

# Riger

## R E P R I N T

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## Spotlight on... **Newspapers**

Nationally, the daily newspaper is still the most heavily used advertising medium in both dollars and number of advertisers. Studies indicate that consumers regard the newspaper as their primary source of product information. As a result, newspapers remain the major source of advertising for the smallest retailers and for the largest corporations.

### **Advantages**

Extensive coverage. In most areas, at least 70% of households report reading a daily newspaper. This figure can reach as high as 90% in areas with higher income and education level. Newspapers can deliver both reach and frequency over several insertions.

**Tangible.** As a printed medium, ads or coupons can be clipped and saved for future use. Because advertisers can buy as much space as needed, newspapers are ideal for delivering a more detailed or complex message. They also provide an ability for competitive shopping.

**Creative options.** Ads can run in various shapes, sizes and formats; make use of color or special inserts; and Sunday editions offer advertising options in popular supplements or magazines.

**Fast-acting.** Advertisers can get into the newspaper quickly and can often see the results of their ad right away.

### **Reader involvement and acceptance.**

Reading the newspaper is a ritual for many. Shoppers carefully search out coupons, sale prices and spe-

cial offerings. In fact, people pay to receive most newspapers complete with advertising, news and other features. Studies from various sources show newspaper advertising to be the most believable, most used and most sought-after form of advertising.

### **Limitations**

**Short life span.** At best, newspapers remain in the house for 24 hours. Most people throw them out or recycle them as soon as the next edition arrives. Also the average time spent reading is relatively short and continues to decrease every year.

**Poor reproduction quality.** Because of the coarse, low-grade paper used by most newspapers, reproduction quality can vary greatly from issue to issue. It can be a problem especially for color reproduction.

**High CPM.** Newspaper advertising is not inexpensive. It typically has a higher cost-per-thousand (CPM) than most other advertising media, including television.

**Inability to segment markets.** Although some targeting is possible through zoned editions or the content of specific sections, newspapers are basically not a selective advertising medium in terms of demographics or lifestyle characteristics. In addition, they are inefficient at reaching certain groups such as younger and lower-income groups.

**Clutter.** Numerous ads, news, entertainment, self-help and other features compete for a relatively short and decreasing attention span.

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