

Lack of flexibility major drawback in print advertising



By [Marcus Stephens](#)

22 Jul 2013

Many South African media buyers and advertisers make the mistake of paying a premium for a print publication's entire subscriber base, or even its claimed pass-on readership, when they are simply aiming to talk to a small sub-set of that audience.

When they buy a placement in a magazine or newspaper, they are effectively paying for the whole paper. They do not have the granular data they need to decide whether the premium they are paying is justified by the audience they are reaching. This lack of flexibility is a major drawback in the print model.

Reaching the target audience?

They should think carefully about what it is that they are paying for when they place an ad in a print publication, based on its audited circulation figures or All Media & Products Survey (AMPS) statistics.

For example, a national Sunday newspaper will price its ads based on the assumption that it offers access to hundreds of thousands or even millions of readers but how many of these readers turn to the Careers page or the Business section, where an advertiser might place an ad. Moreover, how many of those actually form part of the audience that the advertiser is trying to reach?

In many cases, advertisers might be paying for a mass reach that they do not really need, rather than paying to access the people they want reach with their message. It is a wasteful approach in a market where marketers are expected to squeeze the maximum value out of every rand they spend.

The advantage of digital

This is one major advantage of digital, where advertisers can pay only for the person who has viewed their ad, rather than everyone who has visited the portal. They can place ads in the motoring or entertainment section, knowing that they are addressing the audience they are seeking, and then they can track impressions, click throughs, conversions and a range of other metrics to understand how well the combination of the creative, the publication and the placement are working.

Digital offers a blend of reach and targeting that makes it unique among the options that advertisers have. A study commissioned from Echo, indicates that the Internet may currently reach as many as 14.1 million adults in South Africa or 39% of the adult population.

This is a mass audience, comparable in size to print if not bigger, but with the benefit that it can be segmented and targeted more effectively and accurately. A growing appreciation of the flexibility and reach digital offers is one reason that digital spend is growing exponentially in South Africa.

ABOUT MARCUS STEPHENS

Marcus Stephens is general manager at Howzit MSN As general manager of Howzit MSN - a division of Kagiso Media - he oversees the strategic growth and day-to-day running of one of South Africa's largest Web portals. Stephens has more than 18 years of experience in advertising and publishing across new and traditional media.

- Handle your digital data with care and respect - 24 Apr 2014
- Precision targeting helps advertisers hit the mark with consumers - 14 Jan 2014
- Why premium display advertising is worth the cost - 1 Oct 2013
- Converged media solutions give digital publishers an edge - 16 Aug 2013
- Lack of flexibility major drawback in print advertising - 22 Jul 2013

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>