

Media questions to ask

Profile of the media

Below are the most widely used advertising vehicles and suggested questions to ask in order to identify whether they match individual customer profiles.

Newspapers & Magazines paid for & free. How many printed, proof of print figures, area covered, household penetration. Readership figures, reader profile, what research and when conducted to support above.

Directories, as above

Radio Listener figures, listener profile, area covered, proof of figures

TV, Viewing figures, viewer profile, area covered, proof of figures

Exhibitions, who is their target audience, anticipated attendance figures, where & how is it going to promoted. What history can they produce to support their expertise. How many stands can they accommodate, how many are already booked, Who has already booked.

Once you have established which product best matches your customer profile, you then have to establish which one represents the best value for money, this is achieved by working out cost per thousand.

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