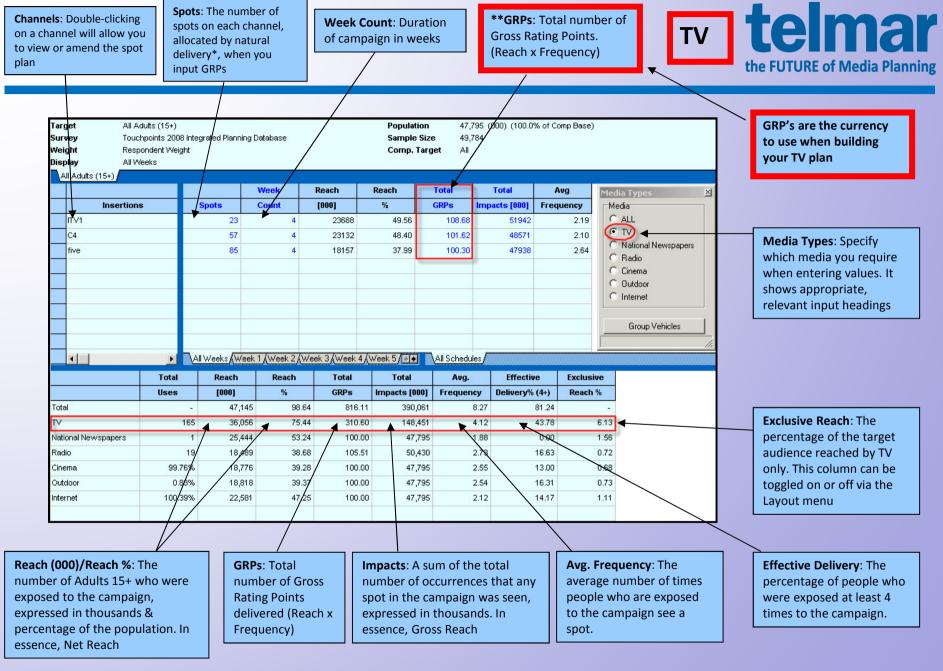
# **Media Guides**



# For use with Mediaplanner for Touchpoints



<sup>\*</sup>Spots are scheduled in accordance with each channel's rating by daypart

<sup>\*\*</sup>Otherwise known as Television Ratings, or TVRs



TV viewing in the UK is measured by BARB (Broadcasters Audience Research Board). BARB record which channels and programmes are being watched, by whom and for how long on a minute by minute basis.

#### Strengths of TV

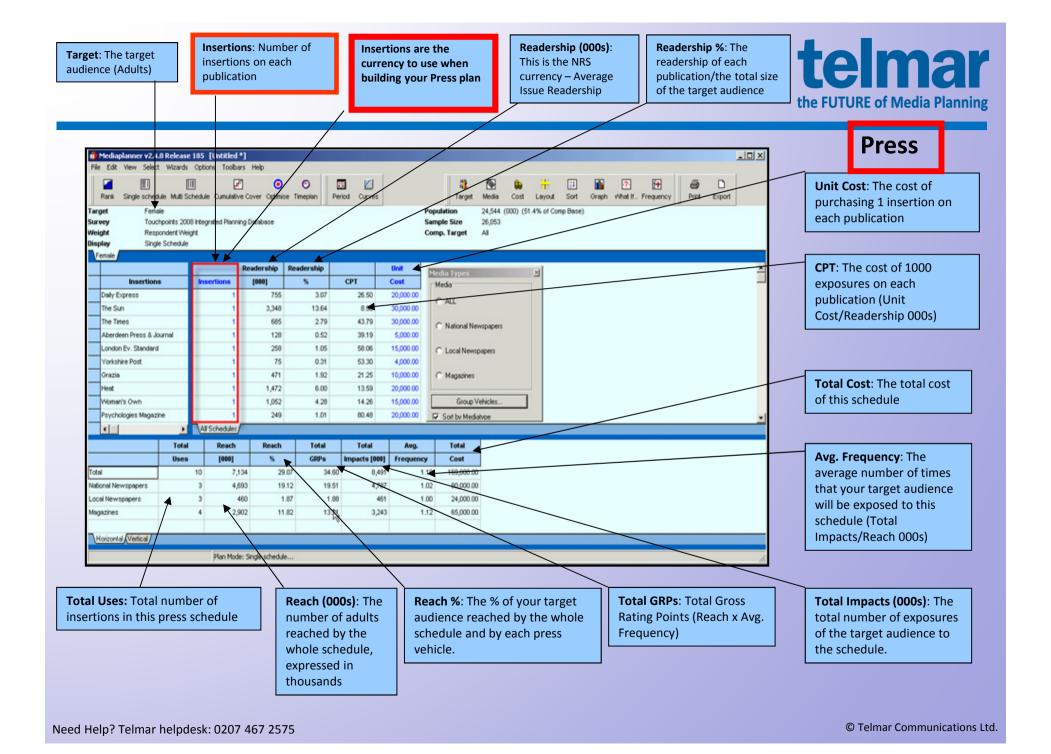
- People are watching more TV than ever before. In October 2010 the average person watched 17 hours and 56 minutes of commercial TV per week, up from 16 hours and 55 mins in October 2009 (source: Thinkbox).
- There are more ways to view TV PVRs, HDTV, etc
- It is a broadcast medium ideal for reaching mass audiences such as Housewives
- It achieves high coverage & frequency quickly, especially if terrestrial channels are included
- Adverts have high impact all singing all dancing moving pictures in colour with sound
- TV is a shared experience TV is the most talked about medium
- TV can be niche due to the proliferation of multi channel options
- It offers regionality
- It offers daypart & day of week flexibility

#### **Example of Heavy, Medium & Light TV campaigns**

- Heavy: 800 TVRs over 4 weeks (90% 1+ coverage, 71% 4+ coverage)
- Medium: 300 TVRs over 4 weeks (81% 1+ coverage, 38% 4+ coverage)
- Light: 100 TVRs over 4 weeks (58% 1+ coverage, 6% 4+ coverage)

### Cover Guide for Commercial TV (Source: IPA). Adult CPT £3.65

To get REACH of:	20%	40%	60%	80%
Input GRPs	$\downarrow$	$\downarrow$	$\downarrow$	$\downarrow$
All Commercial Terrestrial	20	49	100	400
All Extra TV Channels	24	60	180	800



## **Press**



#### **Strengths of National Press**

- 37 million people read a national newspaper every week. 83% of all GB adults read a national daily in a typical month.
- High coverage at a low cost
- Appropriate for most media strategies

Cover guide for National Press (Source: IPA) Adult CPT = £1.70

To get REACH of:	20%	40%	60%	80%
Input GRPs	<b>\</b>	<b>4</b>	<b>\</b>	<b>\</b>
Based on 6 titles*	20	60	298	2214

#### **Strengths of Magazines**

- High coverage and frequency
- Long shelf life, the "pass along" factor
- Trusted and emotional relationship with readers
- Advertising considered an integral and appreciated element
- Reader is in control of consumption, therefore in a receptive mood

Cover guide (wome	n) for Magazines	(Source: IPA)	) Adult CPT :	= £3.69
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To get REACH of:	20%	40%	60%	80%
Input GRPs	<b>\</b>	<b>\</b>	<b>\</b>	<b>\</b>
All women's weeklies/monthlies	23	60	200	5000

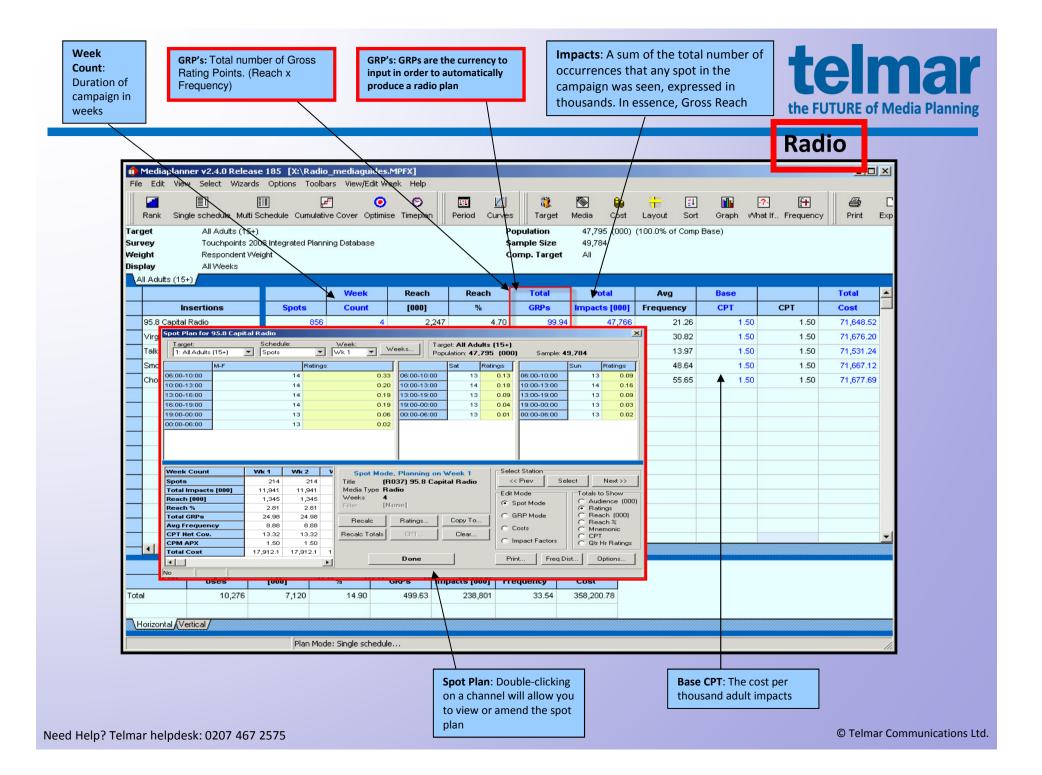
#### **Strengths of Regional Press**

- Potential to reach 80% of UK population
- Brand diversification website equivalents
- Low cost to entry

#### Cover guide for JICREG (Source: IPA)

To get REACH of: Input GRPs All JICREG titles	20%	40% ↓	60% ↓	80% ↓
	<b>\</b>			
	25	60	800	n/a

\*Daily Mail, Express, Telegraph, Mirror, The Sun & The Times



## Radio



Radio listening is measured by RAJAR (Radio Joint Audience Research) jointly owned by the BBC and the CRCA. RAJAR data is issued quarterly and measures radio listening for 5 minutes or more across a week using a paper diary. All people 10 years+ in the UK are included. Adults are 15+

#### **Strengths of Radio**

- 90% penetration of All Adults 15+ (RAJAR Q3 2010)
- A local or national medium
- Regarded as 'the frequency medium'
- Available in a variety of platforms reaching audiences wherever they are FM/AM/DAB/Internet/TV/Mobile
- The biggest reaching medium in the mornings (TouchPoints 2010 18% of Adults)
- Regarded as a friend, radio is entertainment while otherwise engaged with chores or driving.
- Has a multiplier effect when used with other media (Millward Brown Awareness Multiplier Study)

#### **Example of Heavy, Medium and Light campaigns**

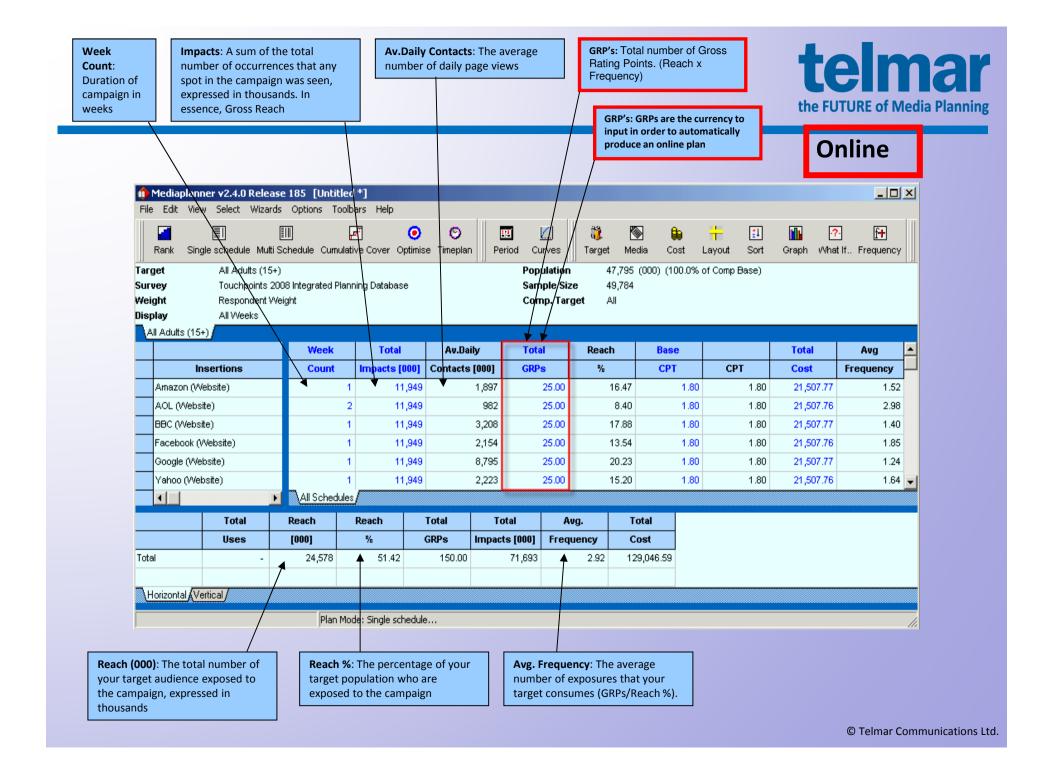
Radio is generally planned at frequency levels per week. The below guides are based on optimal schedules on a national plan over 4 weeks

■Heavy: 950 GRP's 50% reach 6+ OTH per week over 4 weeks
 ■Medium: 500 GRP's 45% reach 4 OTH per week over 4 weeks
 ■Light: 200 GRP's 40% reach 2 OTH per week over 4 weeks

### Cover Guide for Commercial Radio (Source: IPA)

To get REACH of: Input GRPs	20%	<b>40%</b> ↓	<b>60%</b> ↓	<b>80%</b> ↓
	$\downarrow$			
All Commercial Radio	23	100	600	7000

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## **Online**



Internet data comes from UKOM (UK Online Measurement). This is a nationally-representative panel providing monthly audience data on over 10,000 internet brands. The panel is comprised of approximately 35,000 UK consumers, based both at home and at work, who are recruited both online and offline.

#### **Strengths of Online**

- Low cost to entry
- Easily measurable and accountable
- High reach with limited waste
- Creative scope, viral marketing, "word of mouth"
- Search engines mean adverts find you when you want them, on topics you are actively searching for

Cover Guide for Online (Source: IPA)

To get REACH of:	20%	40%	60%	80%
Input GRPs	$\downarrow$	$\downarrow$	$\downarrow$	$\downarrow$
Top 25 named sites by ave. daily contacts	60	25000	n/a*	n/a*