

» Promotion #1: Advertising – Other Advertising Mediums

Advertising Medium #5: Magazines

Magazines are a good advertising medium for the following reasons:

1. They are good for providing detailed information to consumers about the business's product. The business can include a lot of written information that consumers can read and re-read.
2. Pictures of the business's products can be displayed in colour and in much better quality than a newspaper ad. For example, many make-up companies use glossy full-page colour ads in magazines, such as *Vogue* and *Cosmopolitan*, to show how well their make-up looks when applied.
3. They have a longer life than newspapers because they are passed around among friends and are usually on sale for a whole week. This means that they can be seen by a lot of people for a long time.
4. They cost a lot less than TV advertising.
5. The business can reach its target market by advertising in magazines that it knows its target market reads. For example, a business selling tropical fish can advertise in *Practical Fishkeeping*.

Advertising Medium #6: Billboards

A billboard is a large poster displaying an advertisement. Billboards are normally situated on busy roads in an eye-catching position where lots of people will see them.

Billboards are a good advertising medium for the following reasons:

1. They cost a lot less than TV advertising.
2. They have a longer life than most other media. The business's advertisement is generally left on display for a lot longer than any of the other media, so a lot more people may see it.
3. The business can reach a local target market by placing different posters in different parts of the country.
4. Unlike most other media, each billboard usually contains only one ad. Therefore, with billboards, the business is not competing with other businesses for the attention of the consumer.

The problems with billboard advertising are as follows:

1. The business cannot give detailed information in the ad.
2. Apart from geographical segments, it is hard for a business to reach its target market precisely because it is impossible to predict who will see the billboard.

Advertising Medium #7: Direct Mail

Direct mail involves posting advertising material directly to consumers' homes. Direct mail is a good advertising medium for the following reasons:

1. The business can personalise the ad using each consumer's name and address, making them more likely to pay attention to it.
2. The business can reach its target market effectively by sending letters only to those who it knows are interested in its products. Tesco has a 'Baby and Toddler Club' for parents. Members receive extra Clubcard points and offers. Tesco can then send these members the adverts for new Tesco baby products because it *knows* they will be interested in them.
3. Unlike most other media, direct mail contains only one ad. Therefore, with direct mail, the business is not competing with other businesses for the attention of the consumer.

The problems with direct mail advertising are as follows:

1. Direct mail is an expensive way to advertise (printing and postage costs).
2. Many consumers ignore direct mail ads, which they consider to be 'junk mail'.