V conducted in 1995 was that it was a massive survey taken on a sample of near about 106375 individuals.

All the major cities and towns are taken into sample, the sample is selected from both urban and rural areas, the cross tabulation between readership of different publications and educational status of the readers, their occupation and their life style.

NRS is a very detailed report and all major newspapers and magazines of India are covered in this survey.

The information provided by NRS is :

- (1) Irrespective of its circulation figures because some times rise in circulation may be accompanied by falls in readership and vice versa.
Readership of the publication is the important point of consideration of an advertiser because he / she is interested in the readers of the publication in which they want to place the advertisement.
- (2) It provides information on the target readers of different publications and the SEC (Socio Economic Class) they belong to. This information is very important for the advertiser because his concern is not only to place the advertisement but also to catch the target or potential buyers.
- (3) It provides information on the opportunity to see (OTS) of an advertisement for different publications. This information helps the advertiser to know about the actual cost realization per reader.
- (4) It also reveals the information on duplication of readership. Some times readers are used to reading more than one newspapers or magazines, which is a very common habit of SEC-A/B because of their educational background and occupation. This is called duplication. Information on duplication helps the advertiser while making a choice between different publications.
- (5) It also interrelates the readers of different publications with access to various facilities to draw a distinction between the life of readers of different publications. This information also helps the advertiser while making a choice of media.

ANALYSIS : PRINT MEDIA

The Audit Bureau of Circulation provides information on the circulation of its member publications after every six months, and also provides a list with state and district wise circulation break up. This information is treated as genuine by most of the advertisers / publishers and they rely on these figures because of ABC's reputation. Rest of the information on readership is provided by NRS, and IRS reports. These are massive surveys and very useful too.

Yes it will be misleading if we say that information provided by these research agencies on print media is complete and perfect. Infact there are lots of shortcomings in these surveys. Let us discuss some of them which are really important.

- The circulation figures, which are highlighted by all the publications to collect advertisements, are infact highly manipulated by the publishers. This happens because the chartered accountants giving certificates on behalf of ABC do not watch the accounts on the day-to-day basis, which makes the whole process misleading.
- NRS and IRS have a very good sample size but the problem lies in the questions, which are asked to the respondents, to say where he / she last read, or looking at a copy – it does not matter where. There are several crucial points about this question. ‘Reading and looking at’ means anything from a casual flip through to a through reading, just as long as the respondent picked up the publication consciously and looked into it, but regardless of how much or little was read, or for how long or casually it was looked at. It does not matte where means at home or at work, at a friend’s house or in a waiting room. Any copy is particularly important because in a given period some people will be counted as readers because they have read the current issue of the publication and some people will be counted as readers because they have read an old issue.
- Two further details need to be mentioned – replicate and parallel readership. Replication refers to re-reading of old issue without ever seeing the latter issue. This would tend artificially to inflate average issue readership, as it does not truly represent additional reader, but merely double counts the same readers. Parallel readership refers to reading more than one issue within the issue period before the interview no matter how many back issues. Average issues readership would thus tend to be deflated or underestimated by this phenomenon.

CURRENT STATUS

In India.....

It is necessary for the Government to work in close collaboration with the national media with a view to ensuring that it remains sensitive towards the values generally conformed to by the society and does not reflect anything which is directly in conflict with the established norms of the society.

It also takes care upon the publishers and advertisers to refrain from printing anything, which does not conform to our social and moral values. They fully shared the government's concern to develop a mechanism for checking the instances of vulgarity and obscenity in some sections of the print media, and said that they would ensure that the media followed the code of ethics in letter and spirit.

India enjoys the advantage of an established relatively independent and pluralistic press tradition that is two centuries old. Its close association with the freedom struggle has imbued journalistic practice in India with a keen sense of its responsibilities as a socially conscious profession. The tradition has grown impressively since Independence and has been complemented by other mass media: radio, television, and more recently, new media. As the Indian socio-economic and political scenario changes, the demands on the media have changed too. Today there is growing recognition that an independent press is not only vital to the functioning of a democracy, it also ensures the protection of public interest and enables mass entitlements and human capabilities.

To meet this demand for media professionals, journalism education today must necessarily be more holistic – not only equipping students with the practical skills necessary for professional employment, but also educating them to be socially responsible, sensitive, and ethical.

If expression is to be free and debate diverse, ready access to the media seems a prerequisite. The notion that a person attacked be given an opportunity to reply recurs throughout media law and ethics. But there have been few concentrated analysis of

precisely how such a 'right of access' or 'right of reply' might operate in principle and in practice. We review the arguments that the power now concentrated in those who control the media is so great that free speech principles support legislative intervention to grant every person a right of access to the media.

This, it is argued, would dilute the power of media 'gatekeepers' to levels compatible with a democratic society. It would increase the diversity of views able to be expressed and received. We conclude that free speech principles can support a mandatory right of access. Nevertheless, we also conclude that such a broad right of access is unattractive in practice. It would be virtually impossible to sort out who should be able to assert a right of access, and to determine on what issues they may speak or write, without establishing a statutory administrative structure, which would be incompatible with freedom of the press principles.

It will be objected that technology is about to spawn media abundance, that concentration will be diluted naturally, and that therefore such intervention by Parliament is unnecessary. This was the conclusion of the Lee Inquiry into print media concentration in 1992. Our response is that, while an age of diversity may be coming, it is not here yet.

On the contrary, a combination of market forces, existing technology and policy have produced a high degree of concentration in the mass media.

LIFE AFTER 2001 : REDEFINING PRINT MEDIA

In 1964, when Arthur C. Clarke and Stanley Kubrick began their collaboration to produce the "proverbial good science fiction movie", the year 2001 seemed like a safe bet for nearly any prediction, no matter how fantastic. President Kennedy had boldly committed the United States to putting astronauts on the Moon by the end of the 1960s, and serious plans already were being made for permanent lunar bases and Mars landings by 1990.

So when the movie and book *2001 : A Space Odyssey* debuted in 1968, Clarke's visions of routine commercial flights to Earth-orbiting Hilton Hotels and expeditions to Jupiter's satellites at the beginning of the modern era's third millennium seemed not only plausible but highly probable.

Today, with the year 2001 nearly upon us, Clarke's space-faring visions no longer seem so close at hand. The first international space station is not scheduled for completion until 2004 at the earliest. And the scientists who will live and work aboard the station will have to make do without the amenities of a Hilton Hotel for quite sometime. Permanent lunar bases and manned voyages to Mars are generally regarded as unlikely achievements before the middle of the twenty-first century.

There is, however, another concept anticipated by Clarke in *2001 : A Space Odyssey* that now does appear much closer – multimedia newspapers designed for reading on portable electronic displays. The following passages from his book describe this vision that is quickly becoming a reality.

"There was plenty to occupy his time, even if he [Dr. Heywood Floyd] did nothing but sit and read. When he tired of official reports and memoranda and minutes, he would plug his foolscap-sized newspad into the ship's information circuit and scan the latest reports from Earth. One by one he would conjure up the world's major electronic newspapers....

"Floyd sometimes wondered if the newspad, and the fantastic technology behind it, was the last word in man's quest for perfect communications. Here he was, far out in space, speeding away from Earth at thousands of miles an hour.

Since 1993, when the Internet and World Wide became accessible to practically anyone with a personal computer, hundreds of newspapers have created electronic editions. Today the notion of instantly conjuring up the world's major electronic newspapers from distant

and even remote locations is no longer fantasy. Every day hundreds of thousands of people around the world are reading the headlines (and accompanying stories) of almost any newspaper they please on computer screens.

While contemporary personal computers are not quite the “newspads” envisioned by Clarke, portable newspaper-like devices specifically designed for reading multimedia publications are nearly certain to become commonplace in the next decade.

A consortium of companies with the backing of the European Community has already demonstrated the potential of such a device, which it named the News PAD (without knowing of Clarke’s vision). And it is not alone. Other companies in Japan and the United States are known to be developing a variety of consumer appliances known as portable document viewers (PDVs) or tablets. Clearly the future of publishing is digital. That can no longer be denied. But does this technological transformation necessarily portend the death of print media? Or the end of paper as a display and storage medium for typographic documents?

Recently I bought a videocassette of 2001 : A Space Odyssey to refresh my memory of how Clarke and Kubrick envisioned the newspad. In the mid-1960s, liquid crystal displays were beyond the imagination of all but a few scientists, so the set designers obviously had to improvise with standard picture tubes.

In the scene where Jupiter-bound astronauts David Bowman and Frank Poole are shown casually “reading” a multimedia newspaper as they eat breakfast, the magazine-sized newspads appear lying flat on the tabletop. At no time are the astronauts shown holding a newspad as they might hold a newspaper or magazine. And, after a brief display of textual content, the newspads switched entirely to television-like newscasts.

That may not have been how Clarke actually envisioned the newspad since in the book he talks about reading rather than watching news stories. And, also in the book, he implies that the newspad is a portable device. Nevertheless, the movie version does provide some noteworthy insights into the probable future of electronic publishing and paper. For one, the news pad screens are all shown in a portrait orientation (taller than they are wide) instead of a television-like landscape orientation. That decision probably came about logically from Clarke's implicit view that the newspad represented the electronic evolution of printed publications and textual documents, which historically have been, and continue to be, predominantly page based and portrait oriented.

TRANSFORMING PRINT MEDIA INTO A DIGITAL FORM

Returning now to the first question I posed earlier in this presentation, my answer is obviously no – print media are not on the verge of extinction, as many pundits are predicting. On the contrary, the development of next-generation flat-panel displays and digital publishing systems suggests that print media can be transformed into even more popular and versatile forms of communication in the next century. This hypothesis requires us to accept, however, that print media are not dependent upon pigmented ink and pulp paper or printing presses for their continuing evolution. After more than 500 years of associating publishing and print media with mechanical printing technologies, it is no wonder that so many people have difficulty separating them in their minds. But only by consciously disconnecting print media from mechanical printing presses and pulp paper can we begin to see that the adoption of digital publishing technologies represents a transition, not a termination, for newspaper, magazine and book publishing. Printing, whether manual, mechanical or digital, is essentially a production process – a means to an end – for replicating the written word and images on portable display media.

ECONOMIC INCENTIVES TO GO ALL-DIGITAL

The incentives for publishers to make a complete transition to digital systems are great. Today, more than half of a typical publisher's overall costs are associated with manufacturing and distributing – costs related to presses, press plates, inserting and bundling machines, paper, ink, electricity, facilities, truck lease, gasoline and labor. Newsprint alone averages about one-quarter of the cost of publishing a newspaper in the United States.

No further savings of any real significance can be expected from the adoption of more advanced digital systems by the essential “front-end” departments – editorial, advertising, marketing and business. These departments already have converted almost entirely to the use of more efficient and cost-effective digital technologies. Therefore, the only place where publishers can seek substantial savings in coming decades is within the “back-end” departments – pressrooms, mailrooms, paper handling and circulation. There can be little doubt that as soon as digital delivery and display systems begin to match the quality of mechanical technologies for producing and distributing publications and they can do it at a relatively low cost, most publishers will more quickly to make a full transition.

PRINT MEDIA GROWTH

The Press Council Chairman, Justice B.P. Sawant, today dispelled doubts about the future of the print media in the wake of stiff competition from the electronic media. “On the contrary, its future is bright with readership and circulation of newspapers in India growing at 5.6 per cent per year,” he said, inaugurating a seminar on the “Future of print media” organized in Hyderabad by the Press Council and the Press Academy of Andhra Pradesh in July.

Justice Sawant said that statistics from across the globe indicated that the print media was growing in spite of competition from television channels and Internet news portals. There is vast potential for the expansion of readership of the print media with almost 70 per cent of

the population not fully exposed to the electronic media, he said. Though majority of India's population was now exposed to electronic media, it was not making any major inroads into the print media and the trend was same in other parts of the world as well.

In a developing country like India, people have a definite stake in the future growth of print media since it has the potential to affect socio-political life, the PCI chairman said. He, however, said the freedom of press did not mean freedom for owners or proprietors of newspapers but it essentially meant freedom for people to know fully and truthfully, everything that is of public importance.

According to him, of late, issues concerning the media had assumed such importance that there was a need to set up a third press commission. But as there was "no hope that the Centre will constitute the third press commission", the Press Council had decided to take the "initiative" to explore ways to strengthen the print media on healthy lines.

"We should ponder over whether the print media should be run as a business venture or a social mission, whether it should be market \-oriented or mass-oriented," Justice Sawant said, referring to a lengthy questionnaire prepared by the Press Council on the future of the print media.

Justice Lakshman Rao, former Chief Justice of the Allahabad High Court, said it was necessary to secure for the people the right to information and the print media had not measured up to the need. He felt that factual presentation of matter being tried in courts without giving any twist through interpretation need not be construed as violation of court rules. Prof. P.L. Vishweshwar Rao of Osmania University said the credibility of newspapers had become questionable "as a lot of propaganda had taken root" in newspapers. There was need to redefine news. While poverty was a major issue in the country, it was not getting enough attention in newspapers, he said.

FOREIGN INVESTMENT IN PRINT MEDIA

Indian Government imposes 74-percent cap on non-news and non-current affairs publications; 26 percent on others.

In a historic decision, the Union Cabinet lifted the nearly 50-year-old ban on foreign investment in the print media. It allowed 26 per cent Foreign Direct Investment (FDI) in news and current affairs publications and 74 per cent foreign investment in the non-news and non-current affairs journals. With this decision, the Government has revoked the 1955 Cabinet Resolution under First Prime Minister, which prohibited foreign investment in the print media. Capping a decade-long controversy, the Union government on June 26 approved 26 percent foreign direct investment (FDI) in the print media, but made it clear that Indian would retain editorial control.

Prime Minister cabinet also decided to hike the extent of FDI in the “non-news and non-current affairs” sector to 74 percent. Those sections of the print media dealing with news and current affairs would be permitted to have 26 percent FDI. “We have taken a major decision,” Information and Broadcasting Minister told reporters after the cabinet meeting chaired by Vajpayee. “There has a been a lot of discussion on this. We have taken this decision after a lot of discussion. It is a very logical and timely decision,” official spokesman said. While several vernacular and current affairs publications were lobbying for foreign investment in the print media, some large newspaper groups were vehemently against such liberalization.

The government had also decided to put in place stringent conditions, so that foreign investors do not manage to take control of the Indian print media in which they invest. She said the single largest Indian investor should hold a significantly larger equity share so that

the Indian shareholding was not dispersed. “If the company wants to change the pattern of shareholding, then they will have to take prior permission of the Information and Broadcasting Ministry.

“The editorial control must be in Indian hands. All key posts in editorial and three-fourths of all editorial staff, regardless of designation, have to be Indian.

“For security, whichever foreign investor comes, his credentials will be looked into. Only after the Home Ministry and other ministries concerned clear them, they will be allowed to invest.” FDI is already allowed in the television and Internet segments. In 1955, the cabinet had banned foreign ownership of domestic publishing houses in an attempt to protect the country’s sovereignty and culture.

The news that the government has decided to open up the print media to foreign participation by allowing foreign direct investment (FDI) of up to 26 per cent – under a strict regulatory regime – has been met with whoops of delight or accusations of a sell-out. The polarized response underlines how contentious the move is and how fiercely it had been resisted for over a decade by powerful media houses in the country, which want nothing more than to be allowed to continue with their long, unchallenged reign in the marketplace. Their accusations do, nevertheless, need to be answered if only because what is at stake is the interest of the reader.

It is argued that the print media is more intrinsically related to the democratic processes in a country and should therefore be protected from the predatory moves of powerful global lobbies; that national interest demands this.

In response, one need only turn to the findings of the recent National Readership Survey 2002, which has indicated that TV news viewership has increased by 285 per cent. With an

estimated 38 to 47 million cable and satellite TV household in the country, how is television any less intrinsically related to the democratic processes than newspapers? Indeed, in a country where a large number of illiterate people now depend on television to be informed about the world, fears about a 'foreign invasion' and a return to the days of the East India company must surely be directed at the visual media. The fact is that this sector has been opened to foreign investment for years, and preserving one corner of it as sacred, inviolable and totally Indian-owned space is both illogical and unfair to those players who may require a financial fillip to stay alive. This is not unique to India. A share of Argentina's Clarin – said to be the world's largest circulated Spanish-language daily – was put up for sale. In the UK, Thomson sold its newspapers in the late 1990s, while in a country like France, which takes its national institutions very seriously, laws only prevent the majority ownership of newspapers by non-French companies.

The Indian Newspapers Society (INS) and eminent editors denounced the government's decision to throw open the print media to Foreign Direct Investment (FDI) saying that the "hasty" decision would compromise national interest and freedom of the Press.

ADVERTISING IN PRINT WILL CONTINUE TO DOMINATE MEDIA PLANS

These are tough times and tough measures are called for. For the **Indian advertising industry**, which has been going through rough weather, a projection of a single digit positive growth in the next year appears to be the only silver lining on the horizon. And advertising in print will continue to dominate ad spend.

According to a report prepared by the **Zenith Optimedia Group**, which looks at trends in global advertising expenditure, a subtle chance for positive growth does exist, post 9/11. In an interesting observation, the report notes that despite the rise of the Internet and the preference of media planners for TV, which has greater exposure, advertising in print is expected to hold on.

The print media, which had concerned the lion's share of advertising expenditure at 49.2 per cent in 2000, has managed to sustain itself in 2001 by catering to 48.7 per cent, nearly half the ad spend of 2001. The report forecasts that ad expenditure in print is estimated to remain more or less stagnant at 48.2 per cent in 2002. seeking to allay fears that the events of September 11 would continue to have a negative impact on advertising, the report has predicted a recovery, albeit optimistically. According to the report, 2001 had started off on an upbeat note. While the first quarter of 2001 registered good growth over the same period last year, the second and third quarters had shown dips in ad spends. The fourth quarter, the report notes, is expected to register even lower ad spends, compared to the same period in 2000. The report points out that though the negative sentiment is expected to be carried over to the first quarter of 2002, a leveling of the trend should take place by the second quarter and recovery of lost ground should commence from the third quarter. However, certain sectors of the advertising world like outdoor and cinema are expected to either remain stagnant or go into decline altogether. Commenting on advertising spends, the report maintains that dotcoms, telecommunications and financial services would be "weak areas" while tobacco and alcohol advertising "would be hit by new restrictions."

As for the branded FMCG (fast moving consumer goods) advertisers, the report states that in the current year, they would grab share-of-voice and so share-of-market by exploiting an undersold media market. The report also foresees a recovery in the travel and leisure / sport segment with the Olympics in 2004.

ADVERTISEMENT WITH PRINT MEDIA

Every business has competition. So if these media are reaching our potential customers and we aren't, we'll lose sales. We have an opportunity to tell our customers what we have for sale today. Almost 50% of Americans move every five years so we are losing customers every day and have the potential to introduce new customers to our business. People have to be reminded of our business or else they will go to someone else who is advertising. We are taking our customers for granted if we do not continue to service them, and one way of

servicing our customer is to inform them what we have and what is one sale. Everyone knows where the church is but the church still rings the bell on Sunday to remind the congregation to attend. One of the biggest reasons why businesses lose their position in the market is taking their customers for granted.

Marketing is much different from advertising. We like to compare it to the foundation for a ten-story building. If a foundation is not strong, then the building will never stand on its own. Marketing is how we position your business differently from our competition. It is our unique-ness factor. If we have little uniqueness, people will not make an effort to come to our store. Before we work on our advertising, we would like to assist with our marketing. We know we can design a marketing strategy that will improve our advertising efforts. We don't even want to talk about advertising until we come up with a very effective marketing strategy.

There are seven factors that influence the results on an ad; copy, artwork, timing, frequency, size, section of the newspaper and identity. First, let's look at our last advertising campaign or ad. For example : the copy. Did we have an offer that would really draw the customer into our business? Did we offer a competitive price? Did we list all the features and benefits of the product? Did we have a good benefit headline that made the customer stop and read our ad? Newspapers reach a tremendous audience and we have advertisers getting extremely good response everyday. We know newspaper-advertising works and we know that if we put the right copy into our ad, it will work also. Let us also look at the artwork. Does our ad pass the "arm-stretch test?" In other words, can a reader identify what we are selling easily or do they have to really spend time on our ad before they know what we are trying to say? People are busy and we cannot expect the reader to study every ad on the page. We must attract the reader quickly or else they will read something else.

The AIDA Principle : Attention, Interest, Desire and Action. Get the reader's attention, draw their interest with features, heighten their interest with personal benefits and ask them to

take action. Did our ad run at the right time? Certain days are better for certain products and services. A weight loss ad would not do well on Thursday, Friday or Saturday. It should run on Monday. Make sure our ad is running when the customer is ready to buy.

Was the size of the ad large enough to get the attention of the customer? A 1 x 3 ad is not going to draw as well as a 3 x 5 ad. *Advertising is an investment, not an expense.* If we invest our advertising dollar wisely, we will be happy with the response we receive. Frequency also is very important in advertising. We cannot expect response unless we run a schedule that has a chance to reach our potential customer.

Not everyone reading our ad needs our product or service. If we must, cut down the size of the ad in order to run more frequently. It is impossible to lose weight if we go on a diet for one day only. Likewise, it is impossible to get the desired response if we run an ad only once or only a few times. We must expose our message to the public on a regular basis. Our ads also should appear in the correct section of the newspaper. Some ads do better in sports : for The Most Common Objections to Newspaper Advertising and How to Overcome Them example ; an ad for tires. Other ads, such as service ads, do better in the television book. Ads going after a higher demographic should be placed in the business section.

Finally, our ad needs to have an identity of its own. Sometimes we can place your hand over the logo of an ad and still identify the advertiser. That advertiser is creating an identity for their ads. Try to establish this with our advertising. Try to use the same type style for each ad, the same type of border, the same image. By doing this, we will help readers identify our advertising more easily and we will receive better results.

Advertising is an investment in the future. We may have too much business today, but how about next month or next year? Our competitors are trying to take business away from us. We must advertise to hold the business we now have.

People switch their business from one store to another all the time. Advertise to keep old customers and make new ones. New potential customers are moving into the market all the time. Advertising pre-sells customers, reducing the time needed to make a sale. A cost-per-thousand readers' analysis often shows that advertising in newspapers is cheaper than advertising on radio or television. Even so, if advertising in our local newspaper is still more than we can afford, consider coop advertising where our supplier shares the cost of advertising with us. Coop can double our ad's pull and reduce the cost by up to 50%.

Reduced to the cost per reader, our rates are low. Think about what it costs to print a flyer and place it under the wiper blade of cars in a parking lot. Paper plus printing and labor might cost 25 to 30 cents or more each. How about mailing a postcard to prospects – 30 to 40 cents each? We can buy space in our paper for a fraction of that cost and reach far more prospects. If we improve our ads so that they move twice as much merchandise, we cut your costs in half! If we explore our manufacturer's coop accruals, we may find funding for some of your advertising.

Advertising is only expensive when it doesn't work. When we compare the price we are asking and the potential revenue with the cost of a result-worded ad, it's a drop in the ocean. A smart businessperson invests money in order to make money. One of the best investments a business can make is in good newspaper advertising because it creates sales. The secret of successful advertising is consistency, not size. That earns us lower rates as well. We also can look at coop advertising to stretch our advertising investment. Coop advertising allows us to increase the size of our ad without increasing our advertising investment. Our newspaper has a coop department that can sit down with us and evaluate our coop program. There is no charge for this service. It simply boils down to one question : do we look at advertising as an expense or as an investment?

Successful businesses consider advertising as a wise investment. Like exercise, if we start out with a sensible program and stick with it, we will eventually be able to accomplish things you once thought impossible. Advertising helps pre-sell our customers, thereby taking less of our time to close the sale. The saved time can be put to use on other jobs. A lot of successful retailers consider advertising as important as bookkeeping, buying, inventory control and hiring. They find the time to do all of these things – including advertising – because they are a vital part of their business. Once planned, we'll be surprised at how little time it really takes. Newspapers can sit down with us and help us design campaigns that will bring us tremendous response if we are willing to advertise a good offer to the public. Also, our ad services department can assist us in designing an advertising campaign that is unique to us and our business.

Advertise the brand names of the merchandise we handle and cash in on the manufactures, national advertising in all media. Advertise prices of nationally advertised brand merchandise; customers may think our private label brand costs much more than they really do. As another advantage, we will be able to use coop dollars to help pay for our ad.

Stress reasons, other than price, why customers like our store – it may be credit, service or friendly atmosphere. Newspaper advertising helps upgrade the impression of our store. It lets us stress the quality and value of our merchandise.

There are many stores downtown and in the malls and that's the very reason that people shop there for selection. It's the same in advertising. People want to have a variety of choices. There are many ads in the newspaper because the newspaper works. If there were not a lot of advertising, it would mean that newspaper did not work. More money is spent in newspaper advertising than any other media every year because advertisers are pleased with the results. We can design our ad so that it is unique and is recognized by the readers as soon as they see it. This is not hard to do and there is no additional charge for this

service. We can choose a section of the newspaper that has fewer ads, such as the business section, women's section, etc.

We hate to see lose lots of prospects, just because of a set appropriation. In the first place, we are not being asked to spend money; we're asking you to invest it. Our advertising, properly handled, will pay big dividends. If \$50 invested on advertising produces \$5,000 in added business, we haven't spent a cent. We've just created additional business and revenue by making a relatively small investment. What use have we been making of our coop dollars? We can have our coop department get in touch with us and see if we can obtain additional vendor dollars for an advertising campaign. Synergistic advertising makes our advertising dollars work harder. We should not be comparing our self to competition. We cannot run a four-minute mile like the Olympic athletics, yet we know the value of exercise and will keep on a program that challenges as an individual. Do not try to be like the larger companies. Start with a small campaign that conveys our uniqueness and will find that our readers will value the personal service and extra care we are able to provide.

Newspaper reaches different Markets

The newspaper reaches many different markets and we can reach ours. The different sections of the newspaper reach different markets. The business section reaches a different audience than the television book, for example. Likewise, the The Most Common Objections to Newspaper Advertising and How to Overcome The sports section reaches a market that would be completely different from the women's section. All we need to do is place our ad in the right section of the newspaper to reach our market. Also, we have special target sections of the newspaper that reach specific markets. Perhaps one of these sections would be right for us. We have all kinds of ads in the newspaper proving that many different types of people read the newspaper and will respond to our ad. No other media has this power. We are aware that radio stations and other media trade their airtime and space for many different products and services. Our newspaper does not engage in this practice. It's just not

the way we conduct our business. However, we do not want to spend one single dollar on advertising. It has been experience that when a media has to do a lot of trade-outs it is because that media does not provide results for their client.

It is true that there are many ads in the newspaper, but we do not have to run a large ad to get our message to the public. We know we would not allow placing a one column by one-inch ad in the paper offering a free Mercedes. The majority of our advertisers are the smaller advertisers who run consistently every week with these crucial elements in their ad; a benefit head-line, an appealing offer and a call to action. Even if our ad is small, if it makes a great offer, it will generate as much traffic as a large ad. A small ad that runs every week and emphasizes benefits or unique services will generate a great response. Since the newspaper has so many sections, how can we be sure my ad reaches the right audience? Newspapers collect market research on who reads which section. So we ask our classified or retail ad rep which section will reach our target audience.

Special section can help us reach a specific audience such as teenagers, cooks, gardeners, antique car enthusiasts and others. For the best response, entice readers with a special or limited-time-only offer. In this case, it targets our audience, our customers. These sections create a special marketplace for targeted audiences. We can get response if you run an ad that has a very special offer. We can give the names of customers who have had tremendous response from this section in the past and who are going to run in this year's section.

With less time available for shopping, people want to plan their trips and the best way to do this is by seeing what is advertised in the newspaper and who has the best sales. Why do we think people are going to the anchor stores? It's because they advertise in the newspaper. Many of these stores sell the same items or similar items that you sell. Advertisers create ads that will make our store a destination place to shop.

We certainly understand our concern and would never claim to be an expert in advertising layout and design. We know that advertising is both a science and an art; that there are certain principles that one must follow if he / she expects advertising to work and that a business has to create an identify and uniqueness with their ads. Newspaper hires excellent artists who studied advertising layout and design in college, go to work-shops on how to create effective ads and read books and articles on how to improve. Their ads have often won awards for creativity and effectiveness. There is, of course, no cost to you to have them make up some ads for our review. Let's begin today. What are the items we would like to advertise? Ad agencies are good choices, but they are not always in everyone's budget. There are several other ways to create great ads. One is to write the ad copy and let our local newspaper develop a creative layout. Or, we can purchase a book about creating good ads and develop our own on-target ad campaign.

Coverage is too broad

Many people commute long distances and pass a store every day on their way to and from work. So, if they see ad in their local newspaper, they may stop to shop on their way to work or on their way home. Also, people move more frequently today, so they may remember our ads when they're looking for a place to shop in their new neighborhood. Many people who do not even live in this vicinity drive by our store every day, for example, on their way to work. By seeing our ad in the newspaper every week, they become familiar with our business and will feel very comfortable coming in to make a purchase. Finally, even though our newspaper has circulation out of our particular area, our cost per thousand is still extremely economical to reach those potential customers who live in our retail-trading zone. Newspaper readership is strong. According to Scarborough Research, 55% of American adults read a newspaper on a average weekday and Sunday readership is even higher at 65%.

Media Advertising

Research shows that advertising does work. What doesn't work is not having a marketing strategy. So before we start writing and designing a single ad or a campaign, take the time

to develop a marketing strategy. It will help us position our business and determine why our product or services are unique.

Print Media with respect to Electronic Media

The Internet is becoming more and more popular and people are spending more and more time on it. However, it is taking away from television viewing and not from newspaper readership. Primetime television viewership has taken drastic hits over the past year and other television day parts are suffering as well. People see the Internet as a form of entertainment and are watching less television to be on the Internet. According to the latest Scarborough Research report, nearly 6 out of 10 (59%) American adults read a newspaper on an average weekday and over two-thirds (68%) of adults read a newspaper on an average Sunday. Over five weekdays, readership climbs all the way up to 77%; and over four Sunday, readership is at 81%. We understand that is very challenging to start up a new business and it takes a great deal of money to establish a name for our self. However, unless we get our name out to the public, we will be reactive rather than proactive. There are many ways to advertise without “spending” money. Advertising should always be an investment rather than an expense. If we invest \$500 in a small advertising budget and get \$3,000 in sales, we are \$2,500 in the black. Competition is very fierce and we can't just rely on the chance that people will drive by and see our sign. We are all too busy today to do that kind of shopping.

Over 65% of new businesses go out of business within the first year. Sure that doesn't happen to us by establishing a very strong advertising program. We will be very happy with the results.

It is a very competitive world and we know that we must be at our very best all the time. What may have happened in the past is not a reflection of the way we do business today. We realize that you have so many more choices today to get our message out and we know that if we don't provide with the very best of service we will go somewhere else to advertise.

Advertisement should be considered an investment. If we do your advertising campaign correctly, there will be no expense involved at all. In other words, if we invest \$1,500 in an advertising campaign and if customers come in and purchase \$10,000 worth of furniture, it's a great investment.

What the studies show about newspapers and the younger audience. According to a nationwide research study conducted by MRI Fall 2000, newspapers reach adults of all ages, even the young audiences.

Here are the results of that study :

Age	% of Daily	% of Sunday
18-24	34	46
25-34	38	53
35-44	47	60
45-54	55	65

55-64	58	66
65+	62	69

Also, parents greatly influence the buying habits of the younger audiences.

Chapter-4

Findings & Analysis

FINDINGS & ANALYSIS

This chapter describes the findings and the analysis of the overall research study done for the project title “Evaluation of Print Media as a Medium of Advertisement with Respect to Customer & Advertiser”. Since the researcher was given the job to plan and formulate strategies to find out the marketing strategies, market orientation of the print media business.

On the basis of the analysis and after considering the various factors, the researcher found important features that played the key role in the analysis of the print media sector and its market building.

In this project, the complete print media sector and its prospects whether national or international is scanned. This states complete scenario of the various trends of the print business in India and abroad.

In this project, the media sector (particularly in India) has been scanned, but focus is mainly on the print media sector.

In order to achieve the objective and better understand the problems of the industry, it was decided to conduct a market survey. Market survey was done into different folds. Market survey was done through both the findings of the primary data and the secondary data, by conducting the descriptive research studies.

To collect the primary data, for finding out the market orientation of the print media, the overall survey was :

- Advertiser’s Survey

The sample size for consumer survey was 150, and for advertiser’s it was 50 in the sample area, which was taken into consideration.

1.

QUESTIONNAIRE FOR CONSUMERS

1. HOW MANY TIMES DO YOU READ A MAGAZINE DURING THE WEEK?
 - (a) 1-2
 - (b) 3-4
 - (c) 5-6
 - (d) 6+

 2. IN YOUR OPINION, WHAT MAKES AN EFFECTIVE MAGAZINE PRINT ADVERT?
 - (a) Striking Images
 - (b) Eye Catching Text
 - (c) Informative
 - (d) Objective
 - (e) Good Colour Scheme
 - (f) Scheme

 3. What magazine do you tend to watch the most?
 - (a) FMT
 - (b) Food & Beverages
 - (c) Process Food
 - (d) DVR
 - (e) Brew India

 4. IN YOUR OPINION, WHAT MAKES A MAGAZINE PRINT ADVERT MORE MEMORABLE?
 - (a) Bold Striking Image, Simple Text
 - (b) Elaborate Complex Design, Extravagant Text

 5. WHAT SIZE DO YOU THINK A NEWSPAPER PRINT ADVERT HAS TO BE IN ORDER TO BE MEMORABLE?
 - (a) Small
 - (b) Medium
 - (c) Large
 - (d) Double Page Spread

 6. DO YOU LIKE TO SEE LOTS OF TEXT ON A NEWSPAPER ADVERT IN ORDER TO GAIN MORE INFORMATION?
-

- (a) Small
- (b) Medium
- (c) Large
- (d) Double Page Spread

7. DO YOU LIKE TO SEE LOTS OF TEXT ON A MAGAZINE ADVERT IN ORDER TO GAIN MORE INFORMATION?

- (a) Yes
- (b) No

8. Do you like to see lots of text on a Print Ad?

- (a) Yes
- (b) No

9. Do you like to see a quote/slogan on a Print Ad?

- (a) Quote
- (b) Slogan

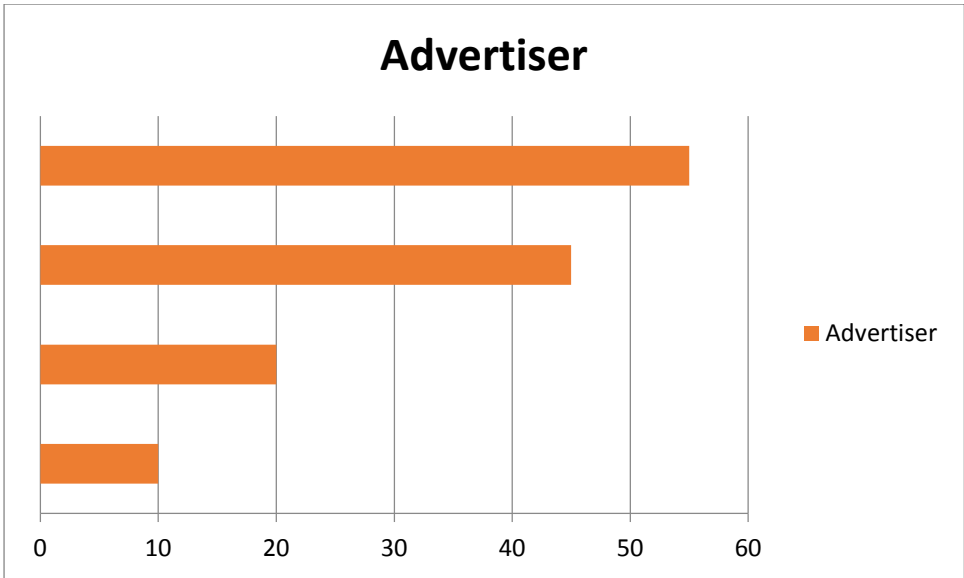
10. What type of media you prefer to watch for news, and entertainment?

- (a) Print Media
- (b) Broadcast Media
- (c) Outdoor / Direct Mail Media
- (d) Other Media
- (e) No Preference

11. Why most people choose Print Media?

- (a) Low Cost per Reader
 - (b) Flexibility and Timeliness
 - (c) More Popularity
 - (d) Repetitive Value
 - (e) Individual Preference
-

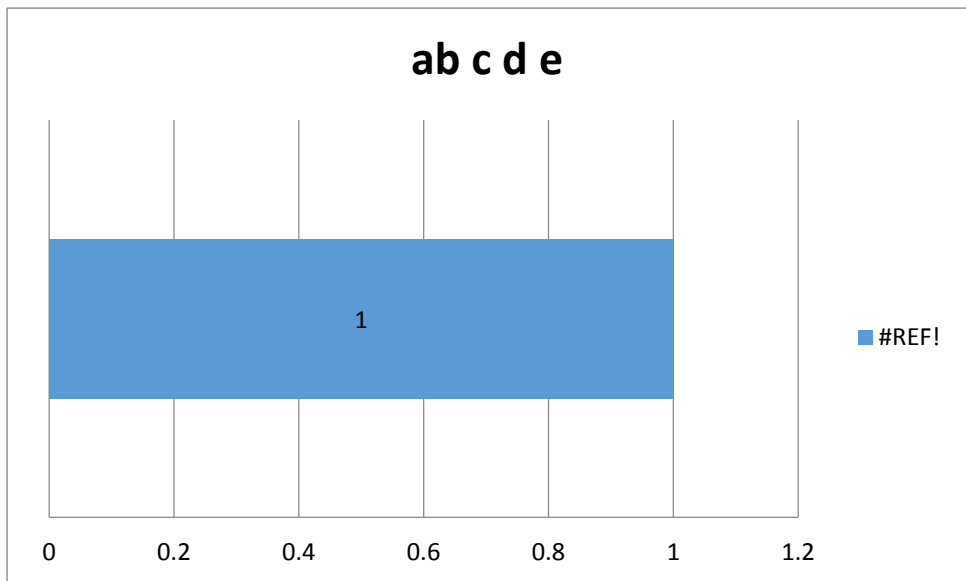
1-HOW MANY TIMES DO YOU READ A MAGAZINE DURING THE WEEK?



- (c) 1-2
- (d) 3-4
- (e) 5-6
- (d) 6+

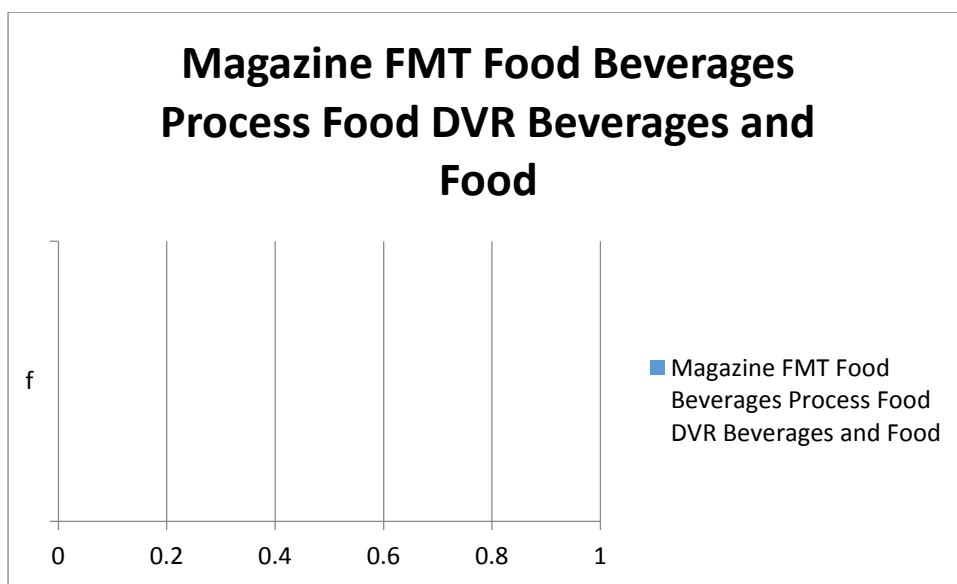
The graph indicates that 45% of those surveyed read magazine at least 3-5 times a week, with another 25% reading a magazine advert 5- 6 times a week. This shows that the data I have collected is valid and relevant, as those surveyed have shown a familiarity with the print advertising in terms of style/content.

2-IN YOUR OPINION, WHAT MAKES AN EFFECTIVE MAGAZINE PRINT ADVERT?



23% of those surveyed felt as if the most important aspects of a newspaper advert included having striking images and eye catching text. This was followed by having a good colour scheme, as well as being informative and objective (not giving much away). This will influence my shooting and editing processes for the advert, as I will have to carefully consider the semiotics and mood conveyed and the impact this will have on the audience. I will also have to ensure the typeface I employ is attractive and relevant to the documentary.

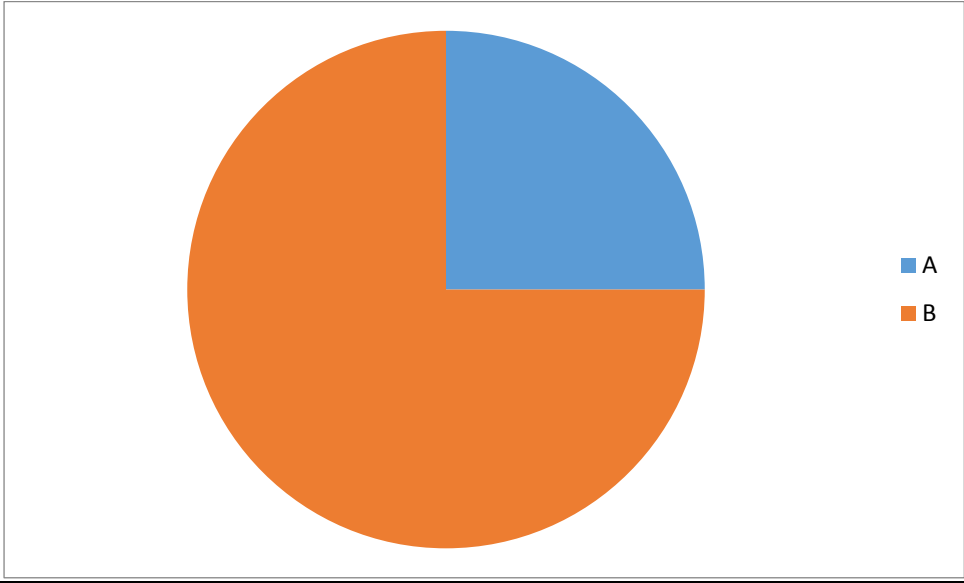
3. What magazine do you tend to watch the most?



This was an open question where those surveyed were free to suggest their favourite magazines. Of those surveyed, the most popular answers included FMT (0.2), Food & Beverages (0.4) and Process Food

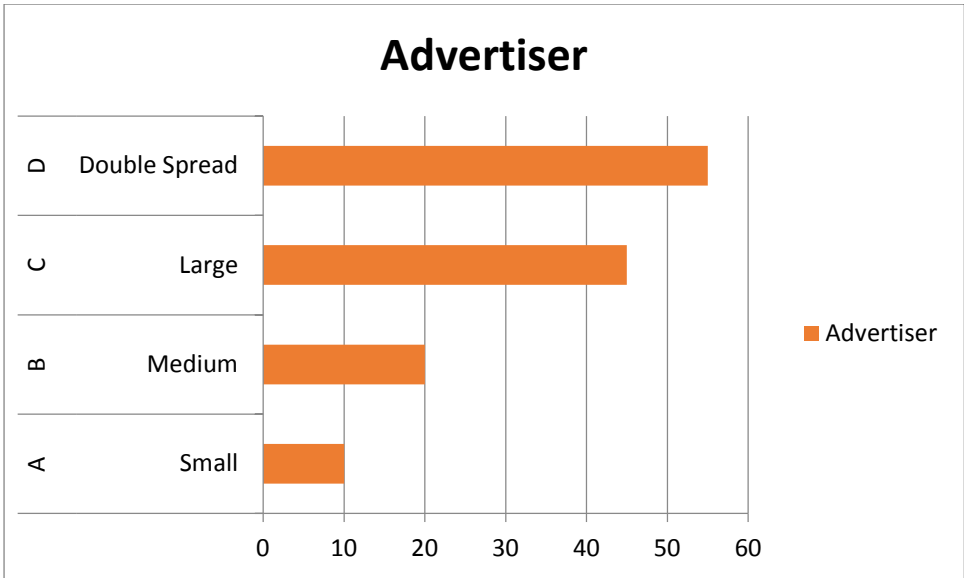
These three products vary in style, with The DVR being a tabloid and The Brew India being a newsheet. This means I will need to consider creating my advert in a style that is transferable across a range of mediums/types of print media, in order to appeal to certain demographics in my target audience.

4. IN YOUR OPINION, WHAT MAKES A MAGAZINE PRINT ADVERT MORE MEMORABLE?



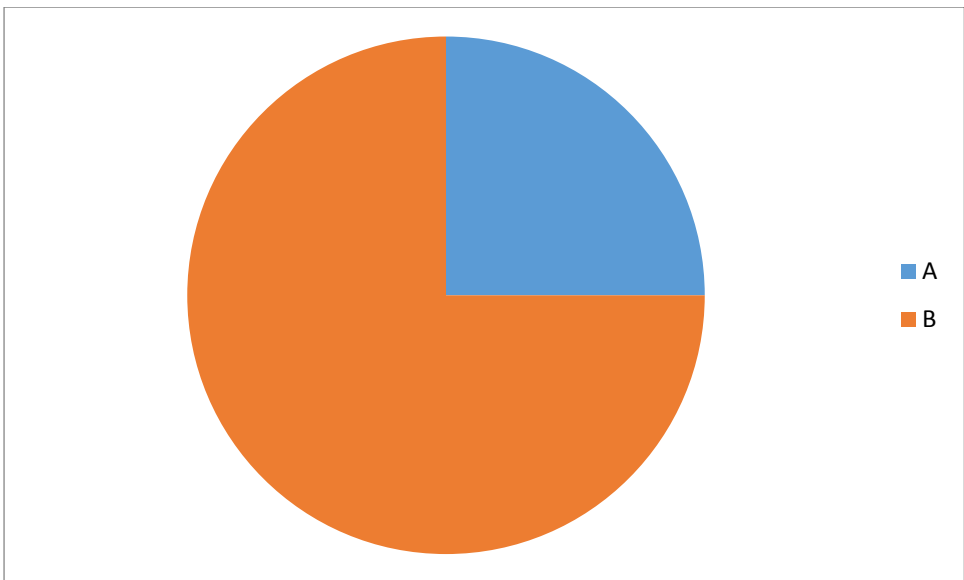
I asked this question in order to establish the style of advert that my audience would prefer to see. The majority of them said that they would be more likely to remember an advert that uses a Bold and Striking Image with Simple text compared to an Elaborate, Complex Design with Extravagant text (65% vs. 35%). This will work well when advertising my documentary, as it will be easy to convey the serious tone and modern style of the film through its advertising.

5.WHAT SIZE DO YOU THINK A NEWSPAPER PRINT ADVERT HAS TO BE IN ORDER TO BE MEMORABLE?



When asked about sizing and proportions, those surveyed said that they would be more likely to remember a Medium (Half a Page) or a Large (Whole Page) more than a Small (Quarter Page) or Double Page spread (65% vs. 35%). This may be because small adverts may be overlooked and double-page spreads may be off putting/overwhelming at a glance for the reader. From this, I would be suitable for me to design my advert for a medium/large sized print. This will have an impact on the orientation of my advert and the way it would be incorporated into a product

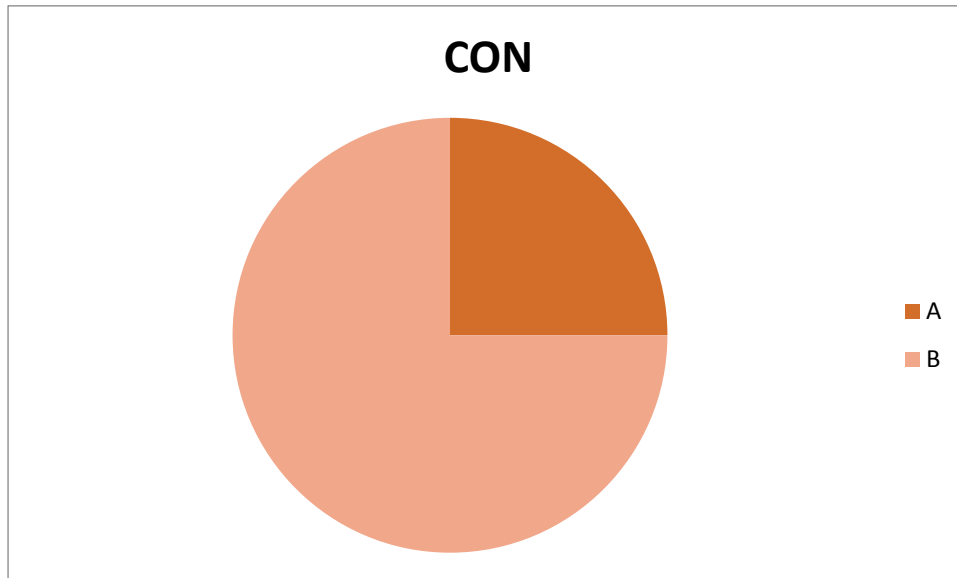
6.DO YOU LIKE TO SEE LOTS OF TEXT ON A NEWSPAPER ADVERT IN ORDER TO GAIN MORE INFORMATION



70% of those surveyed said that they prefer not to see large amounts of text on a newspaper advert. This may be because they find that text takes longer to read and process, as apposed to seeing an

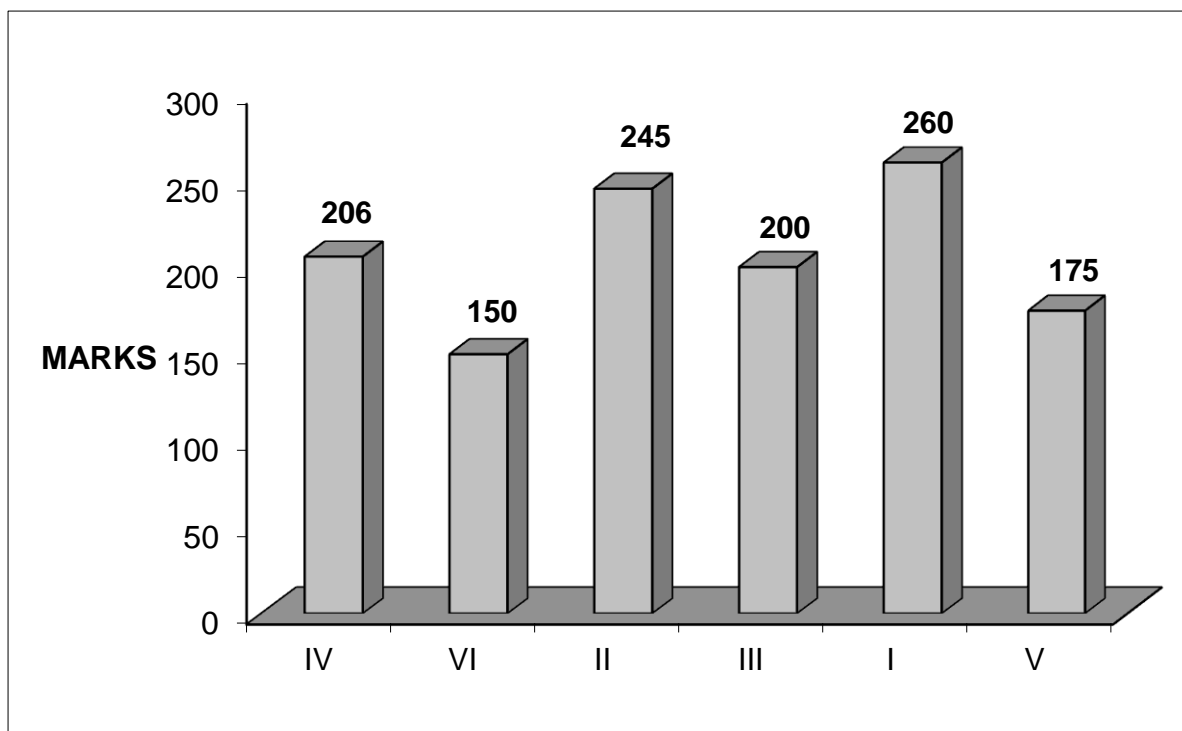
image and gaining information from that. For my final product, I will look at prioritising the images used over the text in order to satisfy my audience's desires.

8. Do you like to see a quote/slogan on a Print Ad?



55% of those surveyed said that they would like to see a slogan/quote on a newspaper advert, whilst 45% said they would not. This is fairly even distribution, and therefore I don't think this feature will have an effect on the overall satisfaction of my audience. However, I feel as if a quote from a well known figure/personality could be beneficial for the success of my advert/documentary.

9.-What type of media you prefer to watch for news, and entertainment?



the establishment of a particular brand / product in the market and therefore their priority plays the key role in planning the strategy for launching a particular product or for the product promotion. It clearly states the effectiveness of the policies regarding company's image into the market.

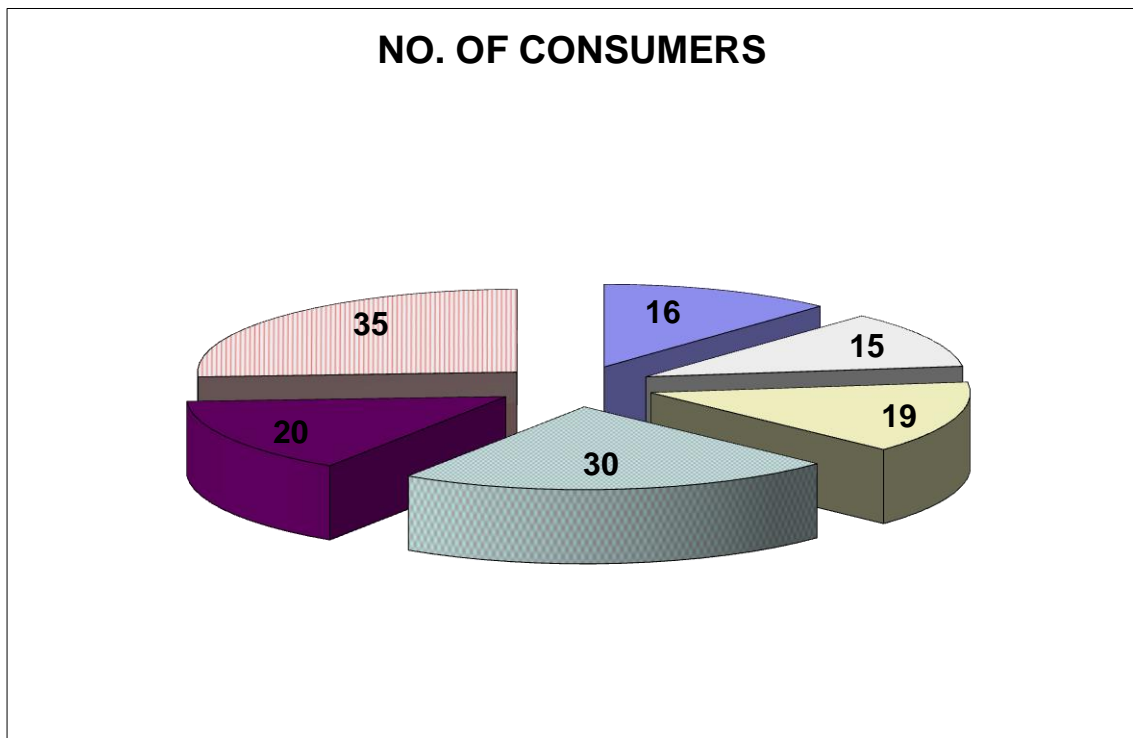
Researcher again gave the questionnaire to the consumers. Ranks were given to the following point.

- Visual Appeals
 - Print Quality
 - Easy Language
 - Low Price
 - Repetitive Value
-

- Company Image
- Gift Schemes

Marks were given on the basis of the preferences. **The one with first rank got the maximum i.e. 6 marks, II, III, IV, V and VI got 5, 4, 3, 2 and 1 respectively. They were added to count the maximum weightage, which was given to the product came forward closely by certainty of recover. These were the relevant factors that upheld a product in the market in the view of the consumer. With maximum marks to the visual appeals (246) followed by print quality**

10. Why most people choose Print Media?



The future of Print Media is bright with readership and circulation of newspapers in India growing at 5.6 per cent per year, as there is vast potential for the expansion of readership of the print media with almost 70 per cent of the population not fully exposed to the electronic media.

- Low Cost per Reader
 - Flexibility and Timeliness
 - More Popularity
 - Repetitive Value
-

e. Individual Preference

Chapter-5

Conclusion

CONCLUSION

Since the researcher was given the job to plan and formulate strategies to find out the market building of print media business. On the basis of the analysis and after considering the various factors, the researcher found important features that played the key role in the analysis print media market orientation and its market orientation. The researcher concluded that the new entrant should bring modern techniques and policies regarding different facilities, cutthroat competition, better quality, good service, better image, low price that should suit Indian environment. Since it's an upcoming and developing country, new features can easily be accepted by the society.

It should be in such a way, to make market building and its orientation, in such a way that it ensures both volume and quality of the print media business, and serves the benefits of the general consumers, which are the factors that are always looked forward by the subscribers. The marketing strategy should be laid out in such a manner that it includes the requirement from the launching of product whether as newspaper, journal or magazine until the final stage when it reaches in the hand of the consumer, means the service provided to the retailers or the subscribers, or the end users. It should be planned accordingly, suiting the Indian society, because it's a diversified one from the high-income group to the low one. The marketing policy layout should be such as to attractive for every income group. Hence the new entrant in the print media business sector should take pains and understand people's demand and needs and transformed then their marketing policies as per their choices.

Hence they should be designed to and provide the facilities to the customers as to give the customers full reliance and satisfaction along with the additional features of the wide range in the prices and facilities. Due to the economic infra structure of our country, the price should be laid in such a manner that it suits all the income. For this effective planning should

be necessary, which are further based upon the creative strategy established for the campaign and the characteristics of the market. The market characteristics may be known through market research about consumer profile. Several other information is also required about market conditions, level of completions and the characteristics of individual company.

CUSTOMER ORIENTED MARKETING

Consumers must be considered into the center of the business. Too many companies still design their products without customer input, only to find them rejected in the marketplace, and too many companies forget the customer after the sale, only to lose them to competitors later.

The aim of marketing of the printed products is to meet and satisfy the target customers needs and wants regarding different publications. The field of consumer behaviour studies how individuals, groups and organization select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Before developing their marketing plans, the publishing companies need to study consumer markets and consumer behaviour. In analyzing consumer markets, the publishing companies need to research who constitutes the market (occupants), what the market buys (objects), why the market buys (objectives), who participates in the buying (organizations), how the market buys (operations), when the market buys (occasions), and where the market buys (outlets).

Research should be done to find out the clues about the factors influencing the consumer behaviour, which states how to reach and serve consumer more effectively.

To understand how consumer actually make their buying decisions regarding the publishers products, the publishing companies must identify who makes and has input into the buying decision; people can be initiators; influencers; deciders; buyers; or users; and different marketing campaigns might be targeted to each type of person. The different publishing company must also examine buyers levels of involvement and the number of brands

available to determine whether consumers are engaging in complex buying behaviour, dissonance-reducing buying behaviour, habitual buying behaviour, or variety-seeking buying behaviour.

The publishing company job is to understand the behaviour of the consumer at each stage of the buying decision process and what influences are operating. The attitudes of others, unanticipated situational factors, and perceived risk may all affect the decision to buy, as will consumers levels of post purchase satisfaction and post purchase actions on the part of the company.

The print media sector company, as a marketer must consider about the 7C's of the consumer satisfaction :

- Consistent Quality
- Committed Delivery
- Customized Product Mix
- Contemporary Products
- Competitive Price
- Complaint Settlement
- Culture of Customer Service

Customer oriented marketing can be further categorized into :

- Customer Grouping
- Key Customer A/c Management.

Within marketing planning, marketers must make decision on target markets, market positioning, product development, pricing, distribution channels, physical distribution, communication and promotion. The marketing activities should be carried out under a well-thought-out philosophy of efficient, effective, and socially responsible insurance marketing. The five competing concepts under which an insurance company conduct their marketing

activities are : the production concept, the product concept, the selling concept, the marketing concept, and the societal marketing concept.

Researcher must bear in mind that the nationalized insurance company in Indian are holding public money, what they have to deal with is public fund. They are accountable to the public for every pie of it. If it is held that no publishing company should feel aggrieved even if the award is seemingly unjust and that such awarded amount should go out of the public fund it is public interest, which suffers.

With the addition of several features being introduced the only part left are the promotional activities which should be done in such a manner that it is reached in every nook and corner of the city, people should have required knowledge of the new, additional policies a company offering. It includes audio and video advertisements which is at the top most priority list with banners, hoardings, glow signboards and advertisements in newspapers and magazines following close behind because they are advertisement media consumers come across the most.

Other feature can be road shows, special scheme offers, free subscription, installments schemes, low price, and other facilities. The most important feature should the advertisement of the fact that the facility of efficient after sale service by the company. Higher and better is the service more is the popular the publishing product within the consumers.

Last but not the least, problems like poor facilities provided by the companies, when once brought under control and up to the level of the consumer will definitely help in placing the magazines, newspapers, and journals with other printing materials in the market with the best ratings and maximum return. If the facility of hawkers, retailers arrival on time is provided, along with other facility, researcher found that no other company can stop the permanent placement of the products into the market because it's the consumer who

decides which publishing company providing the products into the market is the best, as he is paying for the product and want the satisfaction up to the maximum limit therefore along with the above additional feature, the printing business can never be a flop.

Chapter-6

Recommendation



RECOMMENDATIONS

- Flashy magazines are always popular among consumers and are often read by them for a particular period of time in a month. The monthly magazines are the best way to bring attention to any advertisements.
 - Print media is an easy medium to spread awareness or advertise to any particular geographical area. Like, a local newspaper is the best way to spread the news about any local event of the place.
 - Some forms of the print media have huge and trusted followers. This is definitely a great boost to attract readership.
 - Print media allows you to choose your own space for advertisement, thus, you can manage your budget and expenses while planning for the advertisement.
 - Print media is a good way to reach people who may not have access to other mass communication mediums.
 - Both media outlets—magazines and newspapers—have a loyal readership. This can be very useful for advertisers as compared to gaining loyal customers or advertising on the Internet.
 - If you are targeting a particular geographical area, you can do so with ease. For example, a local newspaper would be a best medium to advertise about a new shopping complex.
 - You can choose the size of the advertisement space. This will help you to plan the budget of the exact expenses to be incurred while advertising.
 - With loyal customers, comes the possibility of word-of-mouth marketing or advertising.
 - Magazines and newspapers are always in the eye among the public. Magazines are read for a period of a month, which brings more attention to an advertisement.
 - You can even advertise through brochures or leaflets depending upon your target audience. If the information is in detail, a brochure can prove to be an apt option. A leaflet, in that case, would be useful for a brief message or introduction of the organization and/or services provided.
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Chapter-7

Limitations

LIMITATION

Despite all possible efforts in conducting the research there were some unavoidable situations, which limited the scope of this project. The limitations of the project fall under the following :-

1. This research is confined to the print media sector of the nation only.
 2. The study focuses mainly on the print media sector, but only a brief on the printing industries such as newspaper, magazines, journals, etc.
 3. Viewing the consumers the sample taken may not be proper representative of the universe.
 4. The sample taken for the survey confined to a limited geographical area.
 5. Limitation of time & resources were a major factor influencing the research study.
 6. Print Media Authorities gave less time to entertain the project, as they were busy in dealing with their job.
 7. Through supervisor was very kind and helped me throughout the project study, yet his busy time schedule restricted as to cut short our discussion though detailed discussion were required for the project.
 8. Some of the consumers were not cooperative in giving the information required which hampered the actual calculation.
-

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