

Print Media



How to Calculate Expected Response from a Newspaper Ad

- Few people, including advertising professionals, know how to calculate the expected response from a newspaper ad. A newspaper circulation of 200,000 doesn't mean 200,000 people will be contemplating your ad.
- Here are the variables you need to consider when calculating an expected response from a newspaper ad.

- 1. YOUR TARGET

Every product has a demographic that represents its prime target. Let's say, for the sake of this example, that your target demographic is adults, 25 – 54

- 2. MARKET SIZE

If you are located in a city of 1.5 million people and the 25 – 54 demographic represents 40%, then your target population is 600,000.

- 3. DURATION BETWEEN PURCHASES

Since people don't buy every product they use every day of the year, the duration between purchases is important to consider. Let's say people buy your product one time per year on average. Then, your available market in any month is 1/12 of 600,000, or 50,000. Of course, you'll have to take into account the seasonal fluctuations for your product and apply the same logic.

- 4. NEWSPAPER CIRCULATION

If your local daily newspaper has a 40% penetration in your market, calculate that against your available 50,000 market to reach 20,000 possible qualified exposures to your message.

- 5. READERSHIP

Not every subscriber reads every page every day. Studies have shown that if you get 10% of the subscribers to read your ad, that is a very generous number. Applying that calculation to our example reduced the number of targeted customers to 2,000.

- 6. YOUR MARKET SHARE

Unless you have an exclusive monopoly in your market, you have competition with some customers who are loyal to them. If your overall market share is 10%, you can apply that to the remaining targeted customers, leaving 200 as your reasonable expectation.

- 7. RESPONSE RATE

Assume a 2% response rate from your ad.

- 8. RESPONSE

Your expected response (customers making a transaction) will be 4.

- These numbers can vary wildly. However, the chain of logic remains constant. The offer, size of ad, weather, lack of or heavy competition, time of year and numerous other influences can have a bearing on final results. But, this model is useful to illustrate the realities of advertising response.

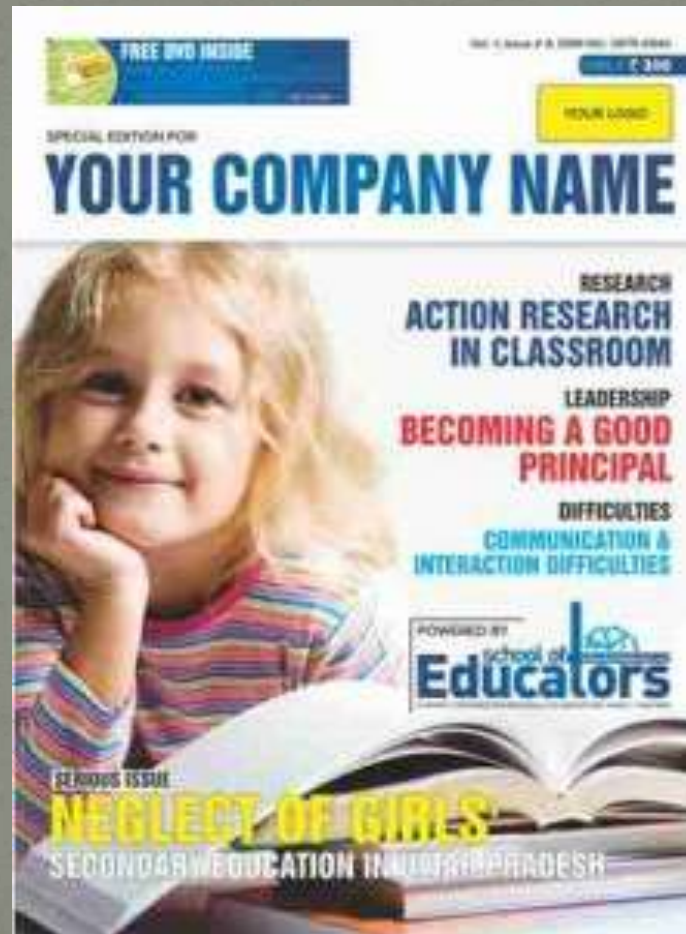
Effective cost per Advertisement in News paper

- In Regional Language Newspaper (Dainik jagran, Amar ujala etc.)
 - Cost Rs. 240 Sq cm
 - Area 240 Sq cm
 - Cost Rs. 50000/- (approx)
 - Effective cost per query : Rs. 10000/-
- In English National Newspaper (TOI , HT etc.)
 - Cost Rs. 200 Sq cm
 - Area 240 Sq cm
 - Cost Rs. 500000/- (approx)
 - Effective cost per query : Rs. 50000/-

School of Educators

- School of Educators have empowered 5 lac educators with 1.5 million downloads (power point presentations, speeches, books, research papers, articles etc.) of resources with more than 21 million article views in last many years.
- Today School of Educators is most respected and famous brand in Educators across the globe.

Co-Branding – A new way to reach Educational Institutions directly



The concept :

- We will brand our most appreciated printed Journal on your name ,place your product details in 4 coloured pages, place a presentation in DVD ,powered by School of Educators and distribute it freely to your target schools. (minimum quantity 1000 schools)

Advantage :

- The Journal would reach X (minimum 1000 schools) schools viewed for 3 months by principals, teachers, management , students (minimum 100 per school) makes it most affordable and appropriate marketing tool for your school.
- For Example :
- Journal quantity 1000
Teachers in School – 100
so viewership – 100000 (1 lac)
with shelf life of 3 months.....isn't it amazing.

Cost :

- Inaugural cost Rs. 150 / - per magazine / Journal

Q: If we print my own magazine cost would be less.

- Rs. 20000 (\$ 400) for Designing
- Rs. 20000 (\$ 400) for DVD
- Rs. 50000 (\$ 1000) for Editorial
- Rs. 100000 (\$ 2000) for Printing (1000 copies)
- Rs. 50000 (\$ 1000) for Distribution thru courier agencies

Rs. 240000 (\$ 5000) for 1000 copies

it would be when you create a team to do so ...

Reach to your target Schools / Institutions directly

CBSE Schools (12300 +)

Andhra Pradesh – 311
Arunachal Pradesh – 254
Assam – 183
Bihar – 403
Chhattisgarh – 373
Goa – 10
Gujarat – 222
Haryana – 986
Himachal Pradesh – 185
Jammu & Kashmir – 105
Jharkhand – 302
Karnataka – 459
Kerala – 848
Madhya Pradesh – 687
Daman & Diu – 5

Delhi – 1835
Lakshadweep – 4
Maharashtra – 395
Manipur – 52
Meghalaya – 21
Mizoram – 9
Nagaland – 30
Orissa – 198
Punjab – 729
Rajasthan – 590
Sikkim – 184
Tamil Nadu – 294
Tripura – 26
Uttar Pradesh – 1467
Uttarakhand – 363
West Bengal – 180

ICSE Schools :

Andhra Pradesh – 88
Arunachal Pradesh – 1
Assam – 6
Bihar – 31
Chandigarh – 5
Chhattisgarh – 20
Goa – 5
Gujarat – 29
Haryana – 27
Himachal Pradesh – 23
Jammu & Kashmir – 105
Jharkhand – 89
Karnataka – 232
Kerala – 120

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