



MEDIA CHOICES

PRINT MEDIA

FACTORS AFFECTING SELECTION OF PRINT MEDIA DECISIONS

OBJECTIVE OF FIRM

COSTS MEDIA AND COMPANY'S FINANCIAL POSITION

REACH OR NUMBER OF PEOPLE EXPOSED TO THE
MESSAGE

TYPES OF BUYERS

COVERAGE

REPETITION OR FREQUENCY

1

TYPES OF PRINT MEDIA

NEWSPAPERS

“

IF YOU DONT READ THE NEWSPAPER, YOU'RE
UNINFORMED. IF YOU READ THE NEWSPAPER, YOU'RE
MIS-INFORMED.

- MARK TWAIN

THIS IS A SLIDE TITLE

MORNING
EVENING
SUNDAY
SPECIALITY NEWSPAPERS
REGIONAL NEWSPAPERS
UNIVERSAL NEWSPAPERS

TYPES OF PRINT MEDIA

MAGAZINES



BIG CONCEPT

MAGAZINES WERE INITIALLY STARTED FOR HOME
MAKER WOMENS.

LATER, IT CREATED A HUGE IMPACT ON MARKETS
SO COMICS, HIGH END MAGAZINES, TECH-
MAGAZINES CAME IN TO EXISTENCE.

THIS IS A SLIDE TITLE

FORTNIGHTLY (INDIA TODAY)

MONTHLY (ADVERTISING AND MARKETING)

WEEKLY (ILLUSTRATED WEEKLY THE WEEK)

YEARLY

GOVERNMENT PUBLICATIONS (TELEPHONE DIRECTORY)

TYPES OF PRINT MEDIA

JOURNALS

THIS IS A SLIDE TITLE

HOUSE JOURNALS
TECHNICAL JOURNALS
PROFESSIONAL JOURNALS

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TYPES OF MEDIA

TELEVISION

RADIO

OUTDOOR MEDIA

A PICTURE IS WORTH A
THOUSAND WORDS



TELEVISION MEDIA

INTER-RELATED MEDIA

