

▼ Characteristics of the media

Type of media	Example	Advantages	Disadvantages
Local	Newspapers (e.g. <i>Metro</i> in London) Magazines (e.g. parish magazine) Radio (e.g. Radio Trent in Nottingham) Billboards and posters Transport – buses/taxis	Can reach local target market Reasonable costs Message can make reference to local area or characteristics (e.g. local saying or well known landmark) Can reinforce a national or even international campaign locally	Difficult to make an impact with so many advertisements being presented to consumers – not just local advertisements Not easy to pick a medium that speaks to a particular audience Television is usually not an option for local advertisers because of its cost
Regional	Newspapers (e.g. <i>The Western Mail</i> in Wales and south-west England) Magazines (e.g. <i>Lincolnshire Life</i>) Radio (e.g. BRMB in the West Midlands) Billboards and posters	Can reach a regional market Reasonable costs Can provide effective support for a regional TV campaign	Not easy to pick a medium that speaks to a particular audience, e.g. young people
National	Newspapers (e.g. <i>The Mirror</i>) Magazines (e.g. <i>Hello</i>) Radio (e.g. Classic FM) Billboards and posters	Covers a big audience Builds quality brands through use of quality media such as television Proven record of success	Expensive to buy space and air time
International	Newspapers (e.g. the <i>Financial Times</i>) Magazines (e.g. <i>The Economist</i>)	One advert can cover several international markets	Not many media options available Tend to be English language publications
Terrestrial television	Includes ITV, Channel 5 and cable companies like Virgin Media	Large number of target audiences can be reached High proportion of a target audience is likely to see the advert Uses colour, movement and sound to create impact Relatively low cost per audience member because large number of consumers can be reached	Message is very short (e.g. 30 seconds) so has to be repeated often High absolute cost – both advertisement production costs and air time Difficult for advertisement to be noticed with so many other commercials
Satellite television	Sky	Large number of channels to help target the right audience Can be seen across international borders	Many commercial breaks May need to use a large number of channels to reach the target audience
Digital	Press the red button on your remote control	Can order brochures or test drives Can view products in action Encourages action immediately after the viewing of an advertisement	Only available to viewers with digital TV services
Worldwide web	www.hof.co.uk (House of Fraser) – some sites do not allow any purchases and are simply for promotional purposes	Can interact with consumer through site Low costs – although updating costs can be high Site content can attract a particular audience	Media full of adverts, which makes it difficult to be noticed – and some irritate consumers High costs to start with Needs to be updated and refreshed at regular intervals
Specialist media	Magazines and newspapers published for specialist sectors (e.g. <i>The Grocer</i>)	A small circulation but can reach decision makers in an industry Reasonable costs While circulation might seem low, it may have wide readership in an industry	Possibly need a series of advertisements to create impact Some industries have little choice of publications to use May take some time to circulate through an organisation – so always out of date for some employees