

MEDIA

May 1977 • \$2.00

Decisions

WHERE MARKETING AND MEDIA MEET



**WITH & WITHOUT TV—
How Reynolds
foods and
tobacco
compare media**
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**Will AM-stereo
change radio?**
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Household
paper brands**
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**Guest Editor Jean Caste,
president, L'Oreal-USA**
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In fact. In use. In reality.

So if it's a diet in Good Housekeeping, it's not just a recipe. And it's not just cooked. It's analyzed, revised, nutritionally balanced and chemically right.

Did you know that? Women do. Survey after survey shows an ad in the editorial environment of Good Housekeeping stimulates more consumer confidence than it does in any other women's magazine.

ferent from a diet article in any other magazine?



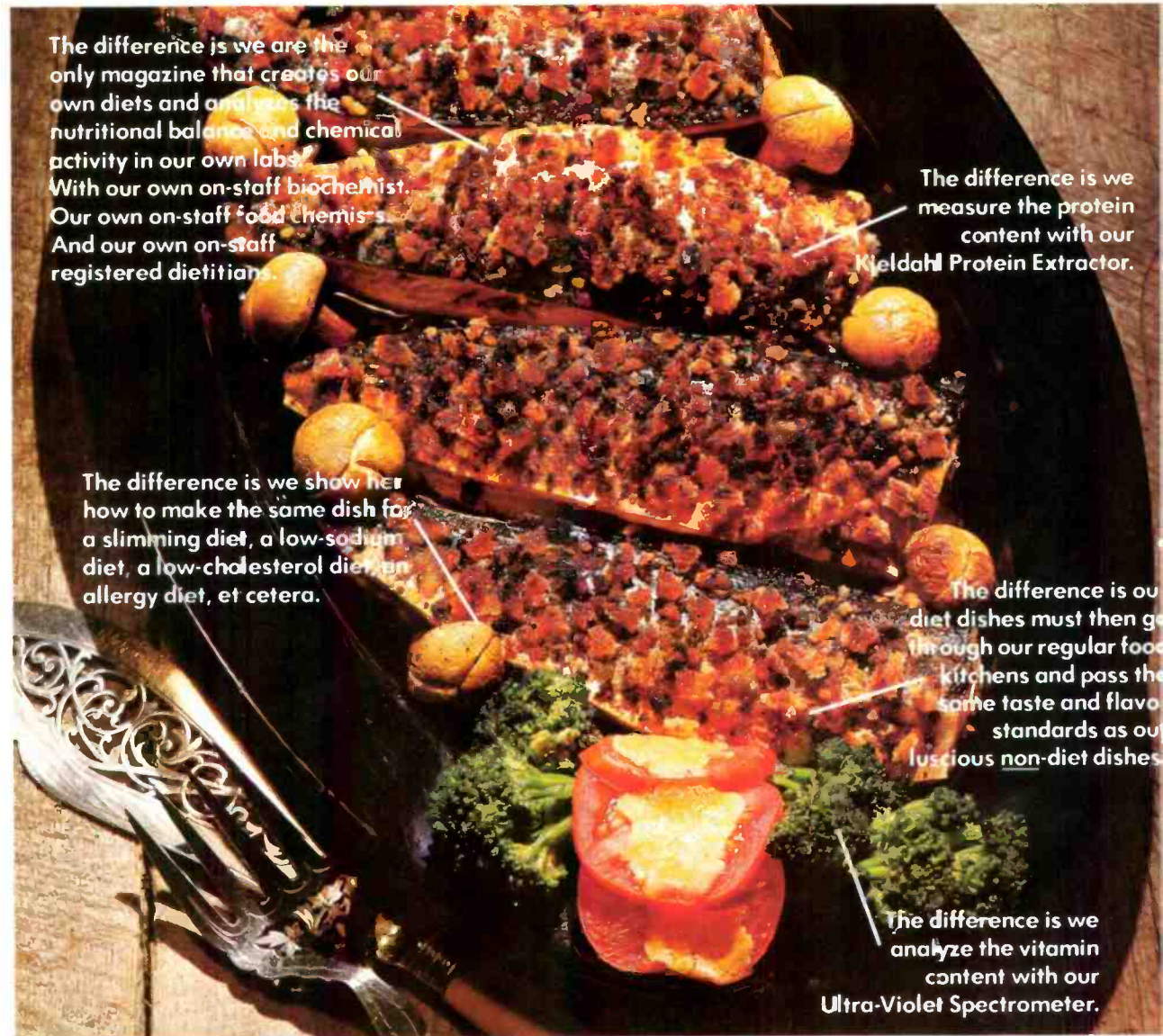
COPYRIGHT © 1977 THE HEARST CORPORATION

HOUSEKEEPING
ITUTE
int. And women know it.

All women's magazines print interesting diets and terrific pictures. So, how can you, as a busy business executive, tell the editorial impact of one from the other?

With Good Housekeeping, it's easy. The difference is enormous. Because behind everything printed in a Good Housekeeping service editorial is the work of the Good Housekeeping Institute. A phenomenon in publishing. A huge complex of laboratories from chemistry labs to engineering labs to active kitchens (regular kitchens *and* diet kitchens!) in which our editors work to verify their editorial.

Why is a diet article in Good Housekeeping different?



THE GOOD HOUSEKEEPING INSTITUTE

We practice what we preach

**Why is a diet article
in Good Housekeeping
different from
a diet article
in any other magazine?**

We like to be different

The other day Lionel Kaufman, our assistant publisher who worries, with the intensity of a bloodhound, over every advertiser and agency request to get on our controlled list, reported that we had broken another record.

Lars Fladmark had just phoned to say that over 51% of our qualified recipients had responded to our very first request to requalify themselves — to tell us they're still in their jobs and still want MEDIA DECISIONS. He predicted that by the time the second mailout was back MEDIA DECISIONS would show well over 80%. Since Lars runs Harcourt Brace Jovanovich operations in Duluth, and numbers us among his 100 or so circulation fulfillment clients, that gave rise to a few questions.

"How good is that?" we asked.

"Not bad, not bad," he said. "Very few books can come anywhere near that in personal request, at least not from two efforts."

Therein hangs a story. In 1975 Lars had suggested that we cut down our customary five requalifications to four since we were drawing so well. Despite the reduction we broke our previous high with about 80%. In 1976 two efforts hit 80%, so we stopped there. In 1977 it looks pretty certain that we'll top 80% with no more than two again.

Of course we're happy to save all that postage. What makes us even happier is another evidence that our unique approach in turning out a different kind of advertising business book isn't going unnoticed by our readers.

One of the chief differences is our extreme specialization. Even before we turned out our first issue we decided not to be all things to all people. That might be good enough for the news-oriented weeklies. But we had a different job to do. We wanted to be the in-depth monthly edited not 99%, but 100%, for the advertiser who was advertising in more than one market. We wanted to give him a perspective on each and every major advertising medium and show him how marketing and media can be teamed to make his media dollars work best.

There was another big difference. We decided to limit our BPA agency and advertiser controlled copies to those people who could show a personal involvement in planning, approving, or implementing the media buy.

These innovations in editorial and advertising practice made us run on what is undoubtedly the narrowest track in the history of the ad trade press. We don't mind. It gives us a precise fix on our editorial approach and makes it easy to identify our circulation target. Maybe we don't do too well on some of the all-purpose surveys of advertiser/agency reading preferences that ad books are fond of making. But our universe isn't theirs — and we intend to keep going on separating the wheat from the chaff.

We earn a lot of brownie points with agency people who study audit statements. We take a great deal of pride in the fact that over 95% of our 25,900 BPA qualified copies go to advertisers and agencies — and that means *our kind* of advertiser and agency. We're leading the ad press fight for detailed job-classification breakouts. The December 1976 Publisher's Statement, for example, shows 130 separate advertiser and agency breakouts.

BPA allows us to continue sending copies to non-requalifying recipients for as long as three years. That may be fine for some fields, but in the volatile ad world it's too long. Our audit statement shows no three year readers and only 16.4% two year recipients. And our circulation is concentrated in the big advertising centers like New York, Detroit, Chicago, Los Angeles, Dallas, Atlanta where marketing and advertising decisions are made.

Yes, we're different. And we like it. More to the point, our readers like it.



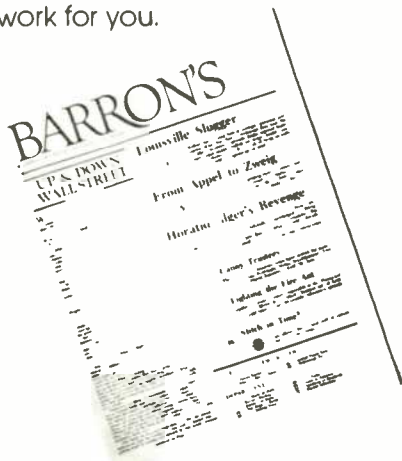
Norman R. Glenn
Publisher

FOR THE RECORD,

Barron's investment-active subscribers average 21 transactions during the year. And with an average portfolio of nearly \$1/4 million, that's a lot of market movement. Good reason to move your advertising to Barron's.

We'd like to tell you more. For all the facts and figures, contact any Barron's advertising sales office. Or Bernie Flanagan, Barron's, 22 Cortlandt Street, New York, NY 10007, (212) 285-5374.

And put a millionaire to work for you.



Today is history.
Tomorrow is
BARRON'S

Source: Erdos & Morgan Subscriber Study 1976
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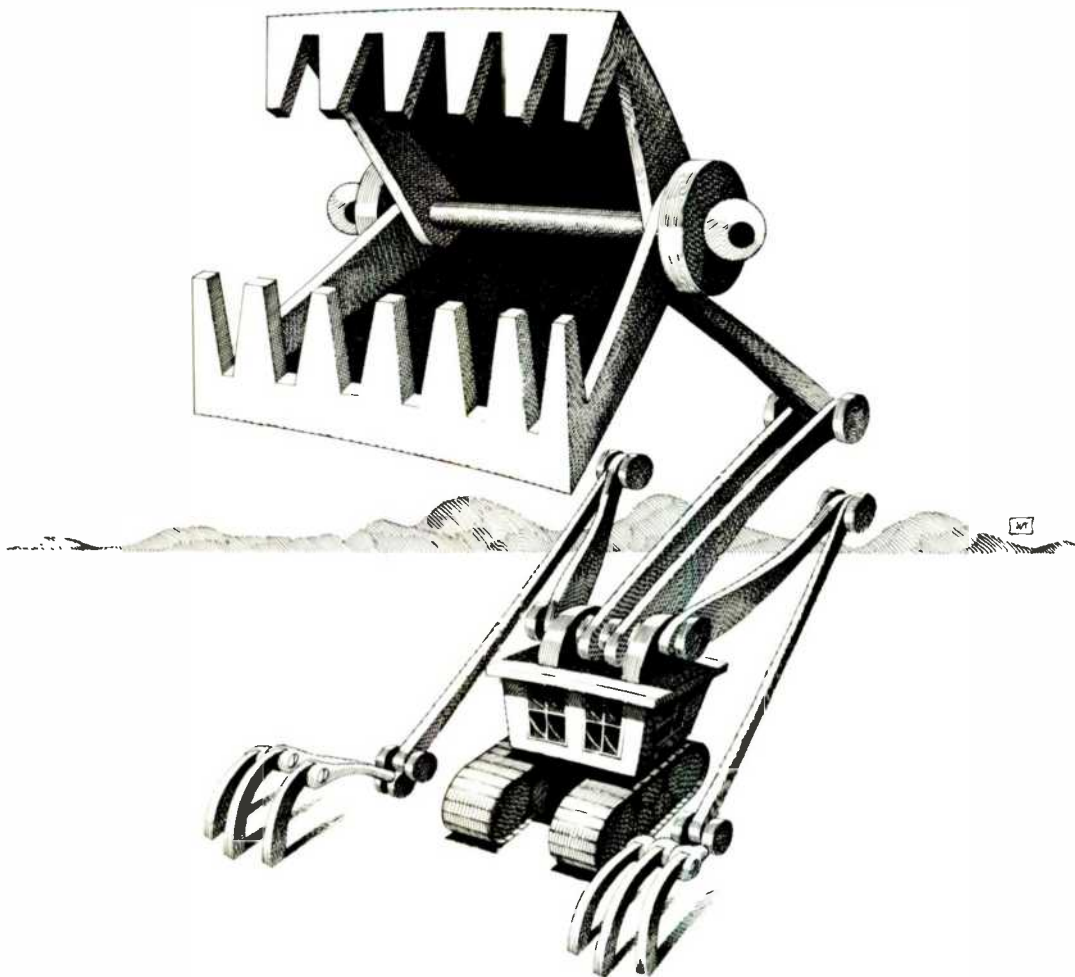
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GET TO A BIGGER SHARE OF YOUR MARKET EVERY WEEK, AND GET A BIGGER SHARE OF YOUR MARKET.

Big reach—43.8 million adults. Plus weekly frequency. An effective, hard-selling combination that only one magazine can offer.

With one issue alone of TV Guide, you can reach almost 30% of all the adults in America.

With only six issues you can extend your reach to about half the adults in the country.

And so it goes. Print that can generate multiple impressions for your product—that can give it the continuity of exposure that leads to increasing sales.

That's really the heart of the matter. The movement, the momentum that TV Guide can create for your product. That can build your campaign—and do it fast.

Advertisers seem to agree; they continue to make TV Guide number one in ad revenue.

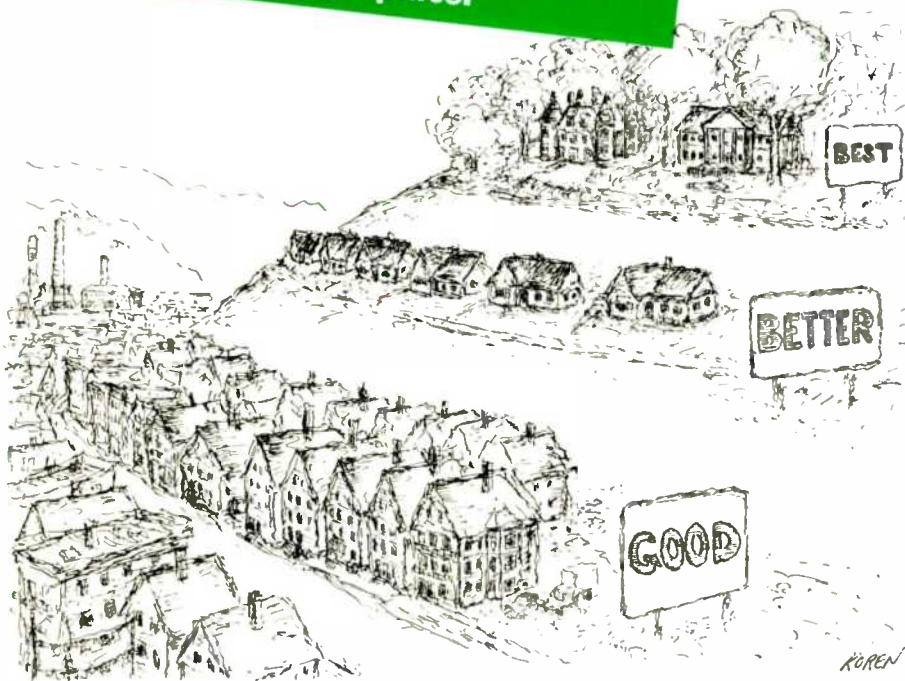
So, to reach your market fast, reach with TV Guide.



**FIRST IN CIRCULATION.
FIRST IN ADVERTISING REVENUE.**

THE NEW YORKER

Demographics.
Age,
education,
occupation,
wherewithal.
Our audience is not
merely upscale:
71% is concentrated
in the 40 Primary Markets—
quality merchandise markets.
At least 6 people
read every copy—
more than 3 million
prime prospects every week.
Move into
The New Yorker's
neighborhood.
You'll enjoy
the demographics.



©1971 THE NEW YORKER MAGAZINE, INC.

In the works

Brand Report Liquor will be the twentieth in this series of special reports on large national advertiser categories.

These reports combine the basic data furnished by Leading National Advertisers Media Records and Radio Advertising Reports (which show dollar expenditures in each category), with analyses of the spending strategy and marketing tactics of the leading brands in each field.

The dollars invested in liquor advertising are running over \$131 million a year in LNA measured media alone. Add to that over \$64 million in newspaper expenditures.

The liquor brandmen are, of course, precluded from using tv and radio. Their big media are newspapers, magazines, and out-of-home in its various forms. A result is competition among the liquor advertisers to get choice positions on magazine covers, the sports pages of newspapers, most-traveled traffic arteries for 30-sheet posters and painted bulletins.

The race for prime positions has driven the liquor media ante up 10%, even though sales are off (by 2%) for the first time since prohibition.

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"Let's just do what we did last year. It worked, didn't it?"



Give him a Zero.

It's the world's easiest media plan: last year's plan updated.

Next time someone proposes it, give the man a zero—or at least a copy of Newsweek's "Guide to Zero-Base Media Planning."

"Projecting" last year's plan for next year may be, in some instances, a good idea.

But these days—with management concern for accountability, and with ad budgets strained by rising media costs and increased competition—starting at zero is generally a better idea.

Zero-Base Media Planning means, literally, starting from scratch.

No sacred cows. No preconceptions. No comfortable assumptions.

At Zero-Base, the important thing is to keep an open mind, and not to be intimidated by what has happened in the past.

Zero-Base Media Planning is a modern, disciplined approach to media planning.

It borrows some of its terminology and procedure from an innovative and widely used decision-making process known as Zero-Base budgeting.

In Zero-Base Media Planning, the media type to be selected is

never a foregone conclusion.

Creative execution (if it exists) is not an inhibiting factor.

Each medium is viewed afresh, whether creative exists for it or not.

Then, in a later step, Media and Creative become co-participants in the final determination of the plan.

Together they must evaluate the "trade-off" opportunities that exist between the advantages of one medium and those of another. They must determine what is being given up in terms of creative effectiveness or target-group delivery when one media component is selected over another.

In today's rapidly changing media marketplace, Zero-Base

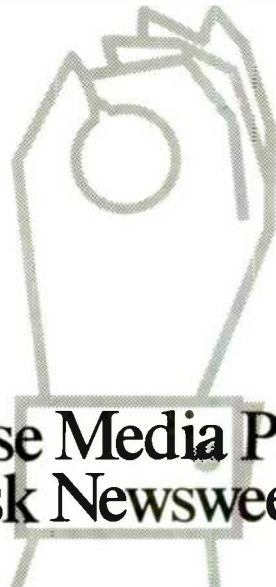
Media Planning can be the advertiser's assurance that media opportunities are not being overlooked.

To help you, Newsweek has prepared an informative 36-page "Guide to Zero-Base Media Planning." It shows how the Zero-Base approach differs from other approaches; how it can help you increase the efficiency/effectiveness of your media plans; and, with a detailed, step-by-step example, how you can put the technique to work yourself.

In addition, Newsweek is prepared to supply you with a vast amount of marketing information essential to the Zero-Base Media Planning process.

This includes syndicated research (the widest range offered by any major magazine), new interpretations of current syndicated data, innovative primary research, and qualitative, in-depth attitudinal surveys of special audiences.

For further information about Newsweek's marketing tools—many of which are intended to help bridge intermedia barriers—and for a copy of the "Guide" (Newsweek has already filled requests for nearly 5,000 of them), contact your Newsweek sales representative or: Chuck Kennedy, Vice President and Advertising Director, Newsweek, 444 Madison Avenue, New York, N.Y. 10022.



**Zero-Base Media Planning.
Ask Newsweek.**



Stellar Marsteller.

Bill Marsteller: Gentle, Witty, Wise. A master of the language who's built a great American—and international—advertising agency. Here are excerpts from a recent conversation between Mr. Marsteller and The Wall Street Journal.

On the advertising business:

“It’s a good business. I really never wanted to be in any other business. I enjoy the challenges, the constant changes, and I like working with intelligent and ambitious people.”

On recruiting:

“We’ve grown our own talent. More than 50% of our senior people have never worked at another agency. We believe we can recruit bright, intelligent college graduates who are serious about an advertising career, and train them very quickly to take over major responsibilities.”

On skepticism:

“People are skeptical toward advertising. But not all advertising. The media environment influences the way people look at your ads. If the medium is believable, credible, the same attitudes will flow over to the advertising in that medium.”

On corporations:

“Twenty years ago, corporate advertisers didn’t want to say anything. There’s a new climate today. Companies we work with—Rockwell, Gould, IU International, IBM, Colt Industries—they know they’re in business for the long haul. So corporate advertising is more candid, more honest, more revealing. And more successful.”

On visibility:

“There’s no problem with visibility in advertising. Excellent advertising gets seen, read, believed. Punk advertising is lost. That’s the way it’s always been. That’s the way it’ll always be.”

On creativity:

“The advertising must reflect the company—not the agency. We reject formulas. We concentrate on finding out what the objectives should be, what the best strategy would be—and we tailor the advertising to the client. It is his advertising, not ours.”

On The Journal:

“The Wall Street Journal is a remarkable publication. Incredibly responsive. We’ve had as many as 10,000 responses to ads we’ve run in The Journal, for clients like Rockwell, Berlitz, and others—including ourselves. In fact, the first advertisement we ever created ran in The Wall Street Journal. It was an ad for our own agency—paid for with borrowed money. And it worked.”

The Wall Street Journal. Over five million American decision-makers turn to The Journal every business day. As do many of the brightest, most successful, most respected advertising professionals in the world. Including the most honored creative people in the advertising business. For they know, beyond all statistics.

**The Wall Street Journal.
It Works.**

Media Month

Edited by Lionel M. Kaufman

TvBureau's retail workshop. This annual event is no longer the place where retailers come to be converted to television. From the names and titles on the attendance register, it's where the stores now using tv send their creative people to take a look at one another's commercials. There were 43 stores represented, 29 agencies (a number of them in-house), 47 tv stations and reps, plus three national advertisers bearing gifts of co-op dollars.

TvB themed the meeting "Fashion," which is the classification tv is anxious to add to the image, promotion and discount business it now gets. The program ranged from keynoter Paul LeBlang of Saks Fifth Avenue, through a number of department stores and specialty shops, ending with a furniture warehouse using "The Price Is Right" 's emcee as his spokesman. It also gave time to Arrow Shirts, Cannon Mills and Celanese, three national advertisers whose co-op dollars help pay for so many retail commercials.

LeBlang said he wasn't exactly a willing keynoter since Saks doesn't use tv for fashion advertising. He said he spent six to eight hours searching TvB's tapes and found "only a handful" of fashion commercials. He gave tv his suggestions for attracting fashion advertising: "Instead of numbers show us the demographics a fashion advertiser needs, and how to pinpoint that segment of the audience . . . Give us programming that makes an editorial environment for fashion . . . Give us positioning like the guaranteed positions we have in newspapers . . . Show us research on how tv influences shopping attitudes."

One of tv's strong points for some retailers — umbrella coverage of the widespread ADI — was noted by several guest speakers. Dorothy Murray of Lazarus said: "Our customers range over 88 Ohio counties. Newspapers can't cover them all, even a list of newspapers." Another Ohio merchant said: "No one metropolitan paper covers our five-city area; we have to buy five newspapers. On the other hand, in our sixth city, Akron we'd have to use the Cleveland tv stations, which would be 80% waste for us."

One new development that's helping tv in the retail field is the video cassette. At last the store has a "tear-sheet" to show the vendor in applying for his co-op dollars. The cassette is serving in other ways, too. J. L. Hudson in Detroit sets up cassette players at the point of purchase on the store floor to re-run its commercials. Arrow Shirts said 30 seconds isn't enough to explain its new \$20 shirt with a patented "custom collar," so they're asking the stores to play an expanded four-minute cassette at the shirt counter.

Another retailer who's giving the public more than 30 seconds to view its commercials is Gimbel's. "Look at this from last week's *Times*" said TvB's Tom McGoldrick. "Gimbel's has reprinted the entire story board from its tv commercial as a full page newspaper ad."

On the other hand a number of ten-second retail commercials were shown at the meeting.

■ **Record-busting *Times*.** On Sunday, April 17 the New York *Times* carried a record 1,226,700 lines of advertising, billing a record \$5.25-million. That was 22,200 lines and some quarter-million dollars more than the previous record issue, November 14, 1976. Of course, there was a rate increase in between. But the *Times*' new

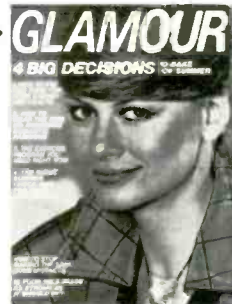
Continued on page 10

*“Young women today
are more aware of their bodies—
not just how they look
but how they perform.
They’re health buffs.”*

—Ruth Whitney
Editor-in-Chief

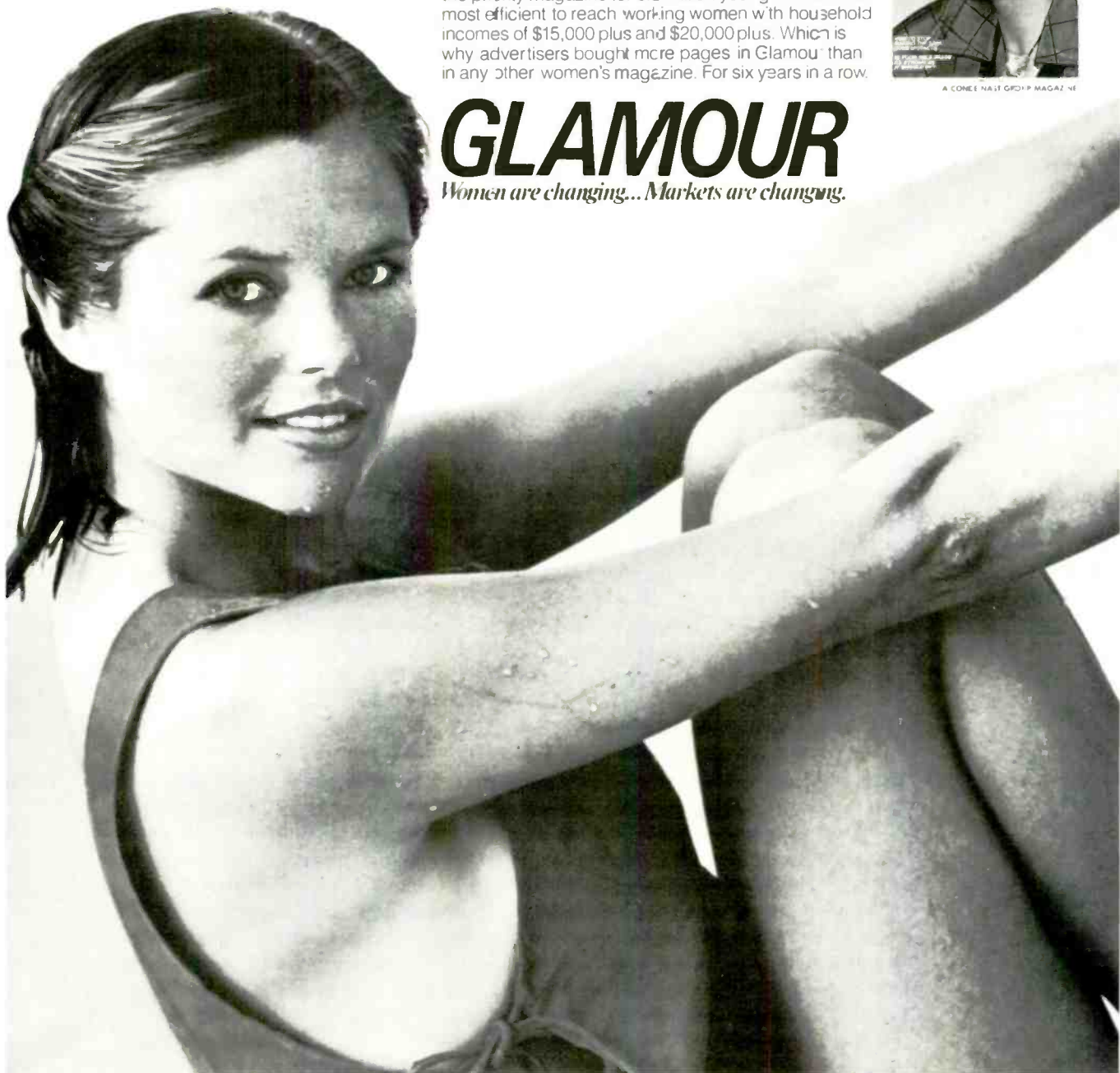
Glamour listens. Glamour responds.

With medically backed facts on what and how to eat to build energy. Step-by-step instructions on exercises that tune the body, increase stamina. The sports that keep them in peak physical condition. And a buyer's guide on the gear and garb that help them play better, and look better while they play. It's what makes Glamour the priority magazine for 6.5 million young women. The most efficient to reach working women with household incomes of \$15,000 plus and \$20,000 plus. Which is why advertisers bought more pages in Glamour than in any other women's magazine. For six years in a row.



GLAMOUR

Women are changing... Markets are changing.



nine-column page won't explain the increase in lines. That went into effect before last November.

■ **Women's magazines close record first half.** Preliminary figures show the "Seven Sisters" up 15.2% in actual pages, not just dollars. Final figures will show a bigger percentage gain, because on their new every-28-days schedules, *Family Circle* and *Woman's Day* will have a seventh issue sneaking in at the tail end of June.

That should mean another 200 pages of advertising as yet uncounted. Publishers are going as far as Finland to scrounge around for extra paper.

Big mover in this group is *Better Homes & Gardens*, up 51% in pages. Part of the gain is due to a cut in page size so that last year's junior page is now a full page. Most important, though, is the rate cut that accompanied the change in January. Despite a Spring, 1977 increase, rates are still below last year's. *Better Homes* has a further growth potential that the other women's books envy. Straddling the media fence between women's books and shelter books, it's bound to feel the step-up in housing starts, now at their highest level in four years.

The long-closing women's books are always the first to count the take. But the entire magazine medium, which has just counted its first three months, is doing well, too. Publishers' Information Bureau says the medium is up 12% in pages and 21% in dollars.

■ **Fifty-two People; 26 of Us.** The conservative New York Times Corporation directors voted to venture into *People's* bailiwick with a new magazine called *Us*, but only as a bi-weekly for starters. They warned their stockholders that the start-up would eat up 15 cents of each share's annual profits for a year or two. Their promotion people sat down to position a bi-weekly versus a weekly, came up with: "... as a bi-weekly *Us* largley forsakes covering yesterday in favor of tomorrow." The circulation staff is hoping you'll try *Us*, on alternate weeks with *People*, which would make you an every-issue buyer of *Us*, an every-other-issue buyer of *People*. *Us'* first cousin, *Family Circle*, sent its 35-man circulation field staff out to the supers to win rack space for *Us*. Showing the track record of *Us'* pilot issues, they signed up 160 chains. Bi-weekly frequency gives the stores reasonable turnover, gives *Us* two weeks to sell out. All of which doesn't bother *People* in the least. *People* upped its cover price from 50c to 60c the week before *Us* bowed.

■ **Media imperatives revisited.** Lots of people must be looking into Simmons' "media imperatives" (heavy magazine readers who are also light tv viewers, and vice versa). So many, in fact, that TGI has had to make a similar analysis. Since Simmons has trade-marked "Imperatives," TGI is calling its groupings "Media Comparatives." Whichever one you're looking at, you can now get from *Newsweek* an analysis of your media mix by frequency distribution — how many of your Imperatives/comparatives you're reaching once, how many twice, how many with greater frequency.

■ **Media month-ends:** Seems every woman's magazine is positioning itself as a working women's book. Even *Redbook* has put its "Young Mamas" to work. □ The energy crisis is generating page after page of advocacy advertising in the *New York Times*, *Wall Street Journal*, *Washington Post*, and other "platform" newspapers. □ East/West Network now boarding still another airline magazine: Southern. Take-off time: July, 1977. That'll make 12 airline magazines under its wing. □ That was a dramatic idea of Tv Bureau to simulcast its new presentation, "Television, The Sum of the Alternatives" to media decision makers from coast to coast. But those who couldn't make the simulcast time and missed the message were reminded of a broadcast shortcoming. □

Turn to page 180 for Media Month at Deadline

Here comes *The Number One Woman.* For May.

***She's yesterday's child and today's woman.
And her initials are LHJ***

She's in the best tradition of yesteryear and into the latest trend of the moment.

And she turns to Ladies' Home Journal for the newest ideas about every one of her many lives.

Pick up the May LHJ and see for yourself You'll find editorial-with-a-twist and service-with-a-surprise as only LHJ can do it.

You'll get warm, amusing and inside insights as 22 famous personalities—from Rosalynn Carter to Arnold Palmer—give their personal reflections of their mothers.

You'll find novelist Budd Schulberg switching from boxing gloves to velvet gloves with a revealing portrait of Princess Grace.

You'll see how LHJ editors read their readers' minds with 12 instant Makeup Tricks that conquer their 12 most common bugaboos. And much, much more.

And it all adds up to this. If you're one of our readers, The Number One Woman is you. And if you're one of our advertisers, The Number One Woman is yours.

*The
One and Only
LHJ*



LADIES' HOME
Journal

"MY MOTHER"
By Rosalynn Carter,
Arnold Palmer and
20 others.

**IRVING WALLACE'S
"LISTS"**

An outrageous new
almanac of love, sex and
marriage.

**FOODS THAT MAKE
YOU PRETTIER**

A doctor's proven Rx.

**FASHIONS IN
A FLASH**

Sew them tonight.
Wear them tomorrow.

WOMEN BOSSES

What men really think.

GET THE IDEA
GET THE GUIDE
**AMERICAN
TRADITION**
A HOUSE & GARDEN GUIDE

People with respect for the ideas, designs, workmanship that went into past American homes get it...to help them blend tradition into contemporary living. Restoring a vintage house, building a new one, collecting antiques, buying reproductions, or delving into time-honored crafts, they find American Tradition an up-to-date store of useful historical inspiration.

For \$2 spent at newsstands, they get product news...decorating, remodeling and restoration case histories...even a selection of American traditional house plans to order by mail.

When they get American Tradition, you get them—an attentive audience uniquely receptive to your selling message. Be sure it's included when this beautiful, authoritative annual closes, July 5 (on sale September 13). Reserve space now by calling (212) 692-5355, collect.

Get the idea. Get the Guide. Or two, or three. They work together.



A Condé Nast Publication

Mediology



Ed Papazian

VIOLENCE ON TELEVISION

In recent months one after another, some of the largest tv advertisers have issued well-publicized edicts instructing their agencies to avoid violent and otherwise "objectionable" programs when making their tv buys.

While some are fairly well thought out, many of these "guideline" statements are disquietingly vague and some are obviously "political." But regardless of their nature, the effect is the same. Backed by the PTA, AMA, and other prestigious organizations, the anti-violence people are succeeding in their campaign to intimidate advertisers as a pressure tactic against the networks, whose programming they are trying to reform.

The primary targets, initially, would seem to be the fairly large number of detective and "police" shows which have come to the fore in the late sixties and seventies, filling the void left by westerns and other "action" types. But if the anti-violence forces have their way it's obvious that they will expand their campaign to exclude shows that are "vulgar" or "sexist," or those that present ethnic groups in a bad light, and ultimately, they are against all programs that have no redeeming "social value."

They would like to see commercial television transformed into educational television — or intellectual television. Naturally, they would like to see far fewer commercials as well as stringent requirements obliging advertisers to be more "honest" if possible, to advertise only "worthwhile" products.

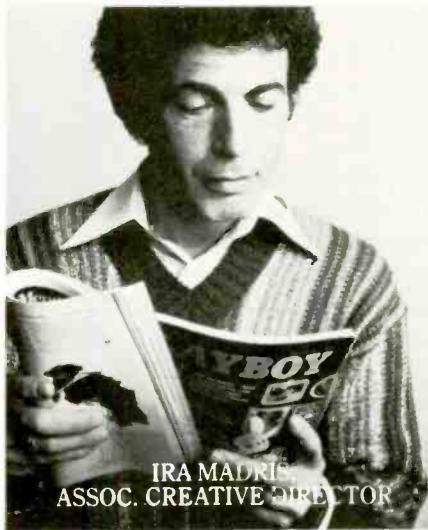
It's amazing how easily advertisers can be manipulated. Apparently the higher echelons of many of these companies are so anxious to avoid problems that the receipt of a single letter from a little old lady in New Podunk, Iowa, is enough for them to drop the show she objects to from their schedules.

Well-organized letter campaigns, or pressure tactics seem to be producing even better results — with wholesale adjustments in tv buying tactics. In some cases, up to 60 or 70 programs are now banned as "undesirable," if you count the "off-network" reruns used so heavily by local stations in their early evening and weekend time slots.

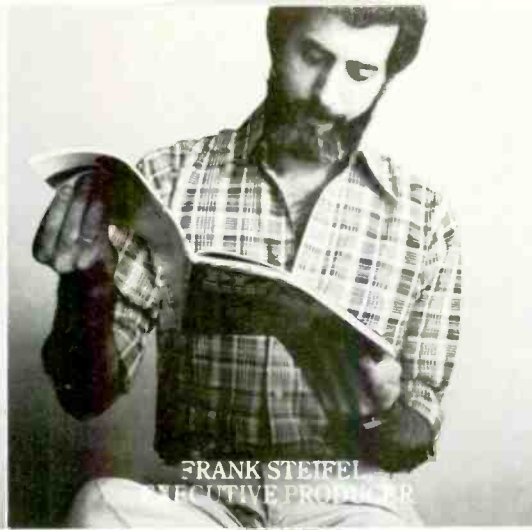
One of the most neglected aspects in the controversy over violence on tv is the effect that program type boycotts can have on the advertiser's media plan. Of course, the medium's critics don't care a hoot about this, but one would think that the advertisers might.

It's axiomatic in publishing, in the movies and, of course, in tv that violence and sex (the two go hand in hand) are the most effective lures for younger adults, particularly men. In this regard, an analysis of last fall's ratings for 21 programs that would be generally regarded as "violent" and 47 programs that would be classified as "acceptable" (non-violent) on most of the lists, is revealing. The violent grouping included 14-15 detective or police shows and the various movie blocks which have high action-adventure content, while the "non-violent" cate-

Continued on page 14



IRA MADRIC
ASSOC. CREATIVE DIRECTOR



FRANK STEIFEL
EXECUTIVE PRODUCER



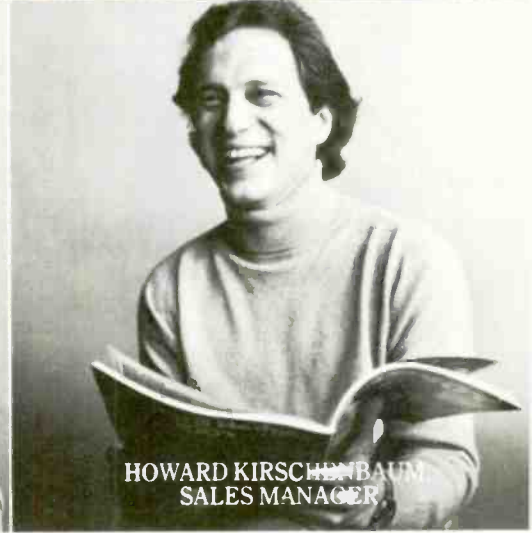
BRIAN LEWIS
EXECUTIVE RECRUITER



RONALD OWENS
ACCOUNT EXECUTIVE



BRAD SPRINGER
ARCHITECT



HOWARD KIRSCHENBAUM
SALES MANAGER

The Playboy reader:

He's attracted a new advertiser every 3 days for the last 6 months.

Wow.

68 new advertisers in 6 months.

More pages, January to June, than PLAYBOY has ever carried before in its long, successful history.

20 new advertisers in June alone.

The biggest June in our history.

That's called momentum.

We've got it. But what's important to you is why we've got it and what it can do for you.

Why we've got it is simply, and without

doubt, the PLAYBOY reader:

Today's under-35 young men. A vital, alive, spending group of young men who are earning—and spending—more money quicker than any similar group before them. The most vibrant prospects American business has been blessed with since the post-World War II boom.

13,655,000 men every month.

More than any other men's magazine, newsweekly or sportsweekly.

The Playboy advertiser:

When it comes to reaching men, he comes to us.



At last, the good guys finish first.

We environmentalists have been fighting for conservation for a long time. Now, more and more we're getting some recognition.

Like the Columbia School of Journalism Award for editorial excellence. For our study of the ecological disaster caused by the Garrison Diversion Irrigation Project in North Dakota.

And our readers are getting recognition too. Because our 1976 Starch readership study tells who they are:

- median age 44
- average income \$35,708
- managerial/professional
- college educated

And in one out of two households, our average subscriber:

- owns an imported car
- drank wine at home last week
- owns a 35mm SLR camera
- went camping
- gave a speech or addressed a public meeting
- belongs to a professional organization
- holds a valid passport

Furthermore, the average *Audubon* household last year:

- owned a home worth \$64,000
- purchased 21 books
- vacationed 30 days away from home

You see, they're a class market of mature and self-assured environmentalists. Successful and responsible. Highly educated, and affluent.

And 82% of all adults in our 300,000 households read *Audubon*. An estimated total readership of 1,032,000 good guys.

Audubon, the right environment for your advertising. Because our good guys buy.

Audubon: Benchmark for the environment.

AUDUBON

950 Third Avenue New York, N.Y. 10022
(212) 832-3200 Ann Parris, Advertising Manager

MEDIOLOGY (from 12)

gory was dominated by more than thirty situation comedies, along with varieties and dramas in the *Waltons* or *Little House On the Prairie* vein. Despite the latter's edge in numbers, it should be noted that with so many of their telecasts consisting of half-hour comedies, while all of the detective entries were sixty minutes long and the movies, of course, were still longer, the actual amount of time devoted to the two groups was almost equal. The "violent" shows averaged about 27 hours per week, the "non-violent" averaged about 32.

Although there was little to distinguish between the two groups where household ratings were concerned (the "violent" shows led by about one rating point) the demographic breakdowns demonstrated the clear edge that "violent" programs have with younger men. The following table indicates the gains or losses that an advertiser who was exclusively in "violent" shows would incur by switching exclusively to "non-violent" ones:

| | | |
|-------------|-----------|-----------|
| Total Women | | No change |
| By age: | | |
| 18-34 | | No change |
| 35-54 | | - 6% |
| 55+ | | +14% |
| Total Men | | -14% |
| By age: | | |
| 18-34 | | -21% |
| 35-54 | | -20% |
| 55+ | | - 7% |

Masked by these "top line" statistics are even more interesting differences. For example, younger, *upper income* women lean to detective shows and movies. Thus, even though comedies and varieties (along with romantic dramas and medical shows) are excellent ways to draw women, those with the best educations and incomes tend to view more selectively. In consequence, the advertiser who switched completely, would lose about 15-20% of his impressions among women under 40 in the \$20,000 plus, college-educated category. The same pattern applies for men. If we take the 18-34 group and within it take only the highest income level, the penalty for switching completely to non-violent shows could rise to 25%.

To be objective, we should note that many advertisers use a mixture of program types that ranges across both violent and non-violent fare. In such cases, the elimination of the violent shows would produce a smaller effect, but in the case of younger men, particularly, it would still be in the 10-20% range. And, as we have noted, the "upscale" penalty could be relatively greater.

At least two things are apparent from this analysis. First, if you happen to be one of the large food or soap advertisers who "targets" his corporate tv buys against women 18-49 or 25-54 and isn't too concerned about income or education, you can espouse the anti-violence cause *without* making much of a sacrifice. So the tendency of such advertisers to fall into line is not surprising.

The second point is that advertisers selling razor blades, cars, shampoos, hair dressings, grooming aids and scores of other products and services, whose prime prospects are men in their 20s, 30s and 40s had better take a long hard look at the media implications if they are contemplating such a move — especially if they are trying to reach the best educated segments within these age groupings.

It's almost like asking a brand manager, who is spending five million dollars now to get the same impression weight he bought for three million only four or five years ago, to ante up \$750,000 out of his media budget to support the anti-violence cause. Put it this way and I doubt that the idea would get any serious support.

But it isn't being put this way. Indeed many of my agency friends have admitted to me privately that they are under overwhelming political pressure to go along with it, and they are not allowed to present an opposing case effectively. Privately, some of the ad directors also feel the same way, despite their public statements. But they face the same problems within their organizations.

Continued on page 16

you know who your customers are.



but we know where they live.

Target Marketing is a new computerized distribution method to deliver your newspaper insert right to the doorstep of your best sales prospects.

Direct mail costs a lot. Enough to tear up your new-product-testing budget. Or any budget, for that matter. That's why we've developed a new distribution method called Target Marketing. It's different. Computerized. Economical. And it's one of the most efficient, effective methods to reach carefully pre-selected audiences.

Here's how it works. You insert a preprinted advertisement in The Milwaukee Journal on any given day. And you select the exact type of reader you want... age, education, income, family size or whatever. Our computer will select the areas with the highest concentration of those readers for you. From as few as 25,000 to as many as you request. No wasted coverage. No wasted dollars.

This targeting is enhanced because the Journal SMSA home delivery coverage is the

best in the country (70% on weekdays and 80% on Sunday). By carefully analyzing data from our annual Journal Consumer Analysis, we've split up our circulation into 58 market cells, each with a different demographic makeup. Add the computer analysis... and that's *Target Marketing!*

It's flexible. You can add a coupon to gauge response, or vary your copy to pretest ideas. You can repeatedly hit carefully selected demographic targets, rather than going with just one full-circulation insert. The possibilities are endless!

So hit hard. Hit on target. And hit effectively. With *Target Marketing* at The Milwaukee Journal. For more details, call Jack Koller at (414) 224-2475 or mail this coupon today.

The Milwaukee Journal MD

Jack Koller, General Advertising Dept., The Milwaukee Journal
Journal Square, Dept. A
Milwaukee, WI 53201

Yes, Please send me the latest facts on your Computerized Target Marketing Program.

Name _____ Title _____

Company _____

Phone _____

Address _____

City _____ State _____ Zip _____

Why our computers don't devour your media dollars as fast as theirs do

The three media research data retrieval services are all basically the same.

For example, if you need to reach single men over 25, who drink 12 year old scotch and eat hot dogs, we'll all give you about the same numbers.

But we don't all offer them for the same price.

Marketronics can give them to you for less than Telmar or IMS.

We're a unit of American Can Company.

So with our tremendous resources—both machines and people—we can deliver what our customers consider to be the best service available.

All of which means we can probably save you money.

So the next time you need media research or planning assistance, consider this:

We'll tell you where to go, for less than anybody else.

Call us and ask.

AIMarketronics

100 Park Avenue New York, N.Y. 10017 (212) 972-4901
44 Montgomery Street San Francisco, Ca. 94104
(415) 434-0277

MEDIOLOGY (from 14)

It's a shame that emotional factors are prevailing. The issue itself is certainly worth investigating. Yet, despite a succession of well-funded government studies into the effects of violence on children, and many private investigations, there is little hard evidence on the subject. A case in point is a recent study by a large ad agency which reported that 1-2% of its respondents claimed that they would boycott products when they were advertised on violent shows. The same study supposedly shows that a much larger segment is generally displeased by too much violence on television.

All of which is interesting, but hardly conclusive. In fact similar findings recur in survey after survey, going back to the late fifties when all of those westerns and private eye shows were on.

There's always a dissatisfied group, ready to voice complaints, especially if one makes a point of probing deeply to encourage their comments.

But what does it all mean? If you believe the commercial recall studies, they tell you that almost no one can remember who the advertiser is even thirty minutes after they saw his commercial, unless the interviewer prompts them with a product cue. If this is true, unless the people who intend to boycott the advertiser's product when it appears on a violent show take notes while they watch, they won't remember who to be angry at the following day when they go to the store or supermarket. Which raises another question. If these people object so strongly to *Kojac*, *Baretta*, *Hawaii 5-0* etc why do they watch them in the first place? Or do they watch them?

Last but not least, consider this question: *Is it the advertiser's function to censor the media he advertises in?* The critics would argue that it is, that the advertiser has a "responsibility" to the public. Apparently they are not aware that today's tv "sponsors" aren't "sponsors" in the sense they once were. Except for an occasional special or promotional foray, most advertisers are "participants" in the shows that carry their commercials. They have nothing to say about their content, their direction or their scheduling.

If they were allowed to, there are those who would argue that the advertiser's main responsibility is to himself and that, given the normal bounds of decency and common sense, he should concentrate on getting his message to the consumer as often and effectively as his budget permits. In short the advertiser is a marketer, not an educator, and his primary effort should be to sell his wares. Ample funds are being spent on public tv which so far has failed to draw the kinds of ratings its proponents hoped for whenever it competes with commercial television.

One of the basic problems with the anti-violence people is their hard and uncompromising attitude. When you plough through the reams of rhetoric and get down to the main issues, the essence of the anti-violence campaign is the fear these people have of its effects on children. Television has conceded this point and, in the opinion of many, made serious alterations in its children's fare, and of course, in the so-called "Family Hour."

But the protestors aren't satisfied. They want to control what the children see even after nine o'clock in the evening, when they constitute only a small percentage of the audience.

While the violence issue remains unsettled it seems to me that quite a few advertisers have adopted a position that shirks the responsibility they have to *themselves*, namely to do the best job of selling their ideas to the public within the limits of propriety.

It's possible, of course, that the critics' claims are correct and that there is some sort of negative rub off when a commercial appears in a violent program (possible, but not very likely).

But I for one would like to see some decent research on the subject, not broadstroke generalities, before I took some action, especially when its effects can be so serious on my impression delivery.

There must be a point where the advertiser should draw the line and insist on the facts instead of jumping on a bandwagon which isn't necessarily going in the direction he wants to go. ■

A SOUTHERN CALIFORNIA FABLE

Or Why the Panda Quit Tennis

Once upon a time in Southern California a Koala Bear and a Panda played a singles match and discussed the relative merits of tennis courts.

"Well, L. A. has quite a few," said the Panda, fluffing a shot, "but you shouldn't overlook San Diego. After all, L. A. isn't all there is to Southern California."

"Oh?" said the Koala, hitting a cross-court volley.

"Sure," puffed the Panda. "Take advertising, for instance. 81% of Southern California's \$39 billion in retail sales come from L. A., Orange and San Diego counties combined. But a lot of my friends back East think they can cover the market with the L. A. newspapers."

"Can't they?" asked the Koala, lobbing to the base line.

"Never," said the Panda as he netted his backhand. "They have to reach San Diego too, and the only way to do that is with the San Diego Union-Tribune."

"But," said the Koala, "I always thought TV was the way to blanket a market."

"TV is terrific," said the Panda, double

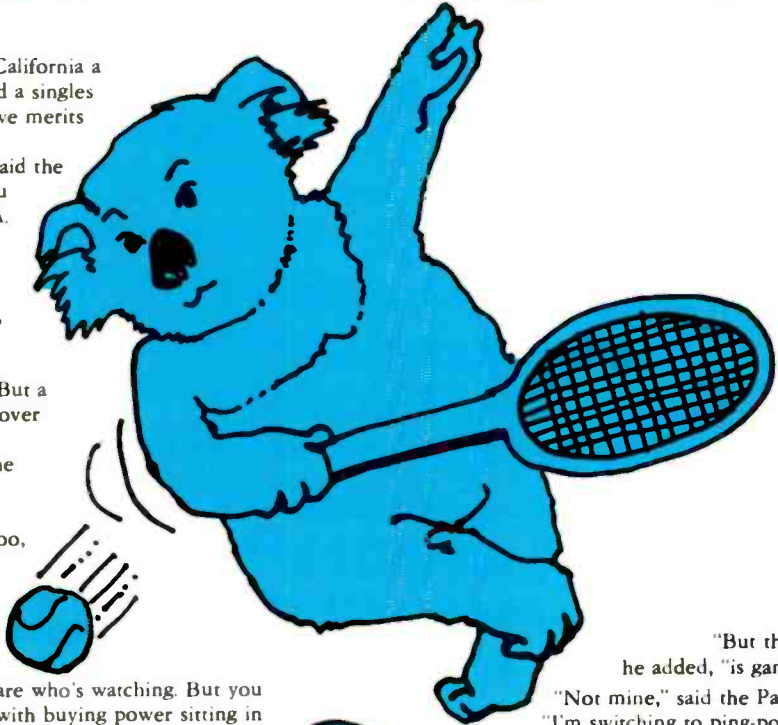
faulting, "if you don't care who's watching. But you won't find the people with buying power sitting in front of their TV sets."

"Really," commented the Koala, serving an ace.

"Your heaviest TV viewers," gasped the Panda, "have the least income to spend, while the heaviest newspaper readers earn more than \$15,000 a year."

So the thing to remember is that a five-day campaign in the Union-Tribune delivers 90% of San Diegans with incomes over \$15,000."

"I'll keep it in mind," said the Koala.



"But that," he added, "is game."

"Not mine," said the Panda.

"I'm switching to ping-pong."

MORAL: When you're looking over Southern California, don't overlook San Diego.

**THE SAN DIEGO
UNION
EVENING TRIBUNE**

Copley Newspapers
Represented by Sawyer-Ferguson-Walker



National advertisers like these use **Progressive Farmer** to go after the South's \$76 billion C&D retail market.



They want a bigger share of the non-metro South, half of America's largest retail market.

Last year C&D counties set a pace of \$76 billion in retail sales in this region which led the nation in population growth and virtually every other economic index.

National media coverage continues deficient in the non-metro South where our 900,000 subscribers are concentrated.

So, if you want to increase your penetration and market share in the non-metro South, follow the lead of successful national advertisers already using *Progressive Farmer*.

Where national magazine coverage thins out, national advertisers fill in with ***Progressive Farmer***®

MEDIA Update

Print vs. tv

Score this round for tv. (See "The Media matching game," November, 1976, pg. 64).

Several years ago, the E.I. du Pont de Nemours & Co., Inc. tested its corporate advertising campaign to see whether print or tv was the better image builder. Du Pont found that over a year's time, its panel of tv viewers registered a more favorable attitude to this chemical company than a panel of magazine users. In fact, the magazine readers' opinion of the company's image actually declined over the year.

"That was pretty strong stuff," said Robert Grass, manager of communications research at Du Pont, which suspended its print corporate advertising when the test results were analyzed.

"Why?" asked Grass, speaking at last month's ANA Media Workshop. "We didn't know why. The print ads were close counterparts to tv. Maybe they weren't good; maybe it was faulty research. But for some reason, print wasn't working for us."

But since that test in the early 70s, Du Pont has batted around some theories. The prime one concerns the self-selection process, which a medium user applies when selecting what material to read or view. The magazine reader has to stop and decide whether to look at an ad; the tv viewer has to stop and decide *not* to look at an ad.

"Because the human is inclined not to stop what he's doing," said Grass, "the browsing reader will continue to browse, and the captive tv viewer will continue to view."

Du Pont constructed a test of six brands that were represented in both tv and print advertising. (The print ads were taken directly from the commercial, using a frame of the spot with identical copy.) The results were that more copy points were learned from the tv commercial (75% of potential) than the print ad (39% of potential).

"The difference is very evident at the low end of the usage scale," said Grass. "If you're not going to buy or use the product, you won't read the ad. But with tv, you'll watch and learn some of the copy points."

Grass hastened to add: "This doesn't mean that tv is a better buy than print. There are other considerations, including cpm's."

There were also some at the media workshop who questioned Du Pont's testing procedures. The most common comments: "How could they translate a tv ad into a

print ad and still consider it to be an effective print ad?" And, "Magazine readers tend to be more skeptical of business than is common. Shouldn't these psychographics be taken into account when selecting a panel of magazine users?"

By the way, Du Pont has stopped its corporate advertising altogether. "The mystery is solved," said Grass. "The answer is we just didn't cut the mustard."

Si Cie

The new perfume from Shulton, Cie, got a heavy roll-out last month with spokesperson Candice Bergen and a \$5 million media budget. Cie (which means *together*) is aimed at a psychographic segment labeled the *spirited romantic* (See: "Brand Report 10, cosmetics," August 1976, pg. 113).

Base medium for the new product is television, with a heavy print overlay. Cie will follow the seasonal pattern of the perfume market, sinking its broadcast dollars heavily into pre-Mothers Day and pre-Christmas gift giving campaigns. Prime time will be used against the general exposure 18-49 market segment, and late fringe will be employed against the younger audience. New York and Los Angeles will get the heaviest media exposure to Cie.

Print is being used simultaneously with the television roll-out, and will be brought in during the late summer and early fall to sustain awareness and build toward the perfume interest that gains momentum in the fall. The magazine schedule for full color spreads includes *Cosmopolitan*, *Glamour*, *Mademoiselle*, *Seventeen*, *Vogue*, *New York*, *New West* and the *New York Times Sunday magazine*.

Trade advertising and retail co-op programs are also employed in support of the introduction.

Popularity in pants

Pants, and particularly jeans, will continue to extend their popularity among women, a marketing survey from R. H. Bruskin Associates suggests (See: "Brand report 13: apparel," November 1976, page 129).

According to Bruskin, consumers report intentions to buy more clothing this year than in the two previous years. Additionally, the report indicates that about one out of every two women believe jeans will continue to gain in popularity, and one of every three feel dresses will be less popular.

Continued on page 20

How Taster's Choice gets an extra cup in Minnesota.

Like many perceptive food advertisers, Taster's Choice® freeze-dried coffee (Nestlé) puts its dollars to work in the Minneapolis Tribune and The Minneapolis Star. Because this powerful newspaper combination brings them important extras. At no extra cost.



youth with features and articles on contemporary life styles, food and entertainment. The 18-35 age group it attracts is free spending and highly responsive to new food ideas.

With five full days allowed between morning and evening insertions, one combination ad can work over two shopping weekends with double the opportunities for merchandising and retail tie-ins.

Strong Taste appeal

Wednesday evenings, the award-winning *Taste* section of The Star creates an ideal setting for food advertisers. Its bold, colorful illustrations and bright, helpful food ideas attract impressive numbers of recipe-reading, coupon-clipping food buyers.

The young Thursday crowd

In the morning Tribune, the lively *Thursday* section puts the accent on

Town-and-country coverage

Today, this one thrifty Star/Tribune combination reaches 55% of households in the 10-county Twin Cities metro area. Plus 36% of all households in the entire state! Where else in Minnesota could your media dollars reach further and work harder?

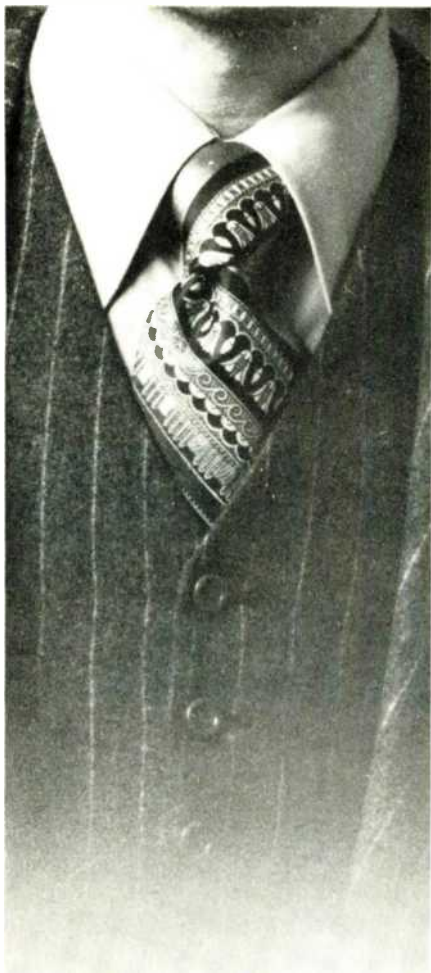
It's food for thought.

Advertising Dimension Standards Classification



The Minneapolis Star/Minneapolis Tribune

Working like partners in newspaper advertising sales with Cresmer, Woodward, O'Mara and Ormsbee, Inc.



TAILOR MADE

Among the total adults in Bergen County, 27% are in households where the male chief wage earner is a college graduate, compared with 17% of the total adults in households in the 20-County Greater New York market.

The Record is tailor-made for selling Bergen. It has more circulation in Bergen County—daily or Sunday—than all New York City and Newark newspapers combined!

The Bergen Record

(Don't buy New York without it.)

Source: Markets in Focus 1974
National representatives Sawyer-Ferguson-Walker

Yogurt horizons expand

Frozen yogurt's development hasn't reached the glacial stage, yet, but H. P. Hood's entry into the market with its Frogurt Frozen Yogurt promises to keep dispensing machines busy (See: "From fad to fame," March 1977, pg. 74).

After a six month introductory campaign to the trade, Hood rolled out its Frogurt last month in six markets: Boston, New York, Chicago, Los Angeles, San Diego and San Francisco — with a media budget of \$600,000.

Hood, with its agency, Hill, Holliday, Connors, Cosmopolos, bucked the trend by avoiding television. John M. Connors, agency president commented, "We want to catch people while they're driving." Consequently, the campaign runs on radio and outdoor billboards and transit posters in subways and buses.

Hood president Edward Gelsthorpe said, "I can't think of a faster-growing food product in the country, especially one that is not sold through a supermarket."

The initial campaign runs for eight weeks.

Which children watch

The higher the level of education of the mother, the more likely she will be to exercise some control over her child's television viewing habits, according to a study done for *Boy's Life* (See: "Roundtable Five: children's tv," July 1973, pg. 64). The study was conducted among a random sample of 1,500 mothers of boys who subscribe to the magazine.

When the mothers were asked if they encouraged their children to limit their tv viewing time, 86% of them replied that they did. However, 94% of those respondents whose education level is College grad or higher encouraged limited viewing as compared with 80.3% of the mothers whose education level is graduated high school or less.

When asked about the amount of time their youngsters spent watching tv, the responses showed that the higher the level of education of the mother, the less time she felt her children spent watching tv. The study also showed that the majority of mothers (87.1%) indicated there are some television programs they would not allow their children to watch.

FM soars

FM continues to capture an ever larger share of the radio audience, a CBS analysis of recent RADAR reports indicates (See: "Radio's ugly duckling," April 1976, pg. 56). J. Robert Cole, vp, CBS owned FM

stations said, "The nationwide FM share of the total radio audience is progressively increasing throughout the day in all significant dayparts. In fact, in the evening, FM listeners are now nearly equal to AM listeners, and in some time periods, like Sunday evenings, FM radio actually attracts more audience than its AM counterpart.

Cole cites the analysis of RADAR 1976 data which shows FM's share of the nationwide radio audience at 41.5% (total day, average quarter hour, persons 12 plus). This is an increase from 39.6% in the Spring RADAR report.

The FM share is strongest and continues to increase in the evening hours where it reaches 49.6%, an increase from 46.7% from the previous year. On Sunday evenings, the 7 p.m. — midnight FM share of the total radio audience is 53.7%.

Arm & hammer

Church & Dwight Co., makers of Arm & Hammer products showed its muscle in court recently as it won an injunctive order forbidding Helene Curtis Industries from using the words Arm in Arm in conjunction with any of its deodorant or antiperspirant products (See: "The name-callers," April 1973, pg. 66). Dwight & Church alleged trademark infringement, dilution and disparagement of trademark rights and unfair competition by use of the trademark and the packaging of the Arm in Arm product.

U.S. District Judge Frank J. McGarr, Northern District of Illinois, Eastern Division, found that Helene Curtis "purposefully chose a confusingly similar and infringing trademark for the reason that Arm in Arm readily produces in consumers' minds the image of Arm & Hammer baking soda, therefore, Curtis acted at its peril." He further found that Curtis "intended to derive benefit from confusion caused by Arm in Arm and to take advantage of goodwill previously established by the plaintiff for its Arm & Hammer products."

Sears in print

Already a heavy user of newspapers, Sears increased its newspaper advertising by 14% in 1976, according to figures available from the Newspaper Advertising Bureau (See: "How Sears plans media," September 1975, pg. 53). Meanwhile, Sears increased its local use of television by 1% in 33 major markets for which data on both media are available. The newspaper total for the 33 markets was \$120.1 million, up from \$104.1 million in 1975.

Meet Lori Sun, San Francisco.

Age 18. *Seventeen* reader.



Weekly marketing often falls to Lori because parents work. And she enjoys cooking.



Easter recess was spent in Spain with classmates. She returned eager to travel more.



'Midnight Murder' is the thriller she's writing "for fun." She types homework, too.



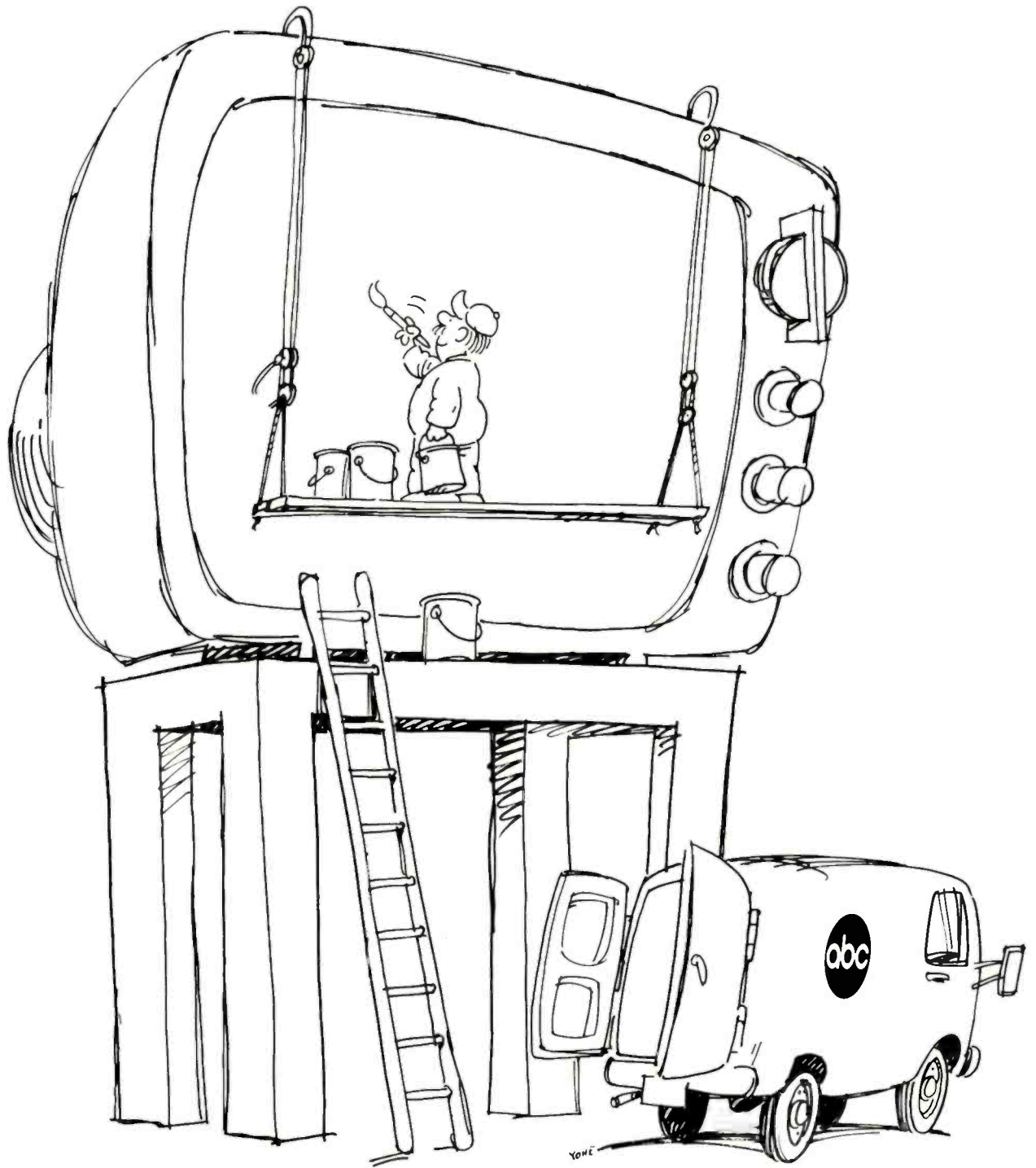
Tennis, biking, swimming, jogging are favorite athletics. They "get the blood going."



Tutoring after school provides extra income. Lori plans a career in TV or radio.

Multiply her by *Seventeen* and you're into a \$20 billion market.

TRIANGLE COMMUNITY RELATIONS



We're changing the face of television.

Take a good look at the ABC schedule today. And then reflect for a minute on how ABC has changed the face of television in the past year and a half. What's different today?

For one thing, there's more programming diversity on ABC than ever before. There are more new stars, new shows and exciting new concepts appealing to a broad cross section of viewers.

There are more comedy shows and more variety shows. And more family interest shows—including unique, new ideas like *Family and Eight is Enough*. Both are refreshing new ideas in programming.

In fact, when you think about it, it becomes clear that there is no such thing as standard, predictable programming on ABC. Instead, there are surprising new ideas week after week.

New ideas like *Roots*, a special event telecast on eight consecutive nights. It reached the largest audience in television's history. The only

thing standard about *Roots* is that it set new standards for the industry.

And there are special achievements like *Eleanor and Franklin*. With eleven Emmy Awards, it set new standards for excellence.

And there's nothing standard about ABC's philosophy of scheduling...the philosophy of a constantly changing "Living Schedule" that calls for program introductions at irregular times. In March alone the network introduced six new programs.

In fact, the only usual idea at ABC has been the idea of innovation and change.

Because we don't *accept* change as an inescapable aspect of our business. We reach out for it and welcome it. *We cause* it.

In the months ahead you'll be seeing more changes from the leading television network. Because we're committed to moving ahead...constantly changing and improving the face of television.

ABC Television Network 

How To Buy A Lot Of Influence In Washington.

Legally.



Announcing the results of a new study of the Washington, D.C. market.

Affluent, educated, growing fast... Washington, D.C. is a market where you belong.

And now, a new study proves, without a doubt, *The Washingtonian* Magazine is your primary media buy for reaching the young and affluent trend-setters in Washington.

\$25,468 • That's the median household income of this influential group. 252,100 adult readers, in all, with a median age of 35.2 years. 28% earn \$35,000 or more.

The new 1977 Scarborough Report for the Washington Market also confirms that our readers are:

- concentrated in the 25-49 age group (58%)
- well-educated (77% have attended college; 31% have done post graduate work)
- largely white collar households (72%), with the majority professional/managerial (58%)
- owners (63%) of expensive homes (83% valued at \$50,000 +)

How to buy a lot of influence in Washington? Start with *The Washingtonian* and the 1977 Scarborough Report. Phone or write to Bob Phillips, Associate Publisher.

Phone: 202-296-3600
In New York City: 972-1157

WASHINGTONIAN

1828 L Street, NW, Washington, DC 20036

SRDS Classification 30A

Letters

Tribute to a truly big guy

Ernie Jones is the outgoing chairman of D'Arcy MacManus & Masius and is assuming an International position. Eastman Radio wanted to say *thank you* to Ernie for all the good things and help that he has provided through the years.

Friday evening, April Fool's Day, we had a large outdoor board, pulled by one of D'Arcy's favorite accounts, Pontiac, that said: 'Ernie, You're Fabulous.' Yours truly was riding on the board as you can see, wearing a sweater with my favorite slogan on it: 'Be Fabulous.'

That was followed by another one of Ernie's favorite products, a Cadillac convertible, with cheer leaders. The Grand Finale was the University of Michigan Marching Band playing "The Victors" and "Let's Go, Ernie."

He also received a Be Fabulous award plaque that said "To Ernie Jones — a Beautiful Guy."

Perhaps someplace in your fine publication, you'll find a spot where the little people can pay tribute to a truly big guy.

William K. Burton, executive vp,

Robert E. Eastman & Co., Detroit.

Pittsburgh suburban papers

I am writing to correct some misinformation which was listed in the "Newspaper Battle in the Suburbs, Part 1" feature which appeared in your January, 1977 issue.

I am referring to the suburban buy listing which appeared on page 63, specifically the Pittsburgh listing. The *Homestead Messenger's* circulation (72,600) is mis-

reported as daily when it is almost entirely weekly and non-paid. Its actual daily circulation (7,218) would place it last on this list rather than second where it currently appears.

Although the USSPI Group listing is accurate, it does include the *New Kensington Valley News Dispatch*, our Gannett Newspaper, which is also listed separately. The *Valley News Dispatch* (circulation 42,188) is a vital part of the USSPI group (total circulation 56,055), but its influence is underplayed by your separate listing of it.

In fact, the *Valley News Dispatch* is the largest individual newspaper buy after the Pittsburgh metro dailies. Also, the paid weekly circulation of 38,315 and the non-paid of 1,199 has been omitted.

*James A. Cutie, research manager
Gannett Newspaper Advertising Sales,
New York.*

Local market data and outdoor

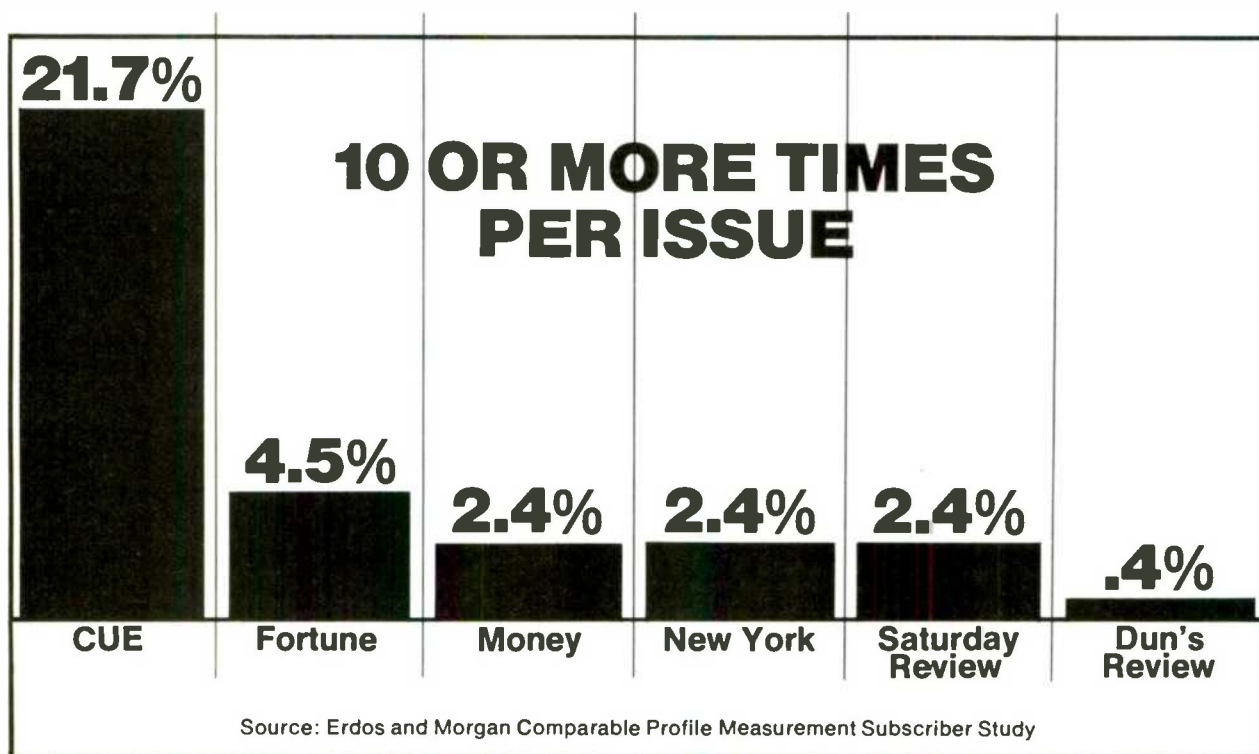
I have just devoured your March issue page-by-page. Ed Papazian has again proposed a novel idea — a syndicated local media service in the top 25-30 markets, conceivably more. I certainly feel that local advertisers in a market could benefit tremendously from this approach, and they could certainly gain added confidence in their own continued attempts to maximize effectiveness and, hopefully, efficiency.

By expanding this service's availability to large regional and national advertisers, those clients and agencies with a real desire to optimize local market advertising could get away from stereotyped spot/local market buys. This service becomes a very use-



Ernie Jones earns fame and glory for his years of distinguished service as chairman of D'Arcy MacManus & Masius. Eastman radio provides the festivities, with University of Mich. band.

CUE is picked up most often



Why? Because Cue readers cannot be without it. Where else could they find the best movies, theater, restaurants and TV shows?

But Cue is much more than an entertainment guide. Cue spotlights fashion, travel, photography, art, catering...

Erdos and Morgan proved it. Cue is seen more often than any other magazine measured in their recent study. Advertise in Cue.

cue

A STRONG BIWEEKLY CITY MAGAZINE
FOR AFFLUENT NEW YORKERS

NORTH AMERICAN CUE BUILDING
545 Madison Avenue
New York, N.Y. 10022

Oklahoma City

Pima

MORE FOOD SALES THAN BUFFALO AND AKRON COMBINED?

The Oklahoma City 58-county Primary Market Area accounted for \$1,151,671,000 in food sales last year. That's more food sales than were produced in the metropolitan areas of Buffalo and Akron combined. In fact, if the Oklahoma City Primary Market were called a Metro area instead of a PMA, it would be the 18th largest in the U.S. in food store sales.

You can reach this market with *The Oklahoman* and *Times* delivering 257,103 of the PMA households on every weekday and 286,570 on Sundays.

SOURCE: Sales & Marketing Management Survey of Buying Power 1976; ABC Audit, September 30, 1976

The Oklahoma Capital City Market

THE SUNDAY OKLAHOMAN 

THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES

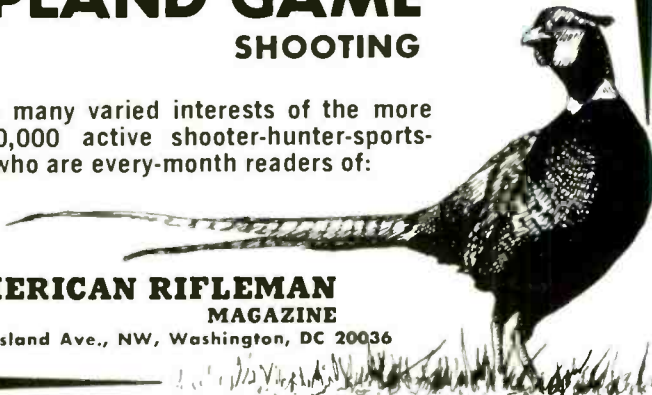
Represented nationally by Sawyer Ferguson Walker and Sunday Metro Newspapers

UPLAND GAME SHOOTING

One of the many varied interests of the more than 1,200,000 active shooter-hunter-sportsmen who are every-month readers of:

THE AMERICAN RIFLEMAN MAGAZINE

1600 Rhode Island Ave., NW, Washington, DC 20036



LETTERS (from 24)

ful tool to buyers who are eager to do a better job for their client. This approach also makes the service's cost more affordable by expanding the subscriber base.

Of course, another potential subscriber would be outdoor operators in those large markets. If the design of the survey could include valid information relative to automobile usage by members of the family, then certain logical conclusions could be drawn about exposure to the medium ("How many miles per week do you drive?", "How often do you use your car per day?", "How do you and/or your spouse commute to work?", etc.). Of course, skilled researchers can design much more effective questions than these rather simplistic ones. However, the point is that outdoor advertising is a strong contender for local media dollars and has valid applications in many retailers' media mix. Its inclusion in a syndicated local media service should not be overlooked.

Outdoor Advertising is becoming more sophisticated each and every day. The ability of Budd Buszek to nurture the growth of the T.A.B. and Dave Odegard's commendable "hands on" approach in guiding the Institute of Outdoor Advertising through some previous rough water to gain respectability, all prove that outdoor is alive and well. Advertisers and agencies alike are viewing our medium with a keen eye to its applications in helping to solve local marketing problems.

I certainly hope to see more articles in *Media Decisions* about outdoor advertising, and how it is working for a long list of satisfied clients (the Gordon's Gin article in the March issue is good for starters).

James E. Martin, president,
Eller/Pacific Outdoor Ad Sales,
Detroit.

■ Sunday circulation on *The Record*

I enjoyed the article, "The Suburbans" in your recent issue. However, there was an error in the Sunday circulation on *The Record* on page 128. It was reported as 158,000 and should have been 198,000. We are over 200,000, but it hurt to lose 40,000 with one sweep on the typewriter.

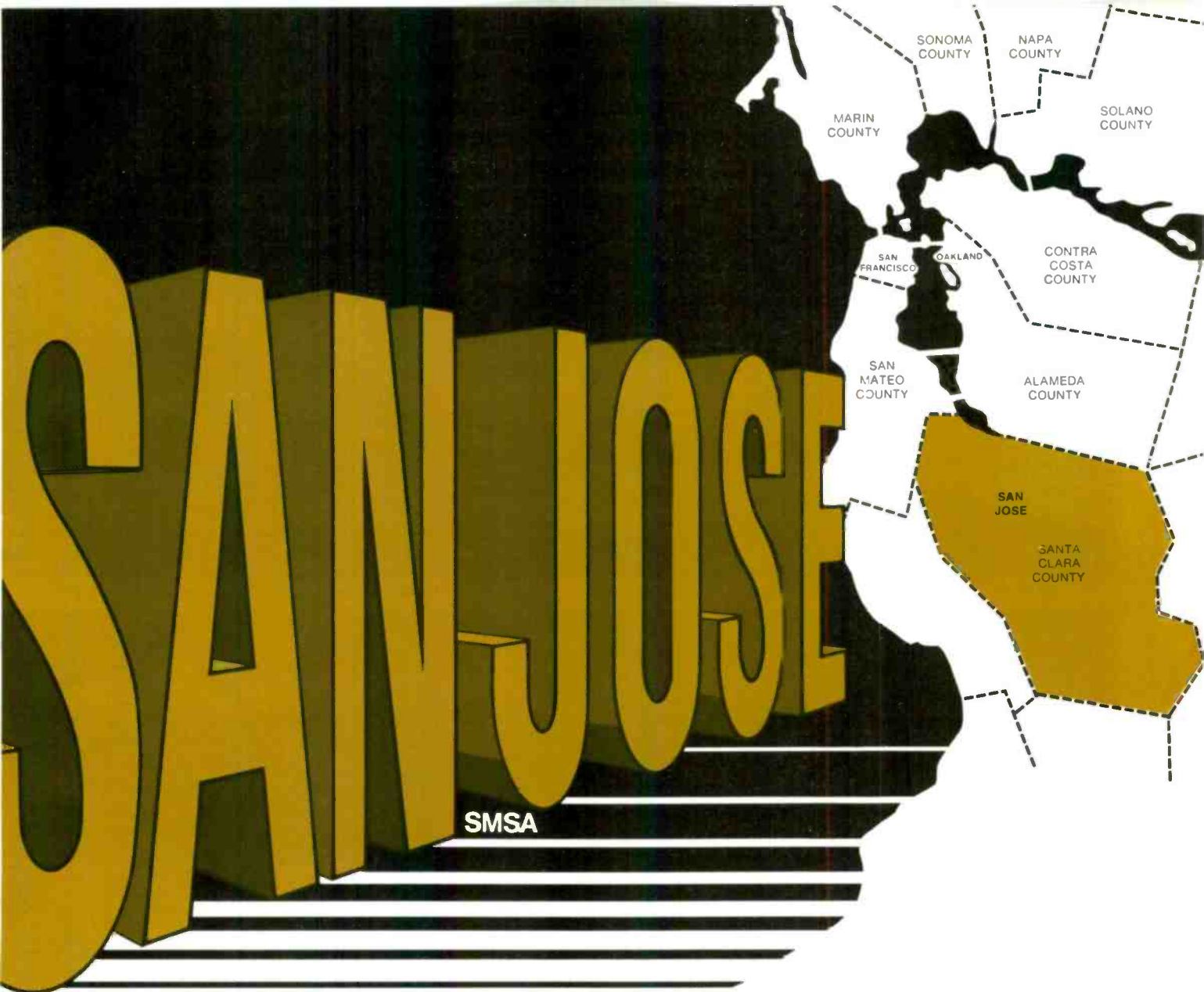
Frank J. Savino, vp,
The Record, Hackensack, N.J.

■ Price of EM/CPM

In your February issue, page 70, you gave the price of our EM/CPM survey for agencies above the top 100 as \$25. It should have been \$50.

Art Morgan, Erdos & Morgan, Inc.,
New York.

Continued on page 168



California's **Golden Market** **SAN JOSE SMSA**

Richest of all California metro areas in median household income (\$16,804). And its total retail sales now exceed \$3.6 billion—which is \$1.2 billion more than neighboring San Francisco city and county.

In the San Francisco ADI, the San Jose SMSA (Santa Clara County) now has more people, EBI and retail sales than any other county. 37% of its households are in the \$15,000-\$24,999 bracket . . . 21% in the \$25,000 & up.

SAN JOSE MERCURY & NEWS

The only newspapers that cover California's Golden Market . . . reaching five times as many households as any other daily . . . read daily by 57% of all adults in \$15,000 and up households . . . Sunday by 65%. Represented by Knight-Ridder Newspaper Sales, Inc.

Where would you like to hold your



La Costa Hotel and Spa, Carlsbad, California.



Pinehurst Hotel and Country Club, Pinehurst, North Carolina.



Dorado Beach Hotel, Dorado Beach, Puerto Rico.



Sea Pines Plantation, Hilton Head Island, South Carolina.



The Homestead, Hot Springs, Virginia.



The Breakers, Palm Beach, Florida.

next business convention?



The Concord Hotel, Kiamesna Lake, New York.



Mauna Kea Beach Hotel, Kamuela, Hawaii.



The Wigwam, Litchfield Park, Arizona.

Why do you think so many business conventions are held where people can play one of the great golf courses...

...even if it means traveling hundreds or thousands of miles?

It's obvious. Sports are woven through the whole fabric of business life.

In fact, they're an essential part of the total lives of most competitive, successful people.

Naturally, such people read Sports Illustrated. After all, when it comes to sports in print, SI is all by itself. It's the heavyweight. The Authority.

No wonder it's such an effective setting for corporate and business advertising, as well as the whole range of quality consumer goods.

Sports are very, very important to the people you want to reach. So it follows that SI is an important environment for your advertising.

And the clincher is our efficiency. Take our cost for reaching men 18 to 49. It's lower than any of the other newsweeklies!

If you think that sounds like a pretty unbeatable combination, join the club.

Sports Illustrated

We are sports in print.

Inside Media

Watch for Ford Motor to put greater stress in its advertising on the 25 and below youth market.

A survey that it recently completed showed that the below 25 market has expanded faster than any other segment of new car buyers.

The below 25 group, which had represented 15% of new car buyers, has moved up to close to 20% of the market. Of this new car buying contingent 60% were single.

(See MEDIA DECISIONS June and July issues for series on the younger singles market.)

■
Media directors in major agencies are reporting that tv rep salesmen and executives are getting back into the old pattern of agency relations.

They're making more frequent calls in person to talk about their stations' schedules, coverage story, quality of programing and specific programs. They're pitching to planners and buyers as they did in the '50's and '60's before the medium's supply/demand imbalance and before pricing took off like a rocket with the Bi-centennial celebration.

Probable cause: a softening in the marketplace. Agencies are back in the negotiating seat. Publicly-owned station group managements have reprojected their sales potential and profitability.

There's less talk about looking around for alternate media; more talk about distributing tv dollars into more day parts.

Media directors expect next step in buyer-seller intimacy will be the resumption of station sales managers' annual rounds of agencies, inviting buyers to lunch or dinner, arranging for on-the-home-scene weekend presentations to which agency people are invited en masse.

Observed one media director: "1977 may be the year of seller reacquaintance. When a client cancels a flight, the station will have no compunction about calling up the agency media department and asking whether there's been a switchpitch against it and whether the station may have the opportunity to counter the switchpitch.

"The station sales manager is up against last year's record billings. Now salesmen are bringing over their avails instead of sending them by messenger."

■
It'll be another month or two before Exxon determines whether to renew its institutional series of magazine ads concerned with energy. By that time it will have evaluated impact it made on women through four double-truck four-color adds in *Ladies' Home Journal*, *Good Housekeeping*, *Family Circle*, *McCall's*, *Woman's Day*, *Ms*.

The renewed series would run the balance of 1977, starting in July. It's the first time that Exxon has addressed an image campaign of this size to women drivers.

Continued on page 32

In April the five CBS Owned Television Stations launched a pioneering children's program: "Marlo and the Magic Movie Machine." It's a fast-moving frolic of learning, keyed to ages six to twelve. It's one hour long, once a week.

Co-stars are a young man, Marlo, and an electronic wizard. They turn the television screen into a children's delight sprinkled with fascinating information. They flash on segments of film on almost any subject that comes to mind. They bring famous people to life. They re-create great events. They light up facts, ideas, and issues. And they open young minds to the pleasures of reading...appreciation of music...the uses of science...the paths to different careers—and much more. With intelligent patter and audiovisual action, Marlo and his genius machine find new ways to reach and teach the young.

Some children's television is all entertainment. Some makes use of fun to guide and instruct. In "Marlo," entertainment and learning go hand in hand. They're brought together by showmanship, technology, and educators' insight. Content, pace, and variety match a youngster's interests and attention span.

"Marlo and the Magic Movie Machine" is the brainy brainchild of the CBS Owned Television Stations and the Corporation for Entertainment and Learning, Inc. A panel of educators—one from each CBS Owned station city—counsels on material for growing minds. Special consultant for the series is Dr. Roger Fransecky, a leading authority on television as a force in learning.

The program is an amusement park with lots of "rides" for the mind. You'll want your children—or anyone's—to watch it. Just sample "Marlo," and you may be watching with them.

ANNOUNCING A BRAND NEW LEARNING MACHINE: IT RUNS ON FUN AND ACTION!



THE FIVE CBS STATIONS

WCBS-TV NEW YORK, KNXT LOS ANGELES WBBM-TV CHICAGO WCAU-TV PHILADELPHIA KMOX-TV ST. LOUIS

Mrs. Sarah Johnson of Exxon corporate affairs is in charge. McCaffrey & McCall did the ads.

■ **Strange are the sideroads of competition** in which Arbitron and Nielsen entangle themselves. The latest is a game of one-upmanship as to who is quicker in processing and delivering periodic reports.

Arbitron started the challenge by noting that time after time it has outsped NSI in rushing the measurement results to clients. Now NSI claims the championship and a new record for delivery of the February market-by-market measurements.

Stated a Nielsen pronouncement: "Independent sources indicate the NSI has delivered more reports to clients on the average day during the delivery period than the competition. The final score NSI 221 vs. Competition 210."

Arbitron is expected to counter this with something as weighty in connection with the next periodic report.

■ **In the battle of the single-service soups**, Lipton seems to have assumed a does-Gimbel's-tell-Macy's? attitude.

Lipton, which pushed its Cup of Soup through SSC&B, told us that its policy with this dehydrated product is to play its marketing strategy, particularly media usage, very close to the vest.

On the other hand, Campbell, which is specializing in the half-can Soup for One via BBDO, treats its marketing of the brand as an open book.

In direct competition with Cup of Soup is Nestle's SoupTime. So far this one has had only a limited roll-out. It'll be a while before it goes national.

Besides emphasizing the 10-second preparation in its commercials, SoupTime deals with the single portion angles of convenience, flavor and taste.

We looked into these soups while researching a forthcoming series on the younger singles market. It was said that the threesome were targeted at this market, but we found that the singles market is just a part of the target for single-service soups.

■ **Consultants on agency selection** are being accused of bias by other than full-service agencies who are burned up over the breed of former agency executives who advise clients on agency selection.

Now the independent media buying services have a bone to pick with these business consultants. The buying services say these consultants have been warning their principals against "being lured into the media buying services fold" and urging them "to leave the planning and buying functions to a full service agency."

The buying services say that it's one thing for the consultants to screen agencies for an advertiser, but that they're dipping into a different kettle of fish when they put the double X sign on media buying services.

We discussed the matter of the media buying services' gripe with one of the business consultants who not so long ago was in top management with a leading agency. Said he: "One can't help but get into the subject of media buying services in evaluating agencies for a client. It's because buying services are not content to buy for small agencies and advertisers — or limit themselves to local retail co-op and syndication. When they represent themselves as full service agencies with full service media departments, I feel it's my responsibility as a consultant to put the difference between them and the larger agencies in the right perspective. It's just a case of caveat emptor."

■ **Another rep firm is borrowing an old leaf** from the agency community in installing a trainee program. The latest one is H-R. The innovator in the rep community was Petry TV.

As viewed by H-R, the trainee program will provide it with salesmen grounded in the firm's own method of selling. It expects to find this more rewarding than raiding the staffs of other reps.

H-R looks forward to exchanging its trainees with those of agencies so that each

Sphere

THE
WORLD OF
TODAY'S
WOMAN

TURKEY BAZAAR BY THE BOSPHORUS

Fascinating travel
Lush cuisine
Magnificent crafts!

Gourmet menu
fit for a sultan

Needlepoint a
magic carpet

Embroideries that
sparkle like gems

Folkwear fashions
to sew and quilt

Drape a tent for
a Turkish party

SPECIAL ISSUE
TREASURES OF TURKEY

34213

a sphere is a circle with an extra dimension

In high school geometry they taught us that a sphere is like a circle, only better. Well rounded, but solid. With weight. And depth.

They might have been talking about Sphere magazine.

We're something special in women's magazines. We have to be—because the special kind of woman who reads us doesn't have much patience with the ordinary.



For example, our May issue. Mention the word "turkey" to most people, and they think of a big bird that shows up stuffed on dining room tables in late November.

But for Sphere readers, the word "Turkey"—this time with a capital "T"—will always bring to mind a warm

and lovely land where the meeting of East and West has created an exotic blend of food, fashion, and splendor unequalled in all the world.

In our May issue, readers will find lots of new and wonderful recipes. Smashing ideas for entertaining. Exciting fashions. Unusual crafts projects. Dozens of Turkish delights you'd never see in an ordinary women's magazine.

With so many easier-to-write-about countries in the world, why did we go out of our way to visit Turkey? It's very simple—our reader demands it! She's the kind of adventurous woman who just naturally expects fresh discoveries in every issue. And we'd better make sure she finds them—if we want to keep her as a reader.



We do want her, very much. As an advertiser, you should want her, too. In metro suburbs nationwide, she's the nucleus around which new ideas grow—where product acceptance happens first.

And then the ripples spread. Because within her circle, a Sphere reader is recognized as the source to turn to for the reliable word on what's new, interesting, and worthwhile. Convince



her, and she'll convince others. Sell her, and you've made many sales.

For our editors, keeping this adventurous, influential reader involved with us is a labor of love, and a source of deep professional pride.

But for our advertising department, it's just good business.

Sphere

Our women get your word around

If you'd like a copy of our May issue, just drop a line to Sphere magazine, 420 Lexington Avenue, New York 10017. Or have your secretary call (212) 682-7170.

can get a closer conception of how each functions in the buying and selling of spot tv.

This swapping idea is reminiscent of one that Vitt Media International had going with Nielsen not so long ago. Nielsen researchers got an on-the-scene insight into how their material was used or not used in actual sales at Vitt; Vitt people became more intimate with the NTI system at the point of data processing.



Some major tv clients are suggesting to their agencies that they do not participate in the current drive to have advertisers take a stand against violence in programming. The reasons they cite:

1. Though the violence uproar makes good newspaper and magazine copy, it overdramatizes the problem and is bad for customer relations.
2. It hurts the rating and demography for programs under contract and promoted to the trade.
3. The more contemporary the thesis of the program, the more will it be con-

Continued on page 37

Mini-series surge spawns new viewing habit questions

Programming is the hottest issue in tv and is becoming far more so because of continuing proliferation of mini-series among the networks. Here's what agencies, researchers and sellers are saying about this situation:

- The schedule zig-zagging of the mini-series will make it terribly difficult to track the prime time audience, even with speed-up of Nielsen overnights.
- It will be almost impossible for an advertiser with a scatter plan to evaluate what he bought for the season as mini-episodes are inserted all over the schedule. For example, an advertiser who has put the major part of his chips on movies because he deems them best for his targeted market suddenly finds that a number of them have been replaced with mini-episodes whose contents appeal to an entirely different type of audience.
- Instead of the two, three or four seasons into which network schedules used to fall, the surge of mini-series threatens to produce, in effect, 52 seasons.
- The constant replacement of programs almost across the board runs counter to the habit of listening/viewing which gave network broadcasting great audience appeal from the very early days of radio shows like *Amos 'n' Andy*. (People timed their evening meals and set their clocks by it.)
- Growth of the mini-series suggests a different ballgame for both the network and the national spot advertiser. It increases the risk of his investment.
- The spread of the mini-series form can't help but confuse and stymie those who have made it a business to project ratings and share at the onset of a new season.
- With the mini-series seen as dragging down averages, the chances are the syndicators of off-network series will find their pricing position in the market place increasingly tough.
- As a result of the unsettling situation with regard to audiences created by mini-series, the networks will probably find themselves subject to additional pressure for guaranteed cpm's, and pricing adjustments. This could also apply to national spot, making life anything but easy for the salesman. How can he offer an estimated audience when the networks themselves don't know what will be broadcast in certain time slots the following month, or even week.
- The only thing that the business can hope for is that it won't take too many "seasons" for the problems brought on by the mini-series era to shakedown. Then both the viewers and ratings projection specialists will be able to return to the old habitual groove.

Can you see the sports car in his driveway?

Or his 35MM camera? Or his color TV? Or his expensive wardrobe?

You can't see them, but you can bet they're all there. And more.

Because this man lives life to the hilt.

In everything, he goes out of his way to seek the new...the exciting...to search for something better. Striving, always, for the extraordinary — whether it's mastering a tricky slope or planning

the perfect vacation.

That's the way it is with Network men. Whether they're into skiing or boating or photography...their intense involvement is a natural outgrowth of their need to enjoy life to the fullest.

It's this need, this outlook that makes them prime prospects for all the quality goods and services that add up to the good life.

Simmons shows that among all major magazine readers, Network men are better than most when it comes to purchasing air trips, liquor, travelers checks and domestic and imported cars.

And if *quantity* as well as quality is important to you as an advertiser, the Network has that too.

Over 11,000,000 young, affluent, successful men; 67% are in the acquisitive 18-34 age group; 45% have \$20,000+ household incomes; 33% hold professional/managerial positions.

Men you should be reaching if you're selling quality in a product or service.

Let's talk.

**The
Ziff-Davis
Magazine**

The active leisure **Network**
market for quality advertisers

Ziff-Davis Publishing Company, One Park Avenue, New York, NY 10016

Simmons 1976/77. Gross Adult Males



strued as offensive to those raising the clamor over violence — and to tv viewers.

4. It creates a "Sierra Club" atmosphere, something that the advertising community can do without at this or any other time.

■
NSI's response rate among unlisted telephone households which have been added to the diary sample keeps going up.

In five markets which are common to both NSI and Arbitron the ADI shares have reached 47.3% for NSI compared to 32.1% for Arbitron.

For total metro areas it's 52.9% for NSI and 42.8% for Arbitron.

The unlisted household procedure is also being extended to the metered markets by NSI. So far these markets are Boston, Chicago, Detroit, Philadelphia, San Francisco.

The inclusion of the unlisted telephone household tends to affect demographics, because it adds many more young people and ethnics in the larger markets.

■
Tv spot, it is predicted, is in for a radical change technologically with the perfection of the Donovan Rep Pack. The Rep Pack is seen as definitely changing the role of the rep from a servicing angle.

The Pack's online terminal will interface with the agency's on line into the station, which, as planned by the network O&O's would completely bypass their reps.

As stations install the computer, the Pack will serve as: (1) an accounting tool, (2) a scheduling tool; (3) supply daily inventory reports between the station and rep.

Apparently even spot sales relations is headed for a technological revolution.

■
When the Ayer Glossary of Advertising and Related Terms puts out its third edition it should include still another form of the flighting technique.

The second edition, which has just come out, defines but two forms of flighting. They are:

1. **Blinking:** a type of flighting where short periods of advertising alternate with short hiatuses in rapid sequence.

2. **Pulsing:** A form of flighting with regular and equal alternating periods of advertising and hiatuses, likened to the beating of the pulse.

The type overlooked:

3. **Impacting:** the scheduling of two or more commercials in a half-hour at irregular intervals, usually during a blitz campaign.

William J. Luedke was publisher of the glossary's second edition and Julie M. Moss its editor.

■
As happened back in the fledgling days of radio, tv has become the whipping boy for whatever ails youngsters, mentally, physically or what-you-will.

Legislative bodies are starting to get into the fault-finding act. A New York State legislative staff report warns that something drastic has to be done to protect the health of youth from nutritional claims aired in tv commercials, and resulting bad habits.

The FTC chairman, Michael Pertschuck, has expressed concern with the possibility that advertising may be responsible "for conditioning a nation of sugar junkies."

And to top it all there's a movement afoot to censor not only programing but commercials by adopting a code similar to that which prevails in the motion picture business, which would have some group or other rate them along similar lines. In theatre films there's "G", good for the entire family, "PG", requires parental guidance, "R", under 17 requires accompaniment by parent or adult guardian.

The history of American entertainment forms is one of popularity cycles, with the prim-disposed ever on the sidelines waiting for the pendulum to swing over the line of excess.

■

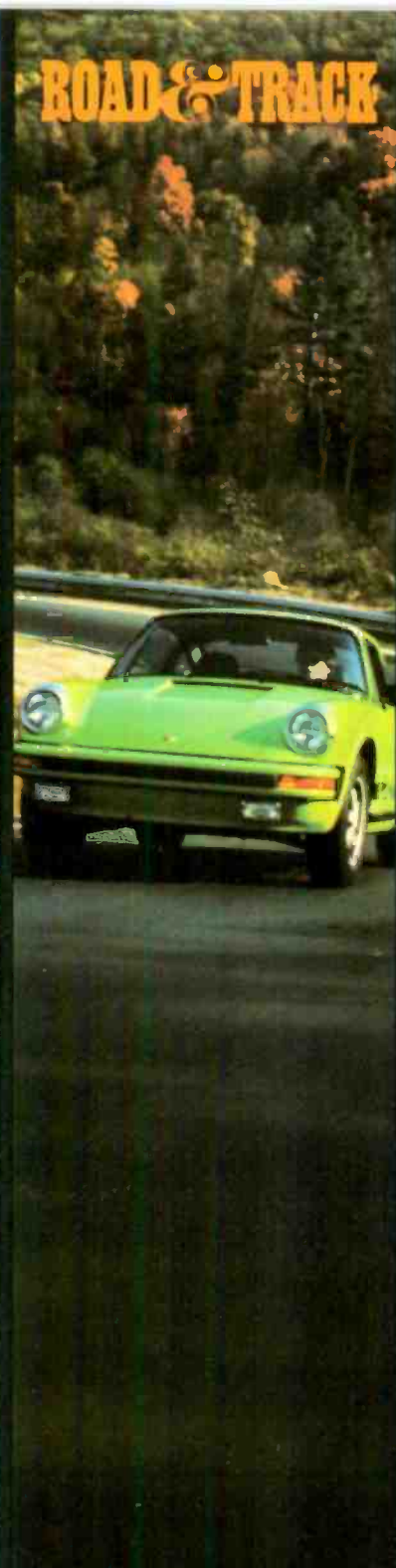
Turn to page 172 for Inside Media at Deadline

Field & Stream

**Mechanix
ILLUSTRATED**

ROAD & TRACK

**CYCLE
WORLD**



The Advironment of

These eight fine special-interest magazines are now part of the CBS family. Ownership aside, they have a great deal in common. Each contributes to what we call the Advironment of CBS Publications.

What exactly does Advironment mean? Briefly, it's an atmosphere that allows a magazine's editorial and advertising to be viewed by the reader as one. Equally interesting. Equally useful. Equally as well-read and frequently acted upon. Advironment is found only in magazines whose

contents are targeted entirely at a hobby, sport or some other specialized activity upon which the reader spends much of his spare time and disposable income. In the CBS Advironment, advertising that adds to the reader's store of information about his avocation, or to his enjoyment of it, is of greater interest to him than advertising in magazines of general interest.

Is this just conjecture? Not according to the latest TGI Reader Quality Report. When male readers of our men's

**PICKUP
VAN &
4WD**



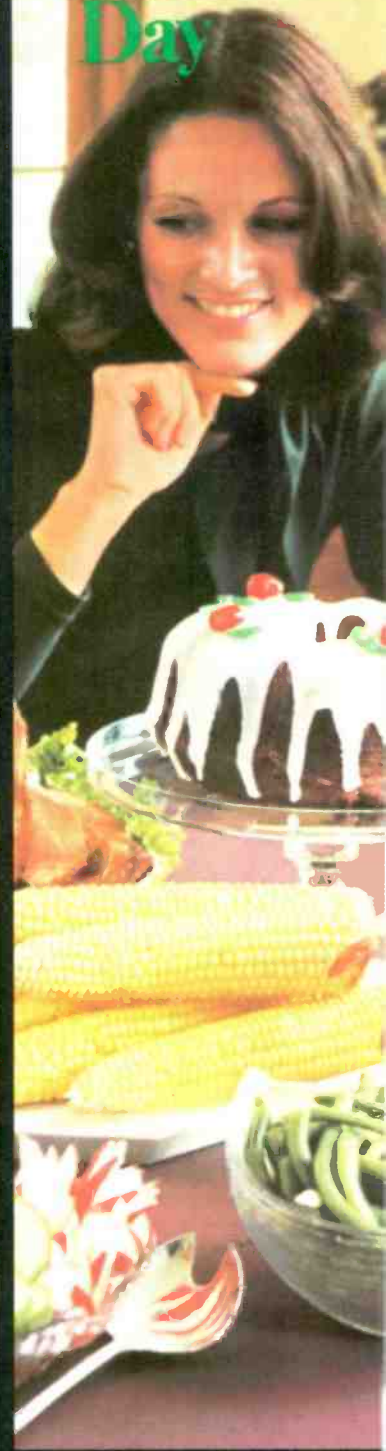
Sea



**World
Tennis**



**Woman's
Day**



CBS Publications

magazines were asked, "How much interest do you have in the advertising that appears in the publication?" over twice as many of them responded "Considerable Interest" than did the male readers of, for example, general-interest weeklies.

What about Woman's Day's female readers? No contest! Twice as many of Woman's Day's female readers have "Considerable Interest" in its advertising than do the women readers of all four general-interest weeklies combined!

If you feel that interest in your advertising is a

prerequisite to sales, you can't afford to overlook the CBS Advironment. For more information about how it can work for your products, just call or write: W. Ronald Kops, Ad Marketing Director, CBS Publications, 383 Madison Avenue, New York, N.Y. 10017. (212) 975-7411.

CBS Publications
The Advironment of Special Interest

WCTV... Staying in tune with Tallahassee.



New capitol building under construction in Tallahassee.



WCTV's new facility. Our mailing address remains the same (P.O. Box 3048, Tallahassee, Florida 32303) but our phone number is new — (904) 386-4141.

Tallahassee is growing and so is WCTV. They're putting up a new capitol building... we've built a new station. We're staying in tune with Tallahassee, and Tallahassee is staying in tune with us.

As a matter of fact, we've been the No. 1 station in the Tallahassee-Thomasville market for more than 21 years. Of the 100,100 television households in the area, 57% of them stay tuned to WCTV, Channel 6.*

WCTV feels very close to the people and businesses of Tallahassee-Thomasville. To this we attribute much of our success. Our news reporting has dominated the market for two decades; we're affiliated with the No. 1 network in the nation, CBS; and there's no question as to the impact of advertising placed on WCTV reaching 34 counties in North Florida and South Georgia.

At WCTV we're proud that over the past 21 years we've been able to stay in tune with Tallahassee, and that Tallahassee has stayed in tune with us.

*ARB — November, 1976



#1 in Tallahassee-Thomasville for over 21 years.
Division of John H. Phipps Broadcasting
Stations, Inc.



BUYING Assignments

Mildred Gannon, media director, is responsible for all media planning and buying for the **American Stock Exchange** account at Friedlich, Fearon & Strohmeier. The print campaign is aimed towards investors and their ilk.

Retail Marketing Services, a division of Dancer-Fitzgerald-Sample, has been awarded the account of **Morsan Department Stores**, a division of Lionel Inc. Most of the media work, however, will be handled by Lee Peters, media buyer, at D-F-S.

Patricia Corrado, media buyer, will be working on the new **Nursery Originals, Inc.** account at her Providence, R.I.-based agency, FitzGerald-Toole & Co. Inc. Nursery Originals, a Nortek Company, manufactures juvenile furniture including night lights and musical mobiles, as well as football helmet and baseball lamps.

An industrial injection moldings manufacturer, **Strauss Plastic Co.** of Newark, N.J., has launched its first ad campaign with Albert Frank-Guenther Law, Inc. Larry Butner, account executive, and Robert Jenove, media director, are responsible for the account.

Young & Rubicam West, in Los Angeles, has asked Don Foot, director of Media, and Ann Horton, manager of media, to handle the **Original Cookie Company** account. Original Cookie is introducing a line of frozen all-natural cookies. The campaign will break on the West Coast starting in the fall.

George Murray, media director of Ogilvy & Mather Montreal, has primary responsibility for the new **Macdonald Tobacco Inc.** account. Macdonald is a subsidiary of R. J. Reynolds Tobacco International.

The \$3.6 million **Shaper Manufacturing Company** account, assigned to the Minneapolis office of Bozell & Jacobs, Inc., will be headed by Carol Klemis, media director, and June Carrick, assistant media planner. Shaper manufactures children's games and toys, including the Super Jock line.

John Prendergast, associate media director, and Jane Bartsch, media planner, have teamed up at their agency, Kelly, Nason, Inc. for media selection for **Oppenheimer Management Corporation**.

Also at Kelly, Nason, Phillip Dunning, senior media supervisor, and Olivia Coke, media planner, will work on the **Princess Isles Hotel and Casino** account. The hotel is located in Curacao, the Netherland Antilles.

Media head Frank Donino will work with McCann-Erickson's Lee Oakes, media supervisor, Becky Michaelson, senior planner, and Elaine Rosenbaum, assistant planner, on the new Gillette **Paper Mate** account. Paper Mate bills over \$1 million.

The **Pepsi Light** account at Scali, McCabe, Sloves will be planned by media director Mike Ephron and Barbara C. Reid, media planner.

Linda Erwin, media buyer at Stone and Simons Advertising, Inc. of Southfield, Mich., will be working on her agency's new **Ira Wilson & Sons Dairy Company** account.

Bill Donnelly, group head, and John Belfiore, associate planning director at BBDO will use their flair for media selection for the new **Gillette Flair** account. This Flair has a porous-point ballpoint.

Carl Ally Inc, which has the Pan American World Airways passenger advertising for North American account, has gained **Pan Am's U.S. cargo** business as well. Elaine Art, media supervisor, and Dean Jarmel, media planner, have been assigned to handle media.

A company called **TRW Inc.** has assigned its media planning and buying to Media Buying Services International, Inc. Matthew Bryant, vp-general manager for Media Buying on the East Coast, and Andrew Butcher in the same position for the West Coast Office, will handle buying, and planning in their respective regions.

Mary Jean Corcoran, media planner and buyer, and Tom Clancy, media director, of Altman, Stoller, Weiss advertising, will be working together on the **Aston Martin Lagonda, Inc. U.S.A.** account. Aston Martin will be introducing a new exclusive automobile next year called the Lagonda, priced around \$75,000.

The Marketing Services Division of **Dun & Bradstreet** will be under the control of Nancy Davies, media director, at Ries Cappiello Colwell, Inc.

Industry Week

Penton/IPC

To impress management, you need more than one Week and a Fortune.



Industry Week is a key management magazine. It belongs in your media mix. Our growing list of advertisers proves it. Being up in total pages and ad revenue proves it. But we want you to prove it to yourself. We'll trust our fate to the mind of your computer.

Run an optimization mix with us in it, and we know how we'll come out. You'll extend your reach. You'll add considerably more frequency. And—here's the magic—you'll also lower your cost per thousand. Optimum effect is what you're after. Optimum effect is what Industry Week has to offer.

The practical way to reach powerful management.

Penton/IPC Publications Air Transport World • Airconditioning & Refrigeration Business • Chemical Engineering & Shipping • Heating/Piping/Air Conditioning • Hydraulics & Pneumatics • Industry Week • Lodging Hospitality • Machine Design • Management Leisure Time • Material Handling Engineering • Materials Engineering • Modern Office Procedures • New Equipment Digest • Occupational Hazards • Power Transmission Design • Precision Metal • Production Engineering • Progressive Architecture • Restaurant Hospitality • School Product News • Used Equipment Directory • Welding Design & Fabrication • The Welding Distributor • Penton Plaza, Cleveland, Ohio 44114



Family Weekly: a major

re-source 1 : a new or reserve source of supply or support. **2** : computable wealth. **3** : an immediate and possible source of revenue.

How could you better define Family Weekly?

Supply? We deliver over 24,000,000 men and women readers every

week. And we hold their attention with the lively editorial that makes us America's best-read magazine.

More important, our readers live where America's new wealth is concentrated. The 327 distributing newspapers on the Family Weekly map are located in Nielsen B, C and choice sub-





national resource.

urban A counties – the nation's most dramatic growth markets.

Computable? We'll show you impressive statistics on our audience's overall purchasing power. Plus thought-provoking numbers on your own product or service. Plus success stories on TRIP, our Tie-in-Retail Incentive Program.

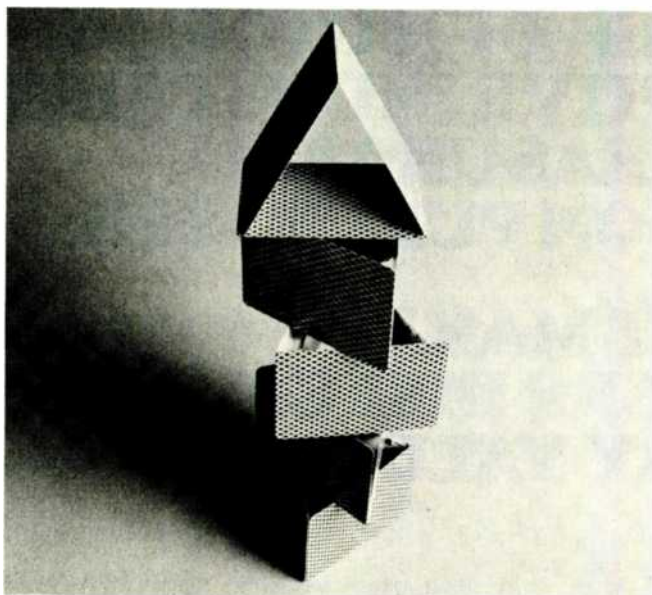
Immediate and possible source of revenue? No question! Start tapping it now.

Call your Family Weekly representative.



America's 4th Largest & Best Read Magazine

Appearing in 327 weekend newspapers... 11,000,000 circulation.



Your
carefully constructed
newspaper campaign
may fail—unless you
know what ACB knows
about the winds
of competition!

ACB can tell you—with precision—the competitive climate, in one newspaper or 1,000! Promotions? Pricing? Co-op activity? Ad themes? Frequency? Only ACB knows. Because only ACB checks and researches more than 1750 daily and Sunday newspapers—in depth.

So know before you go! Call or write your nearest ACB rep. Ask for Catalog 100-E. And for any other newspaper ad-services you need, whether it's tearsheets, fast computerized research reports or complete Co-op administration, we're the people.



THE ADVERTISING
CHECKING BUREAU, Inc.

Call your nearest ACB office

New York: 353 Park Avenue South, 10010; Phone 212/685-7300

Chicago: 434 South Wabash Avenue, 60605; Phone 312/922-2841

Columbus, Ohio: 941 North High Street, 43201; Phone 614/294-4761

Memphis: 52 South Second Street, 38103; Phone 901/526-3281

San Francisco: 20 Jones Street, 94102; Phone 415/626-6546

FUTURES (from 44)

The biggest growth categories, according to Frost & Sullivan, will be dishwashing detergents, which are expected to post an 8% annual growth rate by running from \$105 million to \$226 million.

Leading market stimuli, according to Frost & Sullivan, will be population growth and the changing attitudes of working women. Using 29 pounds of detergent per person per year, the firm sees an extra 500 million pound detergent demand by 1985, due to population growth alone.

Fourth network in your future?

J. Walter Thompson thinks not. Speaking in its annual report, the agency's president, Don Johnston, said that a lack of available stations would prevent assembly of a "meaningful fourth network comparable to our current three."

Johnston went on to add: "Most of the press attention being given to a 'fourth network' is really a misuse of the term. The capability in terms of station availabilities does not allow us today to put together a meaningful fourth network."

JWT has strongly supported the concept of syndication (See "TV Syndication: It puts you in the driver's seat," by JWT senior vp, Buck Buchanan, page 70, June, 1976.) Johnston stressed this in his remarks, saying, "What we're concerned with is greater emphasis and perhaps a broader use, particularly in prime time, of good programming on a syndication basis."

Meanwhile, those with clients who favor a fourth network, continue to sell the concept.

Radio in 1985

The National Association of Broadcasters has completed a long-range planning guide for radio operators that spells out projections for this medium into the middle of the next decade. Key predictions:

- FM quadrophonics in general use by the end of the decade, and AM stereo as early as 1980.

- Significant improvement in moving auto FM signal reception.

- Dramatic change in the competitive balance in radio markets, as a result of rapid proliferation of cable.

- Continued deregulation of broadcast. No additional product bans, but cigarette ads will continue to be *verboten*.

- Continuing pressure to increase the number of stations on the air.

- Changes in cross-ownership rules.

- Increase in "roadside radio" — limited transmission services, such as Travelers' Information Service.

CHILTON'S FOOD ENGINEERING INTERNATIONAL.

THE ONLY MAGAZINE THAT DELIVERS EXCLUSIVELY THE OVERSEAS AUDIENCE FOR THE WORLD'S LARGEST MARKET.

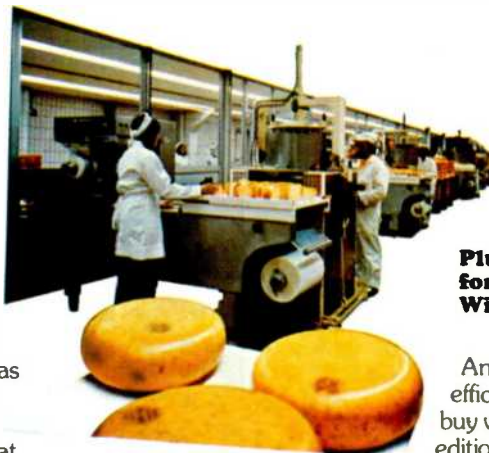
If you've been trying to sell to the foreign food and beverage market, no one has to tell you how big it is. By 1978 it will grow to \$6.0 billion for food equipment alone. And no one has to tell you how difficult it is to reach.

Chilton's *Food Engineering International* is the only magazine that delivers the overseas audience exclusively.

**The key
is being a separate magazine.**

Our parent magazine, *Food Engineering*, established *Food Engineering International* as a wholly separate entity. Separate editor/publisher, separate circulation control, separate printing, separate rate schedule.

With our circulation office in England, and our printing facility in Holland, we've been building the largest overseas distribution in the world. Using the same strict qualification techniques we use in North America . . . only covering plants that employ 100 or more people, cutting out the mom and pop operations, concentrating on the plants with the real buying power. In 1977 we'll deliver 15,608 qualified subscribers in over 100 countries. That's triple what anyone else can offer.



**Plus a combination buy
for North America.
With free split runs.**

And to make us even more efficient we offer a combination buy with our North American edition of *Food Engineering*. A world-wide coverage of 60,000 with a very attractive CPM. And you can match your message to the market with split run International and North American versions of your ad. At no extra charge for same size and color. An offer only Chilton makes.

For more information contact your local *Food Engineering International* representative or Chilton Company, Radnor, Pa. 19089. (215) 687-8200.

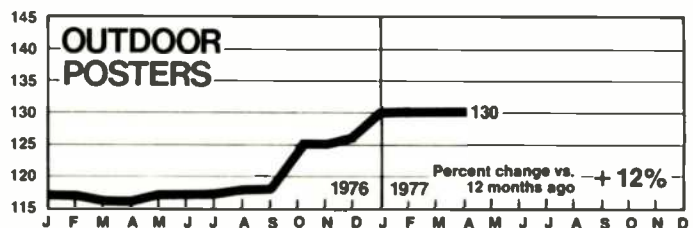
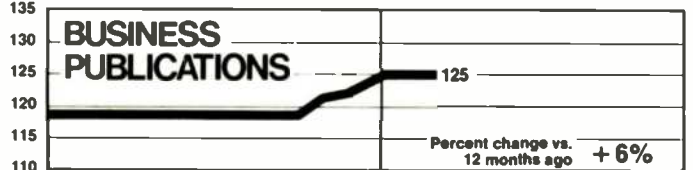
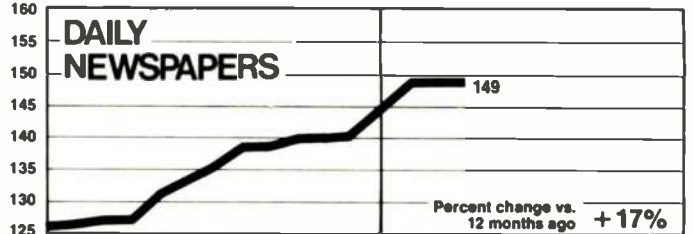
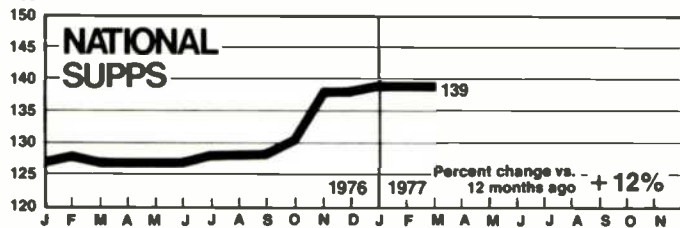
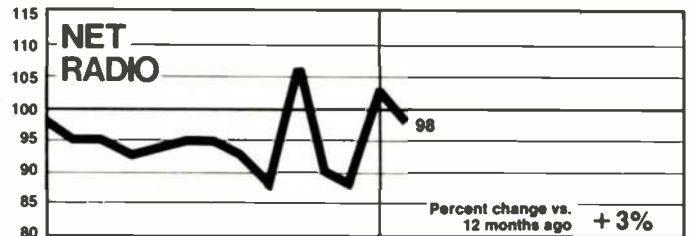
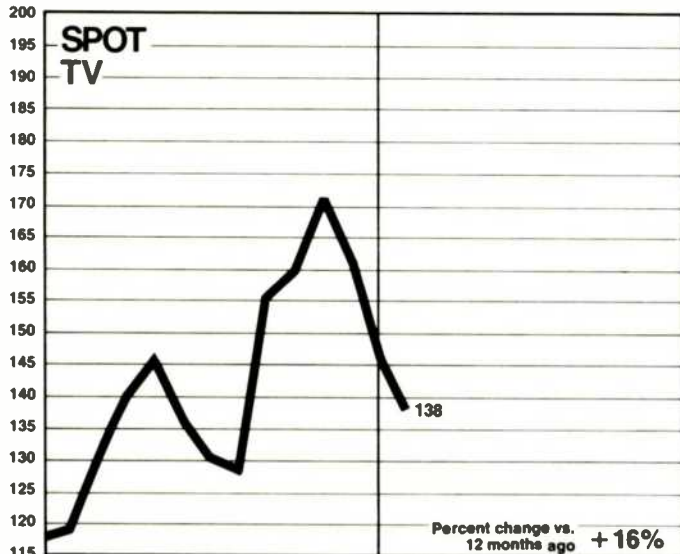
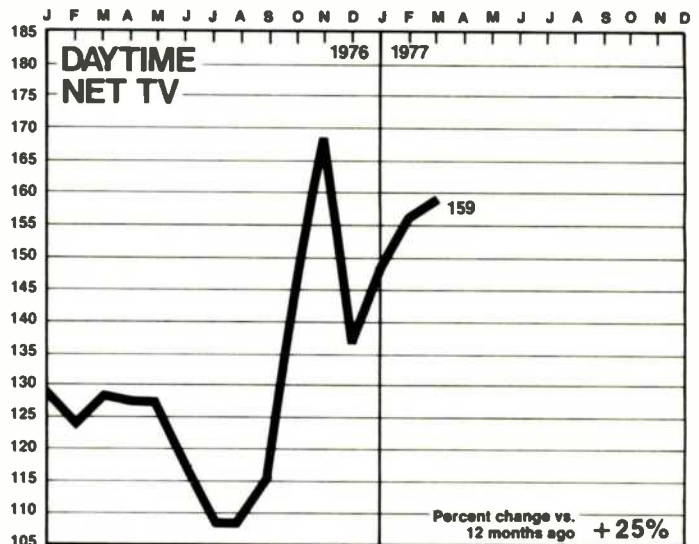
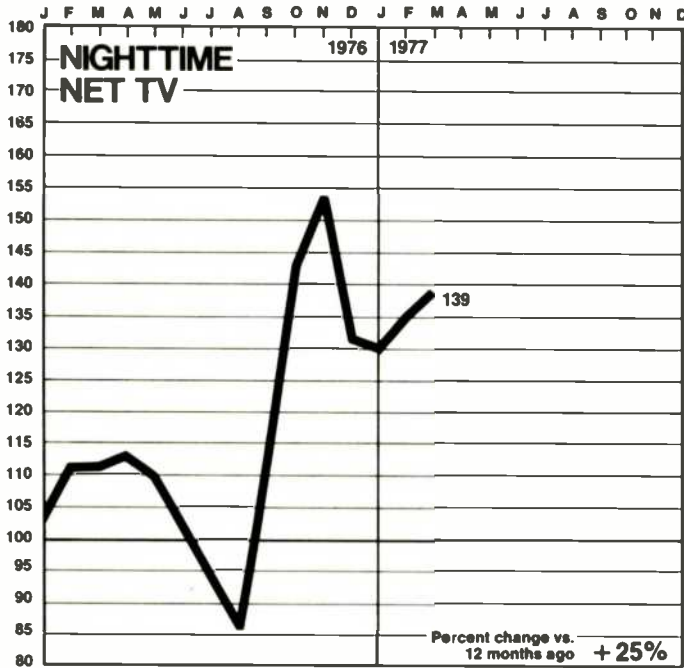


Chilton

... HELPING MARKETERS WORLDWIDE TO COMMUNICATE BETTER.

MEDIA Cost Index

Prepared by J. Walter Thompson Media Department



METHODOLOGY: The Media Cost index reflects industry reported trends extracted from available published sources. JWT Media Analysis utilized standard competitive report sources to develop comparable unit costs that reflected monthly cost trends by medium. Where industry competitive sources are unavailable, JWT sampled selected cost data from SRDS. Definition of the sources, universe, and media units used follows: **SOURCES** — **Nighttime Network TV**/BAR estimated commercial minute cost for all Night-time Network TV (6 PM to sign-off). **Daytime Network TV**/BAR estimated commercial minute costs for all Daytime Network TV (Sign-on to 6 PM). **Spot TV**/BAR CUME National Spot TV Report for estimated commercial minute costs for all national and regional Spot TV activity in 75 markets. **Network Radio**/BAR Network Radio Report used to estimate all three network (Excluding MBS) commercial minute cost. **Spot Radio**/JWT estimates based on reported SRDS cost of one minute on one station per market in the top 50 RADI markets. **Consumer**

Magazines/JWT estimates based on reported SRDS cost of a P4/C for 32 national consumer magazines. **National Supplements**/JWT estimates based on reported SRDS cost of a P4/C for 3 newspaper distributed magazines. **Daily Newspapers**/JWT estimates based on reported SRDS cost per agate line for the largest metropolitan daily in the top 50 SMSA markets. **Business Publications**/JWT estimates based on reported SRDS cost of a P4/C for 46 magazines representing 42 business and professional classifications. **Posters**/OAAA reported rate card costs extracted from the Buyers Guide To Out-door Advertising for a 50-showing in the top 100 metropolitan markets as defined by Sales Management. **HOW TO READ:** Media Cost Index reflects latest available cost compared to base date January 1974. Percent change reflects annual rate of change and is based on latest available month compared to same month previous year.

CHILTON'S TENNIS USA AND GOLF JOURNAL.

THE OFFICIAL PUBLICATIONS FOR THE SPENDERS.

There are a lot of part-time players in golf and tennis. More than 15 million people in the United States played golf last year. Over 40 million played tennis.

But the real buying power in golf and tennis concentrates in the small audience of the really serious tennis and golf player. *Tennis USA*. *Golf Journal*. The official publications for the spenders. Talking to the men and women who have the time and money to devote to their sports and the good things in life. Especially the money.



A quality audience of up-scale consumers.

Tennis USA and *Golf Journal* get to that quality audience. Every month, with over 100,000 copies of *Tennis USA* and 75,000 copies of *Golf Journal*. And each is the official publication

of its sport. *Tennis USA* speaks for the United States Tennis Association, *Golf Journal* for the United States Golf Association. Getting right to the core of the sports, to the people who spend the money.



**Tennis USA and Golf Journal.
Efficient. Official.**

For example, the median *Tennis USA* reader makes \$26,198 a year, is 31.3 years old, owns 2.1 cars, and plays 143 times using 34.2 cans of balls. To help keep his game sharp he spends about \$300.00 on equipment and apparel every year. And takes over three trips a year.

The average *Golf Journal* reader makes \$28,762 a year, is 43.7 years old and plays 68.2 rounds of golf a year, and spends \$602 a year in memberships and green fees, and spends almost \$400 at the 19th hole.

The point of all these numbers is this: if you are concerned with efficiently reaching the serious, high frequency golf and tennis player, your best shot is *Tennis USA* or *Golf Journal*.

Contact your local representative or Chilton Company, Radnor, Pa. 19089, (215) 687-8200.



Chilton

... HELPING MARKETERS WORLDWIDE TO COMMUNICATE BETTER.

MONEY TALKS IN CANADA TOO and EXECUTIVE is where big money in Canada listens

A new reader profile shows EXECUTIVE is the most direct advertising route to the big money in business, industry and government in Canada. EXECUTIVE last spring asked a sampling of its 35,000-plus circulation what they earn and spend and what their companies gross and spend. We learned:

- Their average individual income is \$49,681.
- They manage companies whose average annual volume tops \$114 million.
- These companies spend at least \$3 million each on transportation.
- Eighty five percent of these managers regularly read EXECUTIVE, spending on average 60.6 minutes each issue.

We asked many other questions and the answers are contained in the EXECUTIVE Reader Profile Study.

For your copy, call:

Mark Baker, Bill Mullen,
Terry Lynch (416) 445-6641

executive

Canada's Magazine
for Senior Management.

Canadian Advertising Rates
& Data. Classification 14.

S SOUTHAM BUSINESS
PUBLICATIONS LIMITED
1450 DON MILLS ROAD DON MILLS ONTARIO M3B 2X7
CANADA TELEPHONE (416) 445-6641 TELE X 06 96661.

One more Southam way to help you sell

Bridging the Washington gap

Pay tv moved a step closer to becoming a viable commercial medium last month, when a U.S. appeals court ordered the Federal Communications Commission to re-evaluate its rules preventing pay tv operators from drawing programming away from broadcasters.

The court contested the FCC's complicated regulations prohibiting pay tv facilities from securing films that are three or more years old and sporting events, such as the World Series.

These rules exiled pay tv operators from a vast and attractive treasurehouse of prime attraction films for television audiences, as well as other original television material. They also forced them into negotiating exclusively for highly expensive first and second run movies.

The Commission voted to appeal the decision, and thus helped to prolong the fight to keep pay tv from competing directly with the networks for primetime entertainment.

The FCC is contesting the part of the court's decision dealing with sporting events, not feature films.

The National Association of Broadcasters, however, is expected to appeal the entire decision.

■ **Another hot action** involving the FCC is the Commission's recent proposal to assign new VHF channels to four major cities.

The Commission is considering opening up the additional channels in Charleston, W. Va., Knoxville, Tenn., Salt Lake City, Utah, and either Johnstown or Altoona, Pa. But the arena is wide open for competing challengers who want the lucrative licenses to set up shop in major markets and haul in the big media bucks tv stations are generating these days.

The prospect is for a series of proceedings that could stretch over years, before anything is resolved. But news of the proposal has set the industry abuzz with speculation that there are more proposed channels in the offing.

The FCC's response to these sanguine speculators is: "highly unlikely."

■ **Over on Capitol Hill**, Rep. Lionel Van Deerlin (D. Cal.), chairman of the House Communications Subcommittee, is investigating yet another option for expanding the broadcast channels: a new band for radio.

Van Deerlin says that his staffers have determined that a new system of low powered FM stations could be authorized, if three UHF channels were cannibalized for radio.

Problems confronting Van Deerlin's proposal hinge not so much on technological as political obstacles. The proposal flies in the face of a whole series of Federal regulations that would need changing. There are questions about Van Deerlin's (or anybody else's) ability to get them changed.

Should he be successful, however, as many as 400-500 stations could be added to the spectrum — a development that Van Deerlin feels would help spur competition in the broadcast industry.

Because of their low power, these newly formed stations would have limited range of broadcast.

■ **The long, hard battle** to force WTOP-TV to provide free time to proponents of oil company divestiture is over.

Public Media Access, a public interest law firm, and the Energy Action Committee petitioned the FCC to invoke the fairness doctrine, when the Washington station ran a Texaco spot that attacked divestiture.

The FCC ruled in favor of EAC and against WTOP-TV, and said that the station must provide free time to allow responsible supporters of the concept to reply.

As reported in MEDIA DECISIONS (See "The Oilman Packs a Wallop," January, 1977, page 70), the offending spot ran 53 times on WTOP. Details of arrangements with groups seeking free time have not been announced.

■ **More power to the FTC!** HR 3816 is designed to generate greater powers for the Federal Trade Commission.

The bill, being considered by the House Commerce Subcommittee on Consumer affairs, would give the Commission greater autonomy and wider powers.

Authored by Consumer subcommittee chairman, Rep. Bob Eckhardt (D-Tex) HR 3816 is a companion to a similar measure which passed the Senate last year.

If the two measures pass, the FTC will be the recipient of a whole new section of authority on class action suits. Another result would be the right of citizens to sue

Continued on page 55



Better Homes and Gardens.

CIRCULATION 8,000,000

June 1977 • 75¢

Quick and easy food ideas for summertime outings

MONEY: When a family fights over finances

Farm and ranch vacations--enriching family fun

HEALTH: An encouraging update on diabetes

How to cheer up a dreary kitchen

Live Out & Love it!

Special 11-page package of do-it-yourself projects: cookout carts, play places, benches, decks, etc.





The June BH&G Spells It O-U-T. Do Something!

Round up the family for a working ranch or farm vacation. Fix a different lunch for the pack on your back or bike. Explore space-stretching ideas for outdoor living. Learn how to cheer up a dreary kitchen . . . can-do decorating with canvas . . . or how to treat guests with wine finery. And much more.

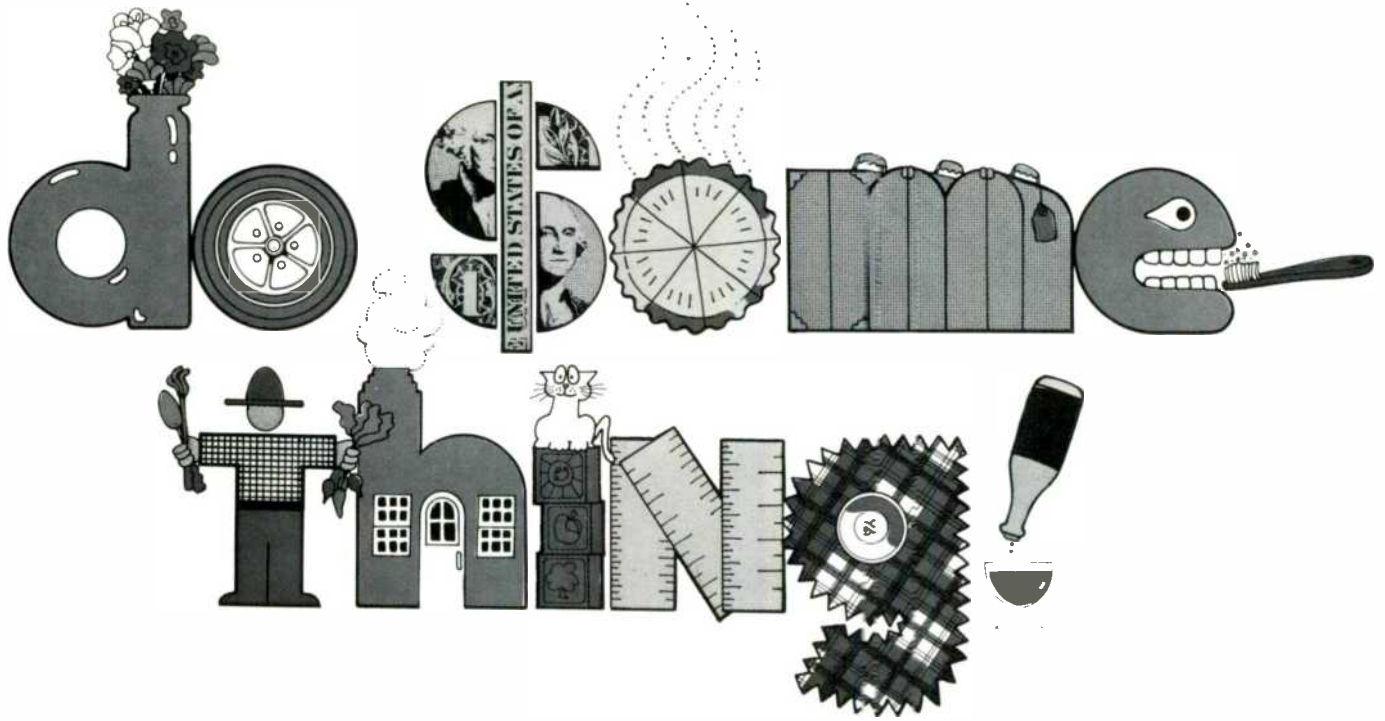
Every article in the June issue is designed to help 23 million readers — mostly husbands and wives — spring into action. Readers turn to Better Homes and Gardens for ideas and help related to their most serious interests — home and family. This fiction-free, no-nonsense editorial approach provides a positive climate for advertising. A one-of-a-kind setting for selling where our articles and your ads work together.

So it's no wonder that more than half of the ads in every issue of Better Homes ask the reader to Do Something — call a toll-free number . . . remove a cents-off card or booklet . . . clip a coupon or recipe . . . visit a dealer . . . write for literature.

No other magazine provides such an atmosphere of compelling action for your advertising.

Do Something for your advertising. Begin with . . . Better Homes and Gardens.

Better Homes and Gardens®
Every Issue Says Do Something!



Now, You Do Something!

Enter the BH&G Do Something Cartoon Caption Contest. Let your creative juices flow and win one of the mouth-watering prizes. Here's all you have to do. Write a humorous caption for the cartoon below and include the phrase, "Do Something," in the caption. For example: "When I told Fred to do something about the leaky faucet, he said he'd sleep on it." If you're in the ad world, send us your caption idea today. Entries must be received by or before June 30, 1977.

PRIZES AND RULES

- FIRST 20 (6 oz.) Filet Mignons (1¼" thick)
- SECOND 10 (6 oz.) Filet Mignons (1¼" thick)
- THIRD 8 (6 oz.) Filet Mignons (1¼" thick)
- FOURTH 6 (6 oz.) Filet Mignons (1¼" thick)
- FIFTH 4 (6 oz.) Filet Mignons (1¼" thick)

NOTE: All steaks will be shipped to winners in special containers, packed in dry ice, and are guaranteed by Omaha Steaks International.

PLUS 10 consolation prizes — copy of the new BH&G book, All-Time Favorite Barbecue Recipes.

1. More than one entry may be submitted. However, each entry must be mailed separately.
2. Only persons who are associated with the advertising business are eligible to enter.
3. All entries must be received by or before June 30, 1977.
4. All entries must be original and owned by the individual submitting the entry.
5. Winners will be determined by Better Homes and Gardens whose decisions are final. Winners will be notified by mail.
6. All entries become the property of Better Homes and Gardens.



The DO SOMETHING! Cartoon Contest

Mr. Wes Silk, Advertising Director

Better Homes and Gardens

Locust at 17th

Des Moines, Iowa 50336

Okay, Wes, here's my entry in your contest:

Name _____ Title _____

Company Name _____

Address _____

City/State _____ ZIP _____

1 2 3

Better Homes and Gardens® Every Issue Says Do Something!

business believed to be in violation of the FTC's trade regulations and rules.

Prospects for passage are considered fair at the present.

■ **Preview of 1984**, courtesy of the National Association of Broadcasters . . .

The NAB has put out a newspaper depicting the world in 1984. Guess what's in store for us? That's right, a federal agency to regulate the newspaper industry.

With obvious diabolical pleasure the editors of this mock paper ran banner headlines like:

"Freeze ordered on newspapers"

"Equal time" for advertisements"

"Ad limits anger industry"

"Oil firms in turmoil"

"Idaho paper 'too commercial' faces \$1,000 penalty"

The mock paper was intended to "demonstrate the disparity of freedom of speech between the electronic and print media and alert broadcasters and newspaper publishers to threatened First Amendment infringements. The newspaper has been produced to visually highlight the NAB convention theme — "Broadcasters' responsibility; the public's right to know."

■ **How effective was regulation of political campaigns in the last election?**

The subject was hotly debated in a confrontation staged by the American Enterprise Institute for Public Policy Research (AEI).

Expressing sharply divergent views were Eugene McCarthy, Rep. John B. Anderson (R. — Ill.), Fred Wertheimer, chief lobbyist for Common Cause, and professor Ralph K. Winter, Jr. of Yale Law School.

Participants in the debate focused on the question of legislated campaign financing, a large portion of which consisted of media oriented activities of the candidates, including the purchase of time and space.

Disappointed Presidential candidate Eugene McCarthy charged that the law "established the first state political party in the history of the country, which is the Democratic party. I think that Democrats who voted for the act more or less intended that this should be the result."

There was considerable disagreement about this point, especially from Rep. Anderson who contended that, except for certain deficiencies, the overall campaign act was successful in limiting large campaign contributions by special interests.

Professor Winter held that the law favors incumbents, particularly in the House where members use their staffs and per-

quisites, while the challengers are limited by the law to their own resources.

■ **CBS applied gentle pressure** from above on its newscasters when Richard Salant, president of the network, cautioned them to avoid falling "into the trap of providing an unedited platform for [terrorists] to convey [their] propaganda."

The network chief was especially circumspect in his wording and careful not to imply corporate censorship, but he left no room for missimpressions among newscasters: the network is definitely concerned that sensational exposure of terrorists may add to the danger of "contagion" in the world arena.

Salant stressed that what was wanted was balance and careful editing to subdue the inflammatory rhetoric in which terrorists tend to engage while pressing their demands.

He said that he hoped the news team would refrain from providing an "excessive platform" on television to terrorist views and grievances, as this might encourage additional acts of terrorism.

At the same time, Salant emphasized that suppression of coverage would adversely affect the public impression of the news organization and leave room for rumor and speculation in place of fact and reality.

■ **It's been a busy month** for the National Advertising Division of the Council of Better Business Bureaus, according to a report from the organization.

Fifteen challenges to national advertising were resolved by the organization during the month of March. Three were resolved when the advertising was either discontinued or altered; twelve when the advertisers substantiated their claims.

Product categories included a recording preservative, an antiperspirant, a phonographic turntable, eye shadow, dishwashers, cigarettes, Cornish hens, bathroom tissue, a therapeutic gum, a fabric softener and metal waste receptacles.

Not bad for a month of advertising investigations.

■ **Once a cause célèbre** at the highest levels of the FTC, a proposed ban on children's ads featuring premiums lost steam when Cal Collier became chairman. Now, the agency has dropped the whole idea. Originally, the Commission had indicated that "Children are very vulnerable to tv advertising."



Tucson's Takin' Off!

Nearly half of the fastest-growing market in Arizona (we're 81st & climbing!) took off on a commercial airline last year. That's just one of the many directions Tucson's taking off in. Here's how to reach Tucsonans before they take off again: Reach for the Star/Citizen. Reach 86% of the Hot Market!

The Arizona Daily Star/Tucson Daily Citizen

Free!

I'd like to know more about the fastest-growing market in Arizona. Please send my free fact-filled book, "Tucson Trends 1976" to:

Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____

Mail to: Q. J. Robb, Gen'l Advertising Mgr.
 Tucson Newspapers Inc.
 P. O. Box 26887/MD3
 Tucson, Arizona 85726



Herb Scott buys tires without seeing much of the tube.

A lot of Chicago's new tire buyers are like Herb. Most TV shows leave them flat.

But even though they don't spend lots of time with their TVs, they do spend lots of time with the Tribune.

So if you'd like to drive off with a bigger share of Chicago's new tire market, a TV/Tribune buy will reach a larger share more often than a 100% TV buy—without inflating your budget. But is the advantage big or small?

To find out, first we talked to a media buyer at a well-known Chicago agency. We gave her the new tire market demographics for Chicago. And then we asked her to develop the most effective television schedule possible. (For the results, see column one on the chart below.)

Next, we talked to MAMA, the Tribune's Marketing And Media Answers service. MAMA fed the TV schedule into its computer. The schedule consisted of 72 thirty-second spots. After evaluating the alternatives, MAMA reduced the number of TV spots to 66 and added eight-1200 line ads in the daily Tribune with no increase in the total cost.

Here's a recap of the results: Average frequency—up 25%; reach—up 1.6%; gross rating points—up 26.8%; and cost per thousand target impressions—down 21.2%. (See column two on the chart.)

| | Chicago Media Schedule (target market, new tire buyers) | |
|--------------------------------------|--|----------------------|
| | 100% TV | TV/TRIBUNE |
| Average Frequency | 6.4 | 8.0 (up 25%) |
| Reach | 93% | 94.5% (up 1.6%) |
| GRPs | 597 | 757 (up 26.8%) |
| Cost per Thousand Target Impressions | \$14.13 | \$11.13 (down 21.2%) |
| 4 Week Cost | \$60,600 | \$60,520 |

MAMA also had something to say about new tire buyers who are light TV viewers (those who watched less than 18 hours of TV during the week). Among this group, the Tribune increased average frequency by 46%, reach by 7%, and gross rating points by 59%, while cost per thousand target impressions was reduced by an impressive 37%.

| | Chicago Media Schedule (target market, new tire buyers) Light TV Viewers—Less Than 18 Hours/Week | |
|--------------------------------------|--|--------------------|
| | 100% TV | TV/TRIBUNE |
| Average Frequency | 3.7 | 5.4 (up 46%) |
| Reach | 82% | 87.7% (up 7%) |
| GRPs | 301 | 478 (up 59%) |
| Cost Per Thousand Target Impressions | \$58.21 | \$36.65 (down 37%) |
| 4 Week Cost | \$60,600 | \$60,520 |

Can a combination TV/Tribune buy help you corner your market as well, no matter what product or service you sell? Why not ask MAMA? Simply contact your Tribune representative or call (312) 222-3878.

Then, when you're ready to roll out your next ad campaign in Chicago, turn to the hub of Chicago's advertising. Turn to the Tribune.

Source: MF Chicago/75
ARF dated June 76



Turn to the
Chicago Tribune



Have you seen the brightest new look in news magazines?

At the beginning of the year TIME introduced a dramatic, new fast-close color program to increase its colorful coverage of the world. What you see is just a sampling of the pages since then, where color has livened late news as well as every section of the magazine. This greater use of color, unprecedented in news magazines, was made possible by the mil-

lions of readers who have shown an unflinching willingness to invest in a higher quality product. If added color has been an exciting new plus for readers, it is an exciting new setting for all of TIME's advertisers. Perhaps this color innovation is one further reason why TIME enjoys unmatched acceptance and loyalty among news magazine readers.

TIME

The most colorful coverage of the week.

Two guys from Reynolds

Two brand management directors from Reynolds, one from RJR foods and one from Reynolds Tobacco, compare their media alternatives in dialogue staged by Media Decisions. Tom Sandefur of Tobacco was forced from 95% tv to 100% alternatives. Dick Mier of Foods takes a new look at print in the media mix.

At R. J. Reynolds Industries headquarters in Winston Salem, N.C. are (1) a food division dependent largely on television advertising and faced with rate hikes and non-avails, and (2) a tobacco division that's been forced to convert from total tv to total alternative media.

MEDIA DECISIONS invited Richard Mier of RJR Foods and Thomas Sandefur of Reynolds Tobacco to sit across its conference table and discuss the potentials of both print and broadcast in today's marketing picture.

The taped script of the meeting follows:

Mier: You start off, Tom. Tell me just what happened to you when you were forced to go into other media.

Sandefur: It was a traumatic experience. I was raised in broadcast. Ninety-five

percent of our dollars were spent in tv. It was an educational process for us to try another medium. We still had the same advertising objective, but how do you communicate in a static medium?

For years our two major brands, Winston and Salem, were built on audio jingles. You know: "Winston tastes good like a cigarette should." "You can take Salem out of the country, but you can't take the country out of Salem." We had to reformulate our entire copy strategy. We had to start learning about magazines, newspapers, and a medium we'd never even looked at before: out-of-home.

We had been involved in newspapers, but traditionally only for introduction of a new brand. Our philosophy was — when you have news to break, put it in a newspaper. But don't use newspapers as a con-



“We have become far better marketers since we were thrown off tv”

Thomas E. Sandefur, Jr., director advertising & brand management, Reynolds Tobacco.

tinuing medium. Magazines got a relatively small part of our budget. All of a sudden we found ourselves in media that we knew very little about and about which we had a lot to learn. We knew the basic principles of marketing. I guess the major difference is in your copy strategy. You're limited particularly in the imagery attributes of cigarette advertising when you go to a static medium.

Today, besides newspapers and magazines, we're very heavily in out-of-home. We put 40% of our dollars there today. Had

to start our own in-house buying office to help us control our use of that medium.

Mier: Has your advertising cost per carton changed since you left tv?

Sandefur: Significantly. Our ad budgets have doubled.

Mier: How much of that is inflation?

Sandefur: That's a good question. I'd say real costs have gone up about one third.

Mier: If you were using tv today would you be spending more?

Sandefur: We'd be spending more, of course. The fact is, though, tv allows you

to quickly reach the public. Print media are a slower proposition. We can't simulate the immediate awareness of product positioning that tv gave us.

In terms of budget forecasting we're probably doing a better job because of print's relative rate stability. You can budget a tv buy, and it's double before you run. Also the availability in tv may dry up, while in magazines we can count on it. In tv we bought on estimates, not rate cards. The demand divided by the number of avails set our rate.

Mier: Right. Demand has shot up our rates. If you index rates since 1973, virtually all day parts have doubled in cost. But suppose, Tom, we had to give up tv entirely. What about new products? Wouldn't it cost more to introduce them? Without tv's broad reach and intrusiveness wouldn't it take our new brands longer to get high awareness in print? Print takes so much longer to accumulate its total audience. That should cost us time and dollars.

Sandefur: Total advertising cost will increase, but not more than normal inflation. What will happen is a big shift from

Dick Mier has the last word

After returning to Winston Salem, Dick Mier wrote the following letter to MEDIA DECISIONS:

"I appreciated the opportunity to dialogue on an intriguing subject. Frankly, the recipient of real value was me — perhaps more than yourselves. The reason: I was forced to challenge 'precepts.' I'm not certain they are any longer *precepts*. Thanks!"



“With spot tv you have geographic, in print demographic, flexibility”

Richard A. Mier, vp-brand operations, RJR Foods.

advertising type of spending to promotion type of spending. More push and less pull. Push dollars are less efficient dollars. They're not all working for you. Your strategy would become far more promotion oriented rather than awareness oriented.

Another fundamental change would be in the way you handle brand positioning and copy. Copy would have to be sharper, leading from a sharper positioning. With tv some brands can afford to be a little sloppy in both positioning and copy. Tv hides some of those ills with its broad reach and intrusiveness. You can't hide them in print. That's a basic change.

Mier: Back to positioning and copy. Have you found yourself tougher with your own visibles on brand positioning now that you're in print?

Sandefur: Far tougher. Positioning today is absolutely critical to a brand's success. With “Winston tastes good like a cigarette should” we could range all over the ball park as long as taste was the only objective. Now we give our agency tight direction on copy strategy. Print demands a specific message. With broadcast you

can make up for your mistakes with weight, with a fair shuffle in tv execution.

Mier: Isn't there a basic trade-off between print and tv? With spot tv you have a great deal of geographic flexibility. In print, on the other hand, you have demographic flexibility. Do you find this helpful?

Sandefur: Yes. In cigarettes you're dealing with a broad-based product usage. Geographically it's about the same. Demographically there are tremendous differences. Print has allowed us to go to the kinds of people who are our best prospects, not just to all people in a selection of markets. We're able to target much more sharply in print.

Mier: Does that mean you have problems geographically?

Sandefur: Not necessarily. For local pinpointing we have two broad based media: newspapers and out-of-home.

Mier: Do you find there's a clutter problem in print?

Sandefur: Tremendous. Clutter on the tube is somewhere between 17% and 20%. In *Playboy* it's about 25%. In the regional

sections of magazines it's about 45 percent.

Mier: Suppose you could go back on the tube right now. Would you?

Sandefur: Yes, we'd go back. But we wouldn't be using tv now the way we used it before. We'd be using it very selectively and not only because of its cost.

Mier: What do mean by selectively, Tom?

Sandefur: On a flighting basis is one example. We'd also use it differently on a sustaining basis. We'd use broadcast to introduce a brand, to achieve the awareness levels I spoke of before. Then, depending on the appeal of the brand's positioning, the non-broadcast media would become more important today.

Mier: We, of course, have a food product that can use both tv and print. Our categories all have good penetration. If we're introducing a new product we want a broad reach. And high awareness fast. Would it make sense for a food group to use tv as its leverage vehicle and then call in magazines to tighten up demographically on our user groups?

Continued on page 122



Rationale of an FM broadcaster: "AM stereo is 10 years away"

Will AM stereo pose a serious threat in capturing the rapidly growing FM audience? John Moler (left), general manager of New York's most successful FM stereo station, WRFM, predicts it won't.

"Let's assume that AM does develop the capability for stereo broadcast. It won't duplicate the quality of FM sound. When and if it is approved, homes still won't have the capability to receive it. It will be five to 10 years before AM stereo achieves buyable penetration.

"When we did a study on FM stereo penetration in the New York area, we found 55% of homes had FM stereo receivers. Today the figure is a something less than 65%. And even then, people don't have stereo all over the house, probably just in the living room or family room. But a lot of listening is done in the kitchen.

"In terms of programing, it will be difficult for AM stereo to overtake FM stereo. Most AM stations have 12 to 18 commercial minutes per hour as compared with the 8 to 12 minutes for most FM stereo stations. To effectively compete, AM stereo stations would have to diminish the number of commercial minutes. They might not be able to do this.

"A while back, we started broadcasting in four channel (quadrophonic) and it fell flat on its face. I thought then we shouldn't bother about quadrophonic broadcast until we had achieved saturation of the market with stereo.

"We won't worry about AM stereo. Even assuming AM stereo will arrive it will not equal FM's capability to satisfy the real music buff. Whether he or she prefers classical, rock or country, the music devotee will stick with the system that best produces the music."

Will stereo change AM radio?

Stereophonic broadcast of AM radio goes into test in May. If approved by the FCC it could fragment radio and increase cost, some heavy users suggest. But backers contend that it will revitalize AM's advertising glamour and prestige.

They say that AM stereo is just around the corner.

The big questions for advertisers are 1) just how far away is that corner and 2) what effect will AM stereo have on the total radio market when it arrives.

Scoffers at the prospect of stereo broad-

cast in amplitude modulation (AM) suggest that whatever improvements it provides in sound reproduction will have no appreciable impact on radio advertising and the radio market itself.

But backers of AM stereo suggest the application of stereo reproduction will re-

vitalize AM's usefulness to radio advertisers.

AM Stereo could recapture the ad dollars and audience segments that have been lured by FM's superior capacity for music reproduction.

It may give AM an opportunity to com-

pete for listeners who want quality reproduction and music, music, music.

Advertisers, media directors and planners are interested in AM stereo only if it produces audience figures in those demographic areas in which they are interested.

For example, Erwin Fleischer, media director for Richardson-Merrell, which uses spot radio heavily in support of Clearasil, thinks AM radio will fragment the market and make radio more expensive.

"We are heavy users of radio for Clearasil (\$1 million plus in spot radio last year) and we will go where the teens go. If they move from FM stereo to AM stereo, we will follow them.

"I think the development of AM stereo would make radio more expensive. Instead of one or two teen music stations in a market, there might be four or five. That would fragment the market, increase costs, and we would have to live with it," Fleischer said.

Ed Kriete, planner on the Johnson Baby Shampoo account at SCC&B told us the numbers pretty much dictate the buy. "We buy the dominant stations in the demographic category we want. We're interested in AM stereo if it influences the numbers.

"We notice that the teens are listening to FM stereo, and it has a greater variety of music than does AM, which is very pop oriented.

"We've seen a tremendous increase in the popularity of FM, and we're making an

increasing number of buys on FM stations. This has to do with the variety of format, and that goes back to stereo and FM's broadcast characteristics," Kriete said.

Gerry Levy, vp and account supervisor at Air Time, the buying service, suggests that AM stereo will diminish if not halt the trend of programing toward making FM the almost exclusive carrier of music.

"FM is viewed as the music band, and AM will probably become the service/information band, without stereo. What AM stereo will do is turn the tide to a degree and may halt the drift of many advertisers from AM to FM.

"It could also benefit AM in that the limitation of FM is the short distance it can be received, only to the horizon. AM stereo could put its signal out a lot further, doesn't need to be locked in, and is less susceptible to fading in and out. It might be better for cars than FM stereo.

"I think it's no more than two years away. Once the stations go with it, the manufacturers will produce the sets.

"If it gives people what they want, they'll stay with it," Levy said.

Larry Dexheimer, vp-media director at Carl Alley, suggests that from his point of view, "AM stereo will have little impact on people's listening habits. The upsurge in FM listening has been due to format rather than to stereo. There could be a slight shift from FM and possibly a greater degree of overlap in AM and FM formats."

John Lamson, director of media at Rumrill-Hoyt, a frequent user of radio, thinks AM stereo will have a long term effect on the market. "It's got to add another dimension to AM," he said. "And while it may not halt the growth of FM, it may keep FM from growing as dramatically as it has."

Hope Martinez, whose buying service has been purchased by Cooper Square Advertising, the in-house agency for Hartz Mountain Corp., thinks AM stereo would be fantastic, but not necessarily a major factor in the radio market. "We're big with Hartz Mountain in FM now because FM is with it. AM stereo could give FM stereo some competition." She said she would consider its use when AM stereo becomes a reality.

Just how far away is AM stereo? Engineering experts predict it is between one and three years in the future.

What it would do is provide two-channel broadcast in AM, which in terms of reproduction, has always been considered inferior to FM.

For the reproduction of music, FM has the edge because it can carry frequencies of up to 20,000 megahertz with a minimum of distortion and background noise.

AM, which has been broadcast monaural for 63 years, is subject to interference and considerable background noise and can carry frequencies only up to about 7,000 megahertz.

Continued on page 104

*Charles De Bare,
president owned radio stations,
ABC Radio.*

"We see radio as the wave of the future, and AM stereo will accelerate the momentum."



*Jack Thayer,
president NBC radio division,
executive vice president, NBC.*

"Stereo has become a magic word in radio, even as color has in television."



*Richard M. Brescia,
vice president and
general sales manager, CBS Radio.*

"I don't think advertisers have even taken advantage of FM stereo yet."





“Grp’s can’t measure effectiveness”

How many gross rating points really hit home? Marketing counselor Alvin Achenbaum, of Canter, Achenbaum, Heekin, and a former executive vp JWT, thinks grp’s hide both inadequate and excessive exposure. “Measure effective rating points instead,” he says.

Has the time come to throw grp’s out the window?

Marketing counselor Alvin A. Achenbaum hasn’t opened all the windows in his office yet. But he’s saying that big gross rating point numbers are misleading adver-

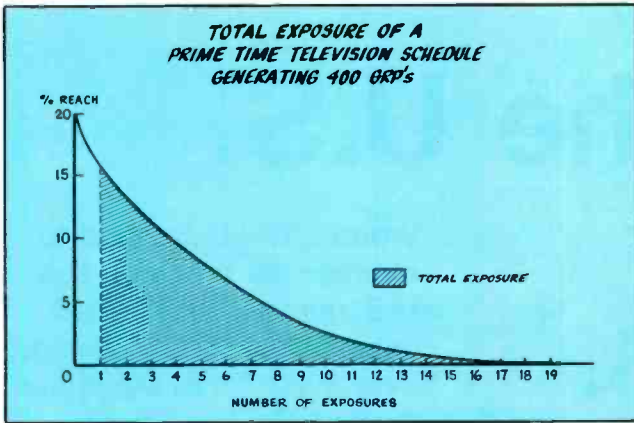
tisers and agencies into thinking they’re buying more impact than they really are.

Achenbaum, schooled in the standard approaches to media planning at J. Walter Thompson, Grey Advertising and McCann-Erickson for 23 years, chose to break away

on his own three years ago. As a principal of Canter, Achenbaum, Heekin Inc., he has had the chance to fully develop his opinion that grp’s don’t accurately measure a media buy.

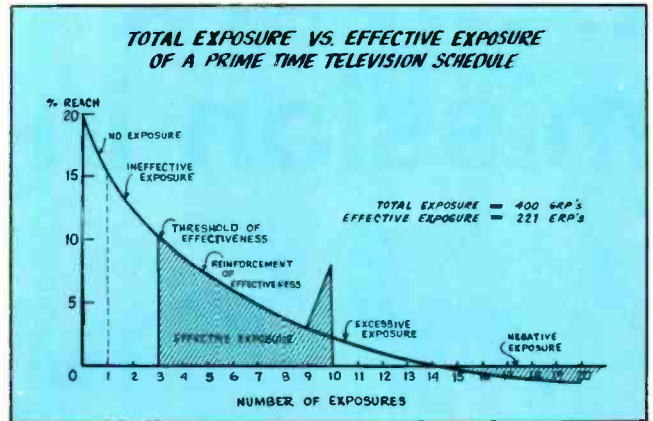
Instead of grp’s, advertisers should be

The grp fallacy



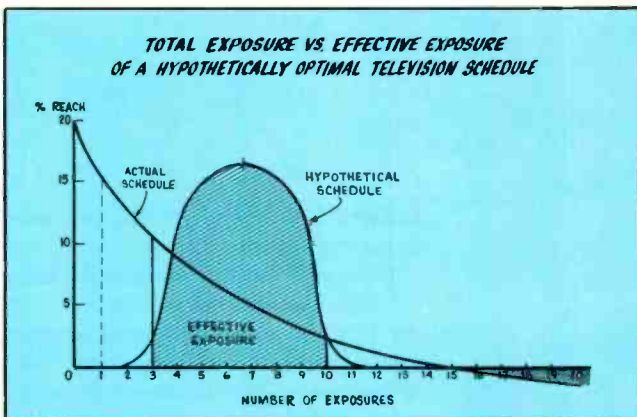
An advertiser may assume his 400 grp tv schedule reaches 80% of all households an average of five times. But, Achenbaum argues, in reality few households see a spot five times. In fact, according to the schedule mapped out above, almost twice as many households (15.5%) see a commercial only once as opposed to 8.8% that see the commercial five times.

Erp's are what count



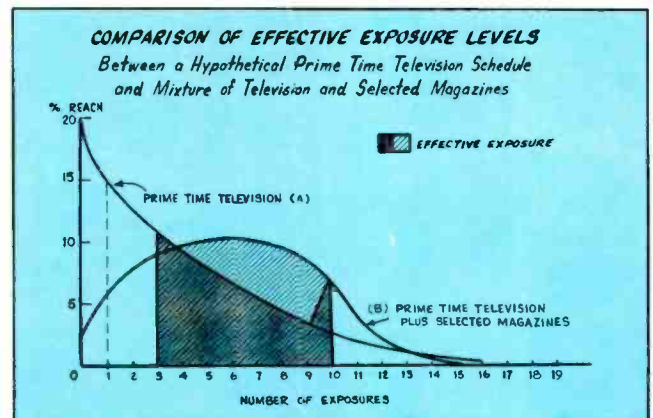
According to Achenbaum, only "effective exposure" represents the true value of the schedule. Anything under three exposures is too infrequent to have impact. Anything over 10 is of no further value, although those exposed 11-15 times should be considered "effectively exposed." The blip on the curve accounts for this "effectively exposed" 11-15 group.

Where to heavy-up



An optimal tv schedule with full attention to erp's should form this bell-shaped curve, according to Achenbaum. But, he adds, the assumption that all exposures between three and ten are of equal value is not necessarily correct — only that exposures under three are too few, and over ten too much.

Add magazines to tv



If a secondary medium is added, in this case magazines, it is likely that a new segment of the population left untouched by tv will be reached. Achenbaum says magazines are a good tool for adding erp's for selective products, although they may be too expensive for products aimed at a mass market.

counting what he calls *effective rating points* (erp's), Achenbaum says.

What are effective rating points? Erp's are grp's minus what Achenbaum refers to as *ineffective* and *excessive* exposure. In short, erp's are like the sweet spot on a tennis racket — the area you use to get the best aim and impact on the ball.

Everyone knows this intuitively, says Achenbaum. But as an economist, this logical and thorough man has not been content to leave erp's buried under a mass of im-

pressive but inconsequential gross numbers.

And in the process, Achenbaum may have come up with one of the answers to the constant question: "How much advertising is enough?"

"With erp's, you're saying that some of your exposure is inadequate in its effect or it is superfluous," explains Achenbaum. He believes that only part of the exposure frequency distribution that results from an advertising campaign is effective — the

part between three and ten exposures. He said he arbitrarily picked three through ten exposures as his cut-off points because "the data suggest that." (See accompanying charts.)

"A small tv advertiser is probably getting a frequency between zero and three," Achenbaum continues. "That's not enough frequency, if you believe the first couple of exposures have no effect.

"If frequency goes over ten times, the

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L'Oréal's mission in the U.S.



When L'Oréal decided to sharpen its focus on the U.S. market, they asked Jean Caste (left) to come over from Paris. Monsieur Caste tried various approaches to the U.S. market, and finally developed a strategy of concentration in both marketing and media. Now, L'Oréal is the fastest growing name in beauty products, with a \$10 million ad budget in 1977 highlighting four of its 2,000 feminine beauty products.

L'Oréal is the fastest-growing new name in beauty products.

It's been a well-known name in Europe for many decades, but did not come into the U.S. market until 1954 as a beauty salon supplier. Ten years later, with L'Oréal an established name in the beauty salon market, the company launched an over-the-counter line. In two years, L'Oréal's sales doubled — *without* advertising. There followed a four-year plateau.

Then, Jean F. Caste, president of Cosmair, Inc., the U.S. subsidiary of L'Oréal, decided to back one of his products, Preference Haircolor, with a strongly competitive advertising program. Since 1973, sales of Preference have almost quintupled. And Jean Caste is now applying the same marketing strategies to three other L'Oréal products.

MEDIA DECISIONS interviewed Jean Caste, who is guest editor of this issue, along with James Nixon, senior vice president of L'Oréal Retail Division of Cosmair, Inc., in Jean's office at 530 Fifth Avenue in New York. Jean is an elegant dresser, tall and deep-voiced, every inch the charming Parisian — and a very astute businessman. Nixon is a hard-working

L'Oréal media expenditures increased 5,000 percent in five years

| | 1972 | 1973 | 1974 | 1975 | 1976 |
|------------|-----------|-------------|-------------|-------------|-------------|
| Magazines | \$75,000 | \$301,000 | \$126,000 | \$774,000 | \$800,000 |
| Network tv | — | 3,249,000 | 3,037,000 | 2,799,000 | 3,000,000 |
| Spot tv | 48,000 | 618,000 | 916,000 | 1,647,000 | 2,200,000 |
| Totals | \$123,000 | \$4,168,000 | \$4,079,000 | \$5,220,000 | \$6,000,000 |

Source: LNA/BAR and Media Decisions estimates.

American, a realist and very much on top of everything that is going on in behalf of L'Oréal products in the marketplace and in L'Oréal Retail Division's advertising agency, McCann Erickson. The Lancôme Division of Cosmair is headed up by vice president Joseph Augeri, and the agency is Needham, Harper & Steers.

"Building our beauty salon business in the United States was a very painstaking, time-consuming experience," Jean said. "But we became one of several companies that share the No. 2 position in the beauty salon market.

"We decided to launch a retail line *without* advertising. But, of course this was a unique experience.

"We were successful in this, but only among women who had become aware of our products in the salons. This was a whole line of products — hair coloring, hair care, etc. — and they were slightly higher-priced than other products on the market.

"We tried a little advertising, first on tv and then on radio. But always at very low levels.

"In 1973, we developed and applied our new marketing approach. Instead of a line, we would advertise one product at a time. We would pick one product with provable superiority, a definite consumer benefit. And we would advertise it above the noise level in the market for products of that kind. Preference Haircoloring was chosen as the one most likely to be successful with this approach.

"The potential for the product was high. It had the benefit edge that could be advertised.

"We did tests to establish proof for our

claims. We were sure of the formula for Preference because it already had a very important share in almost every other country in the world.

"We secured national distribution through drug stores, fair-traded at that time."

A muffled telephone sound came from the other end of Jean's office. He excused himself to answer it, and Nixon did some explaining:

"Preference Haircoloring is sold virtually everywhere in the drug field," Nixon said. "We also are in some supermarkets. But the haircoloring business hasn't totally penetrated food store distribution. They're only partially in it — and we're only partially in it ourselves. Preference Haircoloring is not a department store item in the sense of being with the cosmetics on the first floor.

"In department stores, Cosmair sells Lancôme skin treatment and make-up, with demonstrators and other distribution activities common to that type of business.

"Preference Haircoloring has to be pre-sold through advertising. The follow-through in drug stores is via point-of-purchase displays, packaging, etc. Merchandising of the advertising is an essential tool for getting distribution."

Jean Caste rejoined our conversation:

"An important point is that L'Oréal in different parts of the world is selling about 2,000 items. It's impossible to have 2,000 with superiority. We of course have many with proven superiority, but we have chosen four, so far, in this country for our strategy of strong advertising support. They are Preference, L'Oréal Retail's lip and nail, Lancôme's skin care and makeup,

and L'Oréal Retail's Aqualia, a facial moisturizer cream that is just coming on the market this month.

"Our strategy is to concentrate on one product at a time and to back it with as much advertising and stronger advertising than any of its competitors. We position ourselves at the level of the No. 1 brand, and we seek to rise above the average level in terms of quality of advertising.

"We try to make commercials with higher than average scores. And we have been enjoying scores 53% above average for haircoloring commercials as measured by Burke. We happened to produce some that were not that good in pre-tests, so we did not put them on the air."

"A reason for concentrating on one product at a time," Jean told us, "was so we could be as important an advertiser as any other competitor, despite the fact that we did not have the resources for all-out competition with a full line. The same strategy applied to the media plan and still does. We choose one medium and put almost all our dollars into it so as to be more visible and audible than anyone else with a similar product."

With Preference haircolor, the medium is television. With Lancôme skin care and makeup and L'Oréal's lipsticks and nail enamels, the medium is magazines. With Aqualia moisturizer creams, it's tv again.

Nixon explained that the tv is based on network scatter buys, with spot tv added. "We used spot in a summer flight last year for a specific marketing need."

MEDIA DECISIONS asked whether they had any specific kind of tv programs they prefer to be associated with, and whether they had any control over this.

Continued on page 110

So they all speak Spanish

The Spanish markets within the U.S. have one language in common. But differing cultural traditions make for more than one audience. Opinions differ among agency media directors and planners on the most efficient media to sell these multiple audiences. Some put radio first, others give tv the edge. All agree that both are musts in Spanish market planning.

Top 30 Spanish language ADI markets in U.S.

| | Spanish-language population |
|-------------------------------|--------------------------------------|
| 1. | New York1,933,400 |
| 2. | Los Angeles1,805,300 |
| 3. | San Antonio 675,100 |
| 4. | San Francisco 546,300 |
| 5. | Miami 536,700 |
| 6. | Chicago 423,200 |
| 7. | McAllen-Brownsville 392,300 |
| 8. | Albuquerque 372,300 |
| 9. | El Paso 351,500 |
| 10. | Houston 314,100 |
| 11. | Phoenix 259,000 |
| 12. | Corpus Christi 227,300 |
| 13. | Fresno 226,400 |
| 14. | San Diego 204,700 |
| 15. | Sacramento-Stockton 189,900 |
| 16. | Denver 186,800 |
| 17. | Dallas-Ft. Worth 171,000 |
| 18. | Tucson 155,400 |
| 19. | Philadelphia 146,100 |
| 20. | Tampa-St. Petersburg 108,100 |
| 21. | Salinas-Monterey 99,025 |
| 22. | Washington D.C. 89,200 |
| 23. | Colorado Springs-Pueblo 86,600 |
| 24. | Lubbock 86,500 |
| 25. | Laredo 79,000 |
| 26. | Austin 73,900 |
| 27. | Detroit 73,100 |
| 28. | Odessa-Midland 68,171 |
| 29. | Boston 67,400 |
| 30. | El Centro-Yuma 63,600 |
| Top 30 Spanish markets | |
| 10,005,396 | |

Source: Market Statistics, Inc., 12/31/76, based entirely on Spanish language, not including persons of Spanish surname who do not speak Spanish.

The U.S. Spanish-language market represents a lot of consumer dollars. But it's not an easy one to capture.

Frequently, the Spanish-Americans lead a life of their own set apart from the surrounding Anglo community. Their media and shopping habits differ markedly and require a strategy attuned to special needs.

The increase in size of the Spanish population has led more marketers than ever to ask their agencies to do special evaluations of the Spanish-language media.

In this report, MEDIA DECISIONS takes a look at the Spanish-speaking segment through the eyes of eight agency people who specialize in reaching the heavy Spanish concentrations in New York, Miami and the Southwest.

The language is common. The broad Latin-American cultural traditions are shared by all. Within the market there are three basic geographic and national enclaves: the Puerto Rican segment in the greater New York area, the Cuban community in Florida, and the Mexican-American population across the Southwest and in Los Angeles and its environs. But the lines of national origin are not as sharply drawn as they once were. In addition, Spanish-speaking families have fanned out to other cities.

The agency specialists have their own unique styles for marketing and media use both locally and nationally but they tend to agree on the following:

(1) Broadcast media (tv and radio) are favored for penetration in Spanish-language homes.

(2) The size of the market is larger than government figures indicate because of difficulty in measuring illegal as well as legal immigrants. As much as one third of the Spanish Market may be in the country illegally.

(3) The Spanish ethnic group is growing faster than any other and — assuming the trend continues — will become the largest ethnic group in the U.S.

(4) Reliable media audience measurements for Spanish markets have yet to be established in some areas.

(5) Indigenous shopping habits must be taken into account.

(6) Cents-off coupon promotions tend to be less effective against the Spanish market.

(7) Brand awareness is generally strong among Spanish-speaking shoppers.

Here's what the agency specialists say (we've put them in alphabetical order):
The tv/radio combination in L.A.

Eduardo Bermudez operates an agency in Los Angeles devoted to Spanish accounts and also serves as a consultant on the Spanish language markets in the Southwest for Foote, Cone & Belding and

J. Walter Thompson. For Bermudez Associates accounts — such as United California Bank, Pacific Theatres and those on which he consults (Seven-Up, Pennzoil, Alpha Beta) — Bermudez favors a split between television and radio. "Television and radio combined is the best way to reach the audience, in part because of a lack of magazines and newspapers," he says.

"The market is primarily made up of immigrants. At first they watch Spanish tv. As they become comfortable with English, they add U.S. tv. But they don't abandon Spanish radio. Even when we Latinos are comfortable with English, we listen to Spanish radio for the music if not so much for the language."

Bermudez says that getting a fix on the Latino population in Los Angeles — as elsewhere in the U.S. — is extremely difficult. He does not believe in doing it on a sur-name basis (a matter on which some other Spanish market specialists do not agree with him). His argument is that surnames may represent a newly arrived family or one that has been in Los Angeles for five or six generations. The degree of Spanish-orientation, he believes, may be very different between the new arrivals and those who have been around for generations.

But he also points out that the uncounted numbers of illegal immigrants may more than make-up for the over-counting of third and fourth-generation Spanish. "There were an estimated 22,000 illegal immigrants in the Los Angeles area in February of this year alone," he said. "The Spanish sur-name count might be about right but for the wrong reason."

Tv/radio mix in Miami

Joe Brandy, vice president in charge of the Miami office of Publitec, agrees with Bermudez: "We have to use a mixture of radio and television. The color impact of tv can't be disregarded. And radio is very strong in the greater Miami Spanish community. If there is a big enough budget we use a mix of radio, tv, print and outdoor — in that order.

"We find the addition of print is necessary to give the information that we aren't able to convey in a 30 or 60-second spot. When we can, we use outdoor to get extra awareness."

Brandy also points to increasing population in Dade County (Miami), all of the increase is Latinos. His reference is a recent study by Strategy Research that places the percent of total population in Dade that is Spanish speaking at 35.1%.

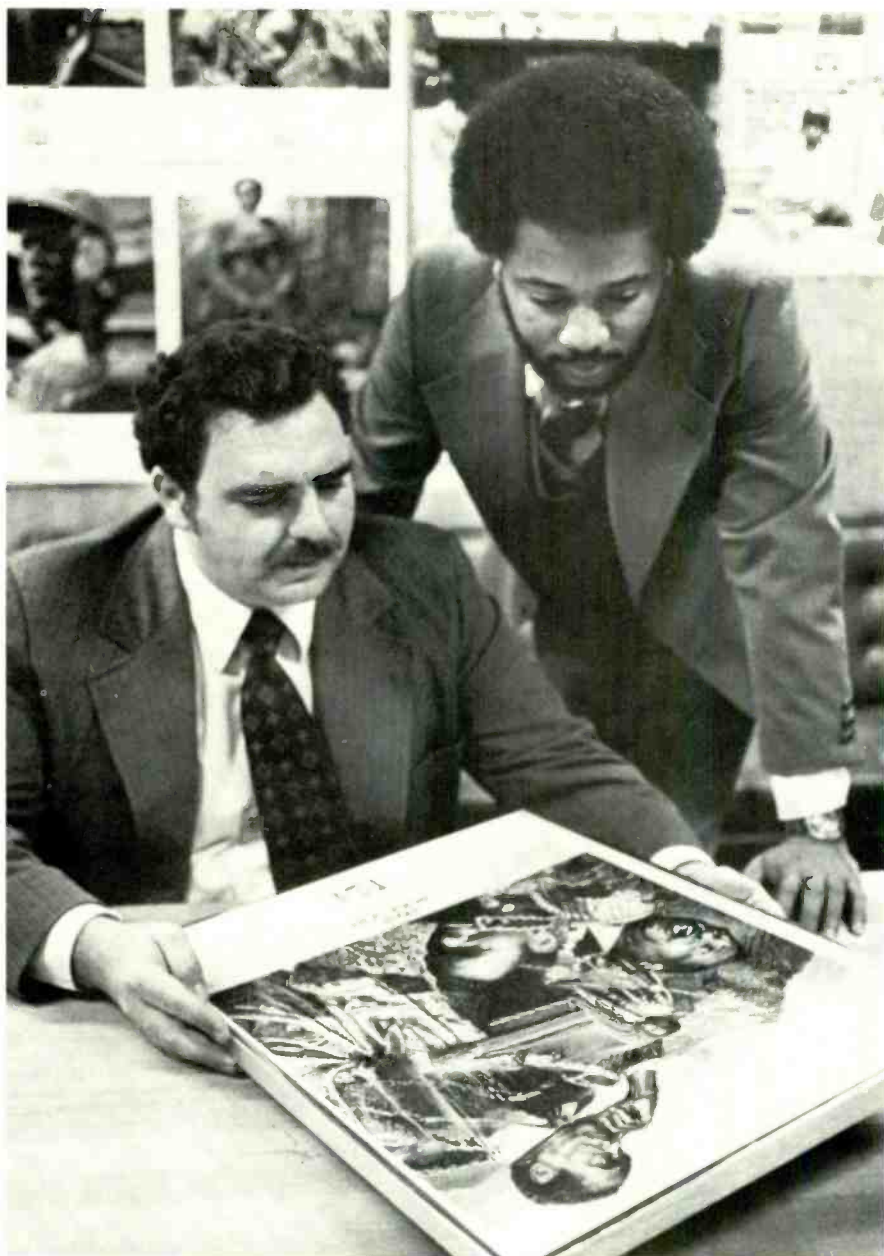
Marta Calvo, media buyer and copywriter at Zubi Advertising, also Miami, confirms Joe Brandy's comments about the media mix for reaching the giant Spanish-language audience in Dade County.



Johnny Walker Black uses outdoor to get its quality message across to the Spanish reading population in Florida's balmy Dade County.



The readers of Vanidades and Pueblo will see this ad for Fab laundry detergent, which features a Hispanic model to match Spanish copy.



Mike Psaltis, vice president, Adelante, New York, and Horace L. Skeete, account supervisor, standing, check art and copy for a Spanish language ad. Psaltis says, "The Spanish audience listens to radio 150% more than the Anglo audience. Language is the common bond."

She points out that radio has to be the favored broadcast medium in the morning because the tv stations don't come on until noon (WLTV — Channel 23) and 6 p.m. (WTVSOL). "The Latinos are radio oriented in the morning," she believes. "They like to listen to the news."

Miami boasts four Spanish-language radio stations: WQBA, WCMQ (an AM/FM outlet), WOCN and WRHC. Ms. Calvo describes the radio station formats as follows:

WQBA — Cuban music for nostalgia buffs and radio soap operas.

WCMQ — music aimed at those under 29 and American hit songs in translation.

WOCN — strong in new, latin music.

WRHC (on air from noon to 6 p.m.)

—strong news coverage and soap operas.

Ms. Calvo also says that soap operas in Spanish (the "novelas") are the strong suit of WLTV — Channel 23.

"The Latinos are loyal to their media," Ms. Calvo notes. "They like to stick with their favorite soap operas and serials whether on tv or radio. We can achieve a lot of frequency at low cost by picking their favorite station."

Newspapers in Miami include *Diario del Americas* (50,000 circulation) and *El Herald*, the Spanish-language edition of the *Miami Herald*, which in its first year of publication has achieved a circulation of about 36,000.

"*Diario* is a conservative, non-controversial p.m. newspaper," Ms. Calvo

reports. "*El Herald* generally reaches the high income segment of the Spanish-speaking population. It has less penetration in the lower income group, where many individuals would rather listen than read.

"There are also some free weekly political tabloids," she adds. "The two we use most are *Patria* and *Replica*. Outdoor and the backs of bus benches are also good media in Miami."

Ms. Calvo says a typical account she handles is Bank of Miami, whose schedule includes quarter page ads once a week in *El Herald*, *Replica* and *Diario del Americas* and 30-second spots on four radio stations. The campaign for *El Herald*, which is celebrating its first anniversary, and which the agency handles, includes pages in other Spanish-language papers, ten 30-second spots a week on all four radio stations and four 30's a day on the two tv stations. The campaign is running for six weeks.

Are 33% of immigrants illegal?

Rafael M. Conill, president of Conill Advertising, New York, is a Spanish market specialist. He opened his agency nine years ago after a stint with the London Press Exchange, and had operated his own agency in Cuba before Castro came to power.

Conill believes the Spanish population of the U.S. must expand tremendously in the next few years because of circumstances in South and Central America. He cites a 2.9% birthrate, the lag in economic development and political instability as major factors in forcing greater immigration to the U.S. from the south.

"In South and Central America, people leave the rural areas for the cities. If they can't find work there, they manage to get to the United States, many of them illegally," he says. By his count, one-third of the Spanish speaking people in the U.S. are illegal — six million out of 18 million. He estimates there are 800,000 illegals in the New York area alone. "Spanish speaking people will soon overtake the Blacks as the largest ethnic group," he adds.

In the U.S. the average yearly income of the Spanish is \$7,000 compared to an annual income expectation in their homelands of less than \$1,000. This gives them great disposable income. They are in the market for things they couldn't have before they came to the U.S. mainland. The average Latino spends \$67 a week in the supermarket as compared to average Anglo expenditure of \$32," he says, drawing on research his agency has done in New York.

Among clients who have sought his help are Armour Dial, Campbell Soup, Coca-Cola Bottling of New York, McDonald's, New York Telephone, R. J. Reynolds, Scott Paper, Seagram. "They're looking for help with language and culture, as well

What's the future of Spanish-language television?

Rene Anselmo (right), most outspoken proponent of Spanish-language media in the U.S., is president of Spanish International Network (SIN), national sales and programming organization for 15 Spanish tv stations. He is also president of licensee companies controlling six SIN-TV stations (New York, Miami, Los Angeles, San Antonio, San Francisco and Hanford/Fresno).

His blunt enthusiasm and sometimes visionary plans for SIN's expansion have brought confrontations with the FCC, the catv industry and major advertising agencies he has accused of anti-Spanish bias. But in the meantime, he has created the largest single media group serving the U.S. Spanish community.

Here is his view of the future of Spanish-language tv in this country:

"In late 1976, a new era began for Spanish media in the U.S. — the creation of a national satellite-interconnected tv network service.

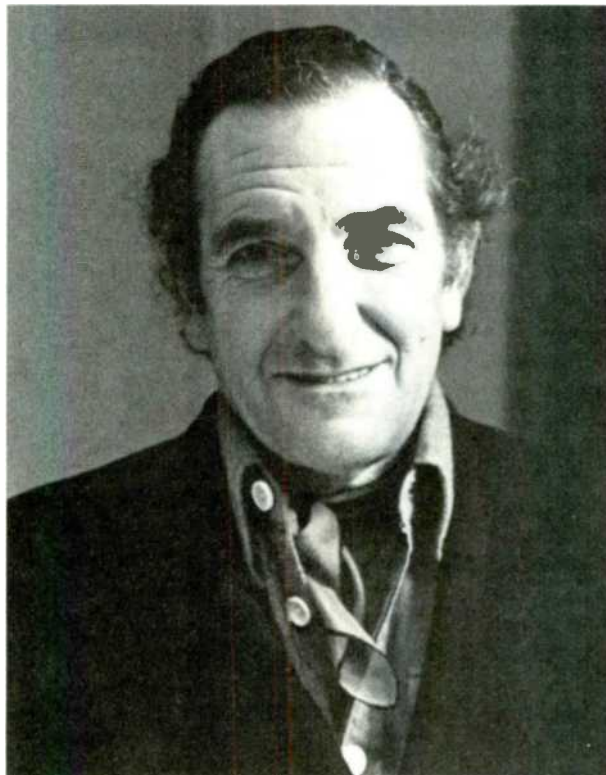
"Beginning with *Destino '77*, a six-hour telecast of last November's election results from New York carried by eight stations, SIN now sends affiliates 21 hours a week of programming via RCA satellite.

"Within the next 12 months virtually the entire SIN station list will be satellite-interconnected and carrying more than 50 hours of Spanish programs originated from our Network Operations Center in San Antonio, and transmitted by our own earth station.

"Up to now, most Spanish media have been essentially local services. Agencies and advertisers have tended to use Spanish media as local solutions to specific sales problems, largely because of the absence of national broadcast media.

"SIN's new network will also give advertisers the potential to place a simultaneous message in two out of every three Spanish-language homes in the U.S.

"With proper handling of the commercial message, advertising can be effective everywhere. Cost efficiencies will be comparable to the three English-language networks, and a lot lower than local Spanish spot placement.



SIN's extension of a one source network for Spanish Language programming brings unity to a market that is often regionalized and fragmented.

"But that's not the main reason we have worked 15 years to develop the SIN Television Network. We're convinced that the lack of a national medium (a single voice to speak to and for the Mexican-American in California and the Southwest, the Cuban-American in Miami, The Puerto Rican in New York, and Central and South Americans everywhere) is the principal ingredient lacking in the Hispanic quest for recognition in the United States.

"SIN can be that voice — strengthening Latin pride in its culture and heritage, and helping Hispanics everywhere to stand up and be counted, as a people with a common background and similar problems."

as media," he says. "If you don't have your message adapted to the language and culture, the best media plan will be of no avail."

Conill Advertising's approach to media was explained by Susan Kahn, who jokingly calls herself the house gringa: "Anglos forget that you have to show what's *inside* a can of Campbell's soup to a Spanish speaking person — or what a McDonald's egg-muffin is." This explains in part why she and others at Conill are big boosters of tv as the medium.

"The impact of tv is as strong for Latinos as it is for the Anglo audience. The

immediacy and memorability are very strong," she says. "But living habits, geography and broadcast hours temper that position. Many Spanish tv stations don't go on the air until noon, some not until 6 p.m., making radio important. Radio relates to the Spanish listener personally. In Miami and Los Angeles and other areas of the Southwest, the Spanish population is very mobile, which puts a premium on drive-time radio. In New York this need is not predominant.

"There aren't as many good availabilities in Spanish print as in broadcast. There are some very good magazines,

but they don't have as much national circulation as we normally need. And our studies show that 70% to 80% of Spanish speaking people watch Spanish tv. It's the tv advertising that gets played back in our research."

Conill uses a mix of three Spanish language media for Campbell's Soup: Tv in seven markets; radio as an add-on in New York, Miami and San Antonio; and magazines, in which cooking columns feature Spanish recipes that include Campbell's soups as an ingredient.

For McDonalds in 30 markets, Conill

Continued on page 116



Courtesy The Timberland Co.

Blue collar buyer

The blue collar market has two major attractions for advertisers:

1. Blue collar occupations — craftsman-foreman, machine operatives, service workers and laborers — earn better wages now than ever before. Some argue that blue collar workers have more “discretionary income” at their disposal because they’re not saving towards white collar goals such as sending the children to college and buying impressive suburban homes.

2. The blue collar grocery shopper has strong brand allegiance. And food takes up more of the household budget. It is believed that since the blue collar housewife prepares more meals at home, and packs more lunches for work, she buys known brands to buy the best.

As measured by TGI, blue collar households tend to be heavier users than their white collar counterparts of instant mashed potatoes, packaged dinner mixes, packaged cold cuts, tv dinners, wrapped bread, and peanut butter. The blue collar market seems to favor pop wines and beer over spirits such as scotch and bourbon.

There also seems to be a tendency for more blue collar families with incomes of \$20,000 or under to carry life insurance than for white collar families with the same income. Men’s cologne is a favorite product, but only in blue collar households with incomes under \$10,000. The same goes for the use of feminine hygiene deodorants.

Blue collar households tend to eat at fast food outlets a bit more than white collar, but it is the blue collar family making

Are blue collar buyers different?

The blue collar worker is making more money. Free of the high-cost life style that plagues many white collar workers, he may have more disposable income. But he’s getting harder to pin down in a media plan. Here’s how advertisers tackle him in major media.

What is the blue collar market?

Once it was defined by its low income boundaries. Then blue collar workers became more affluent and had access to the good life their white collar cousins have long enjoyed. The result was that tra-

ditional blue collar concepts began to crumble.

Today there is as much mystery as marketing focus in this market. And advertisers admit they are wrestling with a changing, hard to define phenomenon.

They say that, in the continuing search for an appropriate handle for the blue collar worker, lifestyle is the only dominant characteristic; and lifestyle definitions help to consolidate the wide range of blue collar demographics.

at the supermarket

between \$10,000 and \$20,000 who is the heaviest consumer.

Most often it is the blue collar woman who travels down the supermarket aisles. According to TGI, if this type of woman is married to someone who holds a blue collar job, she is likely to work blue collar too.

The working class woman is proud to be a housewife too. She may be resentful of women's liberation groups who challenge her usefulness as a homemaker.

But women's lib has affected her. She's more likely to seek work once her children are of age. And she's more likely to have outside contacts and friends than she was a decade ago, when her social circle was limited to family.

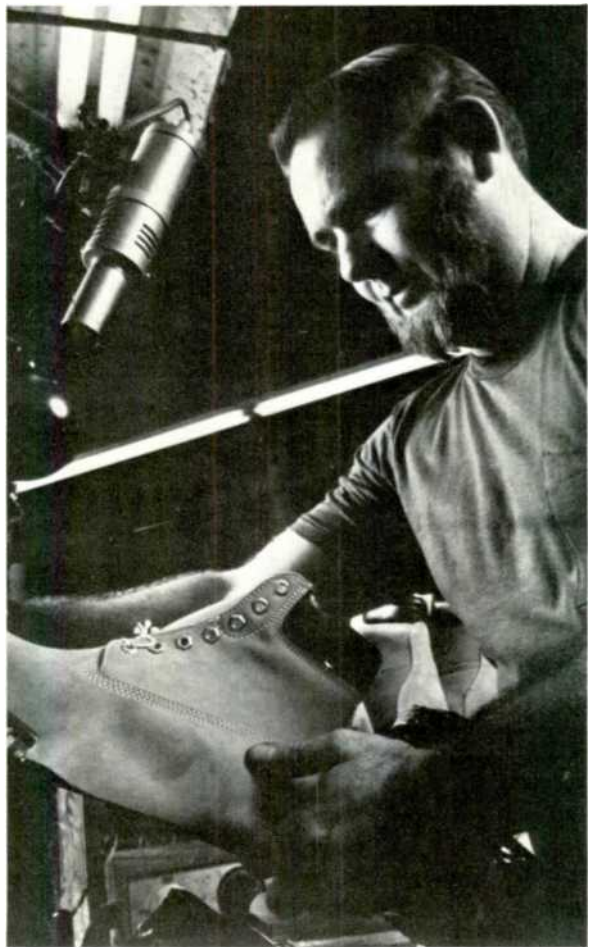
Another change: blue collar families are shrinking from an average of four children during the 60's to three or perhaps only two at the present time.

Our working woman is not a consumerist. She's happy and satisfied with the products she buys, and she believes what is advertised.

She is family-oriented, non-intellectual, and is interested in the basics of life and the simplest forms of living.

How large is the blue collar market? There is some dispute over the definition of the market, with those eager to promote the market increasing its size to include clerical workers. Measured this way, 66% of America's working population is blue collar. And of blue collar women, 46% work.

Not surprisingly, daytime tv is a favorite among the blue collar women, and to some extent, blue collar men. On the whole, "blue collar books" score heavily there.



Still, mediamen we spoke to have some basic concerns: How can you translate lifestyle demographics into blue collar media planning? How do you reach the blue collar worker? Do you use a different media plan, or will your usual one serve?

Nobody's got any easy answers. Some marketers tell us that reaching the blue collar worker is not a primary consideration in building a media plan. It's only in buying blue collar vehicles that "working class" demographics become important.

"We buy so broadly that we know we reach the blue collar households," Randy Hackett, vp-marketing for Wonder Bread, told us. "We don't make a special effort."

Other marketers tell us they target specifically to the blue collar market and spend a lot of time sharpening their media plans for blue collar orientation.

"Blue collar workers are proud to carry their lunch buckets, and we're proud to be in there with them," said Stuart Lane, senior vp-marketing at the George A. Hormel Co., makers of Spam.

Lane also mentioned the blue collar attitude that appeals so much to many package goods people: "Their attitude is hearty

eating versus lamb chops. They don't entertain with hors d'oeuvres and cocktails. They barbecue instead."

When it comes to blue collar orientations, advertisers tend to fall into these three categories, depending on their product classification: 1) those whose products are "upscale" and totally out of the socioeconomic environment of the blue collar worker; 2) those with products that appeal to a broad demographic pattern that no single lifestyle demographic, including blue collar, dominates; and 3) those with products that have a definite blue collar skew.

Interestingly, it's easy enough to find marketers in the first two categories, but those with blue collar products are hard to scout out — either because they aren't there, or because few like to admit their products are blue collar. As Robert W. Hinson, vp-director of media development at SSC&B noted, "Everyone likes to think his product's upscale."

To find out which products generate heavy user numbers in independent studies, MEDIA DECISIONS asked Target Group Index to provide us with some computer

runs. (See box on page 75). We studied four groups as suggested by Richard Zackon, associate media director of Air Time. **Blue collar profile**

First, we took the government defined blue collar occupations, craftsmen and foremen, machine operatives, non-farm laborers and service workers, and measured them against white collar occupations. We restricted these groups by educational level so that we measured only those without any college education at all.

We then divided these categories by income to insure that the distinctions were cultural, not income based. Blue collar households were split into two groups, those with incomes below \$10,000 and those between \$10,000 and \$20,000. The same was done with our white collar households.

We found that certain product categories, such as prepared dinner mixes, packaged cold cuts and wrapped bread skewed blue collar. Some of the figures surprised us. We'd thought that beer and bowling would be favorites of this group. As it turned out, beer skewed to blue collar but was more a factor of income. And bowling



Anatomy of the blue collar market

"The no. 1 question concerning the blue collar market is, 'Is it the same as it was years ago?' The question is asked by Robert W. Hinson, vp-director of media development at SSC&B.

"The definition of the blue collar market is becoming blurred. The generalities are that blue collar means lower education and a downscale income." But, Hinson added, the blue collar worker doesn't necessarily fit the stereotype any more.

Hinson's concern with this market was typical of many of the agency people MEDIA DECISIONS spoke to. When we visited him at his offices at 1 Dag Hammarskjold Plaza, Hinson had assembled pages of government statistics on this market.

"Lots of books talk about the blue collar market as if it were a specialty market," he said. "But it's not like the Black or Spanish markets because it's very broad based. The broader its base, the closer it gets to the general demographics of the United States."

Some of the figures Hinson had on his desk were:

- The average income for a blue collar worker is approximately 85% of the average income for all U.S. workers.

- Craft workers reach almost the same median income as the average U.S. worker who, in 1973, made \$14,614. The craftsman earned \$14,293. Operatives (of machines) earned \$12,479 annually, and non-farm laborers made \$11,229.

- The educational levels obtained by the average U.S. worker and the craftsman are almost the same. In 1974, the median number of years of education for the U.S. civilian worker was 12.5; for the craftsman, 12.3; operatives (excluding transportation operatives) 11.9; and non-farm laborers 11.4.

The difference, Hinson concludes, is not income, education or even occupation. "The difference is mind-set and lifestyle. It's the psychographics we talk about. That mind-set may be so persuasive it's moving into white collar clerical families."

What is the blue collar market? The answer has changed, according to Bob Hinson. "It's not that different any more."

seemed to be the popular pastime of our white collar \$10,000 to \$20,000 group.

We wondered if this was significant in planning media.

"The issue for any ad is to sell products to product users," said Dr. Banks at Leo Burnett. "If it turns out that a significant group of people use that media, it will turn up on that schedule."

Banks said he thought that the working class was not ignored in marketing planning, but he also said he thought the market was not appreciated for its straightforward economic value.

He called the working class "immigrants into American middle class society." "They're looking for guidance, for modes of instruction on language, for instance. It's best given to them by the soap operas and *True Story* magazine types. I grew up with the classic research carried out by the radio soap operas. When you look at that research, working class media have a significant role to perform. Their function is educational."

Is the choice, then, between working class media and the regular women's service magazines to carry the message to blue collar consumers? No, the contest is not there. Readership studies, including the special TGI figures obtained by MEDIA DECISIONS, usually show that there are women reached by the blue collar magazines that are not reached by the ordinary women's vehicles. A schedule of the two magazine types would not have much duplication.

The contest is between the romances and television, particularly daytime tv. "These are the women who watch the soaps, and we've bought them already" is a common attitude among buyers of daytime tv users. Prime time buyers substitute "prime time" for "daytime" in a similar statement.

Said the ad director of a company that makes feminine hygiene products: "I can't tell you why we haven't used the romance books in the past, but I can tell you why we're not using them now. Why use them when you can use a vehicle with a lot more impact — television?"

His agency man agreed. "It's a tv brand. The sales response has been higher since we went exclusively into television last year."

Blue collar media mixers

Randy Hackett of Wonder Bread says his brand is based on tv, too. "We don't use any print because as we look at our budget levels, tv clearly is still our most effective medium. When we add supplemental media it's radio."

A product manager for a peanut butter brand said his company did not target for the blue collar market but reached them regularly with their media schedule. This

brand aims for large families with lots of kids. The blue collar families tend to have large families.

"Our media mix is aimed at the masses," said this product manager. "We use a tremendous amount of prime time, so consequently we do reach them." This company also uses supplement newspapers for couponing.

Prime time is a better buy than daytime, this source said, because "the heavy day viewer will also be a prime time viewer. Why reach him twice when you can reach him and our prime audience at night?"

On a steady daytime tv diet, Kraft foods only brings up the blue collar matter when print buys are being discussed. "For print, we take it into account. Nothing imaginative or sophisticated, but we give extra weight to magazines with blue collar audiences," said Hilton Hole, product advertising manager.

How does this plan work? "We have no way of pinning down our sales," said the Kraft man. "When we started in the blue collar magazines, nothing dramatic happened. But based on our judgment, if that advertising strategy was right, it should be effective."

The blue collar publishers insist that their magazines are the only way to reach this market. In the words of Leon Garry, president of the Macfadden Group, Inc: "46% of our women are working. They have large families, they have tasks to do at night when they get home. Are you really getting them on television?"

In terms of reaching these people, the best way clearly seems to be television," said Richard Zackon of Air Time, commenting on our TGI study. "To supplement daytime television, for reaching women, the movie and romance books are an appealing alternative. Editorially they are the equivalent of the soaps, and they boast surprisingly strong reader loyalty. The supermarket press, like the *National Enquirer* and the *Star*, are also worth considering." But there is strong advertising loyalty to the blue collar books. Said an ad man whose client is a large user of blue collar magazines, "There's a market there that's important to us. We're trying to expand outside of the regular women's service market. We also use daytime tv, but there are all the people who are reading these magazines who don't watch daytime."

The publishers point to sacks of reader mail as proof of their readers' involvement. "An involved reader spends more time with the magazine," said Martin McMahon, vp-group publisher, Macfadden Women's Group.

The salesmen of the blue collar maga-

Continued on page 130

TGI's view of the blue collars

MEDIA USE

| | BLUE COLLAR | | WHITE COLLAR | |
|---|-------------|-------------|--------------|-------------|
| | \$0-9,999 | \$10-20,000 | \$0-9,999 | \$10-20,000 |
| Men Index: all employed men equals 100. | | | | |
| Prime time tv | 113 | 113 | 83 | 119 |
| Daytime tv | 125 | 93 | 74 | 40 |
| Radio | 112 | 97 | 111 | 116 |
| Outdoor | 85 | 100 | 57 | 100 |
| Newspapers | 44 | 85 | 68 | 94 |
| Magazines | 42 | 76 | 52 | 92 |
| Women Index: all women with head of household employed equals 100. | | | | |
| Prime time tv | 104 | 119 | 112 | 113 |
| Daytime tv | 122 | 130 | 85 | 104 |
| Radio | 102 | 108 | 128 | 114 |
| Outdoor | 81 | 110 | 119 | 108 |
| Newspapers | 54 | 92 | 61 | 102 |
| Magazines | 65 | 78 | 66 | 104 |

All respondents have no college education. All figures are for top quintile of medium use.

PRODUCT USAGE

| | Index equals 100 | | | |
|----------------------------|------------------|-----|-----|-----|
| Beer & ale | 103 | 122 | 82 | 100 |
| Non-filtered cigarettes | 141 | 130 | 111 | 129 |
| Fast food | 105 | 114 | 92 | 113 |
| Men's cologne | 161 | 87 | 87 | 78 |
| Feminine hygiene deodorant | 162 | 107 | 112 | 82 |
| Instant mashed potatoes | 126 | 127 | 63 | 110 |
| Package dinner mixes | 132 | 110 | 133 | 102 |
| Packaged cold cuts | 146 | 168 | 105 | 115 |
| Wrapped bread | 133 | 166 | 91 | 126 |
| Peanut butter | 121 | 130 | 89 | 111 |

Has the business press turned the corner?

Business papers are up — way up — for three years in a row. Publishers call it a new trend for the medium. Some agency men are skeptical. How long will the business paper boom last?

“Don’t be too confused by the growth of the business press. It parallels the rise of all other media, and it comes from inflation and rate adjustments.”

Thus spoke Bill Marsteller, chief executive of Marsteller Inc. in a recent interview with *MEDIA DECISIONS*. Most publishers do not agree. They’re bullish about business publishing, buoyed by a good 1976.

The specialized industrial, merchandising, and professional publications that make up the business press, as defined by ABP and SRDS, increased dollar volume by 53% (\$849,900,000 to \$1,300,000,000) from 1969 to 1976, according to ABP estimates. During that period, page volume advanced only 2.7% (from 1,231,794 pages to 1,265,000 pages.) And business

press share of total advertising dollars in all media shrank from about 4% to 3%.

In discussing these developments, Marsteller echoed the viewpoints of several sources contacted by this magazine while preparing a three-part series on the subject of business advertising:

(1) The business press has enjoyed a significant advertising increase in dollar

Bob Edgell, president Harcourt Brace Jovanovich Publications, is building a tough, aggressive operation and acquiring prime properties.



Paul McPherson, executive vp and overseer of McGraw-Hill’s vast business paper empire, has shaken the unprofitable properties out.



Sal Marino, president of newly-merged Penton/IPC, is melding the two companies into a \$70 million a year business.



revenue, because of rate increases, inflation, and an improved business climate. But (2) advertiser confidence in the medium has not been reflected in the growth of advertising pages. And (3) the business press is, in fact, losing its share of the growing business advertising dollars going into all media.

The last point is hard to document, because business ad expenditures are not easily summarized from existing sources. But it is clear that the business press is losing share in the general scheme of ad revenues, as evidenced in a Paine, Weber, Jackson & Curtis study (see chart on page 78).

This is quite aside from the slide and ad-share experienced by all print media due to the growth of television, experts tell us. According to the Magazine Publishers Association, magazine pages rose 13% from 1969 to 1976. Business paper pages rose only an estimated 2.7% during the same period.

There are other indications that, despite the meteoric rise in ad revenues, the business press is losing ground in its own back yard.

Advertisers and agencies alike indicate that they see a continued trend to place business messages in alternative media, like general business publications, radio, newspapers, newsweeklies, outdoor and television.

The key question that surfaced during our three-month investigation of this trend is: Can the business press stem the tide of business ad dollars into other media and convince industrial management of the effectiveness of the business press vis-a-vis other alternatives?

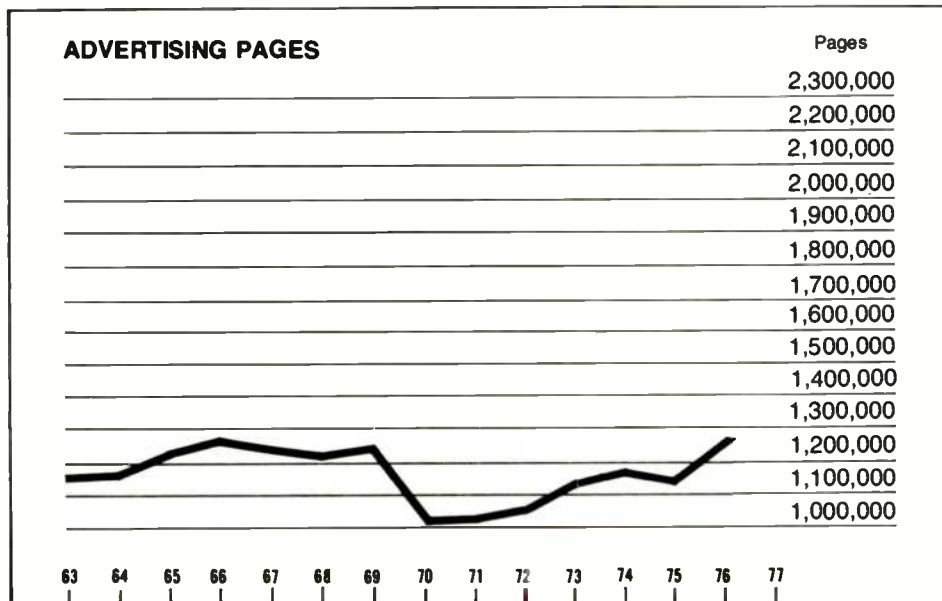
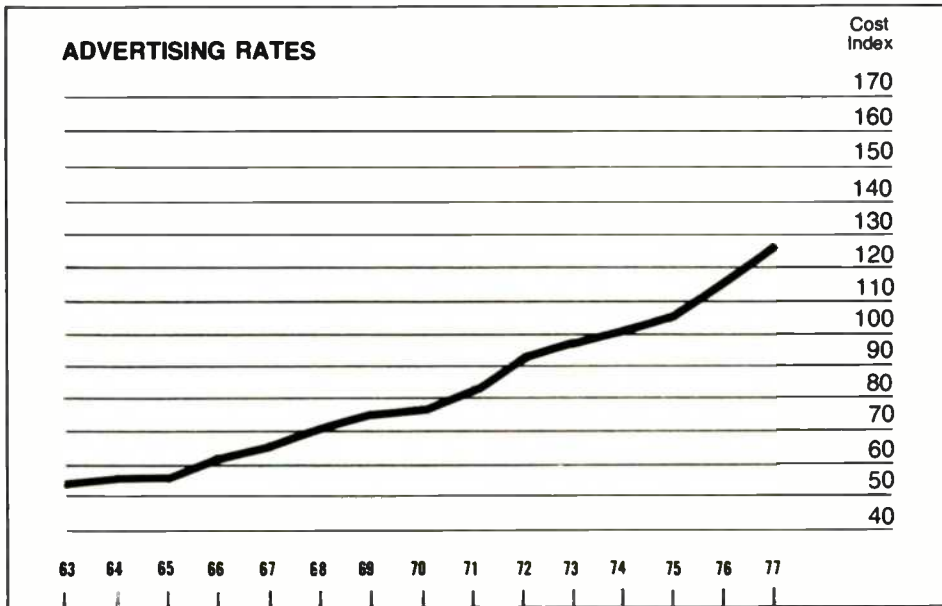
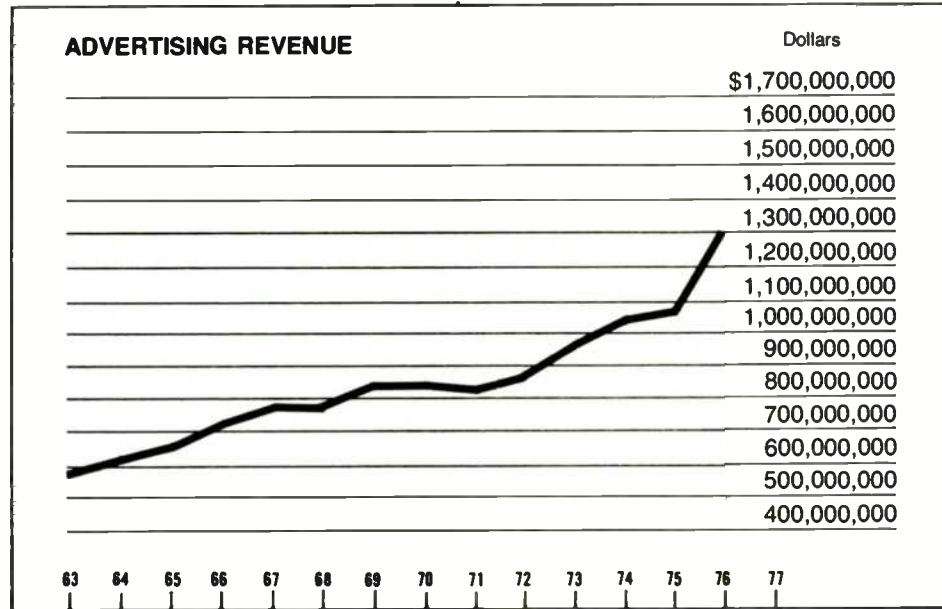
To find the answer, MEDIA DECISIONS talked to business paper publishers, advertisers, and agency people. We came up with a good deal of disagreement about the nature of the problem and very little indication that there will be much agreement on a solution.

"There is no concerted effort to sell the business press," one high-placed source at a major business publisher told us, "because publishers don't want it. They think they can do a much better job alone."

Most publishers we spoke to, however, tend to feel that things are better than ever, and that there is little reason to worry. Sal Marino, president of Penton/IPC, takes a positive view. He believes the business press is in a very solid position, not losing share among business advertisers.

"The companies with a big stake in consumer marketing and consumer products are turning to television and other media," he contended. "But the major industrial companies, who sell primarily to business are still putting almost all of their dollars into business publications."

Rates drove up revenue; now pages gaining too



Business Press vs. Other Media in percent total ad dollars

| Year | B Press | Outdoor | Radio | TV | News-papers | Magazines |
|-------|---------|---------|--------|-------|-------------|-----------|
| 1950 | 4.40% | 2.49% | 10.61% | 3.00% | 36.32% | 8.39% |
| 1951 | 4.55 | 2.32 | 9.44 | 5.17 | 35.06 | 8.33 |
| 1952 | 5.11 | 2.27 | 8.74 | 6.36 | 34.51 | 8.05 |
| 1953 | 5.10 | 2.27 | 7.89 | 7.83 | 34.01 | 8.10 |
| 1954 | 5.01 | 2.29 | 6.86 | 9.93 | 32.94 | 7.72 |
| 1955 | 4.87 | 2.10 | 5.96 | 11.31 | 33.63 | 7.55 |
| 1956 | 5.01 | 2.03 | 5.72 | 12.36 | 32.52 | 7.65 |
| 1957 | 5.53 | 1.94 | 6.02 | 12.52 | 31.82 | 7.57 |
| 1958 | 5.09 | 1.86 | 6.01 | 13.45 | 30.81 | 7.12 |
| 1959 | 5.05 | 1.71 | 5.82 | 13.57 | 31.29 | 7.38 |
| 1960 | 5.09 | 1.70 | 5.79 | 13.60 | 30.78 | 7.60 |
| 1961 | 4.87 | 1.52 | 5.76 | 14.26 | 30.36 | 7.55 |
| 1962 | 4.80 | 1.38 | 5.92 | 15.26 | 29.44 | 7.58 |
| 1963 | 4.69 | 1.31 | 6.02 | 15.51 | 28.86 | 7.65 |
| 1964 | 4.40 | 1.24 | 5.98 | 16.18 | 29.12 | 7.59 |
| 1965 | 4.40 | 1.18 | 6.01 | 16.49 | 29.02 | 7.61 |
| 1966 | 4.28 | 1.07 | 6.07 | 16.98 | 29.25 | 7.54 |
| 1967 | 4.19 | 1.13 | 6.21 | 17.24 | 29.10 | 7.38 |
| 1968 | 3.95 | 1.15 | 6.58 | 17.86 | 28.92 | 7.09 |
| 1969 | 3.87 | 1.10 | 6.51 | 18.46 | 29.42 | 6.92 |
| 1970 | 3.79 | 1.20 | 6.69 | 18.39 | 29.18 | 6.61 |
| 1971 | 3.48 | 1.26 | 6.95 | 17.06 | 29.93 | 6.62 |
| 1972 | 3.35 | 1.25 | 6.92 | 17.56 | 30.08 | 6.18 |
| 1973 | 3.44 | 1.23 | 6.86 | 17.75 | 30.23 | 5.76 |
| 1974 | 3.37 | 1.16 | 6.87 | 18.15 | 29.93 | 5.63 |
| 1975 | 3.26 | 1.19 | 7.01 | 18.64 | 29.90 | 5.19 |
| 1976P | 3.05 | 1.16 | 6.67 | 19.67 | 29.99 | 5.31 |
| 1977E | 3.01 | 1.05 | 6.58 | 19.95 | 30.30 | 5.26 |

Sources: McCann-Erickson, Inc.; Paine, Webber, Jackson & Curtis, Inc. calculations and estimates.

Marino went on to add that agencies like Marsteller have "found it profitable to move into consumer billings and have taken some of their clients with them. But there are any number of heavy industrial shops that still specialize in clients who are heavily invested in the business press. Griswold-Eshleman and Meldrum & Fewsmith are two examples."

MEDIA DECISIONS survey indicated that Meldrum & Fewsmith and Griswold-Eshleman both spend approximately 35% of their media dollars in business publications, including the general business books. Marsteller, the number one business publication agency, puts 32% of its dollars in business and trade publications)

Marino is bullish on the business press, as are most of his peers. He points out that business publications are having another banner year in 1977, with big increases in ad revenues.

"1975 was a billion dollar year for us.

1976 was even better. And I haven't heard from a publisher who isn't up for 1977," he pointed out. Penton/IPC itself posted revenues of \$60 million last year and is projecting a \$70 million year in 1977, according to Marino.

With these kinds of numbers, publishers are not inclined to worry about what some agency men see as a shrinking market position for the business press as a whole.

Still, agency business-paper buyers indicate that, while they used to buy four and five books in a field, they now buy two at most. Many of them conclude that the business press may be killing itself off in an internecine war over who will be king of the mountain in each field.

Bill Marsteller joined in criticizing business publishers for "fighting each other more than selling the medium," and he pointed to the following developments that he considers dangerous to the business press' future:

- The coming of age of the business generalist at clients, and the vanishing breed of managers who grew up in their industry reading and respecting their business papers.

- Change in the character of advertiser companies themselves, and resulting demand for new kinds of business communications concepts.

- Deterioration of the quality of media selling over the last 20 years, especially in the business press, which gets second helpings among media-sales-inclined college grads — after *Time*, *Newsweek*, and other more glamorous consumer media.

- The demise of the editor/publisher in the business press — a respected figure in his industry with access to industry counsels. He is said to have been replaced by a top salesman with little entre into management.

Marsteller predicted that the business press would evolve into a field dominated by broad-based magazines.

"The highly specialized publications won't become extinct," he said. "Many professionals need their magazines desperately. But the rich will continue to get richer, and the poor will have trouble surviving. The dominant publications will eat the smaller ones up."

The absorption of smaller entities by fast-growing business publishing giants may already be in full swing. Among the major business publishers, only McGraw-Hill and Cahners have significantly reduced their business paper holdings.

Industrial Publishing, which had been bought by Pittway Corp., a conglomerate, purchased Reinhold Publishing from Litton Industries about three years ago. Then, in July of 1976, Pittway bought Penton Publishing and merged it with Industrial, forming IPC.

Penton/IPC is now neck-deep in ironing out the merger, but it promises to become a voracious corporate gobbler, once it gets its new systems on stream.

Harcourt Brace Jovanovich Publications is currently the leading purchaser of magazines and publishing houses. Its president, Bob Edgell, looks the part of a wheeling dealing moneymen on the acquisition trail.

A few minutes before an interview with MEDIA DECISIONS, he had agreed in principle to buy WABC-TV Channel 10 in Duluth, HBJ's first tv station. A few months ago, it was Petroleum Publishing. Before that, it was the Modern Medicine Group from the *New York Times*.

Edgell and HBJ are still looking for properties to add to their stable. Edgell told us that he has four other options to buy — three of them in the industrial press.

Continued on page 132

INTRODUCING THE NEW AND THE BEAUTIFUL FROM THE OLD AND RESPECTED.

The New Horizon.

Horizon is no longer the hard-cover coffee-table magazine you knew. Now, it's a soft-cover monthly that explores the genuine pleasures of life in America's urban centers. Horizon is the national journal of the civilized things about cities: theatre, music, art, dance, architecture. And the popular things: movies, sports, food, television. And now, Horizon is also an unusually handsome environment for advertisers to reach an active, involved urban audience.

Americana the Beautiful.

Americana is the bimonthly magazine that shares with its readers the glories of 300 years of American furniture, crafts, cooking and art. It's a magazine for collectors, travellers, buyers and tryers. It celebrates the past, not for its own sake, but to enrich the enjoyment of the present. Americana's audience has proven itself to be unusually responsive. To the magazine. And its advertising.

The Old and Respected American Heritage Publishing Company.

It brings you Horizon and Americana and, we trust, needs no further introduction.



To see current issues of Horizon and Americana, contact C.S. Lovelace, VP & Advertising Sales Director, American Heritage Publishing Co., 10 Rockefeller Plaza, New York 10020. (212) 399-8900. Or contact one of our sales representatives.
Eastern States: Mortimer Berkowitz Co., 522 Fifth Ave., New York 10036. (212) 221-2485.
Western States: Perkins, Stephens, von der Lieth & Hayward, 8721 Beverly Blvd., Los Angeles 90048. (213) 652-8790.

As I See it

MARKETING

by **JOSEPH OSTROW**

senior vp-director of communications
services of Young & Rubicam.



Why ad agencies should enter into more joint efforts

While there certainly has been no diminution in the competitive activities between agencies, there may be one area in which a reduction would be appropriate.

One thing that advertising agencies continually strive for is an improvement in the efficiencies of their operations. This is not only designed to increase their profitability but, perhaps even more importantly, to allow each agency to focus as much of their total resources and energies as possible on the manufacture of their product, the advertising. Sometimes too much effort goes into peripheral, repetitive and sometimes even wasteful activities.

Unfortunately, despite the need to improve efficiencies, there is an overriding philosophy that often prevents joint activities: the "not invented here" syndrome. This translates into a reluctance, if not a total abstinence, on the part of agencies to work cooperatively with each other despite the fact that efficiencies and productivity may be enhanced.

Parochialism, as it relates to areas that are not truly competitive, is counter-productive in the extreme and deserves further reexamination.

While it may start to sound a bit like socialism, a renewed examination should be undertaken regarding the opportunities for cooperative activities between advertising agencies. These joint ventures could be the focal point for the elimination of duplication and repetition in areas where com-

petitive differentiation is of no consequence. These efforts would not be designed for the agencies to assign activities to third parties who might become monopolistic, but rather as a means for agencies themselves to control jointly certain activities that could be performed through a centralized unit established by the agencies themselves.

An examination of almost any area of agency activity illustrates the wasteful duplication of noncompetitive functions. In the area of research, for example, some agencies subscribe to research service A and others to research service B. The essential difference between the two services is small. The lack of concentrated support, however, creates heavily duplicated research services at considerably higher costs. Competition really does not function productively in most of these cases.

Less diversified purchasing could result in less expensive and higher quality research. The competition between agencies should not be in terms of the research service purchased but rather in how the data is utilized and interpreted. Great progress could be made if agencies could specify, control, and select research for certain key marketing areas.

Computer utilization represents another area where duplication and waste can be eliminated. Most major agencies and some smaller ones (through the utilization of service bureaus) have created their own administrative computer systems. They have also invested individually in the development of necessary, but relatively mundane, analytical systems. Here, too, a centralized approach could be used to eliminate wasteful duplication in both systems development and operation.

Clearly it is not the development and running of these systems that represent a competitive differentiation. Competition in the systems area should deal with the interpretation of findings rather than in the development and running of basic systems. This approach would naturally exclude more sophisticated systems which often do represent competitive advantages to individual agencies.

Research and computers are just two areas in which cooperative agency activities can be potentially productive.

It may be appropriate for certain key trade associations within the industry to examine the potentialities for this form of cooperative effort. The advertising industry is and always will be a highly competitive



OHIO
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Dayton, Ohio ADI
40th in the Nation
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1st in Southwest Ohio

Your marketing opportunity is
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20, 30 or 40 markets

Review the quality of market
and media penetration

Compare your media
opportunities

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(A single ADI newspaper buy)

299,467 daily audited
circulation

69% household reach

Average household income
\$15,395 (2nd highest in Ohio)

When opportunity knocks,
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STEEL AND SPICE

—more reasons why Baltimore's \$10.6 billion market is growing!

A diverse industrial base. That's the secret of Baltimore's stable and growing buying power. Home to Bethlehem Steel Corporation's Sparrows Point Plant, which is currently constructing the largest blast furnace in the Western Hemisphere, Baltimore is also the home of McCormick & Company, the largest spice and flavoring firm in the world!

Each of the 21 major U.S. Industrial Classifications is represented in Baltimore—an indication of a strong market with a solid economic future. Baltimore is a market with a consistent growth record. In the last five years, the Effective Buying Income has increased 53%; median household income, 56%; and total retail sales, 53%!

Whatever you sell, it pays to find out more about Baltimore. Our new Carl J. Nelson study will tell you who buys your product, where and when. Call our Marketing & Communications Department, (301) 332-6242, today. We'll help you get your share of this big, \$10.6 billion market.



The Baltimore Sunpapers

REPRESENTED NATIONALLY BY CWO&O.

(\$10.6 billion represents Effective Buying Income)



business. The competition, however, should be in the way that strategies and plans are evolved and executed.

It would be very refreshing if the advertising community would step back from the trees to take a fresh look at its forest. ■

NEWSPAPERS by MADELINE NAGEL

media director

Foote, Cone & Belding/Honig, Los Angeles.



Newspapers equate with tv in more ways than you may think

Here are the criteria for a media selection:

- Immediate high reach
- Builds frequency
- Announcement value
- Visual presentation
- Environmental compatibility

Looks like the "buzz" words in a media plan rationale for tv. Right?

Look again. This column is about newspapers, and the terms apply. Despite their apparent distinctions, daily rop and television share many communication values.

Big reach potential is one of their most obvious common properties. Both can rapidly accumulate large audiences. For example, "roadblocking" commercials during primetime television (spots run on the same day at the same time on all stations in a market) might achieve 60% household reach or about 40% of most target audiences. But metropolitan papers are a lot easier to buy and average even better. And even though television can get to 95% pretty quickly, chances are that not everyone reached sees enough messages.

What about the opportunity for adequate frequency in newspapers? Even at very high exposure levels, newspapers hold their own.

Assume a media objective is to pile up frequency without the cost of unnecessarily extending reach, scheduling more than one ad per issue has the same effect on delivery as multiple-spotting within a single program.

Or think about the need for campaign continuity, both television and newspapers are out there every day and can carry a steady stream of messages.

The parallels between the two media also exist when it comes to announcing new products and services. Both television and newspapers provide immediacy and can imply a sense of urgency. If television is generally regarded as the more intrusive, newspapers remain the traditional "call to action." And newspapers can do something television can't: distribute coupons intended to stimulate consumer trial.

Introductory advertising efforts depend on visuals as much or more than other campaign types. Product or service demonstrations and package registration involve similar considerations with regard to creative requirements. A trade-off for television's motion may well be step-by-step explanation — sometimes using large and/or sequential space units for complete copy development.

Creative treatment and audience delivery are affected by media environment. When

selecting media we evaluate program and editorial quality. When buying we try to better the odds for favorable rub-off. In television we negotiate for news adjacencies, end-of-week air dates in family-oriented shows, first commercial positions, and live host lead-ins. Newspaper insertion orders read: "Main News — far forward," "Best Food Day — outside column," "right hand page urgently requested," and "opposite Editorial Page." Are these two sets of instructions so different?

Of course, the two media are different — very different. But once in a while they merit equal thought and analysis when planning campaigns. ■

RADIO by GEORGE ROSENKRANC

media supervisor, J. Walter Thompson Co., New York.



ARMS II is broad media/market tool in New York and L.A.

It is amazing the misconceptions I sometimes operate under.

Here is ARMS II (All Radio Marketing Study) sponsored by the Radio Advertising Bureau and radio stations in New York and Los Angeles. Because of the specialized use these sponsors have put it to, I've always assumed that it is strictly a radio study, which would tell me about radio listening in two cities.

Well, I dropped in on the people at the Radio Advertising Bureau to get some brilliant ideas for this column. What I got, along with some case histories of the successful use of radio, was the methodology used in collecting the ARMS data plus some brilliant statistical analyses showing the numerical interaction of radio and television.

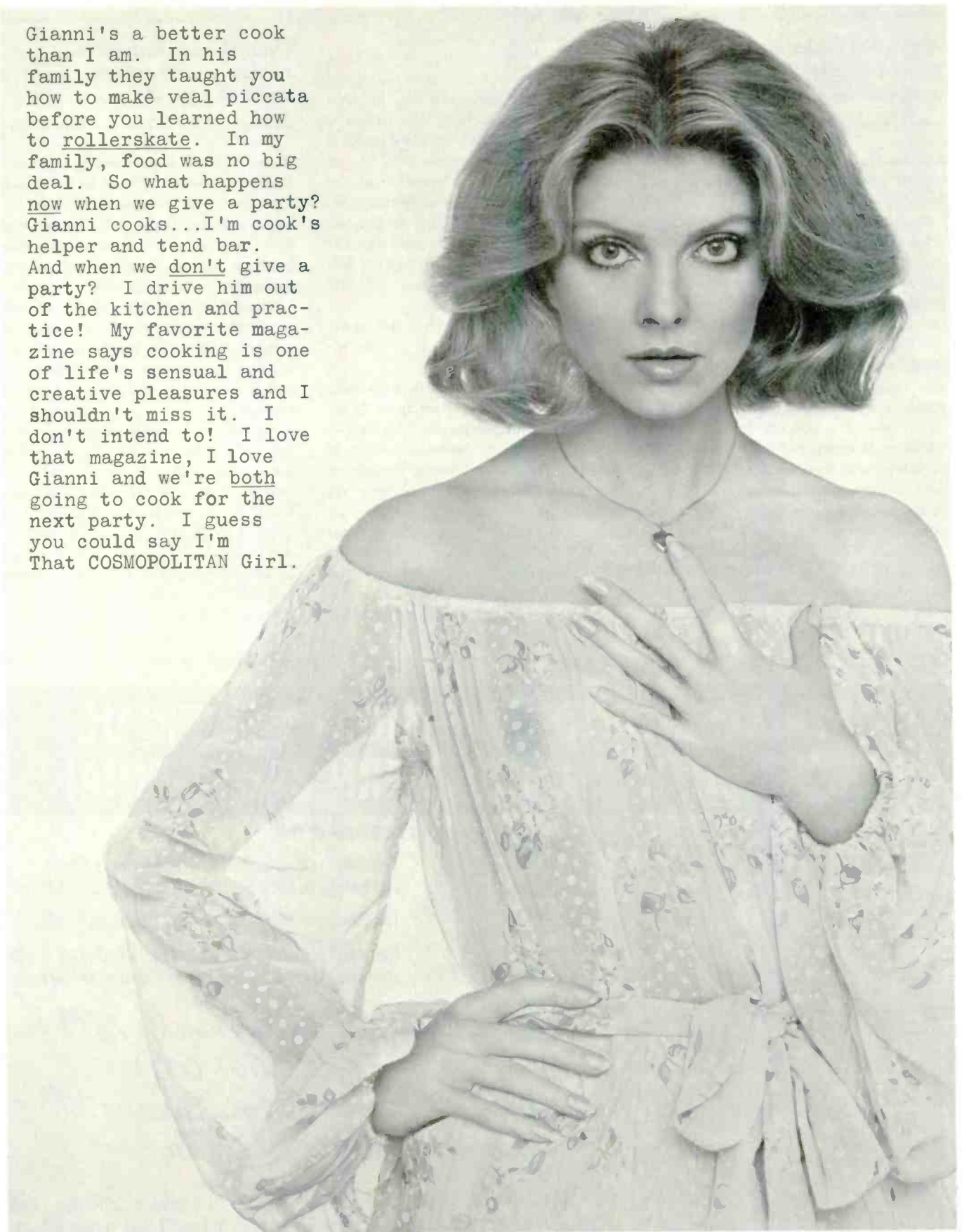
It was also pointed out that the sample was 5,000 adults in each city, that the data

Circulation Policy

To become a regular monthly recipient of MEDIA DECISIONS on a controlled (unpaid) basis you must be involved in planning, approving, and/or implementing the media buy for national or regional advertising at agency or advertiser. Those at media who decide on placement of ad space in advertising trade publications are also accepted for the unpaid "comp list," but are not added to our BPA qualified total. To receive MEDIA DECISIONS without cost, please write *in person*, specifying company, title and job function. For those not meeting the above requirements, price in the U.S. and Canada is \$20 per year. Overseas copies are all paid — \$20 per year, plus \$5 for surface transportation, \$40 for airmail.

MEDIA DECISIONS • 342 Madison Ave. • N.Y., N.Y. 10017

Gianni's a better cook than I am. In his family they taught you how to make veal piccata before you learned how to rollerskate. In my family, food was no big deal. So what happens now when we give a party? Gianni cooks...I'm cook's helper and tend bar. And when we don't give a party? I drive him out of the kitchen and practice! My favorite magazine says cooking is one of life's sensual and creative pleasures and I shouldn't miss it. I don't intend to! I love that magazine, I love Gianni and we're both going to cook for the next party. I guess you could say I'm That COSMOPOLITAN Girl.



Photographed by Ron Gustafson

If you want to reach me you'll find me reading
COSMOPOLITAN®

“
ARMS II is in depth study of product use and demos in almost all local media
 ”

is accessible by computer, and that listening and viewing patterns were collected via very detailed diaries.

It was only when I sat down back in my office and grappled with the media plans of one of our clients, a major New York bank, and with an analysis of local media opportunities for a prestige department store chain that I realized the potential of ARMS.

ARMS II is really nothing less than an in depth study of product and service usage, user demographics and almost all local media in New York and Los Angeles. It details exposure to specific radio stations, television programs and newspapers, even including what newspaper sections were read and by whom. As such its local findings have the same validity as the national findings of TGI or Simmons, but offering even finer detail. It is not just a radio study but a marketing media tool applicable to the number one and two markets. In retrospect I really should not have expected

less from Bill Simmons of Three Sigma Research who conducted it.

I couldn't wait to crank up the computer, with the help of a local radio station. Now I have marketing and media data for New York and Los Angeles to rival anyone's. And a sample of 5,000 interviews in each city to boot. Enough respondents to give some stability to the answers to my questions regarding the differences between checking account and savings account holders, the types of people who take out personal loans, and to top it all off their exposure to specific newspapers, radio stations and television programs.

Department stores? Why, the stores shopped at are even named, with an approximate dollar expenditure.

Of course, as in all surveys, the sample size can create reliability problems as the questions become too specific. But because I was interested in the total universe of people who shop at prestige department stores, it was possible to combine the shoppers of all upscale stores (they are mentioned by name, and create a larger sample).

It was also feasible to analyze only those persons who spend a minimum of \$100 in three months in any one of the selected

“
Even stores shopped are named — with dollars spent in each store
 ”

stores. The next step, of course was to relate these persons to specific media vehicle exposures. This process really made my media planning juices flow. It's all very basic after all. Find out who your best prospects are, as accurately as possible, and match media against them.

The radio industry has done a terrific job for all advertisers, but especially local advertisers in New York and Los Angeles, by enabling them to target media at prospects with a new degree of accuracy. I got the message.

My only way to share this with you is in this radio column. And while ARMS II may include radio, its scope is so much broader. If we only had such detailed data on all major markets. Next time you want to know all about our two largest markets, don't stare out the window, consult ARMS II, either through the RAB or a friendly radio station. You too may lose some misconceptions in the process. ■

METRO OAKLAND...THE MOST POWERFUL FOOD MARKET IN NORTHERN CALIFORNIA!

Rate, Standard Metropolitan Statistical Areas (SMSA's, county and city estimates are developed exclusively by Market Data division of SRDS.

Metro Area Food Store Sales

| Rank | | (\$000) |
|------|--|-----------|
| 1 | New York, N. Y. - N. J. | 6,111,694 |
| 2 | Los Angeles-Long Beach | 4,629,018 |
| 3 | Chicago | 3,928,842 |
| 4 | Philadelphia, Pa. - N. J. | 3,125,035 |
| 5 | Detroit | 2,601,514 |
| 6 | San Francisco-Oakland | 2,241,719 |
| 7 | Nassau-Suffolk, N. Y. | 2,159,605 |
| 8 | Washington, D. C. - Md. - Va. | 1,958,236 |
| 9 | Dallas-Fort Worth | 1,685,271 |
| 10 | Houston | 1,646,517 |
| 11 | Boston (1) | 1,622,499 |
| | Boston-Lawrence-Haverhill-Lowell (2) | 1,991,806 |
| 12 | St. Louis, Mo. - Ill. | 1,537,060 |
| 13 | Baltimore | 1,448,455 |
| 14 | Pittsburgh | 1,367,682 |
| 15 | Newark, N. J. | 1,325,082 |
| 16 | Minneapolis-St. Paul, Minn. - Wis. | 1,257,462 |
| 17 | Cleveland | 1,228,068 |
| 18 | Seattle-Everett | 1,117,546 |
| 19 | Anaheim-Santa Ana-Garden Grove, Calif. | 1,078,226 |
| 20 | Atlanta | 1,027,062 |
| 21 | Kansas City, Mo. - Kans. | 924,556 |
| 22 | Portland, Ore. - Wash. | 898,717 |
| 23 | New Orleans | 885,968 |
| 24 | Milwaukee | 884,041 |
| 25 | Miami | 880,788 |
| 26 | San Diego | 873,650 |
| 27 | Denver-Boulder | 861,872 |
| 28 | San Jose | 828,694 |
| 29 | Buffalo | 805,528 |
| 30 | Riverside-San Bernardino-Ontario | 786,550 |
| 31 | Tampa-St. Petersburg | 776,664 |
| 32 | Cincinnati, Ohio - Ky. - Ind. | 775,212 |
| 33 | Phoenix | 749,430 |
| 34 | Indianapolis | 727,422 |
| 35 | Rochester, N. Y. | 727,422 |

| | |
|----|---------------------------------|
| 79 | Harrisburg |
| 80 | Jersey City, N. J. |
| 81 | Chattanooga, Tenn. - Ga. |
| 82 | Knoxville |
| 83 | Fresno |
| 84 | Onard-Simi Valley-Ventura, Cal. |
| 85 | Raleigh-Durham |
| 86 | Tucson |
| 87 | Austin |
| 88 | Las Vegas |
| 89 | Mobile |
| 90 | Beaumont-Port Arthur, Tex. |
| 91 | Des Moines |
| 92 | Tacoma |
| 93 | Li |
| 94 | S |
| 95 | F |
| 96 | |
| 97 | |
| 98 | |
| 99 | |

It's as simple as this:

The San Francisco-Oakland SMSA ranks 6th in the nation in Food Store Sales (\$2,241,719,000).

The San Jose SMSA ranks 28th (\$828,694,000).

But, rank Metro Oakland (Alameda & Contra Costa counties) by itself...and here's the true picture:

*Metro Oakland ranks 18th!
 (\$1,126,561,000)
 San Francisco (alone) ranks 20th
 San Jose drops to 29th*

Get the facts on Metro Oakland...the #1 Food Market in Northern California...and The Oakland Tribune...the #1 Newspaper (voted tops in Calif!) that serves it best. Contact National Advertising Manager, Bill Lavine, (415) 645-2521

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc. Source: SRDS

Oakland Tribune

If your agricultural sales aren't booming, maybe you're not concentrating.

Compare. You'll find that major agri-marketers, like Ford Tractor, concentrate more advertising in Harvest State Farm magazines than in any other magazine or medium in Ohio, Michigan, Pennsylvania, Kansas or Missouri.

How about you? Are you concentrating your dollars in the magazines that have earned their readers' trust in more than 100

years of reporting local, specific, useful information to farmers?

Each of our five State Farm magazines has a full-time staff of editors who concentrate all their efforts on reporting to and about farmers in just one state. No wonder our Starch readership scores are so high.

Farmers say their Harvest magazine influ-

ences their purchasing decisions more than any other medium. We reach 90% of the farmers in our states 21 times a year. And many of our farmer-readers are making buying decisions right now.

Concentrate. Your sales plan needs what our five State Farm magazines deliver.

harvest farm unit
The power of concentration



TELEVISION

by **ROGER BUMSTEAD**

vp/media, Tinker Campbell Ewald,
New York.



Happy time, happy days or news time?

In late March *Variety's* Column A carried a story that "Mad Ave. Fears 125G Price for 1 ABC Minute" while inside over on Page 11 the movie charts showed only "Rocky" to be out-grossing "Network."

It's nice to see something "out-grossing and out-netting" any network . . . even the fictionalized movie version of a fourth network!

The promotion trailers in our Red Carpet Theatres heralded the coming of "Network" by optically screaming "They'll never be the same!" And Peter Finch's portrayal of anchorman Howard Beale's fall and his reincarnation as a ratings sweep winning news prophet won him a posthumous Academy Award as the Best Actor of 1976. But it prompts some careful re-examination about what advertisers think they are buying when they buy either network or local news.

The historic assumption has been that news programming represented a quality, more attentive, upscale audience. That's why one network chieftan candidly admitted that its evening newscasts were "loss leaders."

Despite price and cpm/home increases which slightly out-pace those of prime network time, network news positions represent good values — the content is always fresh, perhaps violent and gory at times — but real. The ratings delivery has been predictable. The anchorpersons all represent credibility, trust and good taste to the television generation.

Late night local tv news was a direct carry over from radio and it still retains, to

TABLE A: Top 20 Markets (ADI/DMA's)

| Period (Sweep) | No. Stations (Carrying Early News) | Total Hrs/Daily | Average/Station |
|----------------|------------------------------------|-----------------|-----------------|
| 1969 — Winter | 59 | 43.5 hours | 44.2 minutes |
| 1976 — Winter | 60 | 62.0 hours | 62.0 minutes |
| Change (%) | 2% | 42.5% | 40.3% |

a lesser extent, its quality profile for a very high price. Early evening local tv news, however, has become a vital component in the station's revenue and audience generation picture. And it has been given more and more air time by major stations (see Table A above).

Costs per household point have gone up sharply in all spot dayparts, but early and late news time is at a premium — with 90-100% + increases in just the last four years.

While stations are devoting more absolute time to "news" and advertisers are standing in line to pay for it, there is empiric evidence that the influence of the programming consultants on local news has been more to stations' advantage than to the advertisers.

One consultant's candor on the subject is both refreshing and telling. Referring to station management's search for anchor-men, Sherlee Barish said "What they want is a big, sexy stud with youth, charisma and credibility. They want to find a gorgeous 25 year old with 10 years of experience." Another consultant downgrades re-

porting of local political controversies — a gut issue, I'm sure, with today's hard-pressed taxpayer. Other programming experts advise that station produced newscasts emphasize "interpretation" ("Flesh it out and don't make it short and simple or it will irritate the viewer").

The big names in the business rue the trend. Walter Cronkite bluntly told CBS affiliates that: "Performers and performances should not supersede news content." He added: "The intrusion of show business into newscasting . . . could make the public even more misinformed than it is now." David Brinkley, at the national convention of TV News Directors, said: "I do not suggest more light or frivolous news . . . or more laughs; it is time tv had our own standards of news judgment, instead of those handed down from newspapers."

Charles Kuralt who watched hours of local tv news from hotel rooms while doing his "On The Road" feature for CBS mentions that his "overall reaction to all those hours is of hair. Anchorman's hair. While mine has been going, theirs has been growing."

**TABLE B. Selected viewing indices — tv news
Target Group Index (US POP = 100)**

| | Network news | | | Local news | |
|--|--------------|-----|-----|------------|------|
| | ABC | CBS | NBC | Early | Late |
| <i>Male Audience Comp.</i> | | | | | |
| 1973 | 111 | 103 | 109 | 105 | 108 |
| 1974 | 106 | 100 | 105 | 102 | N/A |
| 1975 | 106 | 103 | 102 | 99 | 102 |
| 1976 | 100 | 101 | 105 | 97 | 101 |
| <i>Adults — Aged 25-34</i> | | | | | |
| 1973 | 109 | 94 | 78 | 97 | 111 |
| 1974 | 95 | 86 | 87 | 109 | N/A |
| 1975 | 101 | 87 | 79 | 98 | 111 |
| 1976 | 85 | 77 | 74 | 86 | 121 |
| <i>Adults — \$25M+ HH Income</i> | | | | | |
| 1973 | 90 | 89 | 148 | 134 | 182 |
| 1974 | 105 | 105 | 115 | 114 | N/A |
| 1975 | 100 | 104 | 106 | 115 | 124 |
| 1976 | 86 | 95 | 102 | 110 | 127 |
| <i>Adults — Some College Education/Graduated College +</i> | | | | | |
| 1973 | 108 | 103 | 111 | 118 | 139 |
| 1974 | 106 | 107 | 115 | 120 | N/A |
| 1975 | 101 | 105 | 104 | 112 | 119 |
| 1976 | 107 | 107 | 103 | 112 | 133 |

Faneuil Hall Marketplace,
Boston, Massachusetts

Our Boston Perspective

The people of Boston have long been known for their active involvement in civic affairs. And WNAC-TV is involved with them, through its local perspective and its dedication to public affairs programming.

Last year alone, WNAC-TV received an *Outstanding Achievement Award for Public Service* from U.P.I. for its H.O.T. Car ("Hands Off This Car") Campaign, was named an "Outstanding Corporation of the Year" by the Boston Jaycees, and received several other awards for programming in the public interest.

Knowing and serving big cities is our stock in trade at RKO Television. We serve major markets through stations WNAC-TV Boston, WOR-TV New York, KHJ-TV Los Angeles, and WHBQ-TV Memphis. And in each of these markets, our unique and local perspective lets us make programming decisions locally, to meet local needs.

At RKO, we hit big city people where they live.

RKOTV
TELEVISION

DIVISION OF RKO GENERAL, INC.

New York Los Angeles Boston Memphis
WOR-TV KHJ-TV WNAC-TV WHBQ-TV

A major group in major markets.

Day in and day out delivers well over half the households in The Great State of Michiana

The Great State of Michiana is an 8-county market of over 600,000 that generates more automotive sales than 10 entire states... more volume in general merchandise than 8 states... and a market for food greater than 5 entire states.



Overlook it and you've got yourself an un-national ad campaign. Write, wire, or phone for MARKET DATA 76/77 and you'll see what we mean!



Albert E. Petersohn,
General Advertising Manager
South Bend, IN 46626 • 219/233-6161
Represented by Story & Kelly-Smith

The South Bend Tribune

“
The emphasis seems to be on blandness and prettiness compared to journalism
”

The emphasis seems to be on blandness and “prettiness” as compared to professional journalism of the Morrow-Severeid school. This direction has caused tv news to lose its specialness (compared to all tv viewing) as shown in Table B (page 86). Target Group Index data has been used for a common source between network and spot news.

In brief, tv news appears to be losing ground with men, young adults, the college educated and with those having household incomes above the US median. 1977 TGI mid-year tv data will be on line just as you are reading this — so take a look.

The answer for an advertiser is somewhat complex, but I'd urge the following guidelines:

1. Buy carefully: Not all TV newscasts are the same. Urge timebuyers to study news content and anchorperson's style. Judgmentally, we'd advise that the more serious the content and the more mature the newscasters are, the more likely the show will attract up-scale viewers.

2. Consider other dayparts: Strict guidelines calling for “x” percent of points in news may not be the most efficient way of executing a spot buy today. Low-rated primetime shows, station produced “magazine format shows” like *7:30 Live* on WMAL-TV, *Montage* on WTVJ and *Electric Magazine* on KRON-TV, which run in access and adjacencies to sports anthologies may deliver more of the “right” audience than traditional news buys.

As for networks and stations which, as Dick Pinkham said, “control the only game in town,” I'd urge some deep re-examination of how tv news is programed both locally and nationally. Hour-long network newscasts, which don't seem to be acceptable to affiliates for revenue reasons, may not be the solution. Perhaps a revolutionary concept such as feeding network news at 6:00, 9:00 and 11:00, each 10 minutes in length, to be coupled with local news segments (early and late only) would be the answer.

And if my crystal ball were better, I'd be working across the street at ABC! ■

“
I urge deep re-examination of how network tv news is programed nationally
”

Channel One is enough to make you leave Boston.



Every year we fill more hotels than Conrad Hilton. And more resorts than the coldest Boston winter. We're Channel One. A paradise for travel advertisers.

To get an idea of just how effective we are, take a look at these figures.

Channel One reaches more than 1,200,000 people every year. Of Metro Boston's newspaper-reading households, we reach 85% of those with a member who flies on business.

80% of those who fly on vacation. (Small wonder that Boston's Logan is the eighth busiest airport in the world).

If you're a travel advertiser, come to Boston. We can promise you a warm reception, a fine sales climate, and a thoroughly satisfying stay.

The Boston Globe

CHANNEL ONE FOR ADVERTISERS

**OUT-OF-HOME
BY ROBERT FLOOD**

general manager, corporate outdoor advertising department, D'Arcy-MacManus & Masius, St. Louis.



Truth in packaging

Most everyone connected with the outdoor business hailed the adoption of gross rating points as a step in the right direction when the first handful of plant operators made that move a couple of years ago.

Buyers welcomed the idea of getting outdoor allotments back to a common

definition so that showings of the same intensity had the same meaning from one market to the next. In addition, the use of nomenclature already familiar to media buyers would help them to better understand the outdoor medium or at least make them more comfortable with their purchases.

Gradually, other plant operators followed suit, and today approximately 101 cities out of the top 150 quote allotment intensities in terms of grp. Now, in all of those grp markets, a buyer can choose, for instance, a 25 grp intensity and relax with the confidence that in each market the advertiser will receive exposure opportunities, each day, equivalent to 25% of the market's population. Sound good? Sure does. Unfortunately, it's not true!

It is true that 101 cities in the top 150 have adopted the grp jargon, but not all have adopted the system. Of these 101, approximately 40% come with a 5% tolerance either way of an actual 25 grp showing and 55% are within a $\pm 10\%$.

Among the other 35% (current circulation data for 11 markets was not readily available) of these grp markets, a buyer can receive anywhere from 18.3 grps to 46.7 grps when making a 25 grp purchase.

When you ask a grp plant operator why his 25 grp showing, for example, delivers over 40 grps, he will usually tell you that the additional panels deliver important market coverage that you wouldn't get with just 25 grps. While this may be true, it avoids the question and renders the grp measurement utterly meaningless.

We believe this is an extremely misleading practice and that those errant operators should bring their panel allotments in line or stop claiming that they deliver 25 grps when they deliver 20, 30, 35 or 45 under the 25 grp label.

The deviations are not quite as profligate with a 50 grp showing, but the actual grps delivered still range from 32.5 to over 75. The so-called argument that the extra panels are for important additional coverage is considerably weakened at this higher intensity.

There are approximately 49 markets in the top 150 where operators still sell "showings" (e.g. a #25 showing) instead of grps. (Although a #25 showing theoretically means the same as 25 grps, the meaning has been obscured over the years, and this is the very reason for the introduction of grps.)

Here again we find the same sort of pat-

NORFOLK PUTS RICHMOND IN ITS PLACE. 2ND PLACE.

When it comes to SMSA figures Norfolk is 15 markets ahead of Richmond. SMSA figures make Norfolk the largest market in the state of Virginia. And one of the largest markets in the Southeast.

The Norfolk SMSA is made up of five independent cities. Norfolk, Portsmouth, Chesapeake, Virginia Beach, Suffolk and Currituck County, N.C. But the true picture of the Norfolk SMSA must include the vast buying power of the world's largest naval complex. Last year it was \$184,448,000. Combine these with the civilian population figures and it's easy to see why the Norfolk SMSA comes out No. 1.

And the way to reach this No. 1 market is with the Virginian-Pilot, 1st among major markets on Sunday with a 73.0% penetration. Or with the Virginian-Pilot/Ledger-Star combination, with a daily penetration of over 89%.

Call or write Dale Bowen, General Advertising Manager for a comprehensive Marketing/Demographic package on this growth market. (804) 446-2092.

| CATEGORY | TOTAL | % GREATER THAN #2 MARKET - RICHMOND |
|--------------|-----------------|-------------------------------------|
| Population | 791,100 | 36.0% |
| Households | 234,420 | 19.5% |
| Retail Sales | \$2,021,622,000 | 18.7% |
| Food Sales | \$ 453,633,000 | 24.1% |
| Gen Mdse. | \$ 348,827,000 | 28.4% |
| Liquor | \$ 40,021,000 | 23.2% |

SOURCES Standard Rate & Data Service 1976, Liquor Handbook 1976, Virginia ABC Board 1976 U S Navy, U S Army, U S Marine Corps Ad-justed to include retail sales on military installations

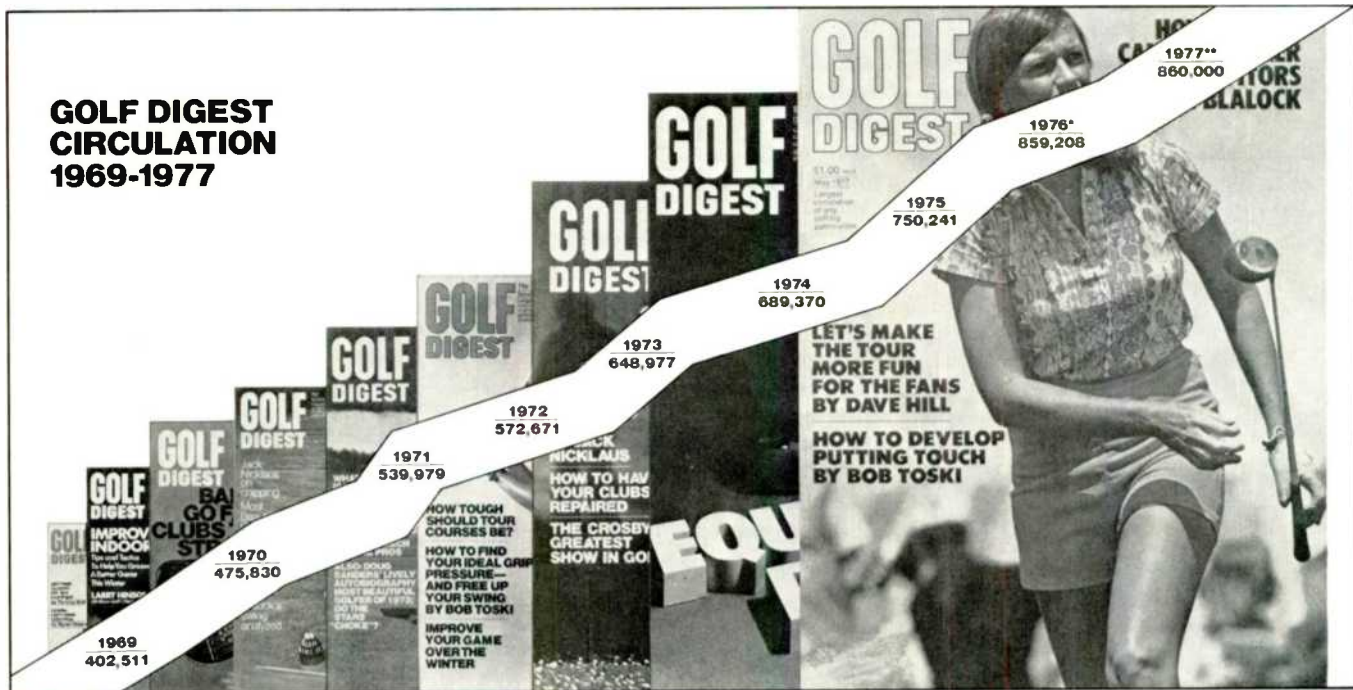
The Virginian-Pilot LEDGER-STAR

150 W Brambleton Ave., Norfolk, Virginia 23501
We deliver Virginia's largest metro market



Member Newspaper Advertising Bureau, Participating Member Data Bank - New York, 485 Lexington Ave. N.Y. 10017 (212)555-1800, Chicago, 400 N Michigan Ave. Ill 60611 (312)644-1290, Birmingham 280 N Woodward Ave., Mich 48011 (313)642-9200, Los Angeles, 5670 Wilshire Blvd., Suite 985, Calif 90036 (213)933-8526, San Francisco, 400 Montgomery St. Room 722 Calif 94104 (415)981-8118

We get better



*ABC P. blsher's Statement 12/31/76 **Rate Base

as we get bigger

Large increases in circulation have a curious way of messing up the quality of the audience.

That's why a lot of very important magazines have arbitrarily cut their circulation rate base recently. They try to get rid of those folks in rural zips and blue collar households with lower demographic profiles.

Not Golf Digest. Just not necessary.

Since Simmons started studying our audience in 1969, our circulation has increased 113%, one of the steadiest growth patterns in the business. At the same time, the quality of Golf Digest readership has improved 117%. The average of all those crucial lifestyle measurements — income, education and occupation — has improved dramatically.

For example, our median family income of \$21,852 is higher than that of all Simmons-

studied publications except five finance-oriented magazines.

A lot of advertisers recognize the value...no, make that the bargain that the Golf Digest marketplace delivers.

Is your company one of them?

If not, why not join up with the 614 companies who made 1976 Golf Digest's biggest ad page and revenue year ever?

Today is the best time to call Mac Moore, our advertising sales director, at (212) 986-2800. If his line's busy, you're invited to talk to Bob Ulon, associate advertising manager, Dick Gillespie, David Kerr, Bill Mohan, Red Reumann or Paul Slagle at the same number.

Or, in Atlanta you can call

GOLF DIGEST 

First in paid circulation and advertising among all golf publications

A publication of The New York Times Company

Mark Adorney, (404) 266-8600; in Chicago, Don Colman or Matt McBride, (312) 467-4333; in Detroit, Bob Bonamy, (313) 557-4301; in Miami, Carole Meyers, (305) 661-5463; or in Los Angeles, Neil Kelley, (213) 938-3238.

All of them can supply the rest of the Golf Digest story...and if it looks like there are a lot of guys and gals selling Golf Digest, you're right. In addition to our circulation and reader quality increases, we're up 266% in sales representatives since 1969.

To get a free copy of the 24-page Golf Primer that can teach you all you ever wanted to know about how to play golf, plus the freshest Simmons news about Golf Digest, please complete and mail this coupon.

Mr. Mac Moore, Advertising Director
Golf Digest
211 E. 43 St., New York, NY 10017

Please send me Golf Primer and Simmons news.

Name _____
Title _____
Company _____
Address _____
City _____ State _____ Zip _____

tern with #25 showings that range anywhere from 10.2 grps to 82.2 grps. While these operators may not use the grp label, they are just as remiss as their grp counterparts.

So, take note or, better still, plant operators take note and bring those over and under allotments back to the published levels where they mean what they say. Otherwise, buyer confidence cannot help but suffer. ■

BUSINESS MAGAZINES by WILLIAM T. HADLEY

vp-media, BBDO, Boston.



New ideas spur BPA's comparability program

For several years industrial advertising has churned with talk of comparability. What does this mean? What are the "agitators" trying to accomplish? How much progress has been made toward achieving the comparability that everyone seems to desire?

A new slant on business publication comparability programs? Not at all. Those words were written by Marsteller's Scotty Sawyer in 1968.

Somebody at BPA must have read them. Because in 1969, BPA officially launched its market comparability program. And this program has proved to be a vital part of its efforts to serve the business press and business press advertisers.

BPA (that's the Business Publications Audit of Circulation) likes to refer to itself as the "audit bureau for the business press." Through its comparability program, it has listened and responded to the needs of media buyers for audited comparable circulation data on a market-by-market basis.

What's the progress to date? The last time I counted, BPA had completed 60

market comparability programs out of 206 unidentified markets. Considering that BPA has been at this comparability business for eight years, that doesn't look like a very good track record.

But those 60 programs include almost half of BPA's 678 publication members. (MEDIA DECISIONS, in case you were wondering, is in the comparable half.) The reason is that BPA has concentrated its efforts on markets with large numbers of publications, with the greatest advertising dollar volume, and where there was an expressed desire on the part of publishers to achieve comparability.

All three of those factors don't always exist in the remaining 146 BPA markets. But there is a fourth factor that is critical: the desire for comparability on the part of *advertisers and agencies!*

There is only so much that the BPA staff can do to achieve comparability in a given market without "push becoming shove." But the BPA board of directors has a market comparability committee, and this committee came up with an idea to keep the comparability program moving forward.

The committee decided to select a number of key markets for immediate attention and have a member of the BPA board of directors concentrate his individual attention on the comparability program of one of these markets. The 15 key markets are:

- Appliances manufacturing
- Automotive accessories retailers
- Chemical processing
- Consulting Engineers
- Creating & producing advertising
- Hotels, motels, resorts
- Meetings & exhibits
- Petroleum industry
- Plant engineering & facilities maintenance
- Radio & television
- Radio, tv, tape recorder and Hi-Fi merchandise retailers
- Rubber products manufacturing
- Safety
- Science, research & development
- Travel services

The committee found that most BPA directors are actively involved in one or more of these markets and selected 14 of them to work with a specific market comparability program.

At last February's BPA Board of Directors meeting, these 14 directors were appointed Market Comparability Coordinators. Best described as "catalytic ingredients," they are working with a market's planning committee and the BPA staff. They offer advice on how to proceed toward comparability in their market, how to get publication "X" to participate in the

comparability negotiations, or perhaps just stand by in case a problem develops. And if need be, they'll be making contact with the publications in their assigned key market.

BPA directors are busy people. The demands on their time from their own corporate responsibilities plus those of their BPA directorships are staggering. There was a very real question of how they would accept this additional BPA assignment.

The answer is "enthusiastically." The new Market Comparability Coordinators have jumped on the comparability bandwagon and have already made a real contribution to achieving comparability in their assigned market. If you're a publisher in one of the 15 markets, you can expect to hear from them. ■

MEDIA RESEARCH by GABE SAMUELS

manager, media analysis,
J. Walter Thompson Co.



Expanded Computer Capability Extends Research Horizons

Any follower of these columns could have sensed, using a modicum of insight, this writer's feelings about the state of media research. However, if I failed to get this across, let me reiterate:

To borrow a term from recent Economics — media research is suffering from *stagflation*. Unlike Economics, though, the reason for this condition in media research is directly traceable to its roots, namely, lack of imagination.

Put in another way, since we haven't produced any new concepts or techniques in years, we tended to overproduce far too much of the same tired old stuff.

This condition in media research poses, therefore, a paradox, where on the one hand we require new and different data (communication effectiveness values, etc.), and on the other hand we are unable



A New York Times Company Publication 
© 1977, The Family Circle, Inc. Title Reg. U.S. Pat. Off.

I cut an article out of Family Circle, then cut out my own Chanel suit.

I've always loved Chanel's classic fashions, but I never thought of making one myself. Then I read an article in Family Circle that made it sound easy... and it was. In fact, I've gotten so many compliments on this suit, I think I'll make a summer version, too. This is just one example of why I read Family Circle so regularly. It gives me confidence in my own abilities, and so many new ideas to try out that I hang on to every issue.

Family Circle editors are constantly in touch with the changing needs of women. That's why over 8 million women shoppers a month have made Family Circle the largest selling woman's magazine in the world. They buy Family Circle for the ideas they know they'll find in its

pages. Realistic ideas. Plus delicious recipes and informative ads. The kinds of things women clip and save. The way they save just about every issue of Family Circle.

Obviously, total involvement like this can benefit your products as well. Exposure in an editorial atmosphere where women are on the lookout for ideas can pay off with better response than you'd get from the casual reader. We're so convinced of this, that Family Circle is the only magazine that dares to offer an Advertising Response Guarantee.* And that means more to an advertiser than just total audience figures. We're sure of it. Because we're sure that behind every copy of Family Circle there's a customer.

Family Circle. Too good to be passed around.

*For full details, phone Russ Russomanno, Family Circle Ad Director. (212) 593-8016

to cope with the increasing volume of media research numbers.

Since most of you, I would have to assume, are familiar with the problems — let us move on to some solutions. Enter, the new computers.

It goes without saying that computers can only solve half the problem — that of the numbers inflation. The other half of the problem, the stagnation of ideas, can only be solved by people.

(Indirectly, however, by properly utilizing computers, new meanings can be found in currently produced research as well. The subject of this column, though, is to deal only with the former, the problem of data handling.)

At this point, a clarification, quickly: (before I lose most of my readers) as to what I mean by computers. Most media research departments have been working for at least ten years with computers. Many, myself included, have felt for a while that the potential utility of data processing has been achieved. What I am attempting to convey is that *this is not so*. In fact, what we find is that we have only now begun to scratch the surface. My own personal crystal ball is showing me today tremendous *additional* capabilities of computers that have not been tapped yet, in terms of field research and initial data processing through analyzing the data in meaningful ways. The reasons for my contention that computer technology is a long way from reaching its potential lies in two areas.

First, the last 15 years or so have finally produced a new breed of programmer/analyst who can make machines do what we want them to rather than us being slaves to machine limitations. Secondly, and perhaps more important, is the fact that computers have quietly undergone an evolution (which is still continuing at an accelerated pace) and which makes machinery that much more useful.

Foremost in this area is: a) miniaturization of components which greatly increases the accessibility and capacity of machines; b) faster output devices; c) advanced remote terminals (i.e. time-sharing), and finally, Nth generation software which makes the machine a slave to man rather than the other way around.

Concrete examples of how advanced computer technology can greatly enhance the media research function abound. At J. Walter Thompson, we have just completed two new major computer systems which are as far removed from early models as a car is from a bicycle.

The first is a network television evaluation system. What this system is designed to do, unlike last year's models, is take into account today's world of television programming where constant program change

as well as schedule change are a way of life. Our system is a real-time schedule maintenance, estimate and post evaluation workhorse. Unlike previous systems, it is completely flexible in terms of data reported and data entered where client schedules are maintained on a current basis and may be post-evaluated twice monthly when the Nielsen tapes come in.

Another system we developed has to do with spot radio buying and planning. As anybody in this media end of the business knows, spot radio optimizing models are available from most of the major radio reps as well as some service bureaus. We found, however, that none of them have answered our needs. None of them, in fact, tell us about station formats, none of them take individual stations' pricing into account, and none of them are addressed to the question of reliability which is critical in terms of radio ratings.

Ergo, one new system custom designed to answer specific needs. Again, this system takes advantage of the latest computer techniques which allow on-line evaluations on a five minute notice.

The above are two examples of work that has just been completed in the area of media research data *analysis*. I daresay that from the point of view of collecting the data and processing it, there may be more to be gained from computer technology.

CONSUMER MAGAZINES

by SHELDON TAULE

vp-media VanSant, Dugdale,
Baltimore.



Magazines, I love you!

When I began to think about this month's column, it slowly occurred to me that magazines were really my favorite medium.

What, I said? You're a media director. You're supposed to be impartial. You can't favor one medium over another.

Well, I began to feel better when I re-

alized that I didn't necessarily regard magazines as a more effective advertising medium for meeting my client's communication needs, but rather that my affections were based on 1) my personal preferences as a *consumer* and 2) the contributions the magazine industry has made toward making my role as a professional easier.

As consumers, we may all have that favorite tv program we have to catch every Tuesday night. We may think of a certain disk jockey as a personal friend. We feel that our day is "out of kilter" if we fail to read the morning paper.

But for me, I don't think I come to any medium with the same degree of enthusiasm as I turn to *that* magazine which directs itself to my special avocation. If you're a skier, a golfer, a boating enthusiast, if you're consumed with politics, theater, or perhaps even your job, can any medium match the intensity with which you devour the magazine that speaks directly to your interests?

And in my role as a professional, I appreciate that the magazine industry has done more than any other medium to advance "the state of the art" and make my job easier. No matter that it may have been in the medium's own self-interest to have done so. Nevertheless, magazines have done more to build our understanding about how advertising works and how to measure advertising than its competitors.

In terms of basic audience identification, magazines can tell us more about who they reach. True, they have a "captive", and therefore measurable audience, but they still work hard to identify it.

It was magazines that pioneered the early work in reach and frequency concepts. It was magazines that put up the dollars that made syndicated media, product and demographic data available. Ad page exposure, message position, psychographics — these concepts can all be traced back to magazines.

And today?

Well, it's magazines that are almost exclusively working on the problems of inter-media comparisons.

A five magazine study is on the boards that will attempt to evaluate the impact of a television commercial on its viewers and that of a magazine advertisement on its readers with emphasis on the increased impact that a combination of both can accomplish.

And one magazine that I know is working on the "left brain-right brain" behavior question and the possible implications that may have toward our understanding of how broadcast and print communicate with their audiences.

Magazines, as a consumer, I love you; as a professional, I thank you. ■



Patsy Jones bought the Morning & Evening Sun combination exclusively and only reached 41% of the Baltimore market.

Don't be a patsy. The News American has more exclusive readers than any other Baltimore newspaper. No ifs, ands or buts about it . . . 63% of our readers read us exclusively. And that amounts to some 246,000

adults who read us. And only us. So when you buy Baltimore add the News American to your buy. Because you can't afford to ignore a quarter of a million readers when you've got a product or service to sell.

The News American.

Without it . . . You're not buying Baltimore.

Source: Belden CMS Survey, June 1976.
Represented Nationally by Hearst Advertising Service.



The new TGI

Target Group Index now estimates total audience of 145.4 million adults to 119 consumer magazines. Here are the top-line findings for Spring 1977.

As has happened since syndication services started issuing magazine readership numbers, some books will be gratified and others disappointed by TGI's Spring 1977 compilation as compared to that of Fall 1977.

The Spring 1977 report is for a calendar year and represents a year's field work.

Following are noteworthy differences in total readers between the two reports:

Business books: They're all up, which

Fall 1976 vs. Spring 1977 total audiences of

| | SPRING 1977 | | | FALL 1976 | | | Percent Change | | |
|----------------------------------|----------------|-------------|---------------|----------------|-------------|---------------|----------------|----------|------------|
| | Adults '000 | Men '000 | Women '000 | Adults '000 | Men '000 | Women '000 | Adults % | Men % | Women % |
| American Home | 6,443 | 1,026 | 5,417 | 5,761 | 907 | 4,853 | +12 | +13 | +12 |
| Apartment Life | 1,734 | 627 | 1,107 | 1,761 | 620 | 1,141 | - 2 | + 1 | - 3 |
| Barron's | 944 | 612 | 333 | 856 | 569 | 287 | +10 | + 8 | +16 |
| Better Homes & Garden | 22,800 | 5,283 | 17,517 | 22,906 | 5,385 | 17,521 | * | - 2 | * |
| Bon Appetit | 1,191 | 423 | 767 | — | — | — | — | — | — |
| Bride's Magazine | 1,704 | 105 | 1,599 | — | — | — | — | — | — |
| Business Week | 3,559 | 2,678 | 881 | 3,574 | 2,618 | 959 | * | + 2 | - 8 |
| Car Craft | 1,087 | 978 | 109 | 1,041 | 929 | 112 | + 4 | + 5 | - 3 |
| Car & Driver | 2,404 | 2,070 | 222 | 2,271 | 1,860 | 410 | + 6 | +11 | -19 |
| CBS Automotive Grp. (Net) | 4,329 | 3,479 | 850 | 3,698 | 2,873 | 826 | +17 | +21 | + 3 |
| Cosmopolitan | 7,875 | 1,534 | 6,341 | 7,536 | 1,498 | 6,038 | + 4 | + 2 | + 5 |
| Cue | 694 | 316 | 378 | 850 | 441 | 409 | -18 | -28 | - 8 |
| Cycle World | 1,212 | 925 | 287 | 1,238 | 995 | 244 | - 2 | - 7 | +18 |
| Dell Modern Grp. | 4,765 | 642 | 4,123 | 4,634 | 591 | 4,043 | + 3 | + 9 | + 2 |
| Ebony | 4,224 | 1,783 | 2,441 | 3,649 | 1,627 | 2,022 | +16 | +10 | +21 |
| Esquire | 3,882 | 2,555 | 1,326 | 3,907 | 2,356 | 1,551 | - 1 | + 8 | -15 |
| Essence | 1,961 | 627 | 1,334 | 1,817 | 586 | 1,231 | + 8 | + 7 | + 8 |
| Family Circle | 20,226 | 2,857 | 17,369 | 19,235 | 2,330 | 16,905 | + 5 | +23 | + 3 |
| Family Health/Today's Health | 4,207 | 972 | 3,235 | 4,990 | 1,185 | 3,806 | -16 | -18 | -15 |
| Family Health/Weight Watchers | 5,873 | 1,145 | 4,728 | 6,474 | 1,391 | 5,083 | - 9 | -18 | - 7 |
| Family Weekly | 16,912 | 7,697 | 9,215 | 15,667 | 6,771 | 8,896 | + 8 | +14 | + 4 |
| Field & Stream | 7,369 | 5,755 | 1,614 | 6,808 | 5,319 | 1,489 | + 8 | + 8 | + 8 |
| Flower & Garden | 3,205 | 1,089 | 2,116 | 2,860 | 1,001 | 1,859 | +12 | + 9 | +14 |
| Forbes | 1,802 | 1,203 | 598 | 1,491 | 1,053 | 438 | +21 | +14 | +37 |
| Fortune | 1,609 | 1,157 | 452 | 1,466 | 1,058 | 408 | +10 | + 9 | +11 |
| Gallery | 1,309 | 1,170 | 139 | — | — | — | — | — | — |
| Glamour | 5,635 | 329 | 5,306 | 5,407 | 361 | 5,046 | + 4 | - 9 | + 5 |
| Golf Digest | 2,334 | 1,588 | 746 | 2,365 | 1,594 | 771 | - 1 | * | - 3 |
| Golf Digest/Tennis | 3,552 | 2,295 | 1,257 | — | — | — | — | — | — |
| Golf Magazine | 1,810 | 1,371 | 438 | 1,743 | 1,301 | 441 | + 4 | + 5 | - 1 |
| Good Housekeeping | 20,052 | 2,812 | 17,239 | 20,244 | 2,824 | 17,420 | - 1 | * | - 1 |
| Gourmet | 1,656 | 470 | 1,186 | 1,683 | 494 | 1,190 | - 2 | - 5 | * |
| Grit | 4,175 | 1,756 | 2,419 | 3,729 | 1,659 | 2,070 | +12 | + 6 | +17 |
| Guns & Ammo | 2,281 | 2,093 | 187 | 2,393 | 2,096 | 297 | - 5 | * | -37 |
| Harpers/Atlantic/Natural History | 2,285 | 1,064 | 1,222 | 2,248 | 1,202 | 1,045 | + 2 | -11 | +17 |
| Harpers's Bazaar | 1,441 | 107 | 1,334 | 1,509 | 157 | 1,352 | - 5 | -32 | - 1 |

perhaps reflects the improved economy, a trend which usually sparks an increased reading of business books.

Shelter books: Their readership is all up, particularly *House and Garden*, *House Beautiful*, *Southern Living*, *Sunset*. Fluctuations of audience in shelter books always reflects the state of the economy also: an upwards movement stimulates interest in improving the home. Both sun-belt books, *Southern Living* and *Sunset*,

obviously geared to their localities came through with 22% and 16% readership hikes, respectfully.

New York books: The entire category slid, *New York* by 8%, *New Yorker* by 15% and *New York Times Magazine* by 11%.

News books: *Time* was up 5% in readers per copy. In a six-months span its readership jumped over 750,000 and over 12 months, 11%. Between the Fall 1966

and Spring 1977 reports, *Newsweek* registered a drop in total audience of 1% for the average copy, 2% for men and 5% for women. *U.S. News and World Report* dropped 3%, all women. *Sports Illustrated* went off an average of 2%, with a minus 3% for both men and women. *Business Week* went up 2% for men and 8% off for women, giving it an average of minus of 1%.

The financial books: The changes in

119 consumer magazines as estimated by TGI

SPRING 1977

FALL 1976

| | Audience | | | Audience | | | Percent Change | | |
|-------------------------|----------------|-------------|---------------|----------------|-------------|---------------|----------------|----------|------------|
| | Adults '000 | Men '000 | Women '000 | Adults '000 | Men '000 | Women '000 | Adults % | Men % | Women % |
| Holiday | 1,168 | 467 | 701 | 1,136 | 492 | 644 | + 3 | - 5 | + 9 |
| Hot Rod | 3,105 | 2,540 | 566 | 2,869 | 2,330 | 538 | + 8 | + 9 | + 5 |
| House Beautiful | 7,629 | 1,122 | 6,506 | 7,005 | 1,162 | 5,844 | + 9 | - 3 | +11 |
| House & Garden | 11,348 | 2,389 | 8,959 | 10,989 | 2,472 | 8,517 | + 3 | - 3 | + 5 |
| Hustler | 4,837 | 4,078 | 759 | — | — | — | — | — | — |
| Industry Week | 610 | 489 | 120 | 986 | 733 | 253 | — | — | — |
| Jet | 3,466 | 1,557 | 1,909 | 3,315 | 1,575 | 1,740 | + 5 | - 1 | +10 |
| Kiwanis/Lion/Rotarian | 1,494 | 863 | 631 | 1,586 | 898 | 688 | - 6 | - 4 | - 8 |
| Ladies' Home Journal | 16,394 | 1,773 | 14,621 | 15,965 | 1,690 | 14,275 | + 3 | + 5 | + 2 |
| Macfadden Women's Group | 11,637 | 2,273 | 9,364 | 11,963 | 2,176 | 9,786 | - 3 | + 4 | - 4 |
| Mademoiselle | 2,992 | 164 | 2,827 | 3,152 | 228 | 2,925 | - 5 | -28 | - 3 |
| McCall's | 19,390 | 2,108 | 17,283 | 18,408 | 1,927 | 16,481 | + 5 | + 9 | + 5 |
| Mechanix Illustrated | 4,599 | 3,785 | 814 | 5,060 | 4,124 | 937 | - 9 | - 8 | -13 |
| Modern Romances | 2,628 | 301 | 2,327 | 2,442 | 326 | 2,116 | + 8 | - 8 | +10 |
| Modern Screen | 2,874 | 396 | 2,478 | 2,995 | 329 | 2,666 | - 4 | +20 | - 7 |
| Money | 1,600 | 1,021 | 579 | 1,474 | 936 | 538 | + 9 | + 9 | + 8 |
| Motion Picture | 1,906 | 402 | 1,505 | 1,992 | 322 | 1,670 | - 4 | +25 | -10 |
| Motor Trend | 2,072 | 1,868 | 204 | 2,209 | 1,992 | 218 | - 6 | - 6 | - 6 |
| Motorcyclist | 1,055 | 862 | 193 | 1,405 | 1,164 | 241 | -25 | -26 | -20 |
| Ms. | 1,488 | 333 | 1,155 | 1,462 | 334 | 1,128 | + 2 | * | + 2 |
| National Enquirer | 8,345 | 3,277 | 5,067 | 7,580 | 3,016 | 4,564 | +10 | + 9 | +11 |
| National Geographic | 19,311 | 9,824 | 9,487 | 18,562 | 9,508 | 9,053 | + 4 | + 3 | + 5 |
| National Lampoon | 3,059 | 2,195 | 865 | 3,203 | 2,286 | 916 | - 4 | - 4 | - 6 |
| National Observer | 2,105 | 1,126 | 979 | 2,027 | 1,035 | 992 | + 4 | + 9 | - 1 |
| New York Magazine | 1,185 | 587 | 598 | 1,293 | 695 | 598 | - 8 | -16 | ± 0 |
| New York Times Magazine | 3,650 | 1,734 | 1,916 | 4,104 | 1,931 | 2,173 | -11 | -10 | -12 |
| New Yorker | 1,789 | 890 | 899 | 2,103 | 1,048 | 1,054 | -15 | -15 | -15 |
| Newsweek | 15,192 | 8,372 | 6,820 | 15,233 | 8,150 | 7,083 | * | + 3 | - 4 |
| 1001 Decorating Ideas | 3,504 | 597 | 2,907 | — | — | — | — | — | — |
| Organic Gardening | 2,511 | 1,103 | 1,408 | 2,408 | 1,067 | 1,341 | + 4 | + 3 | + 5 |
| OUI | 3,506 | 3,014 | 492 | 3,805 | 3,229 | 576 | - 8 | - 7 | -15 |
| Outdoor Life | 5,319 | 4,065 | 1,254 | 4,985 | 3,929 | 1,055 | + 7 | + 3 | +19 |
| Parade | 28,390 | 12,883 | 15,507 | 29,114 | 13,410 | 15,705 | - 2 | - 4 | - 1 |
| Parents' Magazine | 4,285 | 838 | 3,447 | 4,450 | 926 | 3,525 | - 4 | -10 | - 2 |
| Penthouse | 10,033 | 8,294 | 1,740 | 9,250 | 7,655 | 1,595 | + 8 | + 8 | + 9 |
| People | 10,035 | 4,098 | 5,937 | 9,270 | 3,691 | 5,579 | + 8 | +11 | + 6 |

Chart continued on page 177

A great idea for selling paper products!



You're looking at the epitome of long lasting advertising . . . The Sales/Advertising Tool Nobody Throws Away . . . slide-charts.

General Mills used 8,000,000 of them as a 2¢ in-pack. Del Monte and Morton chose custom versions designed to sell their fair-share of shelf space. Dr. Pepper, Seven-Up and Smirnoff used them for consumer/dealer education. Clairol, Oscar Mayer and Jimmy Dean bought profit calculators.

Because they sell harder, once people buy slide-charts they usually buy slide-charts more than once . . . four for General Mills; six for Toyota; two for Hunt; three for Coca-Cola; 150 for General Electric.

Slide-charts are priced so you can give one to every potential customer. Thousands of 'em cost less than one national space ad; hundreds of thousands — ten cents or less; millions — a few pennies apiece.

Let us "imagineer" one for you. A note or a call brings ideas, samples and a quote.

PERRYGRAF

Division of Nashua Corporation

**THE
Slide-Chart People**

2215 Colby Avenue
Los Angeles, California 90064
(800) 421-6534
(California: (213) 477-2411)

readership here probably reflected what happened to the economy the second half of 1976. Women readership increased as well as that of men. *Wall Street Journal* pulled up an average of 9% (12% men and 3% women). *Barron's* got a plus 10% average, *Forbes* a plus 13% average and *Fortune*, a plus 9% average.

The major women's service books: *Ladies' Home Journal's* readership plussed 3%, *McCall's* went up 6% and *Family Circle* up 2%, whereas *Good Housekeeping* and *Redbook* each slipped 2% and *Woman's Day* 1%.

Fashion and beauty books: In readership *Cosmopolitan* jumped 4%, *Glamour* slid 1%, *Mademoiselle* down 5%, *Harper's Bazaar* off 5%, while *Vogue* rose 7%.

Men's books: *Penthouse* went up 8% in readership and *Playboy* held its own when it came to men and went off 4% with women readers, giving the book an average total audience of minus 1%.

Overall conclusions: (a) switches in editorial content or heavy promotions of themselves (as at *Time* and *Esquire*) contributed much to upward changes in readership; (b) there were examples of magazines losing little in readership even with cuts in circulation. For example, *Travel & Leisure* slashed its circulation by

57% (from 1,805,000 to 774,000) but lost only 13% in readership); (c) a spurt in the economy boosted readership in business, financial and, notably, shelter books.

TGI estimates that there are 145,434,000 adult magazine readers, with 52.67% of them women.

Interesting sidelight: Among the men's books *Playboy's* female homemakers constitute 19.5% of its total audience, while *Penthouse* female homemaker segment comes to 14.5% and *Hustler's* to 13.9%. On the other hand, *Playgirl's* readership is 45% male.

Syndicated magazine research may be headed for a better than \$5.5 million gross business, with 80% of it coming from magazines, 13% from agencies and 7% from advertisers and other sources.

The biggest spenders among the magazines and their estimated contributions to Simmons and TGI are: *Time*, Inc. (\$300,000), Hearst Group (\$250,000), Reader's Digest (\$230,000), Charter-Downes (\$200,000), Conde Nast (\$180,000), TV Guide (\$140,000). Total kitty for these spenders was \$1,300,000.

TGI's subscribers currently break out as follows: agencies 159, advertisers 24, magazines 96, broadcast/miscellaneous 23. Total: 302. ■

GAINERS IN READERS PER COPY (Percent change Fall 1976-Spring 1977)

| Magazine | Percent change readers-per-copy | | | Magazine | Percent change readers-per-copy | | |
|----------------------|---------------------------------|-----|-------|-----------------------|---------------------------------|-----|-------|
| | Adults | Men | Women | | Adults | Men | Women |
| American Home | +12 | +14 | +12 | Outdoor Life | +7 | +4 | +20 |
| Barron's | +13 | +10 | +19 | Penthouse | +3 | +4 | +2 |
| Car Craft | +1 | +2 | -5 | Photoplay | +2 | -18 | +8 |
| Car & Driver | +6 | +11 | -18 | Progressive Farmer | +18 | +22 | +15 |
| Esquire | +8 | +18 | -7 | Psychology Today | +14 | +6 | +21 |
| Essence | +1 | ±0 | +1 | Reader's Digest | +3 | +3 | +2 |
| Family Circle | +4 | +20 | +2 | Road & Track | +8 | +10 | -1 |
| Family Weekly | +7 | +11 | +4 | Saturday Evening Post | +17 | +18 | +16 |
| Field & Stream | +8 | +8 | +8 | Scientific American | +10 | +5 | +22 |
| Forbes | +19 | +13 | +36 | Ski | +12 | -3 | +46 |
| Fortune | +10 | +10 | +11 | Smithsonian | +1 | +1 | +2 |
| Golf Magazine | +1 | +3 | -3 | Southern Living | +17 | +25 | +12 |
| Good Housekeeping | +2 | -2 | -2 | Sphere | +18 | +94 | +6 |
| Grit | +11 | +5 | +16 | Sport | +1 | +3 | -8 |
| Hot Rod | +3 | +4 | ±0 | The Sporting News | +30 | +33 | +19 |
| House Beautiful | +11 | -2 | +13 | The Star | +6 | +2 | +9 |
| House & Garden | +1 | -6 | +3 | Sunset | +16 | +27 | +10 |
| Jet | +7 | +1 | +12 | Time | +5 | +7 | +3 |
| Ladies' Home Journal | +11 | +12 | +11 | Town & Country | +12 | +47 | +3 |
| McCall's | +7 | +10 | +6 | Travel & Leisure | +10 | +12 | +8 |
| Modern Romances | +23 | +5 | +25 | True Experience | +3 | -11 | +5 |
| Modern Screen | +15 | +45 | +11 | True Love | +9 | +10 | +9 |
| Money | +2 | +2 | +3 | True Romance | +1 | ±0 | * |
| Motion Picture | +1 | +32 | -5 | TV Guide | +2 | +6 | -2 |
| National Enquirer | +3 | +1 | +4 | TV Mirror | +1 | +11 | -2 |
| National Geographic | +3 | +2 | +3 | TWA Ambassador | +5 | +15 | -7 |
| National Lampoon | +2 | +3 | +1 | Wall Street Journal | +9 | +11 | +3 |
| National Observer | +7 | +12 | +2 | Workbasket | +7 | +20 | +7 |
| Organic Gardening | +1 | ±0 | +1 | World Tennis | +10 | +8 | +11 |

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House Beautiful People are people who never leave home.

House Beautiful People are anything but stay-at-homes. They go places, they do things. They water ski. They backpack. They travel. But they love to come home. Because House Beautiful People have a higher median income than the readers of any other national home or women's service magazine,* a large percentage of their time and disposable income is devoted to their home. And... House Beautiful has the most efficient cost per thousand in reaching people who own homes valued at \$50,000 and more.*

While House Beautiful People are going places and doing things, they're constantly collecting—color schemes and decorating themes, recipes and gardening tips, building plans and entertaining ideas, and things, things, things—to adapt to their lives back at home.

Because House Beautiful People are people who never leave home, wherever they go, whatever they do. And now there are more House Beautiful People than ever—7,629,000 in fact, up 9% in the last year.*

HOUSE BEAUTIFUL

*TGI, Spring 1977

The magazine of over 7 million people who are interested in a lot more than just a beautiful house.

House Beautiful, 717 Fifth Avenue, N.Y. Call Stew Hayward in Los Angeles, (213) 652-8790 or call Bob Stephens in San Francisco, (415) 434-2675.

audience has learned everything from the commercial by the fifth, seventh or eighth time they've seen it. They don't pay attention to it from then on. There's no further value."

Although the impact of a commercial varies with the interest of the subject, Achenbaum said he generally believes that a commercial aired less than three times does not create a lasting impression. And a commercial aired more than ten times is a waste of money. Even worse, a spot that's

shown more than 15 or 16 times may antagonize a viewer, creating a negative effect.

Achenbaum publicly presented his theory on "Effective Exposure: A New Way of Evaluating Media" at the Association of National Advertisers February media workshops in New York. MEDIA DECISIONS visited with Achenbaum to ask how he puts this theory into practice.

When Al Achenbaum left J. Walter Thompson in 1974, he joined Stanley Canter (fresh out of Ogilvy & Mather) in forming Canter, Achenbaum, Heekin Inc.,

counselors to marketers of diverse goods and services. James R. Heekin is the former president of Doyle Dane Bernbach and Ogilvy & Mather. Achenbaum is a principle of this firm, along with Canter and Heekin.

The firm works on new product development and assessment, picking advertising agencies, research and programming. There are a few ad agencies among its clients, but the company tries to limit these accounts to avoid conflict of interest.

Achenbaum said he started thinking about the erp concept while at JWT, where he was executive vp-director of corporate planning and marketing services. "The conceptual underpinnings aren't new," said Achenbaum. "But the concept is new."

At New York-based Canter, Achenbaum, Heekin, Al was able to apply his ideas. He found that in almost every case the erp theory led to a mix of media — tv plus print. The combination most often leads to heavying up frequency in the potent three-to-ten-times frequency range, the one that proves strongest on an erp basis.

Achenbaum has three reasons for using erp's:

- "Grp's can lull you into thinking you're getting more exposure for your money than you actually are. It might make you and your agency feel good that you are buying tonnage, but unfortunately a great deal of it may be *empty tons*."

- "The use of grp's almost inevitably leads to the choice of one medium — to television and television only. Since tv has so many heavy viewers, it is relatively easy with a scatter plan to obtain a substantial level of grp's with a small budget. (At least before the recent inflation in tv rates.) A combination of media is more likely to produce more erp's than a single medium, like television," says Achenbaum.

- "The use of grp's is likely to convince small advertisers that they are doing enough advertising when they probably are making an inadequate impact, and big advertisers that they are not overspending when they may be doing just that."

Achenbaum's an innovator, but he's also a realist. He asks that you keep in mind some negatives on the question of erp's. "We all intuitively feel that each medium has a different intrinsic value." When combining media, he warns, it may pay to weigh the value of the exposures obtained for each medium differently.

"For mass products you can't rely on magazines to up your frequency because it costs too much. But for specialty items, it easily can jump low exposures such as one, two or three to four, five and six."

Achenbaum believes erp's can be measured in print as well as tv. He says that all

Sources for Achenbaum's effective exposure

Achenbaum says that he drew upon six studies in developing his "not less than three, not more than ten" range of effective exposure.

The Harvard Study (1963) used newspapers in a test market to measure the effect of advertising repetition on awareness and attitudes towards a new product. The 1,000-line ads ran once a week for four, eight and 20 weeks.

The results: Brand awareness increases with ad repetition but at a diminishing rate. If the same advertising message is repeated indefinitely, it may reach a threshold of psychological resistance. The threshold, naturally, varies with the product and the ad. The study added that changing the creative form of the message could overcome the resistance.

The Ogilvy & Mather Study (1965) was conducted by Achenbaum's current partner, Stan Carter, when the latter was vp-director of research at O&M. Carter tried to measure the relationship between frequency of exposure and the change in brand preference on commercials running during daytime, nighttime network and nighttime spot.

The highest indexes of effectiveness of the fourth exposure seemed to stand out as a significant departure from the pattern set by exposures one, two and three.

The Jacobvits & Appel Study (1966) found that as a person is exposed to verbal or visual stimuli, his response or learning increases until it reaches a point of satiation, then declines. The study provided only the theory, not a way to determine the point of satiation. But it was the first time that a theory suggested a point of diminishing return.

The Dupont Study (1968) tried to determine that point of satiation and the ensuing diminishing gains. DuPont ran four different commercials viewed within a full length movie, with the number of exposures varying.

The learning score seemed to peak between three and five exposures. Additional exposures are followed by a decline in information level.

The Marketing Evaluations Study (1969) released some findings from its Tv Commercial Index Service, which tracks tv commercial wear-out (or satiation) for advertisers. Reactions to commercials are recorded as positive, negative or indifferent. Optimum exposure is the point just before negative consumer reaction passes positive brand attitudes. The optimum exposure seemed to be about 10.

The Krugman Study (1972) conducted by Herbert Krugman, manager of public opinion research at General Electric, zeroed in on three as the minimum number of exposures needed for impact. The first exposure addresses itself to the viewer's question, "What is it?" The second exposure answers "What of it?" The third exposure is the reminder that mixes the answers of the two questions and jells them in the viewer's mind.

Psychologically, Krugman found, there is no such thing as a fourth exposure. Rather, the fourth exposure is merely a repetition of the third one. The third exposure is also the beginning of disengagement as the viewer withdraws his or her attention because there are no more questions to be answered.



Mademoiselle readers don't dream about success and affluence. They live it.

They are young women who are planning financially. Now, and for the future.

Mademoiselle has the highest index of readers who own life insurance.

The highest index of young women who buy stock.

The highest index of college educated, single, successfully employed young women.

All higher indexes than any other young women's magazine.

If you'd like to reach the woman who calls herself Mademoiselle, call us. Mademoiselle.

"I love the secure feeling
I get from one man.
My accountant.
Call me Mademoiselle."

MADemoisELLE

The magazine more select women select.

BUYING ATLANTA? DON'T FORGET GEORGIA!

We cover the
2nd, 3rd, 4th and 5th ranked
Georgia metro and TV areas
where Atlanta daily newspapers
cover 3% or less of all households!

THE GEORGIA GROUP

294,050 Daily

298,514 Sunday

AUGUSTA Chronicle & Herald

COLUMBUS Ledger & Enquirer

MACON Telegraph & News

SAVANNAH News & Press

Represented by BRANHAM Newspaper Sales KNIGHT-RIDDER Newspaper Sales, Inc.

“Small advertisers benefit most from ERP’s”

that really changes is the names of the components. “Instead of reach, we call it penetration. Instead of frequency, we call it inserts read. Instead of exposure, we call it impressions.”

Client confidences prohibit Achenbaum from providing specific examples. But he did comment that grp’s more often cover up underspending by advertisers than wasteful overspending. And it is the small advertiser who can benefit most from erp’s.

“You can use erp’s to say: ‘Look, you’re kidding yourself. You can’t afford tv.’ Unless you are prepared to raise the budget substantially, you might be better off out of the medium or concentrating your efforts geographically.” Achenbaum says. Getting a large reach made up of one and two exposures is just not an adequate advertising campaign, he added.

Achenbaum says he believes that the tendency is to underspend rather than overspend, but he would like to see erp’s used to control overly large ad budgets.

The problem with overspending, at least as Achenbaum sees it, is not the inability of big advertisers to calculate their needs and goals but their reluctance to cut down on an impressive budget.

“Tv gives big numbers. Brand managers don’t like to say that they’ve been throwing money away,” he says. Also, he acknowledges, agencies often don’t encourage cutting down on the media tab because of their own self interest.

Achenbaum suggest three methods to increase erp’s:

(1) If tv is your base medium, juggle the schedule until a frequency distribution is reached that reflects the greatest effective exposure. Achenbaum feels, however, that this method is limited.

(2) With a large budget, use a media combination. Often, users of the secondary medium tend to be light users of the first—raising reach at the expense of excessive exposure.

(3) Change your budget level. If your budget can’t afford effective exposure on tv, get out. If it’s too large, Achenbaum feels cutting back actually increases effectiveness as the “diminishing returns” range of exposures is cut back.

Will erp’s replace grp’s as the yardstick for measuring television and print? Achenbaum says there will be a subtle shift towards erp’s that won’t be noticeable for four or five years. “Lots of people know this intuitively,” he says. “This is a way of doing it statistically.” ■



* Boston ADI Newspaper Coverage

BAND has the biggest ADI newspaper household coverage (29%) . . . the biggest percentage of EBI (24%) . . . the biggest coverage of the 5 major food counties (35%) . . . the biggest ADI newspaper circulation (496,684). That’s BAND. Whatever your sales objectives, BAND is basic to your Boston ADI buy. Write for all the facts. The BAND brochure exposes it all.

Nationally Marketed by **LANDON ASSOCIATES, INC.**
38 Newbury St., Boston, Mass. 02116 / (617) 266-2141

Horatio Alger Frog



"Young man," admonished GRIT's president, "you are now one of 30,000 youthful entrepreneurs who, each week across America, sell GRIT — the small town's gazetteer, friend, and trusted counsellor."

"You can count on me, sir," replied Horatio Alger Frog, squaring his shoulders beneath a threadbare but spotless jacket. "I'll sink or swim. I'll —"
"Just sell the product, son," interrupted

the kindly old capitalist. "You'll find it's uplifting."

"Uplifting, sir?"

"Sales uplifting. For advertisers who recall that golden rule, 'In GRIT, you don't buy just a medium, you buy a market.'"

Big frog in small towns



THE NATIONAL SMALL-TOWN WEEKLY

Home Office: Williamsport, Pa.; Branch Offices: New York, Chicago, Detroit—Los Angeles and San Francisco: John P. Sandford Co.

But AM has to its advantage considerably greater signal range than FM, particularly for clear channel 50,000 watt stations, after sundown.

For music reproduction, FM has had the edge; for verbal communication, AM has been adequate.

Ironically, AM has always been readily convertible to two channel transmission and reproduction. J. B. McPhearson, chief engineer for WMAL, radio 63, Washington D.C. commented, "AM radio has been broadcast monaural through a stereo system for 63 years."

The AM carrier signal includes two side bands which can each carry a separate channel. Designing transmission and reception techniques compatible with existing mono equipment is no great problem, McPhearson says.

Ground tests for AM stereo transmission and reception begin next month, to be monitored in Washington D.C.

Three broadcast and reception systems have been submitted to the Federal Communications Commission by Magnavox, Motorola, and Belar Electronics.

Just how fast will the FCC act? Says WMAL's McPhearson, "FCC action will be proportional to the interest shown in AM Stereo by stations and by the public."

Harold Kassen, of A. D. Ring Associates, chairman of the National AM Stereophonic Committee, is optimistic about swift FCC approval of a broadcast and reception system. "September of 1978 is a practical date for perspective approval. It will depend on how much pressure is put on the commission for quick approval."

Support for AM Stereo comes from a number of areas, including the committee sponsors: the National Association of Broadcasters, the National Radio Broadcasters Association, the Electronic Industry Association and the Institute of Electrical and Electronic Engineers.

A more sanguine view of the probable approval date comes from Ralph Green, a committee member and chief engineer at CBS radio.

Green suggests approval is at least two and a half years off, and possibly five. "After the field tests are complete, they will be reported to the FCC. That is by the end of this year. Then FCC issues a notice of inquiry and allows three months for letters to come in, then two more months for comments in reply. It will be the middle of 1978 before FCC issues an announcement of proposed rule making for transmission requirements, and then there are more notices of inquiry and replies.

"If it all goes smoothly, they will then

TEST OF STEREO IN ELMHURST, ILLINOIS

How well does AM stereo work? Station WKDC, Elmhurst, Ill., tested it and station president Frank Blotter made these comments on the test results:

"After midnight and during the early morning of December 21, we broadcast music that had been selected for its broad spectrum range, which was picked up by two special AM stereo receivers built by Motorola for testing purposes. This was off-the-air reception through the use of a six foot criss-cross directional AM stereo antenna with a co-ax lead into the receiver. We engaged a sound company to record off-the-air from a tap on the AM stereo receiver for the nighttime skywave broadcast. After noon on December 21, the same stereo broadcast was made for comparison with the regular daytime transmission of WKDC on the same day.

"The recording of the nighttime broadcast did produce some skywave interference — which was expected; however, the daytime broadcast was absolutely startling. We made an announcement about the test so that our listeners would be informed while we shut down daytime transmission to make the necessary changes at the transmitter to accommodate the stereo broadcast. We came back on the air in a couple of minutes with stereo. We eliminated one channel and then the other. The phone lines were busy with listeners who said that reception was wonderful (on their mono receivers) and that they could hear the channel separation very well. Among their many questions was whether we were always going to transmit in AM stereo.

"Tests of AM stereo at WKDC and demonstrations like the one at the NAB convention are proving the feasibility and popularity of AM stereo. We hope that these developments will aid the FCC in determining engineering requirements so that in the near future broadcasters can implement AM stereo," Blotter said of the AM stereo tests.

issue their order. We are two to two and a half years away from the point where the rules will allow this to be done."

Green is concerned about what AM stereo transmission will do to clear channel transmission and signals from directionally-oriented antennas.

And he agrees the speed of the FCC rule-making process will be in direct proportion to the pressure being applied for swift commission action.

But however soon or late the FCC approval comes, there is a general consensus that AM stereo will be important to the broadcast industry and to the public.

Plans are already being made by a number of broadcasters for adoption of AM stereo opportunities. But the difficulty will lie on the other end. When broadcasting begins there won't be any AM stereo receivers out there.

WMAL's McPhearson suggests the conversion will be a relatively simple matter. "I think it will go the same route as FM stereo went, with receivers, and converters for existing sets. AM stereo converters might cost less than \$25.

"It could also get manufacturers back on the track of producing AM receivers of decent quality, bring them up to the state of the art. There are techniques that are not being used. There are micro-circuitry chips available that provide reception with less background noise and lower distortion.

"A wide band noise blanker, such as is

used in auto radios, could be incorporated generally," McPhearson commented.

Even without an assured audience, broadcasters are preparing for the advent of AM stereo.

ABC has already budgeted funds for the conversion of five of its owned and operated AM stations, at a cost of \$250,000 or more, per station.

WOR, in New York, is adapting its transmission towers for future AM stereo transmission, with particular emphasis on the possible stereo broadcast of the Metropolitan Opera.

NBC will convert its four O & O's to AM stereo when FCC approval is granted.

CBS, with its all-news policy for its O & Os, is unlikely to make an investment in AM stereo transmission facilities in the near future, but Ralph Green concedes it will influence the development of radio and advertising.

"AM stereo can be a big thing for music stations. And when it gets going it will have an effect on advertising in broadcast. Once it gets rolling, it may stimulate quadrophonic broadcasting in FM," Green said.

At ABC, Charles De Bare, president of owned AM radio stations, is enthusiastic about the future for AM stereo. "We see radio as the wave of the future, and AM stereo will maintain it," he said.

"Although it may be five years before there are enough receivers to establish substantial AM stereo audience figures, we

How do we know if a magazine's readers have SPECIFYING responsibility?

With PLANT ENGINEERING's circulation, every reader's function is audited.

What readers do is the important thing to you. Titles alone just aren't enough. Very few magazines submit both titles and job functions of their readers to an outside audit. Some give you a "publisher's estimate;" but with PLANT ENGINEERING, every reader's title and function are audited by both ABC and BPA. Next time, why not ask the magazines to show you their Functional Audit? Ask us. We'll show that our readers are in the Plant Engineering Function – and that means specifying. It's another example of the "Total Value" you get only with . . . PLANT ENGINEERING.

The best-read magazine in industry . . .

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Selling and serving the Plant Engineering Function. Advertising. Cataloging. Inquiry Post Cards. Direct Mail.



**BUY THE
BUFFALO
EVENING
NEWS...**

**TUNE IN
OVER 51% OF
THE ADULTS
IN BUFFALO'S
ADI.**

AVAILS:

Buy the Buffalo Evening News and you're buying proven demographics, guaranteed avails and 100% non-preemptible prime position. The News effectively reaches over 51% of the total adults in Buffalo's ADI daily. That's more than any top rated TV show.

COVERAGE AREA:

The Buffalo Evening News has the third highest ADI coverage in the top 30 U.S. markets with a total daily circulation of 278,461 and weekend circulation of 295,283. You're reaching over 51% (660,000) adult viewers daily and 55% (704,000) adult viewers on weekends.

SUMMARY:

When The News talks comprehensive coverage, we're not just talking editorial and news content - we're talking about the comprehensive coverage you get out of every advertising dollar you place in The News. Outperform a spot TV buy in Buffalo. Put your money where more of Buffalo's buying power will see it... Buffalo Evening News. For further information, contact Hugh G. Monaghan (716-849-3422).

BUFFALO EVENING NEWS

One News Plaza, Buffalo, New York
Represented nationally by Story & Kelly-Smith

are going into it right away. We're not going to wait for them to buy receivers, but will make it worth their while to get AM stereo receivers.

"We're approaching it from a loss-leader point of view. The addition of stereo broadcast equipment is in the capital budget plans for our stations."

ABC's two west coast stations, in Los Angeles and San Francisco, with talk formats, probably will not be converted to AM stereo operations, DeBare added.

But for many stations, AM stereo is still in the talking stage. To the extent that money is available, many stations undoubtedly will invest in AM stereo transmission equipment.

Allen B. Shaw, president of ABC owned FM stations, views AM stereo as "a plus for AM radio but not a gigantic plus."

Shaw says the effect of stereo on AM can be evaluated from the effect stereo had on FM.

"Everyone assumes that stereo is the biggest listening attraction for FM. But the data indicates that most FM listeners don't listen in stereo. In fact, FM isn't dependent on stereo for over half its listeners.

"Stereo is not primarily responsible for the growth of FM. The audience growth is based on specialized station formats that hadn't been available before," Shaw said.

"Stereo won't hurt AM or help FM. But the fidelity characteristics will still favor FM.

"The introduction of AM stereo could give AM stations greater programing flexibility than they have now and allow them to develop some formats captured by FM.

"It could also give the industry a reason to examine the whole way AM is broadcast and received, a chance to upgrade broadcast and reception quality," Shaw suggested.

"AM stereo could give FM broadcasters some incentive to get behind quadrophonic broadcasting, although personally, I'm not convinced of its value.

"AM stereo will give the medium a psychological boost, if nothing else, and provide a good promotional talking point," Shaw concluded.

Jack Thayer, president of NBC Radio, views the advent of AM stereo as a probable rejuvenator of radio which will restore the competitive balance between AM and FM.

"The danger signals for AM popped up in late 1974 and early 1975, as the impact of FM stereo on the market became evident.

"Stereo has become a magic word in radio, just as color has in television. We began talking about it at NBC. We had been concerned about the affiliates. For

**Pioneer
and still
leader
in its
prosperous
booming
market**



Arbitron TV audience estimates, Nov. 1976, Sign-on to Sign-off; subject to limitations published by ARB.

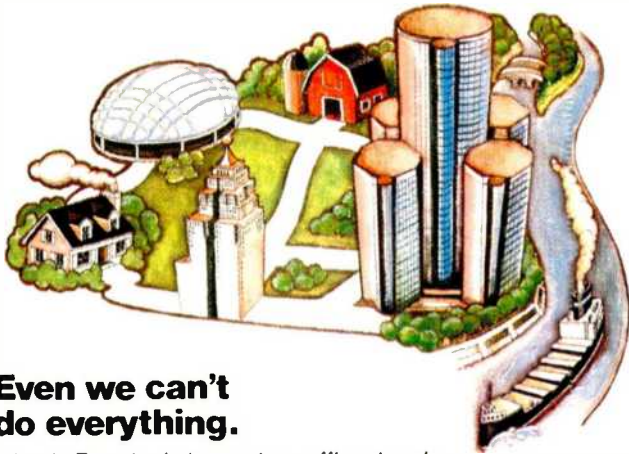
WGAL-TV

LANCASTER-HARRISBURG
YORK, LEBANON, PA

A STEINMAN TELEVISION STATION

THE FIRST THING MOST PEOPLE BUY IN DETROIT IS THE NEWS.

THE SECOND THING THEY USUALLY BUY IS WRONG.



Even we can't do everything.

Look. Everybody knows how affluent and important the Detroit market is. And, you know that to cause a splash instead of a ripple in this town, you *have* to buy The Detroit News.

But facts are facts. And even though we are the dominant paper in the market, the largest evening paper in the country, (daily 627,122 and Sunday 820,692), what the heck, even we can't do everything for everybody. So some folks buy us and then some supportive media.

And therein lies the pitfall.

What most people buy after they buy The News is wrong.

21%

What often happens, you see, is that people buy us and then automatically buy the next biggest paper around. The Free Press.

Even though only 21% of the SMSA adults read the Free Press without reading The News. Even though our circulation lead in the SMSA is a whopping

151,754 daily, and 277,535 Sunday. Even though our coverage is much better than theirs. Even though our ad lineage far exceeds theirs. (Specifically, 65 million for us and 39 million for them.)

Even though our rates are less expensive than theirs. (On a national rate, \$3.45 a line for them vs. \$3.33 a line for us.)

So automatically buying the morning paper after you buy The News would seem to us to be a rather risky and costly recommendation to support.

Especially when you consider the alternatives. Like we have.

We begrudgingly acknowledge that radio and television are not passing fads.

It galls us to say this, but the broadcast medium and the

suburban papers do a pretty good job of reaching specific audiences. One station is not bad for reaching businessmen. One is good for reaching the housewife. Another is fairly good for the younger generation. And so on. But being a sophisticated media type you already know all that. The point is, since we live here, we know which ones do which.

And what we know can do a lot for both of us.



We have a plan that makes a lot of sense. And will probably save you a lot of money.



Simply put, what we at The Detroit News would like to offer you is help in pinpointing your media buying. Depending on what your product is, what your objectives are, who your target market is, we'll give you our ideas and recommendations on how to

accomplish the task. For one group it may be The News and drive-time WJR or WWJ radio. For another client's objectives, the combination might be The News and WWJ-TV or WJBK day-time. Or The News, the Oakland Press and the Macomb Daily.



In other words, we at The News will help you select your supportive Media for maximum impact and minimum cost per impression.

Why, there might even be an occasion (although we can't imagine one) when we might even recommend the Free Press.

Is the information we give you going to be honest? Accurate? Useable? Well, give us a call. Test us out. Compare what we recommend with the advice of any expert you can get your hands on.

Why are we doing this? Because we want your lineage. And because as leaders in the Detroit market, we have the resources and facilities for doing it. And, because we just plain think it's a good idea that should have been had a long time ago.

We hope you feel the same.

We'd like to put our plan to work for you.

If you're interested in what The News has to offer, give us a call. The guy to talk to is our National Advertising Manager, Gerald Bloch at (313) 222-2332.

If you're buying Detroit, it could be the most profitable conversation you ever had. Because everything starts with The News.

The Detroit News

EVERYTHING STARTS WITH THE NEWS.

Represented nationally by Sawyer-Ferguson-Walker.

some of the 1,000 to 5,000 watt affiliates, it could be a terminal situation if all the music went over to FM," Thayer said.

"Without stereo, AM could be left with talk as its only possible format.

"AM stereo could have such a strong impact on AM that music formats will be viable for much longer than has been estimated by many forecasters. It could also make possible the continuance of live formats rather than automated tape formats, which lose immediacy.

"I'm delighted at the progress that has been made with the development of AM stereo. It will keep competition keen and alive in markets of all sizes," Thayer predicted.

Thayer said that AM stereo will mean nothing to NBC as a network. "But once a system is approved, I have told our engineers to install AM stereo transmission equipment at the four NBC O & Os."

Dick Brescia, vice president and general sales manager for CBS Radio sees AM stereo as a good talking point for radio, but not likely to have much of an effect on the radio market.

"I don't think advertisers have taken advantage of FM stereo yet. It's been around long enough that if advertisers were being

creatively intrigued, they would be using a stereo effect in their commercials. If the creative potential is there, no one is willing to take advantage of it."

While Brescia concedes that FM's growth has been at the expense of the AM market, he suggests, "By the time FM finishes its growth, people will understand that AM and FM are both radio."

But he observes that CBS has already segregated its music formats to its FM stations and news and talk to its AM O & O's.

Bob Niles, vp, director of engineering for the Capital Cities group said, "There is mixed opinion in our group, as there is in the industry in general about the value of AM stereo.

"But if a proven system does come out, I think it will be important in getting AM stations in a more competitive position with FM stereo."

Ralph Guild, president of McGavren-Guild, commented: "I think it's inevitable. I can't imagine anyone with an exceptional broadcast facility letting FM stereo just take their audience away from them."

John Boden, general manager, radio, at John Blair, observed: "If the quality of AM stereo can match that of FM stereo, you've got a different ball game. If that can

be done, then young people will be listening to AM stereo. Quality sound is of the utmost importance."

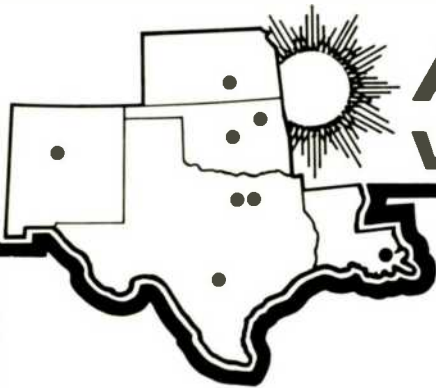
Alan Tobes, vp-market research director at Eastman Radio suggests that while stereo might add to the impact of AM, format remains of top importance. "Maybe AM stereo will be a good thing for radio, but only if the format and product is already of substantial quality. You have to have good programs. The stereo effect itself will not hold an audience."

Bill Froelick, New York salesmanager for the Christal Co. commented: "Stations are looking at AM stereo as a possibility at this point. It is on the horizon and it may not become a reality. I don't think anyone is losing any sleep worrying about it."

At the Katz Agency, Bill Schrank, vp-director of radio research, said, AM stereo "can stimulate the entire radio industry. If it tests out reasonably well, it can be a boon to radio, for two reasons:

"1) The excitement and publicity generated will focus attention on AM and on radio in general and invite listeners to make comparisons between the two.

"2) There is a real group of audiophiles out there, as well as casual listeners who are influenced by sound." ■



Across the Sunbelt, we make Contact!

We do it with a variety of successful formats. In New Orleans we're WBYU, beautiful music in stereo. In younger Wichita: KLED, with youthful vigor, contemporary music, and zany surprises. We're "the voice of young Albuquerque, KGEO".

In Oklahoma City: beautiful-music KKNB. In Tulsa: KRMG's combination of air personalities, news, information and community service.

And we cover Texas like barbecue sauce. In Fort Worth/Dallas: KFJZ and its FM counterpart Z-97. In San Antonio: KKYX's country music and award-winning news. And Texas-wide, in 17 ADIs, three radio networks totalling 207 stations: Texas State Network (3.5 million listeners each week) ... agri-minded Continental News Service ... Spanish-speaking Servicio Informativo en Español.

**Swanson Broadcasting, Inc. — formerly Swanco Broadcasting —
is your chance to make contact with the Sunbelt millions!**



SWANSON BROADCASTING

If TV doesn't have time for you any more, it's time for us.

Seems like television is too busy to give you the time of day—or night—and local advertisers in Houston are finding it increasingly difficult to buy the time they want. Even more difficult is finding the money to pay for spots when time is available.

Television time is a limited commodity, and with demand far exceeding supply, prices are rising dramatically. In Houston, spot television costs have almost doubled this year, and some people predict another 40 to 50% increase in 1977. That's why a lot of advertisers are shopping around for more expansive, less expensive ways to maintain penetration and coverage in the Houston market. A lot of them are finding it in The Houston Chronicle.

Advertisers in The Chronicle can get

the reach and frequency they need in Houston at a much lower CPM than spot television affords. An advertisement in The Chronicle has a one-time reach of 593,000 adult readers (and we have the facts and figures to prove it). As the largest newspaper in Texas, we can deliver the people with money to spend. That's what has made us the third largest newspaper in advertising lineage in the U.S. and Canada.

So, if television can't give you the time you deserve, plug in The Houston Chronicle. We're the newspaper that people read during prime time. For more information, contact our national representative, Sawyer, Ferguson, Walker. Or call The Chronicle toll free, 800-821-7700, extension 327.

Houston Chronicle

The bigger. The better.



"We can't pick the programs exactly," Nixon said, "but we do seek certain kinds of programming and we try to stay away from others."

"We like movies. They are viewed by our kind of people. They have broad reach. But the advertiser can't buy knowing what movie he's going to be on. So it's out of control in that respect."

"Our public is very sensitive to the kind of program we're in. We get a lot of letters if they don't like it. Recently we found our-

selves in *Tail Gunner Joe*, a controversial show about Senator Joe McCarthy. We received a number of letters from people who thought it was an unfair and erroneous representation of McCarthy. We also hear about it when we're in a show that people feel is extremely violent. So we try to stay out of certain shows."

Center of the target for Preference is women who are heavy users of haircoloring — 25-49 in age, skewed to "A" counties, in better income families. The secondary audience is women somewhat older and somewhat younger.

The buy is scatter in primetime. No daytime. These are women who are out-going, out of home a good deal, many of them working women.

In view of the strategy on Preference, Nixon finds it interesting that P&G, which has been the big user of daytime, has made a declaration recently of shifting more into nighttime tv to reach working women. He also finds this a problem in that the more attractive primetime is to competitors the higher the costs in that time segment will become.

We asked Nixon what L'Oréal is doing about increasing tv costs.

"We're trying to get our agency to buy better," he said. "Some people buy better than others. We work with them and cooperate in every way we can think of. We've made it possible, for example, for them to commit earlier on next year's buys."

MEDIA DECISIONS asked whether the tight situation in tv had caused L'Oréal to consider moving some of its tv money into print.

"Not yet. We decide on media on a brand-by-brand, market-by-market basis. When a particular strategy calls for the use of magazines, we use magazines. We use tv and magazines for different reasons," Nixon said.

"To reach an appreciable noise level in tv requires rather large dollars. Tv does not target crisply as do the magazines. It's not as selective. But tv has other advantages that we want for Preference. It's the medium used by our competition. And by going where the competition is, we can tell the same people about the competitive edge which our brand possesses."

Clairol is the strongest competitor. It has the biggest brand, and is at a lower price level than Preference. The agency for Preference, McCann-Erickson, keeps close tabs on what the competition is doing and keeps Nixon and Caste constantly informed.

"Our principal use of magazines," Nixon continued, "is for the L'Oréal color cosmetics business and the Lancôme skin care and makeup."

"The traditions in that business have been set by Revlon, and they have been heavy in magazines from the beginning."

"One of the problems in any medium is that, if you're not going to have an effort at certain levels, there is a serious question as to whether you can properly use the medium."

"There's also the question of getting good color. When you're selling cosmetics, you're selling color. Reproduction is very important and becoming increasingly more difficult."

Jean Caste added the comment, "In



**You're only
HALF COVERED
in Nebraska...**

without Lincoln-Hastings-Kearney

- Check retail sales.
- Check the top station dominance, total survey area*;
- Sign-on/sign-off share of homes is 53%. Prime time (adults 18-49) is 49%.
- Late news share (adults 18-49) is 76%. Early fringe (women 18-49) 56% share.
- Check with Avery-Knodel.

*Source: Arbitron Feb. '76.



The Feltzer Stations

RADIO
 WKZO KALAMAZOO BATTLE CREEK
 WJFM GRAND RAPIDS KALAMAZOO
 WJAM/WKJF (FM) CADILLAC

TELEVISION
 WKZQ-TV GRAND RAPIDS KALAMAZOO
 WWTV CADILLAC TRAVERSE CITY
 WWUP-TV SAULT STE MARIE
 KOLN-TV LINCOLN NEBRASKA
 KGIN-TV GRAND ISLAND, NEB
 KMEG-TV SIOUX CITY, IOWA

KOLN-TV/KGIN-TV

Channel 10 A CBS Affiliate Channel 11

LINCOLN, NEBRASKA / GRAND ISLAND, NEBRASKA
 1500 FT. TOWER / 1089 FT. TOWER

Avery-Knodel Television National Representatives



The more she does the more she needs Woman's Day.

Source: TGI, Spring 1976, updated to Fall 1976 Study. A CBS Publication



She's an active woman. From being a pediatrician to being with her family, she aims at getting things done. And the magazine that best helps her do it is Woman's Day. That's why she depends on Woman's Day, every day.

When a Woman's Day reader sees something she likes, chances are she'll buy it. Because over half of our 18,427,000 readers are working women. In fact, more women earning personal incomes of \$10,000 and over read Woman's Day than any other woman's magazine. So put your money where the money is ... in the active woman's market. Advertise in Woman's Day.

**Depend on the magazine
she depends on.**

terms of reproduction, we are not really the Number one country here. In Europe the quality of the paper and of the printing is much, much better.

"We have not yet established that we want to compete with Revlon. Not yet. But when we decided to launch a color cosmetic nationally, we had to consider what Revlon was doing."

The magazines used include *Vogue* and larger circulation books like *Cosmopolitan*, *Good Housekeeping*, *Ladies' Home Journal*, *McCall's*, *Woman's Day*, *Glamour*, *Family Circle*, and many others.

The relationships with the department stores through which Lancôme is sold is also a factor in the national media used. Co-op newspaper advertising is an important extra. So is point-of-purchase display. And with the latter, displays reproducing the art and copy in magazine ads is used extensively. Lancôme supplies demonstrators in stores, and a package of advertising for store use goes along with them.

"Part of the rationale for magazines in color cosmetics is that a very important aspect of that business is retailing and promotion and display at the point of purchase," Jean said. "With print you can relate to that tradition of the industry. We can

get displays used in drug outlets also. With the launching of Aqualia face cream, display will also be very important.

"We believe in being realistic. We want to be strong somewhere. We cannot be strong everywhere. You have to choose someplace. We might be in a position to be strong in more than one medium one day, but it is not our intent right now."

MEDIA DECISIONS asked Jean Caste what they would do next.

"We are going to try to apply our theory to several more product categories," he said. "We will pick good potential markets and put into that market a product with an advantage that can be demonstrated.

"We'll tackle each market on its own.

"Right now it's the skin care market, which is very big. Aqualia is a new entry, a brand new product. It's been sold in other countries for three years. It's been tested, and doesn't need a market test here.

"In contrast to Lancôme, which is distributed through a few hundred department stores, Aqualia will be mass distributed through 30,000 stores. It will be supported by a tv budget second only to Preference among L'Oréal products.

"The first commercial is geared to getting attention. The learning process will be step by step from there. Our first flight is a

Hello. Then later, we will have a lot of things to say."

MEDIA DECISIONS still had two questions to ask. One was: Why two agencies?

"Each division is an entirely different job in itself. We tend to adopt a very strong identity for each of them. We take a totally unique approach in each case, seek a unique image. So we use separate teams at Cosmair and two agencies."

The other question: What problems, if any, do you have with media?

"The biggest problem is escalating tv cost. If prices keep going up, small companies are going to be precluded from it.

"Second, clutter is a problem to us in all media. We find our ads too close to competition and buried in too much other advertising of all kinds. Last night on a station break, six products were advertised in 90 seconds. One of them was ours. It is a kind of miracle that you can make an impression in that environment.

"Finally, color continues to be a worry. We don't know how good the color is that we are getting on tv. There is no monitoring capability for quality of color or sound level. We know there is wide variation that can't be accounted for. We also have color problems in magazines, even though our buys are all for national editions." ■

NUMBER ONE DOES IT!

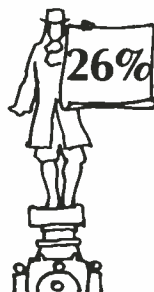


The Evening Bulletin covers 64%

When you buy the Number One newspaper in the Philadelphia market, you can see the other two papers add very little extra. The Bulletin is Number One in home delivery . . . in up-scale readers . . . in lowest unduplicated CPM.

Of all adult readers of Philadelphia newspapers . . .

THE BULLETIN COVERS THE PHILADELPHIA MARKET



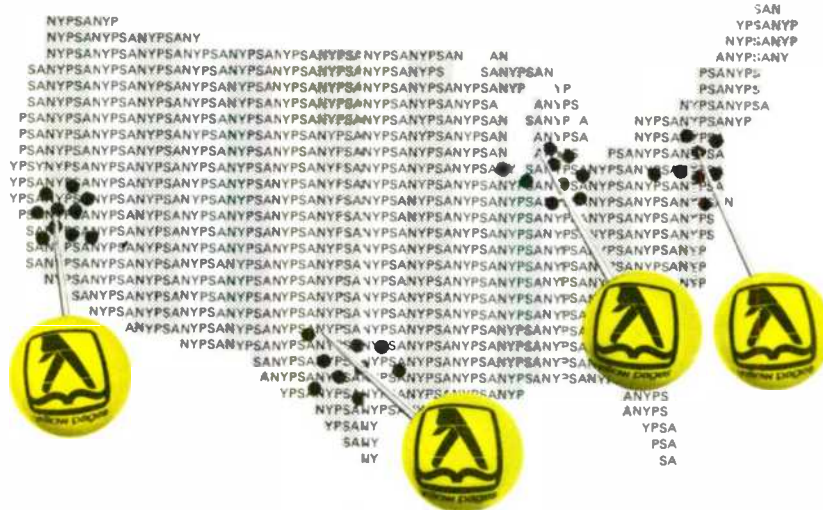
The Morning Inquirer adds 26%



The Daily News adds only 10%

Source: Belden 1974-75.
Member Million Market Newspapers, Inc.

nypsa makes it easy



to zero in on your market
with a National Yellow Pages program
based on hard demographic data.

Now the National Yellow Pages Service Association publishes a wealth of demographic data that will help you plan client programs for greater effectiveness. Covering the top 130 markets, this updated service allows you to target your Yellow Pages coverage to your product marketing and sales objectives.

In addition to population data, "National Directory Advertising Market" includes households, income per household, percent of homeowners and total retail sales. It also includes data that is especially useful for

industrial advertisers: number of manufacturing companies, number of employees in manufacturing and value added by manufacture.

It makes sense to include a National Yellow Pages program as part of your regular media mix. It's the only sure way to guarantee that your client has the last word at the critical moment of decision, after the prospect has decided to buy. A National Yellow Pages program. It's a lot easier than you think with...

nypsa

NATIONAL YELLOW PAGES
SERVICE ASSOCIATION



**"Just keep
your ears open.
A lot of good ideas
will find
their way into
your head."**

C. William Verity, Jr.
Chairman, Armco Steel Corporation

WQBA NO. 1 IN MIAMI

FOR
ADULTS
18 + and
18 - 49

T.S.A. Average Quarter Hour
Monday-Sunday—6:00 A.M.-Mid.

ARBITRON RADIO

October-November, 1976

**Serving 550,000
Spanish-speaking
persons in So. Fla. with
Quality Spanish Radio
Programming 24 Hours
a Day. Your Number 1
Buy in Miami.**

Represented Nationally
 ROBERT E. EASTMAN & CO., INC.

A Susquehanna Station



(305) 643-5000

Audience Data Quoted Herein Is Subject to the Same
Limitations As Published by The Research Company

SPEAK SPANISH (from 71)

follows the McDonald theme with a twist. In the Spanish version of tv and radio commercials, the parents dominate the children; and the theme song "We do it all for you" is translated to "What matters is you."

For Coca-cola, Conill avoids a literal translation of "Coke adds life," which would wind up as an obscenity in Spanish. It becomes "Coke adds that little extra."

"We can't do our broadcast buying on a numbers basis," Ms. Kahn added. "Audience research doesn't adequately measure the audience. So we take the audience reports as just rough indicators."

"You have to have a knowledge of the programs. We keep an eye on the ratings of the soap operas in Mexico. Then we have a fair idea of how they will do among the Spanish in the United States."

Broadcast ratings problem

Allen Klein, who operates a marketing and consulting service in Los Angeles that is focused on the Spanish market, says the broadcast ratings for Spanish audience are a problem in L.A. as well as elsewhere. He should know because he's a veteran of the Pulse organization, for whom he worked in New York and L.A. in the 1960's, and was also in sales for Davis Broadcasting. He has been consulting in Los Angeles for two years.

Klein says flatly: "I don't believe you can use the normal rating sources to measure audiences to Spanish radio or tv. There is only one way for a national advertiser to determine the value of various Spanish stations: get a list of the advertisers who have been on with consistency from three to five years. He will find that most of them are retailers."

"The retailer is probably the most astute adman in the country, and it's about time we looked at his media selections. He leads the way."

Klein's favorite medium in Los Angeles is radio because of the high mobility of the market. "Radio is strongest in the daytime," he says, "and television might get the preference at night."

Klein also bewails the lack of believable total market counts for Spanish-language people. "The size of the audience in L.A. is open to the wildest guessing," he says. "If you call the Census Bureau for a count, they'll give you any number you want."

"According to the 1970 Census of Los Angeles and Orange Counties, there were an estimated 1.5 million Spanish in the two counties. Today the figure is 'estimated' at about 2 million. In addition, the Department of Immigration says there are at least 675,000 illegals in the L.A. market. The



"Even when we Latinos are comfortable with English, we listen to Spanish radio for the music if not so much for the language." Eduardo Bermudez, Bermudez & Associates, Los Angeles.

news media suggest the figure may be as high as 1.3 million illegals in L.A. It is impossible to agree on the potential of Latinos in this market, much less the audience to media."

Media to match bodega marketing

Mike Psaltis, vice president of Adelante, New York, points to unique differences in retailing in Spanish neighborhoods. He says that grocery and personal care item shopping by the Spanish population is about evenly divided between supermarkets and bodegas, the small neighborhood stores where you may find only Spanish being spoken.

Psaltis describes the bodega as "the proving ground for brands," whether sold in supers or not. It's a neighborhood institution that provides such services as check cashing, credit extensions, loans, the translation of documents into English and vice versa, phone calls of a legal nature in English for Spanish customers who can't use the phone in English on their own.

"The bodega is not more than two brands deep in many items," Psaltis says, "so there is keen competition for shelf space. This will increase as more marketers become conscious of the key spot these stores occupy in New York and other markets. The owners of the bodegas expect the products on their shelves to be pre-sold, and are aware of the power of advertising that is Spanish-oriented."

Partly for this reason, he is a strong advocate of radio as base medium for Spanish market campaigns in greater New York. "The Spanish audience listens to radio 150% more than the Anglo audience," he says. "And don't forget: the bodega owner is a Spanish-language radio listener—often right in his store."

“For its merchandising value and high visibility... we chose Outdoor.”

**Len Manley, Manager
Advertising & Sales Promotion
Valvoline Oil Company,
Division of Ashland Oil, Inc.**

Prior to 1976, Valvoline, one of the nation's fastest selling motor oils, had confined its use of Outdoor to an annual 10-day showing in Indianapolis tied to the "Indy 500".

Based on this success, and in response to salesmen's requests for a highly visible "merchandisable medium", Valvoline created two Outdoor designs for its 19 top markets in the summer of 1976.

According to Len Manley, Valvoline's advertising and sales promotion manager, "Outdoor would help to increase brand awareness by its ability to deliver our target audience (men aged 18 to 49) at very reasonable cost efficiencies."

Outdoor delivered Valvoline's target audience, and it also helped the salesmen achieve their merchandising objectives. Mr. Manley went on to say,



"Outdoor provided us with the flexibility of locating our boards near some of our major volume accounts as well as providing brand visibility in high-traffic areas. Outdoor virtually merchandised itself to our customers."

What about the company's plans for this summer? "In 1977 Valvoline will more than double its Outdoor usage, going from 19 markets to 45 of Valvoline's top markets," Mr. Manley reported.

Clearly, as advertisers demand more from tight budgets, they're re-discovering the power of Outdoor. If you would like to have additional evidence of how Outdoor can help sell and merchandise your product or service, just contact us at the Institute of Outdoor Advertising, 485 Lexington Avenue, New York, N.Y. 10017. Telephone (212) 986-5920.



Institute of Outdoor Advertising

"The common bond among the Spanish is their language. Even when they become bilingual, they tend to speak Spanish at home. A second factor is the music, the Latin beat, even among those who are pretty well Anglicized."

Arbitron's study of four radio markets (Los Angeles, Miami, New York, San Antonio) showed that Spanish women spent 55% of their listening time with Spanish-formatted radio stations. The men a slightly lower percentage — 42% of their listening time. The second most popular format among Spanish audiences was contemporary music (25%); the third was Black (6.2%); the fourth was beautiful music (5.5%).

At Adelante, tv is the second medium. "Budget is a major consideration for choosing radio," Psaltis admits. "We don't use tv as much as we did in the past, dealing as we do with limited budgets. The Spanish market doesn't get as much attention from brand managers as it should. Unfortunately, you might say that tv is as secondary to us as the Spanish market is to some brand managers."

Psaltis points out that people of Puerto Rican descent dominate the greater New York Spanish community, but that there are many Spanish-speakers in the area whose roots are elsewhere.

He estimates the greater New York Spanish population at 2 to 2.5 million — about 12% of the 18-county metro population. The five boroughs of New York City contain about 1.9 million, at least 75% of the whole. Demographics on that audience are sketchy, but Psaltis quotes the following: 60% of heads of Spanish households are under age 45 compared to total U.S. average of 46% and only 35% of the Spanish women work compared to an average of 47% for women in the total U.S.

Psaltis finds that newspapers can also work exceptionally well for some products. An idiosyncrasy of the Spanish market, he says, is that cents-off coupons are less effective here than elsewhere: "They are thought of as a sign of economic inadequacy. An Hispano never economizes on his stomach."

"The pattern in newspapers is one of a large number of small neighborhood papers. They're hard to find. You have to get right down to street level to locate them. But the effect of national advertising in these small papers is overwhelming."

"Outdoor and transit vary in value with the weather. The Spanish population is mobile via public transportation. Not many Hispanos in New York own cars. The winter is best for transit. With warmer weather we move outside to three-sheet posters and mini-billboards. In transit, when we can, we buy space on a bus line serving a Spanish-speaking neighborhood. Outdoor is a vastly underrated medium for reaching into the Spanish market."

Psaltis is also an advocate of promotional efforts to stretch the amount of attention the limited dollars devoted to Spanish markets will buy.

Print-oriented Cubans

Migdalia Santana, media director of SAMS, DeGamo Advertising's Spanish Advertising and Marketing Service, New York, finds an interesting difference between the New York and Miami Spanish-language markets. She finds that the Cuban population in Florida is more print-

oriented. "With the Cuban market, if you can, you go into print," she says. "Those people are more heavy into reading than the Puerto Rican audience in New York."

"The Spanish magazines that exist are primarily directed at women. Important print vehicles include *Vanidades*, *Replica*, a Spanish edition of *Cosmopolitan*, *Temas*, *Buenhogar*. For Mazola, for example, we use *Vanidades* and *Replica* in Miami, New York and New Jersey areas. For Kent we use the Spanish editions of *Cosmopolitan* monthly, 26 insertions in *Vanidades*, *Temas* monthly, *Buenhogar*. Kent prefers back covers, outside and inside. All ads are full pages."

Ms. Santana also uses tv on almost all accounts. "There are many aspects of a product that can be shown more simply than they can be explained," she says. "With tv consumers can view changes in a product or package; they can see the name."

"Radio is important as a reinforcer of the themes used in tv, and is often used in combination with tv. Dayparts depend on who we are after. If it's housewives, from 10 a.m. to 3 p.m. are the time segments."

SAMS does the media planning for Spanish language advertising of Bufferin, Bulova, Banco de Ponce, Colgate, Mazola, Kotex, Libby, Lorillard. The buys are executed by Media Corp. of America. The creative is re-done by SAMS, using Latino appearing models. "The audience can tell if a commercial is dubbed," Ms. Santana says.

Perhaps the one conclusion that can be drawn from this run-down of how Spanish-language specialists attack their market in the U.S. is that they treat it carefully in terms of its common language and common Latino heritage. No one medium seems to stand out as the only vehicle through which to reach this growing segment of the U.S. market. Rather a media mix appears to be the answer, with emphasis on certain media for one or another product or in one or another part of the diverse Spanish concentrations across the country. ■

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It's like having their own Spanish language department but without the overhead.

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DIARIO LAS AMERICAS

The Greater Miami Latin Market is...
512,300 SPANISH-SPEAKING PEOPLE WITH A BUYING POWER OF \$1.4 BILLION.

The Greater Miami Latin Market is...
DIARIO LAS AMERICAS
The Spanish-language Daily Newspaper
24th YEAR OF CONTINUOUS DAILY PUBLICATION
A TOTAL PAID CIRCULATION NEWSPAPER.
PUBLISHED OFFSET, TUESDAY THROUGH SUNDAY.

For additional information contact:
Advertising Department
DIARIO LAS AMERICAS
2900 N.W. 39th Street
Miami, Florida 33142
Telephone: (305) 633-3341

Buy the papers most Philadelphia use.



Used first by Alcoholic Beverage Advertisers, too.

The whole idea behind toasting the town is to get as many glasses raised on high as possible. That's why liquor advertisers chose the Philly Combo most in 1976 . . . it ran 26% more full-run linage than the other daily paper. Beer advertisers used their heads,

The Philly Combo.

too. They bought 21% more linage! Wine advertisers favored the Combo by 126%! The reasoning for this goes down very easy.

Every week the Philly Combo reaches the Philadelphia Majority with a circula-

tion that's 22% greater than that of any other daily in the area. You reach more people more often. At a lower CPM, too. What? You say you'll drink to that!

You can get the most use out of your media dollars by buying the Philadelphia papers that get used the most. The Philly Combo.



It's the buy that buys Philadelphia.

Sources:
Advertising — Media Records, 1976, full-run.
Circulation — ABC Publishers' Statements for
6 months ending 9/30/76, subject to audit.

Is the Spanish market ready for an English language publication?

Daniel Lopez, the progenitor of *Nuestro*, believes that it is. Lopez based his monthly magazine, which first came off the presses in March on the notion that second and third generation Latinos are eager to follow their cultural tradition in an English language format.

The *Nuestro* position is that "this segment of the Latino population is unserved because magazines neither give sufficient coverage of news from a Latino viewpoint, nor do they treat events, people or issues that are newsworthy primarily to Latinos," Lopez said.

"*Nuestro* contends that Latinos are reachable today to a greater extent than marketers realize. Most strategies to reach the Latino market are regionally oriented and assume that the message must be communicated only in Spanish. *Nuestro* believes these strategies are limiting.

"Latinos are 76% bilingual and basically functionally literate in English. *Nuestro* found in its national survey that the largely bilingual Latino market preferred to listen to Spanish radio and to a lesser extent

watch Spanish tv and read Spanish newspapers, but that reading was done predominantly in English," Lopez explained.

"Furthermore, recent studies available to us (The Harper College Study) show that the trend is to favor English language tv. *Nuestro* contends that all advertised buying signals in the Spanish media should be reinforced, augmented and maximized by specifically targeting the Spanish-speaking English-reading segment through national advertising on tv and the English language Latino oriented print vehicles," Lopez added.

The trend for English language vehicles directed to communities of ethnic minorities started last fall as *I-AM* (Italian American) hit the newsstands, to be quickly followed by a competitor, *Identity*.

Nuestro's publishing premise is a 12.4% return on a subscription mail-out. The average return is only 2% to 3%. That prompted an initial press run of 180,000 copies. The readers may well be there. The question is: will well-healed advertisers who give the Spanish market scant attention discover the possible value of *Nuestro*?

Liquor and cigarette advertisers, always



Daniel Lopez

on the prowl for new vehicles, have been quick to take full pages, as have producers of phonograph records for the Spanish market.

Other national consumer product advertisers may need to be convinced further of the logic of an English language publication aimed directly at the Spanish market.

He speaks our language.

Most Latins can speak and read English. But they prefer Spanish. That's one reason that The Miami Herald publishes a daily and Sunday newspaper in Spanish.

Miami is not only bilingual but bi-cultural. English doesn't say the same thing to Latins that Spanish does.

Latins celebrate the "4th of July" on May 20th. And they have their own spectacular post-Orange Bowl parade of the Wisemen on Epiphany Sunday in "little Havana."

Latin teenagers like salsa, paella and sangria...but they also like rock music, hot dogs



and cola. Latin women buy the latest fashion and Latin men like big American cars. In fact, Latins like everything that Anglos like but they prefer their cafe cubano.

El Miami Herald has won over the billion dollar Latin market in Miami by speaking their language and recognizing a different lifestyle. Circulation has doubled in its first year of publication. El Herald now reaches more than 100,000 Latin adults daily and Sunday.

To sell Latins, say it in Spanish. We'll provide translations that capture the Latin idiom at no charge to advertisers.

So it makes sense for us to speak his.

The Miami Herald/El Miami Herald en español

Represented nationally by Knight-Ridder Newspaper Sales, Inc.



One-Day Media School Pre-Registration Form
 Telmar Communications Corporation
 90 Park Avenue, New York, N.Y. 10016 (212) 949-4640

Registration fee: First student \$195; each additional student \$165.

- I am interested in attending the One-Day Media School scheduled to be held in (City) _____ on (Date) _____. Please send me a registration form.
- I am interested in attending a One-Day Media School. Please let me know when the next regularly-scheduled session will be held in a city near me.
- Please send me the One-Day Media School Bulletin

I am interesting in sending _____ persons to the One-Day Media School. Please let me know when the next regularly-scheduled session will be held in a city near me.

My organization would like to hold a private One-Day Media School session.
 For employees() For non-employees()
 Desired Date _____
 Desired City _____
 Approximate Number Attending _____
 Please contact me so we can discuss the particulars.

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____

Why is this ad upside down, with the coupon up here and the headline down there?

We made it that way to dramatize how the courses offered by The Media School are turning traditional ideas of media education upside down!

For example, take our One-Day Media School. It's no ordinary workshop or seminar. Material is clearly organized...instructors are highly qualified...and attendance is strictly limited, so you can really learn!

The Telmar Media School could be the most profitable day you've ever spent. You'll come away with a firmer grasp of basic media concepts than you've ever had before.

And as though that weren't enough, you'll also learn how to manage the computer-assisted media



planning techniques that are so essential for successful advertising today.

At the Telmar One-Day School you'll experience exciting videotape and slide-sound learning sessions with crisp graphics, live professional instruction, and hands-on problem-solving with media computers.

There's never been anything like the One-Day Media School. In fact, Media Decisions magazine—long a champion of media education—was so impressed, they asked to co-sponsor the program.

In just its first six months, 66 companies have sent students to the One-Day School. We've had agency presidents; account people and media people; ad managers and brand managers; publishers, broadcast executives, and media salesmen. About half our students have been men, half women—and they've all learned something they can use.

Three One-Day Schools have already been held in 1977—in New York, Chicago, and Detroit. Five more are scheduled. Because we insist on keeping each one small, classes are filling up fast.

Right now, pick the session

closest to you and send us the coupon to pre-register for it. That way you can reserve your place now—and confirm your reservation and pay the fee later.

Want more information? Ask for our One-Day Media School Bulletin. But do it today. Here are the remaining 1977 sessions:

| | |
|---------------|-------------|
| St. Louis | May 10 |
| New York | May 18 |
| San Francisco | June 22 |
| Dallas | October 13 |
| Los Angeles | November 16 |

Telmar's One-Day Media School. It's one day that really can make a difference.



What a difference a day makes!

Two Guys From Reynolds

Continued from page 61



Thomas E. Sandefur Jr. (left) director Advertising & brand management, Reynolds Tobacco, is responsible for advertising of these brands:

Winstons
Salems
Camels
Vantage
Dorals
Tempos
MOREs
 and other tobacco products.

Richard A. Mier (right) vice president brand operations, RJR Foods, is responsible for advertising of these brands:

Hawaiian Punch drinks
Chun King
Patio Mexican Foods
Vermont Maid Syrup
My-T-Fine
College Inn chicken and tomato prods.
Brer Rabbit Molasses
Davis Baking Powder

Sandefur: Right. A food product introduction would probably want to get there fast with daytime tv. Then you target in on your market with women's magazines or use consumer trial incentives in newspapers. It makes sense anyway, because the top dollars in an all-broadcast budget are simply piling up frequency against that highest-viewing quintile.

Mier: Tell us how you target a specific brand demographically in print?

Sandefur: Take Now cigarettes. They appeal to (1) females, (2) older women, (3) women living in major metropolitan areas. We use magazines with big-city concentration. Women's magazines; city magazines.

When we introduced Salem Lights we made a mistake. Thought it would be for older females. Pleasant surprise — younger women and younger men were buying. Also the black market, which Kool, our major menthol competitor had owned. So we went back and retargeted.

Mier: How do you build a translatable test market program, since you have geographic restraints?

Sandefur: For that we wouldn't use magazines. Primarily newspapers and out-of-home. We don't do the test marketing that we did in the past when we could translate a test spot into a projectable network expectation.

Mier: Am I right that you've been going in for more promotion and less media?

Sandefur: Yes, and it's continuing. We're going in more for consumer incentives. Sampling, in-store promotions, coupon discounts, et cetera.

Mier: Now that you've learned demographic targeting, do you think you could target on tv, if they let you back again?

Sandefur: I don't think tv is as sophisticated in demographic targeting as print is. Yes, you can get a demographic break on a show, but that and a quid will buy you a cup of coffee.

Mier: I agree. You've got that black box that gives you total viewing opportunity time and you get breaks just by age and sex, and that's not enough. What I'd like to see is the kind of TGI and Simmons information that print gives us. One important type of information that print alone gives us is product-use information. That's non-existent on tv.

MEDIA DECISIONS: Have you thought of replacing tv with print as an alternative?

Mier: Not replacing it. Even though the inflation rate is higher on the tube than in print, we still can't match the tube for reach, immediacy, tight geographic pinpointing. Over the last two decades there have been many tests of what the tv-print trade-off is. One thing we've learned from these tests is that print is a very good medium to use as a mix with tv. Your advertising works better together than if you put all your eggs in one basket.

MEDIA DECISIONS: Have you increased the print amount in your mix in recent years?

Mier: Yes. And we're also using print to support even introductory campaigns. We recognize tv's weaknesses now. We can't measure it precisely. There are demographic restraints. We're piling up frequency against the heaviest viewers. While print isn't as intrusive, it lets us select our market, and with right positioning and copy we can get good readership in more depth. What this all adds up to is the use of both.

MEDIA DECISIONS: What is your breakout today?

Mier: About 80% of the dollars go to broadcast. But I see that changing. It has started to change and I see it continuing.

MEDIA DECISIONS: Why?

Mier: Because we're recognizing that we could be more effective in using a print-tv mix. The time is ripe for change. As you introduce a new product and after you've established your high-level awareness, you're going to get tighter numbers on who your market is demographically, and you'll want to get tighter on targeting your audience. Then it becomes more efficient to shift dollars into print.

By the way, this leads us to a close examination of how we're spending our sustaining dollars on our established brands. I think the right attitude is one of cynicism behind the number of dollars we're spending on the tube. I think we really ought to ask ourselves can't this brand be sustained more efficiently without any loss of effectiveness by looking at print.

MEDIA DECISIONS: Do you challenge this in your own shop?

Mier: We do. By looking at the numbers. Then we ask ourselves the right questions.

Boston's waking up to it.

(Are you?)



Not long ago, we set out to make the Boston Herald American a brighter, livelier, better organized newspaper — a real alternative to the Globe.

We were convinced that Boston was ready for a paper that reported both sides of the issues. That didn't preach.

That had more emphasis on local coverage.

The Herald today has new features, new writers, new columnists, a whole new attitude. And we're looking better all the time.

Which is probably why, more and more, people are

discovering today's Herald.

What people?

Over 600,000 affluent Bostonians. (Herald readers' median income is \$14,250 vs. Globe readers' median income of \$13,937.)

Maybe you should wake up to it, too.

That's right. The Herald.

Source: Belden CMS, 1975.

Sandefur: Let's talk about the dealer. When we talk about push versus pull in cigarettes, a great deal of the push is trade push, not consumer promotion. With the proliferation of brands the dealer has trouble in accommodating them all.

Mier: We have to deal with the supermarket buyers, and they're a savvy bunch. They know what broadcast can do to help introduce a new product. If we were to introduce a new product without tv while our competitors are using tv I think we'd be at a disadvantage with the trade regardless of how much print we were using.

We found out last year with our new Hawaiian Punch drink what tv did for a new product. We generated \$52-million in retail sales, and in our business that's a big success. One of our services tells us 6,000 new food store products were introduced since 1970. Only 96 generated retail sales of \$5-million or more a year. Ours ranked ninth among the 6,000.

Last year about 250 new products used network tv. A good half were food products. Gives you an idea of how much competition we had. You can't place yourself at a competitive disadvantage to the other

guy. The tube does provide leverage up front. We recognize that and so do our retailers.

MEDIA DECISIONS: Did you use a media mix in that introduction?

Mier: We did. Heavy tv up front, and heavy print and also direct mail to deliver couponing. We even delivered samples through the mail.

MEDIA DECISIONS: What kind of print did you use?

Mier: Women's service magazines quite extensively. We also used newspapers but not a great deal. In terms of delivering something to the consumer — forget the trade — newspapers just aren't as efficient a medium as we'd like. Redemption rates are lower. You can't select as well demographically.

MEDIA DECISIONS: You use newspaper coupons, don't you?

Mier: Yes, but they're not as efficient. ROP couponing isn't nearly as efficient as the Sunday supps. About one third the redemption rate. The supps are the most efficient in cost per coupon redeemed; far more efficient than direct mail.

We also used outdoor. Reynolds is the biggest outdoor advertiser in the U.S. But if there's any medium at all where the numbers aren't as definitive as we'd like, it's outdoor.

Sandefur: Don't we know. We've come a long way. Dick, in being able to put a handle on the effectiveness of out-of-home via our own research. I think we know more about out-of-home than the out-of-home people know about out-of-home.

Out-of-home can give us what broadcast used to be able to give us: a very broad reach, high frequency medium. But it has obvious limitations. Your copy has to communicate selectively. It's a quick read, highly visible, but you can't tell a full brand story. You can make one copy point; try for more and you're dead.

One thing we do with our cigarettes. We try out-of-home copy execution first. If it can be done in out-of-home it can be translated to print, but not vice versa. That's a good discipline for us.

Mier: Maybe there's a value in introducing a new product in a medium where the consumer doesn't expect to find you. Think we ought to consider out-of-home as a replacement for some of our tv?

Sandefur: I can see a distinct benefit in using out-of-home as a reminder to reinforce your tv. And by selecting on a geographical basis you can spot your advertising adjacent to your best retail outlets.

Mier: Let me put Tom on the spot with a question. Suppose tomorrow you became responsible for marketing a package product that's been using the tube predomi-

HEAVY-DUTY COMMON SENSE

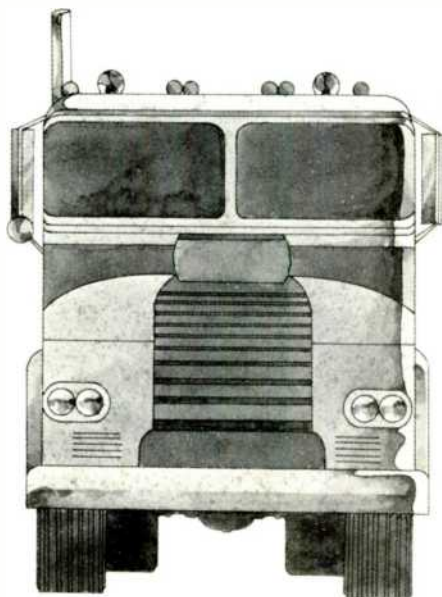
for the truck parts market.

Heavy-duty parts pass through many hands before they're installed on a truck, tractor or trailer. The aftermarket is a hectic distribution and redistribution system where just about everyone can and does sell to everyone else.

Understanding this complicated kettle of fish is important. But let's face it, you don't have the time. When buying media for the heavy-duty aftermarket, just use heavy-duty common sense. Buy HEAVY-DUTY DISTRIBUTION. The magazine that helps your clients sell their products to this growing multi-billion dollar truck parts aftermarket.

Heavy-Duty Distribution:

- Winner 1976 Jesse H. Neal Certificate of Merit for editorial excellence.
- Has a ten-year successful track record.
- Is BPA audited.
- Serves all distribution channels exclusively.
- Comes out monthly.
- Has a full-time staff.



FREE!

A helpful, easy-to-understand brochure that explains the heavy-duty aftermarket with brief descriptions, facts and figures.

Just write or call for your copy.



Heavy-Duty Distribution



COMMUNICATIONS, INC.

2751 Lake Cook Rd. • Deerfield, IL 60015 • (312) 498-3180

“We need class in a Detroit newspaper.”

William B. Petan, Director of Creative Services, Playboy Enterprises, Chicago

“At Playboy, when we go after newsstand sales in a market, we have to reach a very specific kind of person. Male, 18 to 34, college-educated, money-to-spend, upbeat-attitude-towards-life types. And reach as many of them as possible.

“In Detroit, which is a good market for Playboy, we use the Free Press almost exclusively, combining it with radio to get maximum impact on the target group.

“We picked the Free Press because we like its vitality. Its morningness. The fact that it reaches the young business community earlier. It’s the class act in the Detroit newspaper business. Just as Playboy is the class act in the men’s magazine business.

“Both the suburbs and the outlying areas around Detroit interest us. The Free Press seems to be stronger in these areas than the other paper. This additional suburban readership is very important to Playboy, and makes the Free Press an especially good buy.

“When you’re selling a class magazine, you’ve got to advertise in a class newspaper.

Because we measure success by the number of Playboy copies sold, we know: we’re in the right newspaper.”

Bill Petan



Detroit Free Press

Represented by Knight-Ridder Newspaper Sales, Canada MPR.

reach the leadership readership

One sure way to reach business and professional leaders—those who influence, buy and specify—is by advertising in association publications.

SNAP member publications are read by the most influential people in the world—more than 11 million business and professional leaders who depend on their association publication for reliable, unbiased news . . . facts they must have to plan and buy wisely. More than 15,000 advertisers already rely on these important publications to get their advertising message to those who matter.

You will like the results you'll get when you advertise in association publications. After all, have you ever known a business or professional leader who wasn't a member of an association?

Aren't you?



For further information call 202/628-7668 or write
Society of National Association Publications
1510 H Street, N.W., Washington, D.C. 20005

SPRINGFIELD

BEST TEST MARKET IN NEW ENGLAND

85% Household Coverage

Reach it thru...

SPRINGFIELD NEWSPAPERS

Largest in Massachusetts outside Boston!

Newhouse Newspapers

nantly. On the basis of your experience since you were thrown off tv, what questions would you ask?

Sandefur: I'd start all over again, from the beginning, and ask where would my dollars be more efficient, in broadcast or in print. I'd weigh the abilities of both media and the weaknesses of both media against the marketing job to be done.

I think a big mistake advertisers make is to fall into the trap of writing media plans starting with the way they did it last year, never going back to reevaluate.

MEDIA DECISIONS: You're starting to sound like *Newsweek's* current pitch: Zero base media planning.

Mier: I can see going even a step beyond that. I can see good value in starting with a very elementary exercise. Tell me, Tom, specifically, what questions would you ask?

Sandefur: How effective is the medium in presenting my product? How effective is my message via this medium? How cost-efficient is this medium against my target market?

MEDIA DECISIONS: Your target market is heavy users. But you said you can trace heavy users only in print?

Sandefur: Let me put it this way. Before we put together a new product plan we research just what kind of people will be attracted to the product. We have a demographic profile of our target user before we launch the product. All we need from media is demographics.

Of course, in terms of massaging the numbers you can aim much more definitively in print. Tv's numbers aren't as precise.

Mier: Yet, while you may have the most sophisticated data to profile your prospect, you may be missing someone, so you need tv's broad reach to get to everyone. Once you've done that, you can start targeting in on the people you want most. In about six months on tv I can get awareness up toward the nineties. I don't think I could do that with print.

Sandefur: I can take a budget that may be three times as much as in tv, and I'd be looking at an awareness level of maybe 40% in six months.

MEDIA DECISIONS: Is there a difference between cigarettes and foods? Is it more difficult to get brand awareness in cigarettes than in foods?

Sandefur: With many cigarettes it is. With a MORE cigarette you have a visible difference. But often it's extremely difficult for the consumer to position your product. We have to try with packaging to make a recognizable difference.

Mier: We have a basic philosophy that we don't introduce a new product unless there's really something new about it.

San Francisco has no city limit ...



The mellow life: a Sausalito houseboat

***In the 10-county ADI
59% of adults under 35
read San Francisco newspapers***

“
One of our basic problems is planning on the basis of where we're coming from
 ”

Hopefully something exclusive. If that dif-
 going to help you build product and brand
 awareness.

I have to say that this discussion has
 been a valuable one to me particularly. You
MEDIA DECISIONS people mentioned Zero
 Base Media Planning. I have a suggestion
 for users of the tube that we go one step
 beyond that.

It may be more than just a good intellec-
 tual exercise to pretend for a moment that
 we were all in Tom's shoes and couldn't
 use the tube. Which medium would you put
 your dollars into and why?

Then go back and look at television as
 part of a media mix. I think we'd all be
 smarter advertisers because of that. I have a
 feeling, Tom, that if you could go back on
 the tube today you could use your total
 media dollars more effectively than any of
 us.

Sandefur: I can say categorically that
 we in Reynolds Tobacco have become far
 better marketers since we were thrown off
 tv. We market better, and we wouldn't
 have done that if we had continued to fall
 into the "Well-that's-what-we-did-last-
 year-on-tv" syndrome. We wouldn't have
 gone back and reevaluated. Your point is
 well taken. Just assume you have to start all
 over and you start asking some real
 questions.

Mier: One of our basic problems is plan-
 ning on the basis of where we're coming
 from. We've used tv historically and we
 used it last year. That's a problem not only
 with our product managers; it's a problem
 with our agencies, too.

If we assumed for just a moment that we
 couldn't use tv, we'd get clearer better
 thinking. Then if we'd go back and take a
 look at the proper use of tv together with
 the other media we'd been investigating,
 we'd get more out of our dollars.

Sandefur: Agreed. This meeting has
 told me that perhaps there's another per-
 spective that's important. There are values
 to that Zero Base concept because you
 don't have your eye just on where you're
 coming from. That tv-less moment starts a
 load of questions flowing. What other op-
 tions are available? What trade-outs would
 you expect? Get in there and start planning
 around the use of other-than-tv media. It's
 going to boost your fundamental under-
 standing of what outdoor, print, perhaps
 radio have to offer — a better understand-
 ing than what both we and our agencies

have right now. Then go back and look at
 tv as part of the mix. I think we'd all end up
 as smarter planners.

MEDIA DECISIONS: You're both in the
 Reynolds headquarters building. Is there
 much cross-fertilization of ideas between
 your groups?

Mier: Here's an explicit example. For the
 first time RJR Foods is experimenting with
 out-of-home on one of our brands. On
 another floor of our building Tobacco has
 perhaps the country's foremost out-of-
 home expert. We've gotten a lot of benefits
 in checking with him both on copy and
 media buying.

Sandefur: Same with us. Our food
 people are veteran couponers. We're ben-
 efitting from their experience.

There's not only communication be-
 tween our groups; we both report to one
 executive vp, a marketing man who's re-
 sponsible for all package goods in
 Reynolds Industries.

Mier: Tobacco has a greater depth in re-
 search than we do. We draw on that. Fun-
 damentally, although there are differences
 in products and markets, the description of
 a product manager's duties is the same in
 both groups.

June Guest Editor



F. William Satterwhite, guest editor
 for June, is president of Noble-Dury,
 Nashville, Tenn. After two stints in
 the Navy, the latter during the Ko-
 rean War, Bill Satterwhite moved
 into the advertising business through
 Hardey's Department store in
 Nashville. Then in 1953 he joined
 Noble-Dury and has been there ever
 since.

In describing media planning,
 Tennessee-style in the next issue of
Media Decisions, he will be ably as-
 sisted by William R. Stejskal, vp-
 media director of the agency.

“
If we assumed for a moment that we couldn't use tv, we'd get clearer thinking
 ”

MEDIA DECISIONS: Dick, do you use rec-
 ipes in your food ads?

Mier: We do. Entirely in print. Mainly
 for our smaller brands, for some of which
 we don't use tv. Recipe ads get very high
 Starch scores. It doesn't take great intellect
 to see that with food advertising talking to
 the woman, recipes are a turn-on. They do
 have readership. We know that. In some of
 our products recipes play a big role.

MEDIA DECISIONS: Is that why you're in
 print on these products, or is it because the
 smaller brands don't have the entry fee for
 tv?

Mier: Some of these products are estab-
 lished brands. They've been around for
 years. We don't have to spend tv dollars to
 build brand awareness. Where we have a
 brand that's either leader or runner up in
 the category, if we put tv behind it we
 might expand brand share but we won't ex-
 pand the category.

MEDIA DECISIONS: Where you have a
 smaller brand with a modest budget, is that
 better of in one medium than another?

Mier: I think it's better off in print.

MEDIA DECISIONS: You've been talking
 print and out-of-home as alternatives for tv.
 Are you considering radio?

Mier: Radio is another medium where we
 don't have as much knowledge as we
 should. For the past 18 months we've been
 using radio to learn more about it. We're
 learning something that Tom learned when
 he was driven off tv. That's the importance
 of copy execution. A fundamental question
 in choosing another medium is: does our
 established copy lend itself to this medium?
 For example, our Hawaiian Punch has a
 well-known jingle. We've used radio be-
 cause it's effective for that jingle. But re-
 member, radio is a frequency medium, not
 a reach medium.

Sandefur: Dick, to what extent do your
 agency creative people affect your media
 choices? They can come up with ideas that
 fit one medium or another.

Mier: They do have an effect. We can't
 make media decisions in a creative vac-
 uum. We have to consider the creative
 execution as well. We did have one tv
 jingle that fitted very well into print.

MEDIA DECISIONS: We had a food com-
 pany guest editor who complained that he
 couldn't get his agency to come up with a
 suitable radio campaign.

Mier: He's got a problem. We have two
 very good agencies that are excellent crea-
 tive shops. ■

THE COLUMBUS DISPATCH

2nd in Ohio every Sunday

and happy!

Why would a proud newspaper be happy about being the second largest Sunday newspaper in the State of Ohio? Two reasons: (1) Since there are so many people in Cleveland, the Plain-Dealer is first and will be for awhile. (2) Since there are *three* cities in Ohio with million-plus metros, second is much better than third. In fact, there are 21 other Sunday newspapers in Ohio who'd love to be second.

One thing puzzles us. Why are so many marketers surprised to find that we deliver more prospects every Sunday than any other Ohio paper except the P-D? After all, we've been

doing it for 14 years. And, not just around Ohio's capital. We are THE No. 1 Sunday paper in 20 of Ohio's 88 counties.

In about 325,000 homes every Sunday, the Dispatch comics keep kids of all ages amused...the women's section enjoys concentrated attention...sports...political wrap-up...travel and entertainment...every one of 20 or so sections is studied.

Our advertisers love it, too, and not just because of our low line rates. They have paid for—and benefited from—enough lines that we ranked 12th nationally for total Sunday advertising in Media Records' last measurement.

Isn't that reason enough to be happy? You could make us happier; we could help you sell. Give us a call. Or, talk with Cresmer, Woodward, O'Mara & Ormsbee, or The Leonard Co. in Florida.

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DISPATCH & JOURNAL**

EVENING and SUNDAY

MORNING

34 S. Third St., Columbus, Ohio 43216 • Phone (614) 461-5540

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In Florida by The Leonard Co.



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• Herald American-Post Standard, Sundays

AMERICA'S BEST TEST MARKET

- Population - 2,404,600
- Effective Buying Income - 7,350,458,000
- Food Sales - \$955,067,000
- General Merchandise - \$539,399,000
- Total Retail Sales - \$3,817,871,000

Source: Sales
Mgmt. 1976
Survey of Buying Power

BLUE COLLAR (from 75)

zines mutter under their breath that some advertisers neglect them in favor of vehicles with more status. There are agency people who agree.

"There had been a virtual prohibition against these magazines by top management who said they'd rather not see the company's name in those books," said one ad director for a large food company. "But our product has a heavy blue collar skew, and each year we'd come back suggesting these books, and eventually we softened them up a bit."

An advertiser who buys both types of women's magazines said, "Some of the blue collar magazines have problems and provide poor reproduction. We may be pulling out of them because of it. Maybe the consumer can't see the reproduction difference, but it's one of the major things we base our media decisions on."

This large women's advertiser buys into these books because, "They don't duplicate as heavily as the other women's service books. They are also very efficient—probably as efficient as the service books, where we get good efficiencies because we're such a large advertiser."

As for editorial environment, there are advertisers who contend these magazines offer no editorial support for their products. Leon Garry, speaking for the Macfadden Group, says that his women's group magazines are moving towards becoming full service books this summer, and will include columns by renowned doctors and psychiatrists. But the magazines will also be running monthly columns from the Martha Movement, a Chicago-based organization that strives to establish the dignity and value of the homemaker. As Garry put it, "We will make these magazines as good as possible within the parameter of one rule — 'Know Thy Reader.'"

Garry said he believes improved editorial will add more readers to Macfadden's 20 million plus readership, and that advertisers will follow. The women's group is undergoing graphic redesign, to permit national advertisers to have their own sections up front. The mail order ads will be relegated to the back.

Bob Hinson of SSC&B, commented on the editorial of the blue collar books, saying, "Our philosophy is that it might not fit our standards of good journalism, but obviously, it has some value to a reader of the publication. So we say, 'So what? It's of service to our customers.'"

The Dell Modern Group, in a sales brochure called "Profits and Prejudices" approaches the subject of their magazine's sexy suggestiveness. "Our editors are alive

to the stimulating effects of sex material on newsstand sales. Naturally they stir some into their editorial mix . . . [but] romance stories still cling to a syndrome of sin, suffer and repent."

Men's blue collar books

The blue collar men's books resemble the women's. They're filled with adventure, guns and cars in the same way the women's talk of love and marriage. The men's books, however, don't seem to offer the same low cpm's the women's books do. Perhaps more importantly, they don't reach the shopper in the blue collar family, although they are an excellent forum for men's adventure products.

Popular Publications, Inc., publishers of *Argosy* and *Car*, aim their sports-oriented magazines to the blue collar worker, according to William Balgley, promotion director.

"His income is squarely in the middle income market. He is free from debt, and he has no unfulfilled material wants," Balgley said, quoting from a book called "Blue Collar Aristocrats," by E. E. LeMasters.

"We're aimed at working America," said Balgley. "They have a steady income, with a good discretionary income and security that's backed by their unions. They're product oriented, buying station wagons, motor homes, hunting and fishing gear."

As income gets higher, Balgley said, lifestyle remains the same.

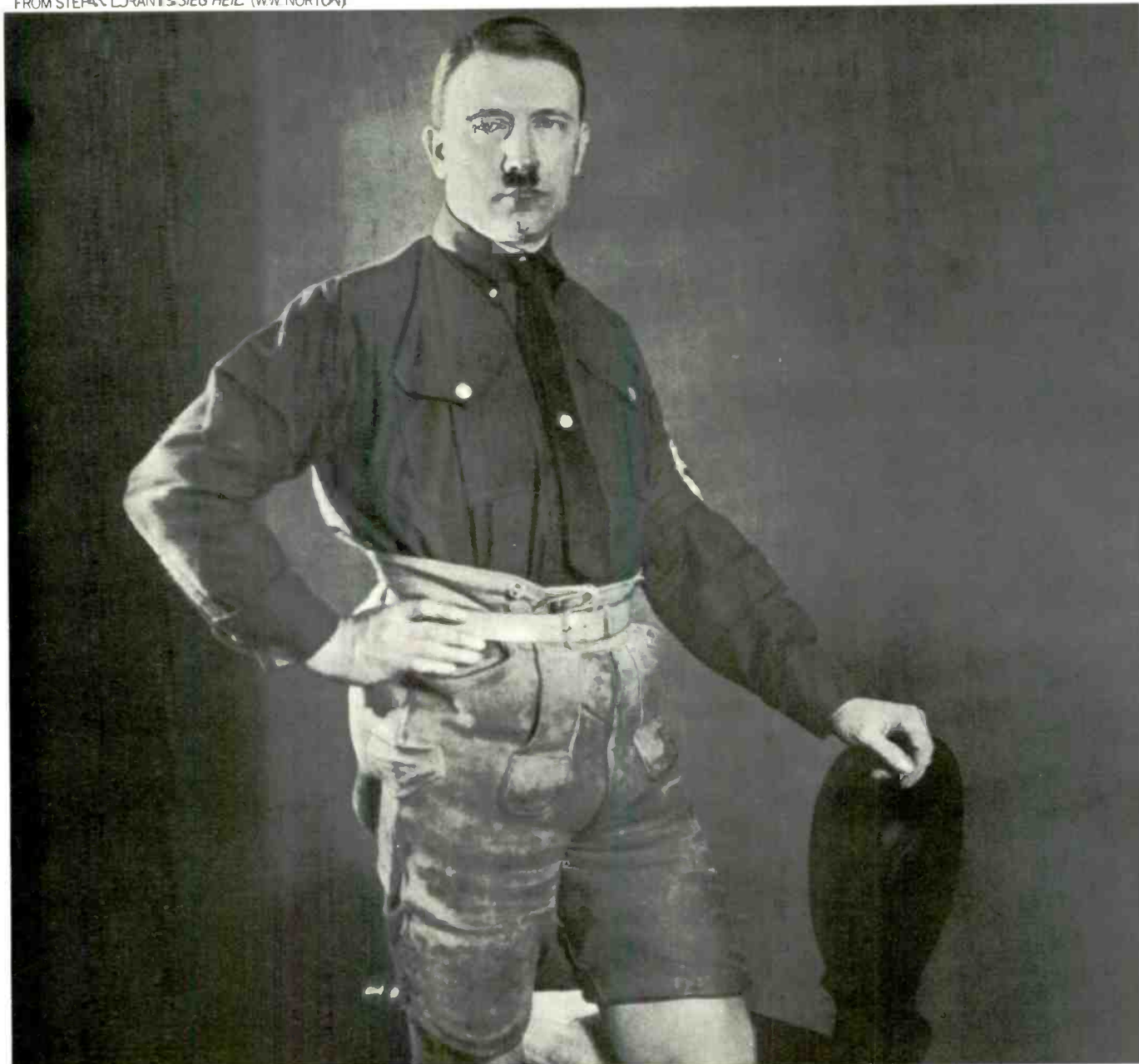
Although Petersen Publishing has magazines such as *Motor Trend* and *Guns & Ammo*, it does not consider its readership blue collar. "We aim more for a young enthusiast than blue collar which 'cuts across all demographics,'" said Alan Waxenberg, Petersen's New York sales manager.

Skin books may have the best access to the blue collar market. According to TGI, *Hustler* out-indexed all other magazines in appealing to their "craftsman-foreman" category.

Our TGI study showed that men's cologne is a popular product with this group. Allan Ford, ad director of Faberge's Brut, agreed that his product has great blue collar appeal. But Brut has shifted its media tactics, drifting from the sports buff and Black sport magazines to television. Brut is choosing dual audience magazines and sports programs.

The cologne uses sports celebrities on its commercials which, Ford said, the company believes reaches the blue collar man.

"We don't go out of our way in concentrating on the blue collar market," said Ford. "But let me put it this way. We don't go on programs where you'd see Mobil Oil or IBM spots." ■



Matinee idol?

"One Man's Hunt for Nazis in the U.S." by Howard Blum February 13, 1977, issue

He was as bad an actor as the world has ever known.

Yet, incredibly, he seems to be making a comeback.

More dangerously, his doctrines still live in the persons of at least 144 alleged war criminals enjoying sanctuary in this permissive America.

Tony DeVito has made a life-long crusade out of trying to round up that old gang of Adolph's. But, until recently, he has encountered untold obstacles — not the least of them strewn in his path by the U.S. government.

Parade recounts DeVito's passionate search — but with dispassionate editorial objectivity. Judgment is the province of our 40 million readers — and Parade's editors respect the privilege.

Ours is a world of wondrous things — from that which makes the world go wrong, to that which makes the world take heart. The tried. The true. The old. The new. They rub shoulders in Parade.

Advertisers find Parade an ideal environment for their messages, too. Give us your message, won't you? Dial (212) 953-7650.

parade

It wouldn't be Sunday without a Parade

Bob Edgell is strategically building a business publishing house that will include those fields with maximum stability and growth potential. He gloats a little about being "number one in business magazine titles," although he is far behind McGraw-Hill, the industry leader, in total revenue.

Competition for hot properties is as stiff — or stiffer — than the fight for ad pages among business publishers. Edgell told us. He mentioned one tender offer where he had been outbid several-fold.

Predictably, Edgell and other business-paper magnates see the trend to dominance by a few major publishers as a favorable development for the media buyer. Edgell acknowledged that the media buyer will have less books to pick from, after the weeding out of duplicating properties. But he contended that the newly formed publishing giants will be in a better position to service the buyer in depth with information and support for the buy.

Sal Marino offered the same conclusion, adding that small entrepreneurial publishers could not afford the kind of media support an advertiser deserves.

Others take a different view of the trend. They point to the number of publications, bought in their heyday by McGraw-Hill, that have since been sold off because they had shrunk to a shadow of their former selves.

"I looked at the *Modern Hospital* *Nation School* package with a mind to purchase it," one source told us. "That was before McGraw-Hill bought it. The man who owned it then lived like a king from the proceeds. The whole thing was a license to steal; it was turning an enormous profit. I can't imagine what happened to it."

What happened to these publications and others like them, one McGraw-Hill source claimed, was that the markets shrank to such an extent that the publications could no longer function profitably in the company's stable.

Others blame McGraw-Hill's "enormous size," "layers of management," or McG-H's alleged "penchant for moving publishers from one magazine to another under the theory that a manager-is-a-manger-is-a-manager."

Will the newly formed business publishing giants succumb to the same malaise? It's hard to tell.

McGraw-Hill itself is said to have "purified its product line" and reorganized itself to the extent that its business papers are once again a thriving profit center in the company.

Other publishing giants, like Technical, Fairchild, Penton/IPC have proven themselves increasingly stable in good times and bad. They have learned to weather the economic storms of their industries, and they have some talented and dedicated people at their helms.

In addition, there is the possibility that the major business publishing houses will find it in their best interests, once the age of consolidation is over, to take a more institutional approach to business paper promotion.

These publishers have been instrumental in supporting the tri-partite activities of the Business Publication Audit, which has been the center for advancing circulation accountability in the business press for a number of years. Comparability in audit statements, one of the results of their participation — and a lot of hard work by advertisers and agencies — is now changing the way a lot of buyers look at business papers.

A large share of the praise for this development goes to people like Tom Campbell, president of the organization, and Bert Peller, past Chairman. But representatives of the big publishing houses also deserve a substantial measure of the credit.

For years McGraw-Hill, as the industry leader, has been the advance-guard as a promoter of the values of the business press. Others may follow its lead, although they will realize that the path McGraw-Hill took is fraught with obstacles.

For one, selling top management on the value of business paper advertising — a task McGraw-Hill undertook practically singlehandedly — can be an expensive proposition.

"McGraw-Hill spent millions of dollars and God-knows how many hours selling top management," one source close to the company indicated.

The dollar commitment to research proving the value of business paper advertising, as evidenced in the Morrell studies, the Laboratory of Advertising Performance, other ventures, was also significant.

Will McGraw-Hill continue to carry this torch? The Publication Company division is underwriting \$1,000,000 in research to prove that industrial advertising works. But this amount is farmed out to the individual publications, which will have a heavy influence over the nature of the research.

McGraw-Hill is highly vocal in indicat-

“—————
**Publishers do not seem
 concerned about getting through
 to top management.**
 —————”

ing that it is not abandoning its commitment to the trade press. Harold McGraw ardently stressed this point in a recent private talk before an ABP executive seminar.

"Even as McGraw-Hill, a fairly large diversified company in the communication field, goes about changing some of its overall approaches and priorities, our business publications are still our top priority and key resource. Our prime market, which accounts for about 55% of our revenues, is business, industry, and the professions.

"Even as we work to convince industry in general that we represent an integrated media approach to serving their information needs, we will be pinning our overall thrust heavily on the reputations of our individual magazines and their leadership and impact built over the years. We don't expect business magazine revenue per se to grow as fast as some other communication media. And yet we still intend to base our information efforts on those magazines and to plough back in poor years as well as good ones into their editorial improvement. And, again, we believe fully in the mission and value of the business press and in its future well-being; and McGraw-Hill is in that field to stay."

An analysis of McGraw-Hill's annual reports reveals that the importance of business publications to the company has diminished. In 1976 business paper revenues bounced back a little to 29%, which is ahead of the 1975 low of 27%, but a far cry from the 37% posted in 1969.

Whatever the trends are for McGraw-Hill, other publishers and the ABP, the business press as a whole seems preoccupied with its newfound prosperity, the drive to merge and acquire, and the diversification necessary for survival.

Asked where the initiative for broad promotion of the business press should come from, Jim Taffel, president of Technical Publishing, one of the more profitable and well run industrial publishing companies, commented:

"There are a bunch of guys in this business who sit around on their cans waiting for the association to do their job for them. The ABP does promotions from time to time. I wish they could do a lot more. But the bulk of criticism should be aimed at the individual publishers for not picking up the ball."

They do not seem concerned with getting through to top management of customers to sell them on the value of using business publications.

Yet this is just what advertisers and agencies alike indicate is the need of the business press. They tell us that, unless this happens, business publishers will wind up fighting among themselves for a shrinking share of the advertising dollar. ■

During 1976 The Plain Dealer ran more national advertising than any Ohio newspaper.



And that's something to crow about.

Last year The Plain Dealer topped every newspaper in the Buckeye state in national advertising. In Cleveland-Northeast Ohio, The Plain Dealer led Cleveland's other metropolitan paper by a significant margin. Of the 7,530,511 lines of full-run advertising placed by national advertisers in Cleveland's major dailies in 1976, 4,914,843

(or 65.3%) were carried by The Plain Dealer. Something else we're crowing about is our audience. Our lead in daily paid circulation over Cleveland's number-two newspaper is 55,523. That's an all-time Plain Dealer record. Look to The Plain Dealer in 1977. It's the medium that triggers mass-market sales in Cleveland-Northeast Ohio.

The Plain Dealer. The newspaper that gives advertisers something to crow about.

Note: lineage figures were compiled from Media Records, Inc. The circulation lead figure is based on a report filed September 30, 1976, with the Audit Bureau of Circulations. The Plain Dealer is represented nationally by Newhouse Newspapers with offices in principal cities.

Can you afford to
miss 445,000*
adults daily who
read The
Washington Star
exclusively?

THE UP PAPER

You can't put it down

The Washington Star WASHINGTON, D.C. 20061
PHONE (202) 484-4600

Representatives: Million Market Newspapers, Inc.: Chicago, Detroit, Los Angeles,
New York, Philadelphia, San Francisco • The Leonard Co.: Miami • Lenha, Hawaii •
American Publishers Rep., Ltd.: Toronto • Sullivan, Sarria & Assoc: Latin and
South America, Mexico • Havas Enterprises: Europe and the Mid East.

*Belden 1976.

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Simon Broadbent, media director, Leo Burnett, Ltd., London, explains why. But some things in London are not changing — like Tower Bridge (below).
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Marketing and media on the move on the other side of the world — Australia.
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Antonio Jordan, managing director, Denis S. A. Madrid, gives his overview.
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Most recent Starch/INRA/Hooper report shows print still number one everywhere.

INTERNATIONAL Marketing & Media

a service of Media Decisions
May 1977



ENGLAND



Moving towards a media mix

High tv rate hikes have hit the other side of the Atlantic too. Simon Broadbent (left), media director of Leo Burnett Ltd., London, explains his preference for media mixes even with small budgeted clients.

It is generally believed that Simon Broadbent, media director of Leo Burnett Ltd., London, is the one man whose approval means life or death to new advertising research in the U.K.

So when Broadbent came to the States recently to speak at an ANA Advertising Research Workshop, MEDIA DECISIONS sat down to talk with him about a question common to both sides of the Atlantic—how important is a media mix?

"Many of our accounts have budgets so small you've got to stay in one medium, somewhere on the order of \$200,000 up till \$500,000," said Broadbent.

But Broadbent is a believer in mixing media. "You can make a product look bigger in more than one medium. You can get continuity for your budget," as print and outdoor fill the spaces between tv or radio flights. "You can get an awful lot of effect for very little money."

Tv prices have soared in England as well as in the U.S. Broadbent thinks there is one primary reason for the hike in price: "They can get away with it. The advertiser knows that tv has worked, and that print is not as effective."

But this researcher questioned the thoroughness of tv research, saying he regrets there has been no study of the tv viewing situation.

"The tv set is like a pet dog or cat in the living room. You pay attention to it for a while, then let it sit in the corner."

"We're experimenting with using other media to see what it's worth after all," Broadbent continued. "We know that if you take 20% of tv and put it into magazines and newspapers, you can switch cover and frequency among medium and light viewers. In England, they look at the data and don't do anything at all. They worry about exposures but they stop there and don't question its worth."

According to Advertising Association figures published in England's *Campaign*, an advertising trade paper, total 1975 advertising by media in England was 46% for newspapers, 24.4% for tv, 8.9% trade and technical, 8.2% for magazines and periodicals, 3.6% poster and transport, 2.1% directories (such as the Yellow Pages), 1.1% radio, .7% cinema, and 5.1% others. Total ad expenditures in 1975 amounted to £967 or about \$1.7 million.

The television situation in Britain is, of course, dominated by two BBC channels, with a third commercial channel available for ITV, or Independent tv, which is contracted to 13 regional owners. The local ITV's can be bought like spot tv in the U.S. and serve as test markets for new products of all kinds.

Because of the limited commercial outlets, tv time in Britain is more cramped than in the U.S., although U.S. advertisers throw more money into advertising, proportionately, than British companies. Newcomers to tv, such as government,

financial and retail advertising, are contributing to the rising climb in rates, according to Broadbent.

But if England has only a handful of tv stations, its pockets are bulging with newspapers and magazines.

"The quickest way to get national coverage in England is by newspaper," said Broadbent. "On Sunday, you can reach 85% coverage by buying six publications. If you use dailies, you reach saturation. Tv would take at least a week or two to reach that level."

At Leo Burnett Ltd, there has been a slight shift towards breaking away from diets of tv only. Cadbury Chocolate recently added outdoor and newspapers to its schedule, Broadbent said, adding that it was still too early to measure that media mix's effectiveness.

England's newspapers are divided into nationals, such as the *Times* of London, and regionals published in other cities. Regionals, the largest recipients of print display advertising, received 34% of all display advertising in 1975, compared with the national papers' share of 31%.

The regionals have been gaining national advertising for the past ten years. While the *Times* carries the most service and upscale advertising (for clothes, insurance, airlines and financial), it is the regionals that provide a good forum for package goods. And, reports *Campaign*, brand awareness has taken a backseat to hardsell advertising



Introducing TIME EuroExecutive

A special edition addressed exclusively to the executive market in Europe.

TIME EuroExecutive is the first demographic edition ever published by a general magazine in Europe. Its rate base of 85,000 was selected by census from TIME Europe's subscribing executive households (one out of every three is in the new edition).

Efficiently priced at \$3,570 for a black and white page, this exclusively executive edition can be used on its own or as a demographic supplement to other TIME editions.

A 5% discount will be earned by matching

pages in TIME EuroExecutive and any larger Atlantic editions, or in TIME "T," the demographic edition reaching top management in the U.S.

TIME EuroExecutive is available every other week, and your local TIME representative will be glad to give you complete information on how to make the most of it. TIME EuroExecutive... another innovation from...



TIME

The weekly newsmagazine of the world.

which has always been the regional specialty. England's poor financial shape has made prices an urgent consideration. Advertisers are using more couponing to sell their goods.

The regional papers, also known as evening papers because almost all are printed in the afternoon, are helped along by a one-line order system for them all, according to Broadbent. Represented by the Evening Newspaper Advertising Bureau (ENAB), the evening papers can be bought en masse because few of the evenings compete with each other. Broadbent explained. Buying the evenings nationally, however, does work out to a higher cost per reader than buying the national, or morning, newspapers, Broadbent added.

Similarly, Broadbent said, outdoor is most commonly bought as a package rather than individual sites. The one-line order is, he said, "the way media will move in the future."

The media man admits that as a smaller country, England is easier to cover and to research, than the United States. But he wonders why readership and viewing surveys are not common property of the industry, as Britain's JIC — Joint Industry Committees — are.

Media and advertising representatives meet in the JIC system. JICNARS produces the National Readership Survey; JICTAR comes out with Television Advertising Research; and JICRAR publishes Radio Advertising Research. Broadbent believes that with JIC, the needs of all those affected by the results of the research — the media and the advertisers — are fulfilled.

"It is sometimes said that the JIC system removes the incentives of the market place, but this is not so," argued Broadbent. "The committee is the market place, and a very efficient one. The sometimes conflicting interests of media owner and advertiser emerge plainly — and are openly resolved. The bidding among research companies is fierce and encourages efficiency."

On the whole, Broadbent believes that advertisers in Europe are more involved, generally, with media research than in the states.

In addition to tv, radio and readership JIC's, the U.K.'s Target Group Index audits 25,000 adults for all media, products and services. The BBC contacts 750,000 adults during a year to measure 24-hour recall of tv and radio.

Broadbent believes it to be imperative that agencies use research to check effectiveness.

"It seems criminal to take an advertiser's money and spend it on your own judgment, and never check to see if you've done right or not." ■



Oklahoma has the energy for your United States plant.

For many years Oklahoma has helped supply the energy needs of the United States.

As the third largest gas producing state in the nation, Oklahoma has been able to adequately serve the needs of nearly 4,000 manufacturing plants within the state and provide the energy needed for the many new firms that have been locating here in recent years.

We also have ample electric generating capacity and more new generating facilities are being constructed to keep ahead of demand.

You'll find that our people are energetic, too! Oklahoma is blessed with an abundant supply of easily-trained labour.

We think you'll also like the pro-business attitude of our state.

Let us tell you more, in detail and in confidence, about how you can profit in Oklahoma.

For details, write:
Scott Eubanks, Director, Oklahoma Industrial Development Department, Office of the Governor, 500 Will Rogers Building, Oklahoma City, Oklahoma 73105, U.S.A.



Oklahoma
The PROFIT Center of Middle America



The second strongest bank holding company in the U.S. is in Oklahoma.

As reported in a leading U.S. business publication, First Oklahoma Bancorporation's year end ratio of stockholders' equity to total assets stood at 11.5%. This positions the Bancorporation as the second strongest company among the 200 largest bank holding companies in the nation. The cornerstone of our company is The First National Bank and Trust Company of Oklahoma City.

If you are considering the United States for manufacturing or distribution activities, we invite you to Oklahoma. The First, with its broad base and strong capital structure, is ready to assist you as we already assist many of the largest U.S. Corporations in this country and abroad.

We look forward to doing business with you.

For further information, contact:
David E. Gallman, National Division, Box 25180, Oklahoma City, Oklahoma 73125, U.S.A.



Oklahoma
The PROFIT Center of Middle America

What's the State of Oklahoma doing on the op-edit page of the Times of London?

In April, 1976, Oklahoma ran a string of 15 ads to attract European investment.

"We ran about three ads a week," explained Arnold Young, director of information and advertising for the State's industrial development department. "The ads ran prior to an industrial tour of western Europe we took, sort of like an introduction."

Each ad featured one "attraction" the State could offer to foreign business, saying, "Oklahoma, The *profit* center of Middle America."

"Before we started the campaign, our research showed that European businessmen had never heard of Oklahoma, or they didn't know where it was," said Young. "We've gotten some inquiries from the ads, but we were not attempting to measure our effectiveness on the number of inquiries. We just wanted to let them know over there that there was an Oklahoma."

The op-edit space was used not only by the state but by some local chambers of commerce and companies. Each was identified with an Oklahoma logo and tagline.

This two-month campaign was followed by a similar series of ads in the *Financial Times*. Next year, Young said, Oklahoma intends to pick up campaigns in both these papers in addition to using print media in Belgium and West Germany.

The campaign was originally priced at nine ads for \$10,000, but as groups within the State expressed interest in the ad, the Department of Development sold the space for about \$1,200. The new ads not only promoted the State, but also extended the advertising campaign. The state and its agency, Glen Bozell & Jacobs of Oklahoma City, worked with the New York City office of the *Times* of London to prepare the series.

**WHEN YOUR TARGET IN EUROPE
IS TOP MANAGEMENT
VISION
IS THE LOGICAL CHOICE**



Unique coverage of Europewide trends in economics and business

Editions in the four key languages of the market



**Exciting graphics
Inviting layouts
Lots of four-colour**

Selective executive coverage

**1977 base:
125.000**

**Quantity and quality
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U.S.A.:
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641 Lexington Ave.
212-826-0440

LATIN AMERICA:
Guillermo Parra
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363-308

or the VISION office nearest you.

Things are looking up down-under

Local mediamen tell us that Australia is on the move. The economy is growing and the media are hot. But some familiar problems haunt the international marketer in that part of the world.

Stephen Farr, media manager for Foote, Cone & Belding in Sydney, Australia, telexed the following reply to MEDIA DECISIONS, when asked for some sample problems faced by companies moving into the Australian marketplace:

"Campbell Foods non profit-making in Australia first 11 years because Heinz and Australian soup competition too entrenched. In general, no problems of U.S. marketers entering Australian market."

FC&B had undertaken a study of the Australian media marketplace, and we asked some additional questions of their mediamen down under. Here's the picture they see:

First, the landmass. About the size of Continental U.S., all 48 states. But Australia is divided into six states and two territories, much of it still as untamed as our Wild West was in the 1800's. It is a land of enormous development, where earth moving machines as large as dinosaurs plow the new ground for industrial expansion. Western Australia is almost four times the size of Texas, but there are only a million souls found there. And they are mostly in the fertile southwest corner.

In contrast is the East Coast with its large, sophisticated cities. Here technological advances, including media coverage, have cobwebbed the landscape, bringing remarkable escalations in consumer benefits. 75% of the population is concentrated in the East — 14 million strong.

Color television, to cite one example of technological advance in the east, is multiplying like the rabbits that abound in the

rural reaches of the continent. In March 1975 only 2.7% of Australian homes had color tv. Ten months later the figure had jumped to 17.1% of homes. In September of last year, color tv penetration had reached 35.5%.

The incredible speed of this color revolution has paralleled other trends in Australian television — some beneficial to national advertisers, some problematical.

Retail activity has gobbled up 40% of the total tv dollar, putting a squeeze on availabilities for national advertisers. The tv day has been lengthened to 24 hours. Commercials are getting longer — moving from a 10 second and 20 second norm to a 15 and 45 second standard. Demand, as a result, has outstripped supply, driving prices up.

New advertisers entering the medium have not helped the situation.

Television spending has increased share of total ad dollars from 28% in 1975 to 35% in 1976. Television is still cheap on a unit cost basis. Peak rates for a metropolitan station are \$431 for 30 seconds and \$665 for a 60 second spot. But advertisers are beginning to feel the pinch.

In a ten year period between 1965 and 1975, television rates shot up 135% and they are still rising at an even steeper rate. Most of this increase took place in the last 5 years.

The medium does not as yet enjoy the popularity it has in this country. Only 66% of the sets are in use during primetime, and the average rating is about 19%. This is in the prime metropolitan markets. The figures are much lower in the country.

10 leading ad agencies in Australia

| | Billings |
|------------------------|--------------|
| George Patterson | \$48,000,000 |
| John Cleminger | 42,300,000 |
| Leo Burnett | 33,000,000 |
| USP-Needham | 31,700,000 |
| Hansen-McCann | 30,000,000 |
| J. Walter Thompson | 30,000,000 |
| Masius-D'Arcy-MacManus | 25,200,000 |
| Ogilvy & Mather | 23,600,000 |
| Lintas Proprietary | 19,000,000 |
| Doyle Dane Bernbach | 14,000,000 |

Source: Foote, Cone & Belding Estimates

Stephen Farr and his media team in Sydney tell us that print media, especially newspapers are losing share to broadcast. Hottest decline, they say, comes from retail advertisers moving out of newspapers and into television.

Australian magazines are said to be experiencing a decline in revenue, as well, although the homemaker market is enjoying a significant upsurge.

Time and *Reader's Digest* compete for the total print dollar with strong home shelter books like *House and Garden* and *Home Beautiful*. Women's magazines with titles like *Dolly*, *Australian Women's Weekly*, and *New Ideas* abound. Rates for these media range from \$610 a four color page (*Home Beautiful*) to \$5,474 (*Australian Women's Weekly*).

An investment in *Australian Women's Weekly*, the most expensive and successful woman's magazine, will net you 43% of the women over 16. *Dolly*'ll get you 6%. *Time* reaches 5% of the women over 16 and 10% of the men. *Reader's Digest* reaches about 20% of each. All on an average issue basis.

Outdoor advertising is an unusually strong medium in Australia, at least in part because of the wide open spaces that still exist here. It gets 10.5% of ad dollars, \$79,390,000 — \$67,400,000 of that national and \$11,900,000 retail and other local.

The Australian newspaper industry is best known in this country for one of its chief exports: publishing mogul Rupert Murdoch. Murdoch, we are told, is not typical of the Australian newspaper business,



WE'VE GOT THE READERS

The business scene has changed. There's an important new buyer to think about. He has money to spend. More money. He can mean the difference to you between success and getting by.

Between just breaking even or making a profit.

Penthouse. It's the magazine for today's man. They're the Forerunners...the New Conformists.* Penthouse male readers number 8,000,000 every month. You can buy them efficiently. And they're young (have a median age of 27.5), educated and represent purchasing power of \$128 billion dollars a year. You name it. Penthouse men buy it. Food, clothing. Furnishings and hi-fi, cars, boats and sporting equipment.

Cameras, toiletries, cigarettes, wine, beer, liquor. Hair care, body care.

We've got the readers. You can't afford not to sell them.

PENTHOUSE

More than just a pretty face.



Color me RICH. . .

...and *successful!* I have a large following of red-blooded, affluent, aware young men. I'm glossier, better-built and in the pink of health, and my competitors are green with envy. So don't feel blue! With regular dating—I can help you to a rosier future. Won't you work me into your (ad) schedule? Call for details in black and white (or four-color).

CHIC

A LARRY FLYNT PUBLICATION

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New York, N. Y. 10017
(212) 935-0070

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Columbus, Ohio 43215
(614) 464-2070

WEST COAST SALES OFFICE
1888 Century Park East
Los Angeles, Calif. 90067
(213) 556-2521



Australia's largest city is Sydney. This supremely modern metropolis of over 3 million people is typical of the city centers on the Eastern shore of the continent.

which is still the number one media game, if you count the regional and suburban press.

National newspaper lineage is largely concentrated in the metropolitan dailies, such as the *Sydney Daily Telegraph*, the *Melbourne Sun*, and the *Perth West Australian*. These papers tend to eat up a large share of the non-national advertising as well.

The total price tag on newspaper advertising in Australia is \$302,273,000, according to the Foote Cone survey. Most of it is non-national in nature.

Newspapers are locked in mortal combat with the broadcast media, especially television, for the retail advertiser who is defecting in large numbers from the medium. And television dwarfs newspapers in national advertising volume.

There is also a war — similar to the one being waged in the States — for share of mind, between the press and the electronic media.

Principal print media owners — like News, Ltd., John Fairfax, Australian Consolidated Press, and Herald & Weekly Times — are grappling with the problem, trying to exploit the best values of the media to build audience.

Foote Cone tells us that the media marketplace is sufficiently different, and the marketing conditions sufficiently peculiar to the country-continent for advertisers wishing to enter the market to take a long hard look at establishing a local operation.

Principal U.S. corporations with a marketing foothold in the country already include: Exxon, S. C. Johnson, Wrigleys, Mars, General Motors, Ford, Palmolive, Kelloggs, others. Most of the successful ones have established local companies.

The Australian government is not particularly concerned about encroachment of U.S. marketers. There are a few legal restrictions, like a law limiting the amount of overseas footage in television commercials to 20% of the total. But, basically, the environment is hospitable for migrating marketing plans.

Among the top 10 agencies in the country, according to Foote, Cone, Belding, are seven U.S. based shops. (See chart on page 140.)

Stephen Farr and his media team describe the economic and political climate of the country to us as follows:

- the budget deficit is down.
- unemployment has increased slightly.
- inflation is running at about 9%.
- a decentralization of power in the government is in process.
- a highly rebellious, unpopular, but strong union movement needs to be reckoned with.
- there is a revival of overseas trade.

And, finally, there was Farr's telexed answer to our query about problems facing visiting marketers:

"In general no specific problems of US marketers entering the Australian market." ■

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Commissaire General



International Advertising Market

“Spain is Barcelona & Madrid”



Antonio Jordan, managing director of Danis/Benton & Bowles, gives an overview of media and media planning in one of the fastest growth markets in the world.

Spain is one of the fastest growing advertising marketplaces in the world, but it's growing from a relatively low base.

This is the way Antonio Jordan, dynamic managing director of Danis/Benton & Bowles, Madrid, describes the advertising marketplace in Spain.

The figures bear him out. MEDIA DECISIONS estimates that advertising in Spain is growing at the rate of 15% a year, rising to close to \$850,000,000 in 1976.

His own agency billed \$13,400,000 in that year and will bill slightly more than

that this year. Second to Danis is CID S.A., then J. Walter Thompson's Spanish operation.

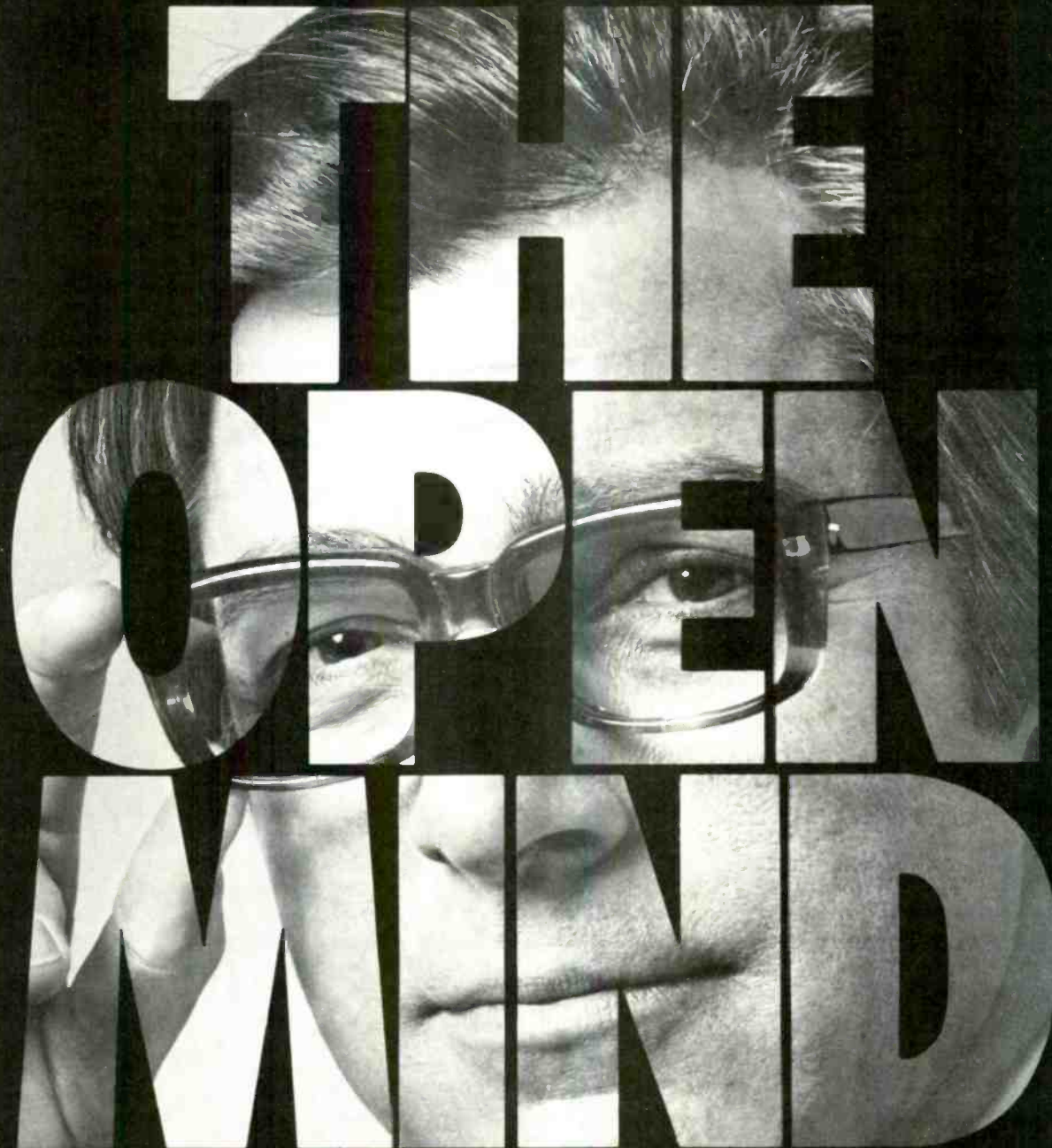
“We have many, many agencies,” Jordan told MEDIA DECISIONS on a recent visit to New York. “There are about 700, but only 22 are important.”

His definition of important in Spain is agencies with staffs of 60 to 120 people. Danis has 120 people in three offices (Madrid, Barcelona, Bilbao). Of these agency staffers, 13 are in media planning and buying. And there are media support people in

the agency research and billings departments of each Danis/B&B office.

Organization of media planning and buying in Antonio Jordan's agency and the other large shops in Spain is very similar to the U.S. norm. Media specialists plan media; other media specialists do the buying; media planners serve as members of account teams.

One thing that has not been adopted in Spain yet is the use of media specialists within client companies. They do not have house agencies, independent media buying



Enter it through Smithsonian magazine.

An open mind is a beautiful thing. Curious, flexible, independent, it's interested in what you have to say. And it isn't made up before you've said it.

Open-minded people travel, because they want to see the world for themselves. They try new products with greater frequency than their neighbors, aware that there might be a better mousetrap after all. In fact, they're the best prospects for whatever you're selling, because "no" isn't the first word that comes to an open mind.

Conveniently, we gather 1,500,000 open-minded subscribers in one place every month by publishing SMITHSONIAN magazine. Between its covers, our readers discover an incredible range of articles (from the April cover story on Holland's "tulipomania" to a close-up look at ghostly Kirlian photography) and a quality of reproduction no other magazine can match.

Add our editorial to your advertising, and you've got impact. Cancun, the new resort in the Yucatán, did just that and received a tidal wave of responses from SMITHSONIAN subscribers.

DeBeers Diamonds displayed an ultra-modern \$1,400 ring in SMITHSONIAN and told us, "Although the ad has appeared in other national publications, we have received the most overwhelming response from your magazine." The Environmental Fund said simply, "We were overwhelmed!"

In six short years, SMITHSONIAN has grown from zero to a million and a half subscribers. Their open minds are 85% college educated, and they earn an average of \$34,000 a year. Which makes our subscribers the best-educated, most affluent of any million-plus magazine published today.

If you've read this far, then you're open-minded too. That's why Edward Daly, our Advertising Promotion Director, looks forward to sending you "Smithsonian Success Stories," a booklet written, in effect, by the companies who have advertised in SMITHSONIAN. For a copy, please write or call him at: 420 Lexington Avenue, New York, N.Y. 10017, (212) 490-2510. If you're as open to a good idea as we think you are, you'll be sold on SMITHSONIAN.

Smithsonian magazine. Now with 1,500,000 subscribing members.

How Spain shapes up as a market

1.

Land area of Spain is the second largest in Western Europe, but it is only about one-sixth the size of the United States. It would fit inside the State of Texas.

2.

Population is 35 million, the fifth largest in Western Europe, coming after Germany, the United Kingdom, France and Italy. Growth rate is over 1% a year.

3.

Workers account for 37.2% of the population, lower than in most developed countries. The Spain-US Chamber of Commerce points to this as a sign of "readily available manpower."

4.

The economy is moving from an agricultural base to a semi-industrial orientation. Gross national

product is growing at the rate of 7% a year, and the industrial portion of gross national product has risen within the decade from 30% to over 40%.

5.

Tourism has become one of the country's most important sources of income. It is currently contributing over \$3 billion to the economy. Spain entertains over 30 million visitors a year.

6.

Income is low by U.S. Standards but is exhibiting great growth. Income per capita rose from \$450 in 1960 to over \$2,000 currently.

7.

Consumer goods are growing in demand as the nature of society gravitates toward a middle-class, although the middle-class is still only about 15% of the whole.

services, and there are no company media people. So the media plans are developed in the traditional way by agency specialists.

Many of the largest clients are subsidiaries of U.S. firms — like General Foods, TWA, Carnation. But 60% of the advertising business stems from local companies. Danis/Benton & Bowles has as a minority stockholder Benton & Bowles, New York. So it naturally tends to be Spanish agency for major B&B clients from the U.S.

One of the largest local advertisers, which is a good client of Danis, is the Spanish government's national insurance advertising. The government also advertises its national railways, has a books campaign, advertises to save the forests, seeks navy recruitment.

But national campaigns by private industry are the big growth factor, Antonio Jordan says. "The market is becoming more sophisticated as the result of five years of great prosperity and economic growth.

"The greatest growth is in middle-class families in the largest cities. There are approximately nine million people in Barcelona and Madrid who fit this description and who are logical prospects for consumer goods. (That's over 25% of the total Spanish population of 35 million). So the center of the target in most consumer goods media plans is the middle-class family in those cities. Spain is Barcelona and Madrid.

"Base medium is television, which is still black-and-white. It's the only truly national medium offering reach into about 7

million homes. With an average of four people per household, that makes it possible to achieve 90% penetration in a city like Barcelona."

The tv is on the air from 2 p.m. to 1 a.m. the following morning. Allowable time for commercials is 4.5 minutes an hour, with commercial breaks limited to the middle and end of shows. The major advertisers on tv are detergents, cleaners, cigarettes, autos, banks, soft drinks, brandy. The heavy viewing hours are 9-11 p.m. during the week and 3-5 p.m. Saturday and Sunday.

Television gets about 52% of the media dollars, Jordan reports. He says this is in part because it's such a forceful medium, in part because the whole family watches tv, and in part because the disposable income is so concentrated. "About 80% of the people are still very poor," he told us, "although this fact gives our marketplace tremendous potential as a developing economy. Then 5% are very rich, and 15% are the people who are typical supermarket shoppers. We're selling 52% of our goods to the top 20% of the people," Antonio Jordan added.

He estimates that radio gets 20% of the ad dollars. And says it is used most heavily by advertisers to reach housewives rather than families as a whole. Housewife time in Spain on radio is 10-12 a.m. and 4-7 p.m.

Newspapers and magazines combined get another 13% of consumer advertising dollars. Outdoors gets 7%. The balance goes into movies and other special media.

"Newspaper advertising is highly con-

centrated in Barcelona and Madrid and is mostly retail. The largest paper has a circulation of 230,000. The largest magazine, *Hola*, a weekly for women, caters to their interest in fashion, society, etc. Other general weekly magazines with circulations of 200,000-300,000 are *La Actualidad Española*, *Gaceta Ilustrada*, *Blanco Y Negro*."

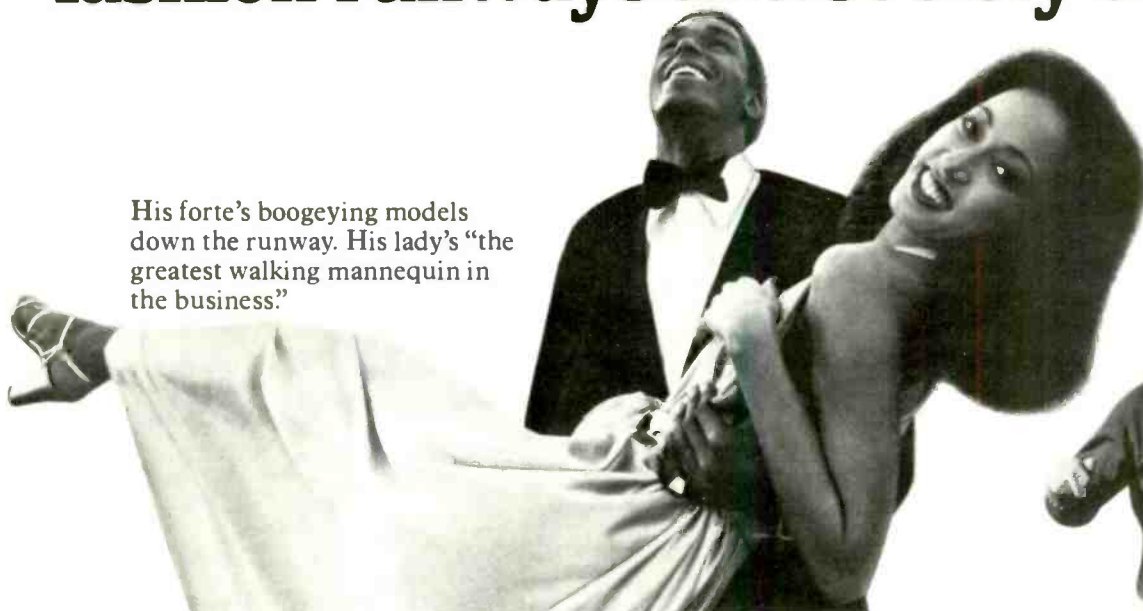
Media research is either privately done by individual agencies or advertisers or handled by the Institute of Research in agreement with the agencies and media. All agencies get the same information from this source. The reports are based on 16,000 interviews every four months. The reports include audience estimates, broken by economic level of respondent, women who work, car ownership, ownership of washing machines, vacation activity, etc.

Jordan says that, in general, the media planning operation in Spain is quite similar to that in the United States, when you take into account the great difference in size of the U.S. market, and the opportunity for more research and more specialized services (like new product introductions) in the U.S. He also commented that in Spain he finds advertising much less promotional.

The biggest problem for admen in Spain he says stems from the growth and popularity of tv. The price is going up on tv — even faster than in the U.S. "We sometimes have to buy 18 months in advance," he says. "And we're paying \$10,000 for a 15-second spot at 10 p.m. that will reach 6-7 million people. This is a lot for us." ■

1. Who are these superstars of the fashion runways and society discos?

His forte's boogeying models down the runway. His lady's "the greatest walking mannequin in the business."



Photographs by:
Neil Benson,
Nancy Ellison/Sigma,
and Co Rentmeester/2.



2. Where's Alan Arkin's kid these days?



Young Adam's very visible on the tube. So what's the show?

3. What's so great about Baruch Blumberg?

He's doctor, jogger, squash player, white-water canoer, military history buff, and what?



Did you get the answers? Nice going. You really know your People.

You and a lot of other very with-it folks. Come July 18, our circulation jumps to two million. That means an audience of 12,879,000.* Some market for all kinds of people products.

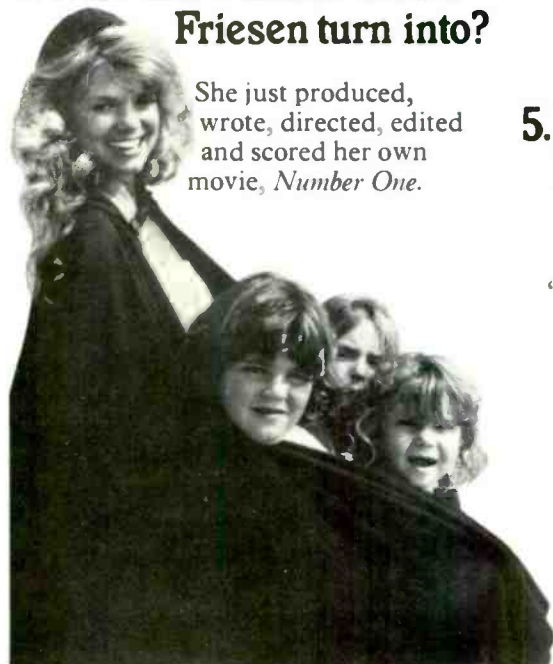
Because People's millions are any advertiser's best customers...the young, educated, prospering, urban men and women who are always first to pick up on new ideas and products.

No wonder People leaped from 27th to 9th among all magazines in PIB ad pages last year. It's where the right audience, the right environment, and the right efficiency come together.

It's *the* new media option.

*1976-77 Simmons, updated to reflect two million rate base.

4. Who did Samille Diane Friesen turn into?



She just produced, wrote, directed, edited and scored her own movie, *Number One*.

5. Where was Steve Cauthen's first pro ride?

It was just last spring, and "Da Kid" finished next-to-last in his first money race.

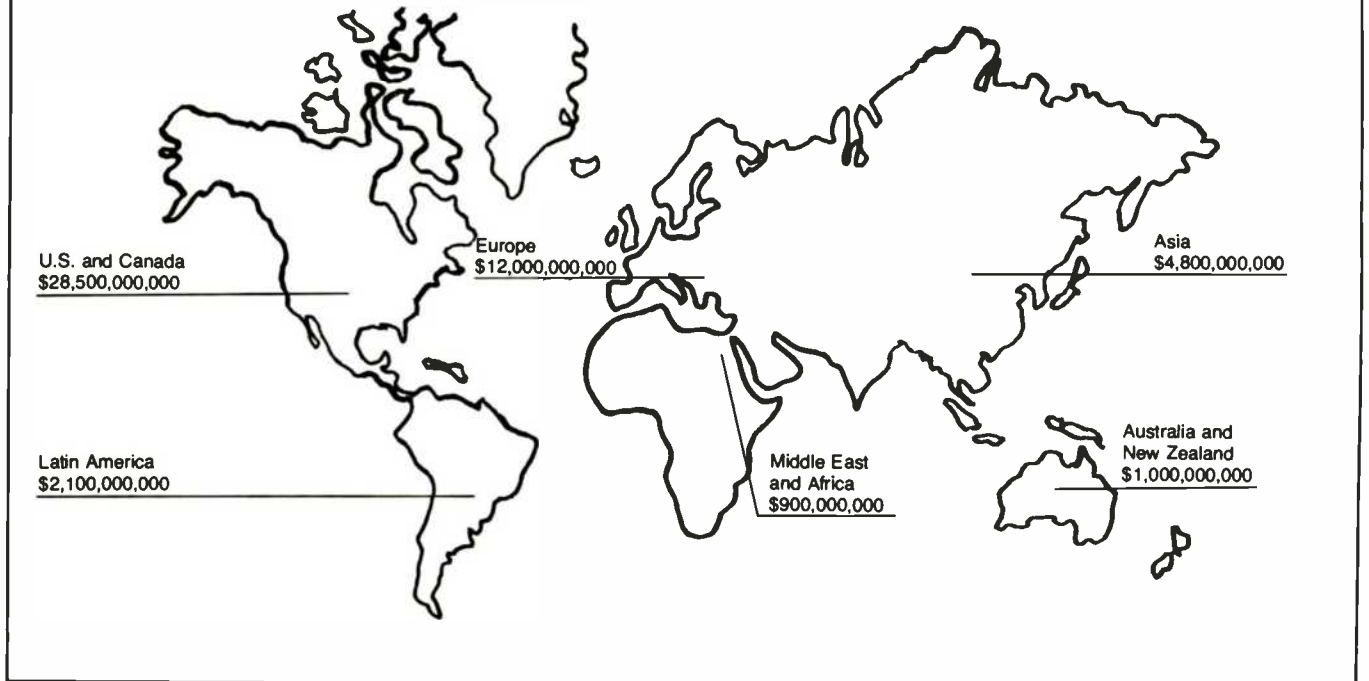
ANSWERS:

1. Sterling St. Jacques and Pat Cleveland.
2. *Busting Loose*.
3. Nobel laureate in medicine.
4. Dyan Cannon.
5. Churchill Downs.

People weekly

Suddenly, it's the place to be.

WHERE THE WORLD AD DOLLARS ARE SPENT



Worldwide media budget: \$49 billion

Worldwide media spending topped the GNP's of Argentina, Belgium, and Iran in 1974. Almost all countries are up in media dollars since the last Media Decisions-Starch/INRA/Hopper report. Fastest growing budgets: Kuwait, Syria, Turkey. Biggest spenders: U.S., Japan, U.K., West Germany. Print is still number one.

Freeworld media expenditures sustained a boom in 1972-74, despite the rigors of inflation, oil shortages, and international tensions, according to a report by Starch/INRA/Hooper in cooperation with the International Advertising Association.

Undaunted by social and political upheaval in many parts of the world, the international media kitty swelled to \$49 billion and included many new media markets in developing countries.

The tiny economies of Kenya, Nigeria, and Costa Rica upped their media antes

considerably, while giant economic powerhouses like the U.S. and Japan showed strong gains as well.

The U.S. is the world leader in media spending (no one else even comes close), with over 54% of the world total in 1974. It also ranked number one in terms of advertising as a percent of gross national product.

But the rest of the world is a growing media market. And the trend is toward a more substantial investment of dollar revenues in advertising.

Countries as diverse as Switzerland, Bermuda, Canada, Aruba, Denmark, Brazil, and Japan joined the U.S. in spending over 1% of their GNP on advertising.

In addition, per capita media expenditures are at an all time high in these countries. Both the U.S. and Switzerland spent over \$100 per person in media; and 19 additional countries spent over \$25 per citizen.

More is being spent around the world to coax the consumer to part with his/her hard-earned yen, peso, dollar, krone, es-

“We assign reporters to find out what the brightest thinkers are doing to solve the problems that bother readers. It’s a step beyond news analysis. We call it problem-solving journalism.”

*Earl Foell
Managing Editor
The Christian Science Monitor*

Long before the urban crisis became fashionable journalism, Earl Foell wrote a prize-winning series that protested against both ugliness and inefficiency in the American city.

It was indicative, almost 20 years ago, of the man who now urges Monitor editors and reporters to find out what today’s best thinkers are doing to tackle global shortages, pollution, nuclear spread.

Foell’s multiple interests have helped him perform with equal distinction as education specialist and editorial writer, City Hall reporter and United Nations correspondent where he received an award for best UN coverage.

Foell helps foster a staff attitude that turns out a humane, incisive newspaper – a newspaper relied on by subscribers across the U.S. and in 120 countries.

Readers respond to the Monitor’s kind of journalism. And they respond to Monitor advertising. With thoughtfulness. With confidence.

The Monitor is worth knowing more about. You can receive a one-month complimentary subscription to this daily newspaper by calling 212-757-1227 (New York) or Dave Morse, toll free at 800-225-7090. Ask for the Monitor’s recent Erdos and Morgan subscriber survey.



What a publication does for you depends entirely on what it does for its readers.

THE CHRISTIAN SCIENCE MONITOR®

SHARE OF TOTAL AD DOLLARS BY MEDIA WITHIN 10 TOP NATIONAL MARKETS

| | USA | W. Germany | Japan | UK | Canada | France | Italy | Australia | Spain | Netherlands |
|--------------------|------|------------|-------|------|--------|--------|-------|-----------|-------|-------------|
| Newspapers | 30% | 46% | 34% | 47% | 36% | 13% | 20% | 37% | 29% | 47% |
| Consumer magazines | 6 | 16 | 5 | 8 | 2 | 11 | 25 | 12 | 18 | 9 |
| Trade Magazines | 3 | * | * | 9 | 3 | 11 | 2 | * | * | 3 |
| Television | 18 | 12 | 34 | 22 | 22 | 7 | 13 | 27 | 17 | 7 |
| Radio | 7 | 3 | 5 | 1 | 11 | 5 | 8 | 10 | 5 | 1 |
| Out-of-home media | 1 | 4 | * | 4 | 8 | 6 | 7 | 12 | 7 | 4 |
| Cinema | * | 1 | * | 1 | * | 1 | 4 | 2 | 2 | * |
| Other | 35 | 18 | 22 | 8 | 18 | 46 | 21 | * | 22 | 29 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

* Included in "other"

Source: World Advertising Expenditures (jointly sponsored by International Advertising Association and Starch/INRA/Hooper) based on 1974 data.

cudo, and pound sterling than ever before.

All media are benefiting from this onrush of media spending. But print leads the way with the largest share. Almost every country reported socking well over 60% of its measured media cash into print. Particularly print-dominated countries were: Norway, Sweden, Denmark, Israel, Malaysia, and the Netherlands — all of whom had over 83% of their dollars in print.

Television shows an increasing share of the world media market, however. Strong gains in tv spending were felt in the U.S., Japan, the United Kingdom, and West Germany during 1974, well before the spectacular rise of tv prices in the U.S.

The leading users of television in terms of percent of total media expenditures were Thailand, Peru, and Mexico.

Radio also shared the wealth of new-found media money around the world. Radio expenditures rose substantially in most countries surveyed. Astonishing gains were recorded in the United Kingdom (up 472% over 1972), Taiwan (up 133%) and South Korea (up 108%).

Radio is an especially dominant medium in Colombia (where it accounts for 27% of all measured media), Nigeria, and South Korea. Radio accounts for only 10.5% of the media market in the U.S.

Elsewhere in the world, consumers often find themselves watching commercials when they go to the movies, and this medium — generally referred to as *cinema* — is getting a bigger stake in the media business. It marked a gain of from \$83 million to \$153 million in 16 leading countries.

Media diversity is still the rule in the worldwide advertising arena. The share of total dollars for each medium varies widely by country. The ranges run from the 66% spent in newspapers in Malaysia to 8% in that medium in Thailand. ■

ADVERTISING EXPENDITURES BY COUNTRY

| | Total Reported Measured Media Advertising Expenditures (In Millions of U.S. Dollars) | | Percent change 1972-1974 |
|----------------|--|----------|--------------------------------|
| | 1972 | 1974 | |
| Argentina | \$ 158.2 | \$ 244.6 | + 55% |
| Australia | 538.1 | 864.3 | + 61 |
| Austria | 124.9 | 194.9 | + 56 |
| Belgium | 159.2 | 203.2 | + 28 |
| Brazil | 333.2 | 565.1 | + 70 |
| Canada | 908.5 | 1,246.2 | + 37 |
| Costa Rica | 10.9 | 12.8 | + 17 |
| Denmark | 146.1 | 221.4 | + 52 |
| Finland | 102.9 | 170.9 | + 66 |
| France | 928.0 | 1,084.7 | + 17 |
| Greece | 35.9 | 45.4 | + 27 |
| Iran | 32.6 | 42.5 | + 30 |
| Ireland | 31.9 | 39.7 | + 25 |
| Israel | 32.9 | 60.2 | + 83 |
| Italy | 550.0 | 765.9 | + 39 |
| Japan | 2,285.2 | 3,218.9 | + 41 |
| Kenya | 5.9 | 7.8 | + 32 |
| Kuwait | 3.3 | 7.7 | +133 |
| Lebanon | 13.5 | 17.6 | + 30 |
| Mexico | 246.9 | 346.4 | + 40 |
| Netherlands | 348.5 | 556.1 | + 60 |
| New Zealand | 91.0 | 118.1 | + 30 |
| Nigeria | 12.6 | 24.8 | + 97 |
| Norway | 116.0 | 147.3 | + 27 |
| Panama | 7.0 | 8.2 | + 17 |
| Peru | 38.1 | 46.4 | + 22 |
| Philippines | 38.8 | 50.3 | + 30 |
| South Africa | 172.4 | 284.7 | + 65 |
| South Korea | 44.7 | 80.5 | + 80 |
| Spain | 381.4 | 582.2 | + 53 |
| Sweden | 226.3 | 273.3 | + 21 |
| Switzerland | 257.6 | 383.0 | + 49 |
| Syria | 1.5 | 3.2 | +113 |
| Taiwan | 42.4 | 74.6 | + 76 |
| Thailand | 33.9 | 43.5 | + 28 |
| Turkey | 62.0 | 138.4 | +123 |
| United Kingdom | 1,734.6 | 2,112.8 | + 22 |
| United States | 15,226.0 | 17,510.0 | + 15 |
| Venezuela | 113.1 | 124.3 | + 10 |
| West Germany | 1,963.0 | 2,071.8 | + 6 |

Source: World Advertising Expenditures, Starch/INRA Hooper. Complete report available from International Advertising Association \$35 a copy.

When we asked executives which magazine carried the most interesting advertising, here's how they came in.

Fortune came through with the top score when business leaders were asked which magazine carries the most interesting advertising. 59% selected Fortune. 20% named Business Week. And 10% picked Forbes.

It's a telling result. Especially when you consider that the same advertising often appears in all three magazines.

The Fortune rub-off.

How do we explain it? Easy, the unique environment of Fortune. Your ad running in Fortune gets the benefit of positive rub-off. Your ad appears more interesting because we're more interesting.

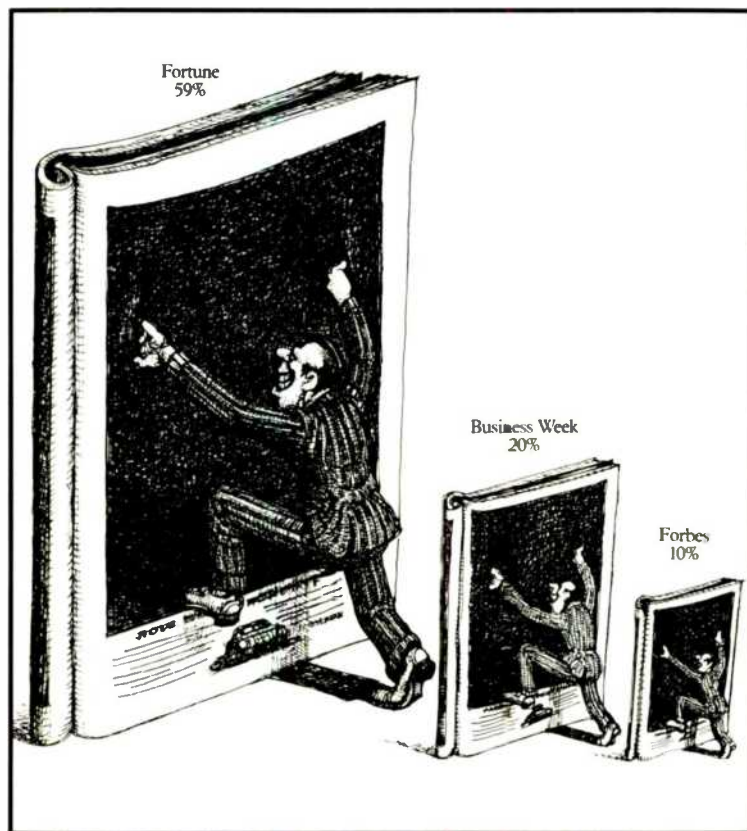
Sure you can get exposure in the other magazines, but in Fortune you get communication. Your message gets off the page and into the mind.

Fortune scores again.

Response to other questions in the special Erdos and Morgan survey back this up.

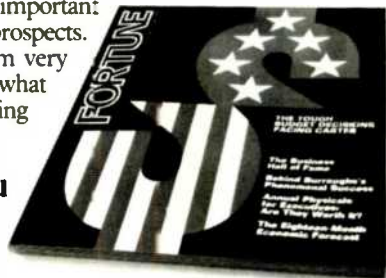
When these senior managers of the top 1,000 industrial corporations were asked which of the three magazines is the most authoritative, which has the most persuasive ads, and which magazine has the best writing, Fortune came out way ahead.

And Fortune was a clear first choice as the magazine in which these managers would most like to see a major story on their company.



If you're trying to reach the top of the market with business or consumer advertising, you can't afford to overlook Fortune. It captures the attention of your most important and affluent prospects. And gets them very interested in what your advertising has to say.

Nobody takes you to the top like Fortune.





“...we’re street fighters.”

“We love a good fight.

As long as it’s for a good cause. Like safer streets. Or cleaner parks. Or an animal shelter.

Whether we’re fighting to get a new daycare center approved or to amend our zoning laws for a new industrial park, we try to involve our whole family and all our neighbors too.

We fight for the things we believe in. And fight to change the things we don’t.

I guess it’s all part of knowing what we want from life. And knowing how to go after it. Whether it will benefit us, our family or our community.

We believe in doing things and making changes today.

Because tomorrow always brings another challenge.”

The way Janet and Brad feel about social responsibility is typical of the new values many young adults feel today.

And because Psychology Today responds to these values, it attracts over four and a half million people every month.

People who believe in living their dreams today, not tomorrow.

For example, according to Simmons, more of PT’s readers write their congressperson, attend public meetings and get involved in community affairs, than the readers of most other major magazines.

Our readers are young, educated and always ready to fight for what they believe.

PT readers set the trends others follow.

PT readers live their dreams today, not tomorrow.

Psychology Today

A Ziff-Davis Publication

Brand report 19



Household paper products

Spending in this \$72,235,000 category soared last year as both national and regional companies jostled for new markets and bigger shares of existing markets. Spot tv and newspapers profited by new rivalry in this field.

Strong, soft and absorbent are the terms household paper product makers use to describe their brands. The same words could be applied to their media plans: they're strong on newspaper premiums, softer on magazines, and spot tv absorbs most of the dollars.

Of the four primary products in this category (bathroom tissues, facial tissues, paper towels, napkins) the bathroom tis-

sues and disposable towels — the biggest sellers — receive the bulk of the advertising attention.

1976 was the year of the toilet tissue with spending in this area increasing 44%. For the first time in four years, bathroom tissue media spending exceeded paper towels.

In 1976, media buys for bathroom tissue brands added up to nearly \$33,000,000.

Hudson Napkins can take anything you can dish out.



10c
OFF

**Save 10¢
on Hudson Sherbets
or Poly Wrap**

10c
OFF

Poly Wrap
The soft paper napkin of that soft, the visual life style.

Mr. Grover: The bearer of this coupon will receive 10¢ off on the purchase of Hudson Paper products when sufficient evidence is shown. Your name is prohibited, listed or value \$1.00 or less. For coupons mail to: HUDSON PULP & PAPER CORP., P.O. BOX 1320 CLINTON, IOWA 52734. Offer expires August 31, 1976.

VOID

10¢ off on the purchase of Hudson Paper products when sufficient evidence is shown. Your name is prohibited, listed or value \$1.00 or less. For coupons mail to: HUDSON PULP & PAPER CORP., P.O. BOX 1320 CLINTON, IOWA 52734. Offer expires August 31, 1976.

Hudson Sherbets
Brand napkins that do a little for your table or the table.



Coupons in newspapers are used heavily by Hudson Pulp & Paper, a regional company in the Northeast. Steep tv price climbs convinced Hudson to pull out of spot tv and drop into newspapers. Newspapers are commonly used for promotional purposes in this category.

Paper towels received \$29,000,000. Facial tissues came to \$9,652,000. Paper napkins received a skimpy \$414,000.

MEDIA DECISIONS spoke to advertisers and agencies across the country in an attempt to define the marketing strategy of this highly regionalized and competitive industry. One clear pattern emerged—paper products favor the one-two punch of television and newspaper premiums to deliver both reach and incentive to purchase.

“These are commodity items that are bought every two or three weeks. So top of mind, provided by television, is important,” said Pat Hill, account supervisor for Mardi Gras paper products at Griswold-Eshleman in Cleveland. “And it’s one of

the most competitive fields; so couponing is important too.”

Media expenditures for all household paper products tallied \$72 million in 1976. Breakout was 70.6% spot tv, 19.4% network tv, 6% newspapers, 3% magazines and 1% Sunday supplements.

The household paper product industry is a regional business and tends to stay with spot tv. Few products have national distribution, even giant producers such as Scott Paper. Difficulty in shipping and storing these bulky products necessitate markets that are relatively close to the plants. Scott ships similar products under different names across the country. For instance, Family Scott toilet tissue is sold in the West, Waldorf tissues in the East.

“There’s more regionalization of brands,” said Marian Lockett, media manager at Scott. “I don’t know the reason. It seems to be a fact of life. There tends to be regional pressures, and we address each locale with a different plan.”

Regional planning may be more time consuming, but it’s necessary for the national brands in the markets where regional manufacturers have become consumer favorites. Fort Howard’s Mardi Gras decorative napkins and towels have entrenched themselves as a market leader in some parts of the mid-West. Crown Zellerbach’s Chiffon and Zee napkins have a good share in the West, and Hudson napkins and Marcal products are good sellers in the East.

Many of the smaller regional companies rarely reach \$1 million in their media budgets. A common tactic is to price their items a few cents lower than the national brands to attract sales.

Creatively, advertising in this category tends to fall into two groups. It is likely that an advertiser will lump his full line of home paper products under one umbrella, and hope the consumer will rush out to buy them all. Or, he’ll concentrate his advertising on one item, such as paper towels, and hope the consumer automatically will reach to the napkins with the same name. There is no industry consensus on which method works better. Many of the companies we spoke to were in the process of shedding one policy for the other, and vice versa.

Although specific demographics vary, manufacturers generally aim for women in their mid-twenties through their mid-fifties. Napkin makers know that larger families consume more. Producers of lush, decorative products look for incomes starting at \$15,000. Value as defined by a good price, has increasing appeal among consumers. And the larger companies who make economy brands are stepping up their emphasis on these lines in competition with the regional brands that soak up much of the market with their lower price tags.

Paper product consumption is on the rise again, after levelling off temporarily two or three years ago, according to Malcolm Douglas Gray, director of marketing services at Scott.

Gray points to the toilet paper “scare” of fall 1973 as the period when traditional consumption patterns were abandoned. “People were hoarding rolls, then they didn’t buy them,” said Gray. “It was very difficult to assess what we were supposed to do.

“But now we seem to be emerging from that plateau, and total consumption is moving upward, particularly in paper towels and bathroom tissues.”

All manufacturers we talked to referred to improved technologies which were turn-

ing out superior products as part of increased purchasing in this category.

"The quality of bathroom tissues and paper towels is vastly superior to the product produced ten years ago," said Roger Bognar, manager of the tissue division at

the American Paper Institute. "Bathroom tissue's softness and absorbency have improved to the point where a parent would reach for toilet tissue rather than facial tissue to wipe a baby."

Facial tissue does not enjoy the same

growth as the other members of the paper product family, according to the API. Bognar points to the trend away from heavy make-up for women (which required heavy tissue use for removal) and fewer winter colds in the nation.

1976 media expenditures by company and by brands spending \$750,000 or more

| | spot tv | network tv | newspapers | magazines | Sunday supps | total |
|---------------------------------|---------------------|--------------------|--------------------|------------------|------------------|---------------------|
| Procter & Gamble | | | | | | |
| Bounty | \$ 6,148,300 | \$2,773,000 | \$ 116,616 | — | — | \$ 9,037,916 |
| Charmin | 5,878,600 | 2,386,200 | 339,321 | — | — | 8,604,121 |
| White Cloud | 8,140,300 | 22,700 | 303,889 | — | \$ 45,300 | 8,512,189 |
| Puffs | 1,859,700 | — | 167,249 | \$ 30,700 | — | 2,057,649 |
| Posh Puffs | 1,396,000 | — | 31,676 | 369,800 | 53,400 | 1,850,876 |
| Others | 183,100 | — | — | — | — | 183,100 |
| Total | \$23,606,000 | \$5,181,900 | \$ 958,751 | \$400,500 | \$ 98,700 | \$30,245,851 |
| Scott Paper Company | | | | | | |
| Viva Paper Towels | \$ 1,650,500 | \$2,675,300 | \$ 333,776 | — | \$211,300 | \$ 4,870,876 |
| Scottowels | 1,540,300 | 2,624,300 | 234,800 | — | 77,700 | 4,477,100 |
| Cottonelle | 2,285,300 | — | 66,089 | — | — | 2,351,389 |
| Scotties | 500,500 | 168,800 | 252,327 | \$173,300 | 84,700 | 1,179,627 |
| Scottissue (bathroom) | 819,300 | — | 120,534 | — | — | 939,834 |
| Soft N Pretty | | | | | | |
| Bathroom Tissue | 861,600 | — | — | — | — | 861,600 |
| Others | 1,028,900 | — | 635,467 | 182,800 | 179,400 | 2,026,567 |
| Total | \$ 8,686,400 | \$5,468,400 | \$1,642,993 | \$356,100 | \$553,100 | \$16,706,993 |
| American Can | | | | | | |
| Northern Bathroom Tissue | \$ 4,044,700 | — | \$ 165,058 | \$ 42,400 | \$106,900 | \$ 4,359,058 |
| Aurora | 1,996,200 | — | 180,604 | 29,200 | — | 2,206,004 |
| Gala Paper Towels | 1,644,600 | — | 251,731 | — | — | 1,896,331 |
| Brawny Paper Towels | 1,160,800 | — | 66,637 | — | — | 1,227,437 |
| Others | 131,200 | — | 87,555 | — | — | 218,755 |
| Total | \$ 8,977,500 | \$0 | \$ 751,585 | \$ 71,600 | \$106,900 | \$ 9,907,585 |
| Kimberly-Clark | | | | | | |
| Kleenex Facial Tissues | \$ 714,100 | \$2,066,300 | \$ 252,978 | \$331,700 | \$ 24,300 | \$ 3,389,378 |
| Teri Paper Towels | 648,100 | 690,300 | — | — | — | 1,338,400 |
| Others | 802,300 | — | 212,263 | 81,900 | — | 1,096,463 |
| Total | \$ 2,164,500 | \$2,756,600 | \$ 465,239 | \$413,600 | \$ 24,300 | \$ 5,824,239 |
| Crown Zellerbach | | | | | | |
| Zee Nice N Soft Bathroom Tissue | \$ 997,200 | — | — | \$ 32,000 | — | \$ 1,029,200 |
| Zee Paper Towels | 794,800 | — | — | — | — | 794,800 |
| Others | 1,731,900 | — | 177,341 | 22,100 | — | 1,931,341 |
| Total | \$ 3,423,900 | \$0 | \$ 177,341 | \$ 54,100 | \$0 | \$ 3,655,341 |
| Georgia-Pacific | | | | | | |
| Coronet Bathroom Tissue | \$ 708,400 | \$ 367,000 | — | \$123,700 | — | \$ 1,199,100 |
| Others | 451,400 | 225,600 | — | 61,900 | — | 738,900 |
| Total | \$ 1,159,800 | \$ 592,600 | \$0 | \$185,800 | \$0 | \$ 1,938,000 |
| Colgate-Palmolive | | | | | | |
| Handiwipes | \$ 2,025,000 | \$ 44,500 | — | \$648,420 | — | \$ 2,717,920 |
| Total | \$ 2,025,000 | \$ 44,500 | \$0 | \$648,420 | \$0 | \$ 2,717,920 |

Sources: LNA/BAR; Media Records.

Improved products have increased competition, and advertising reflects this. Viva challenges Bounty, P&G's White Cloud takes on unnamed competitors, and even an "improved" Bounty goes against its predecessor.

That means more media dollars. In 1976, total media spending for paper towels, napkins, bathroom and facial tissues reached close to \$73 million, up 32% from \$55 million in 1975. Media spending has increased 25% from \$44 million in 1974 to 1975's \$55 million.

Media selection has moved in favor of

Kleenex tissues (\$2 million), P&G's Charmin bathroom tissues (\$2.3 million) and Bounty towels (\$2.7 million), Scott's Viva towels (\$2.6 million), and Scottowels (\$2.6 million).

There has been a slight shift away from magazines as advertisers use more newspapers and Sunday supplements for promotional offerings.

Procter & Gamble, Scott Paper and American Can are the big spenders in this business, accounting for 78% of all media spending. P&G accounts for 41% itself. For four products, P&G spent \$30,245,000

Bathroom tissue

In 1974 and 1975, manufacturers were cautious in expanding into new markets with their rolls of bathroom tissue. Last year, however, caution was thrown to the wind as companies sought to reinforce their entries into new territories.

Advertising was up 44% from 1975 to 1976 on this item, zooming from \$18,408,000 in 1975 to \$33,098,000 in 1976 to become the most heavily advertised household paper product. Some brands dropped from media sight in 1976. Crown Zellerbach stopped advertising its Chiffon toilet tissue, Rapid American Corporation bought no time or space for Better Way, and Weston George Ltd.'s White Swan disappeared. But 11 brands increased their spending significantly, as the field of battle switched from paper towels to bathroom tissue.

Escalated spending by the industry as a whole may have been in reaction to P&G's double-barrelled blast at the market — \$8 million to back Charmin and another \$8 million for White Cloud.

To those familiar with P&G's mammoth media backing, the Charmin story is an old one. When Charmin went national about two years ago, its budget increased from \$3.8 million in 1974 to \$6.4 million in 1975. Last year, the budget hit \$8.6 million.

But P&G's push for White Cloud is a puzzle. The brand is marketed mostly east of the Rocky Mountains, and has been consistently backed by a budget in the range of \$1.2 million to \$2.5 million for the past few years. Last year, however, its budget was increased by 341% to \$8.5 million, almost all in spot tv. Characteristically, the people at P&G are reluctant to say why.

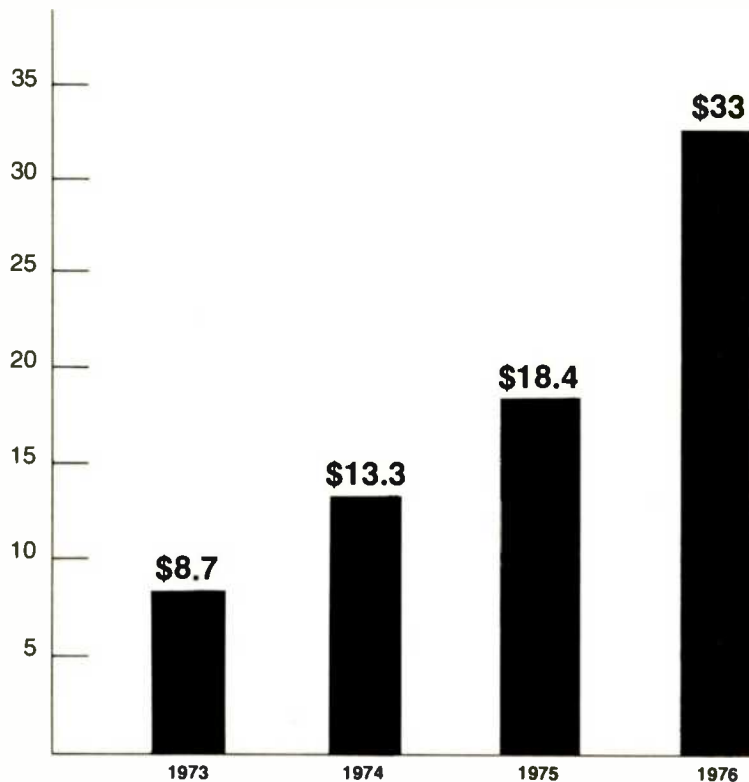
Scott reacted to the P&G push accordingly. Budgets were increased significantly for three of its six entries in this field. Media expenditures for Cottonelle, a recently introduced national brand, grew from \$362,000 in 1975 to over \$2,350,000 last year. Even Scott's economy Waldorf bathroom tissue, which is distributed mostly in the East, jumped from \$185,000 in 1975 to \$716,000 in 1976.

Spot tv gained the most from this influx of money from P&G and Scott as its share rose from 77.2% of total advertising for bathroom tissue in 1975 to 84.6% in 1976. Although network tv's share declined from 14% in 1975 to 8.3% in 1976, little money was withdrawn from this medium. Instead, new money went into spot tv. P&G's Charmin, however, accounted for almost all network tv use.

Newspaper use remained almost constant, dipping slightly to 5.3% in 1976, or \$1.7 million. Many manufacturers com-

Bathroom tissue ad dollars

Millions of dollars



spot tv, which in 1976 received 70.6% of all ad dollars, up from 61% the year before. There has been a trend towards spot tv by national brands for the past few years. The share of the budget for network tv has been declining for the past three years, settling at 19.4% in 1976, down from 27.6% in 1975 and from 1974's 31.8%.

Although network tv came away with more than one-quarter of the media budget in this category of over 60 products, most of the \$14 million spent on network came from only five brands — Kimberly-Clark's

in 1976. Scott spent \$16,706,000 for 14 products, and American Can spent \$9,882,000 for nine brands.

The most extensively advertised item is P&G's Bounty — which spent over \$9 million in 1976, up from \$6.8 million in 1975. P&G put on heavy media pressure this past year, increasing its budget from about \$18 million to \$30 million. Its two brands of bathroom tissue, Charmin & White Cloud received much of that boost as advertising for all toilet tissues boomed last year.

**1,810,943 circulation
(ABC)**

\$4.36 cost per thousand

**99% college graduates
Almost 50% with
advanced degrees**

**\$20,000 median family
income**

**The magazine teachers
read and respect**

Sources: ABC 6 months ending 12/31/76, NEA Research

Today's Education, 1201 16th Street, N.W., Washington, D. C. 20036, (202) 833-4110

Represented by:

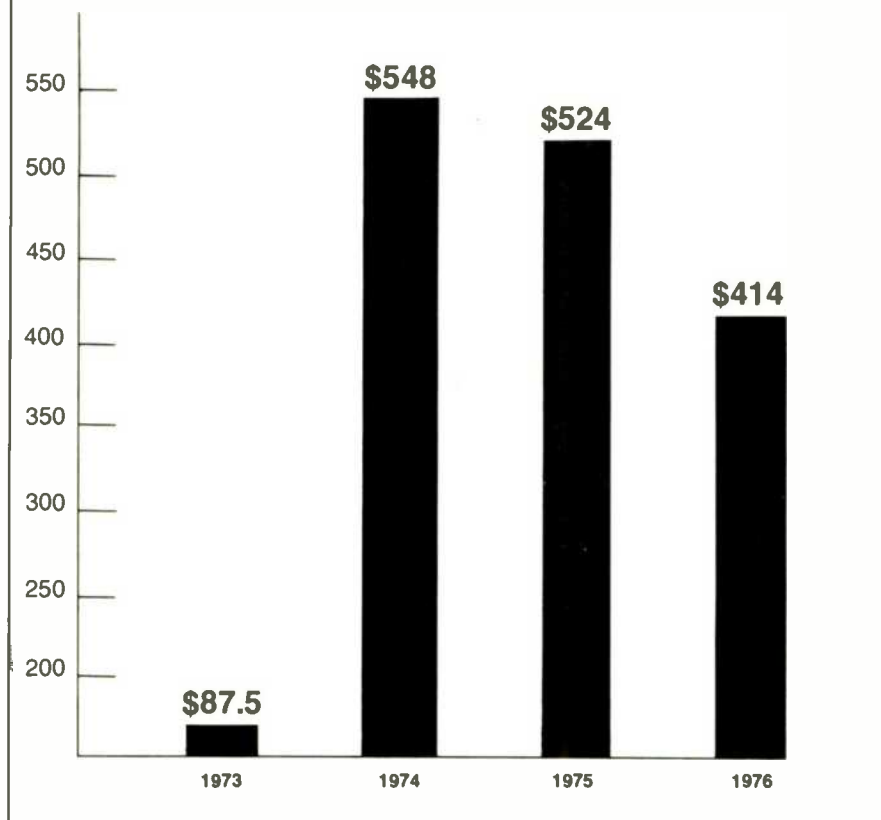
NEW YORK/Today's Education, 380 Madison Ave., 19th Floor, New York, N.Y. 10017, (212) 986-8337
CHICAGO/Didier & Broderick, 550 Frontage Rd., P.O. Box 327, Northfield, Ill. 60093, (312) 446-9571
SAN FRANCISCO/Blanchard-Nichols & Smith, 582 Market St., San Francisco, Ca. 94104, (415) 986-6341
LOS ANGELES/Blanchard-Nichols & Smith, 3600 Wilshire Blvd., Los Angeles, Ca. 90010, (213) 380-4336
WASHINGTON/T. P. Jones & Assocs., 5300 Remington Drive, Alexandria, Va. 22309, (703) 360-4245
ATLANTA/Miller and Tillman, Inc., 130 West Wieuca Rd., N.E., Atlanta, Ga. 30342, (404) 252-9588
DAYTON/Peter Li, 2451 E. River Rd., Dayton, Oh. 45439, (513) 294-5785
BOSTON/Arpin Associates, P.O. Box 227, Weston, Mass. 02193, (617) 899-5613

The one magazine that reaches the total education market.

TODAY'S EDUCATION

Paper napkins ad dollars

Thousands of dollars



mented that newspapers were used for promotions and coupons. A similar use of Sunday supplements increased from \$62,200 in 1975 to \$152,000.

Bathroom tissue is perhaps the most commonly used paper product in the house, and racks up more in sales than other products.

Decorative paper continues to gain in popularity, according to a spokesman for American Can, which has increased its spending for its bathroom tissues as well. Industry sources estimate that white bathroom and facial tissues are running neck and neck in popularity to pastel and decorative tissues. White is more popular in the eastern part of the country, particularly in the New York market, while colors and design gain in popularity the further west they are marketed. One industry person guessed that New Yorkers are more conservative in their tastes, but western inhabitants are willing to experiment more.

American Can, the third largest advertiser in the household paper product category, spends most of its ad money on its two brands of bathroom tissue. Premium-priced Aurora and popular-priced Northern achieve almost national distribution, except for the New York, Washington, D.C. and New England markets.

American Can places the emphasis on Northern bathroom tissues, and last year almost doubled its 1975 budget of \$2.4 million to \$4.3 million. Media tactics remained the same, however, with the bulk of the money going into spot tv, as newspapers suffered a small decline of dollars. Northern uses print media, including magazines and supplements, primarily for promotion offers.

Aurora, with its slimmer \$2.2 million budget added magazines last year to its basic mix of tv and newspapers. Most of the spot bought is fringe and primetime for both brands.

American Can also makes Northern paper towels which ran with a small \$63,000 budget in 1976 compared with the company's big entries in the paper towel ring. Gala had a 1976 budget of close to \$1.9 million, and Brawny's budget reached \$1.2 million.

Brands are advertised separately, according to a company spokesman, although it seems American Can keeps in mind the "rub-off" value of a brand name covering two different products, such as Northern toilet tissue and paper towels.

For the Marcal Paper Company, bathroom and facial tissue make up the mainstay of advertising for its full line of paper

products marketed in the Northeast. The 45-year old family-owned company uses its entire \$800,000-plus ad budget for spot tv commercials that feature actor Joey Faye as a roll of toilet paper.

Marcal positions itself as an economy line, according to Marvin Howard, sr-vp at Chalek & Dryer who supervises the Marcal account.

"We don't have the dollars to compete with P&G, Scott and Kleenex," Howard said. "We try to supply a product that's as good a product as any on the marketplace. We have to offer a better value. We position it as a quality item that offers the best value."

But like many of its competitors, Marcal hopes that value emphasized in its advertising for bathroom tissue will rub off on its napkins, paper towels and facial tissues. (Howard said Marcal is the no. 2 facial tissue in New York.)

The company goes for the industry-favorite, spot tv, primetime, early and late fringe and news spots.

"A good percentage of our market is working people," said Howard, noting that heavy users of these products start at incomes of \$15,000 and up. "We find daytime tv has an older audience and is not as efficient." Howard added that the trade is "very oriented to tv. It's a merchandizing vehicle too."

Marcal sales depend on promotion as well as advertising. The company recently rethought its promotion practices through.

"Last year [1976] we used 80% spot tv and 20% newspapers, using the papers to offer coupons," Howard said. "But there were problems of misredemption of coupons. This year we're in spot tv 100%. On tv we reach the consumer directly."

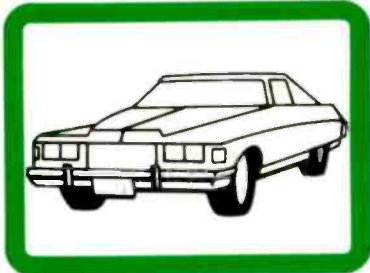
Marcal switched to couponing through direct mail, compiling a computerized list of over a million names that are used for the mailings. These names are accumulated from those people who take advantage of Marcal's special offers. Each package invites the consumer to send in three proof-of-purchase seals for a coupon worth one free package.

Wet Ones, an entry from Sterling Drug's Lehn & Fink Consumer Product Division, competes with bathroom tissue to some extent, according to company spokesmen. And Sterling has increased its budget from approximately \$1.6 million in 1975 to \$2.5 million in 1976.

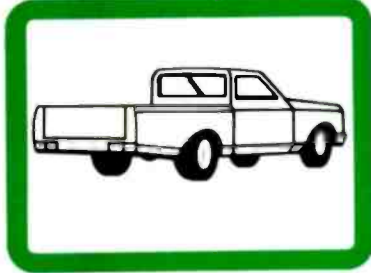
But one advertising executive who works on a major bathroom tissue account dismissed wet paper products as a threat to the business. "The thrust of it is not as a substitute but as something to be used in addition to bathroom tissue. It doesn't cannibalize bathroom tissue sales."

Coronet is the national brand of the

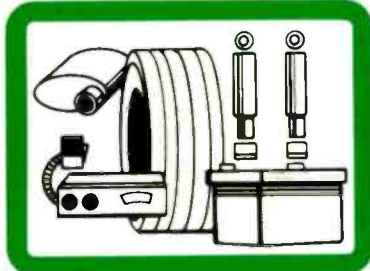
Put your pencil to our F.P.A.D.I. (Farm Progress Area of Dominant Influence) if you advertise



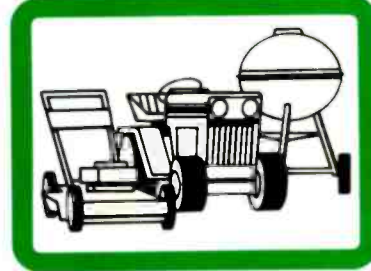
AUTOS



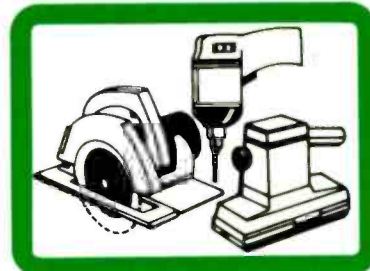
TRUCKS



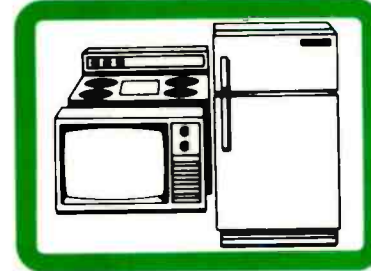
TBA



LAWN EQUIPMENT



POWER TOOLS



HOME APPLIANCES



RETAIL GOODS

Today's high income farmer is a top consumer goods prospect who deserves special attention. His income is the envy of most city wage earners. Last year, average income per Iowa farm was \$52,182. In Illinois and Indiana, it was nearly \$42,000. Farmers are big spenders, too. In 1975 they spent \$76 billion for products and services.

Over 36% of all working trucks are on American farms—more than twice as many as the next highest buying category...up 39% in just five years. Nearly 87% of all farmers own freezers. More than 84% own one or more power lawn mowers. More than 61% have one or more oil company credit cards. It adds up to a high potential consumer goods market that deserves special advertising impact.

FARM PROGRESS ADI VS. 26 TV ADI'S

In the center of this rich farm market is our Farm Progress Area of Dominant Influence (FPADI)—Iowa, Illinois, Indiana and Wisconsin. We deliver 526,044 copies of each issue of our publications to the top income farms in our FPADI. And we deliver this select audience for just a little more than a penny per farm. You would have to buy TV spots in 26 ADI markets to reach this same audience. And research studies show that our farmers consider farm papers more than TWICE as important as TV (85.4% to 40.5%)* as a source of farming information.

Take a close look at our FPADI when you review media recommendations for autos, trucks, TBA, home appliances, power tools, lawn and garden equipment and other consumer goods. Our readers are ready—and able—to buy your product. For more FPADI market facts, write or phone National Advertising Sales Manager Don Nicolay at 312/323-3800. Our FPADI gives you local impact where farmers buy.

*Sendage Farm Media Study



FARM PROGRESS PUBLICATIONS

- PRAIRIE FARMER
Oak Brook, IL 60521/2001 Spring Rd.
- INDIANA PRAIRIE FARMER
Indianapolis, IN 46241/2346 S. Lyrhurst Dr.
- WALLACES FARMER
Des Moines, IA 50305/1912 Grand Ave.
- WISCONSIN AGRICULTURIST
Madison, WI 53711/2976 Triverton Pike

Member, Midwest Unit Farm Publications



Need to get attention on tv prompted Marcal Paper Mills to hire actor Joey Faye as a roll of toilet tissue. Marvin Howard, sr.-vp Chalek & Dryer (l.) and Nicholas Marcalus, executive vp at Marcal (r.), like spot tv's reach and demonstration ability; entire \$800,000 budget is in spot tv.

Georgia-Pacific Company in Portland, Oregon. G-P markets two regional brands of toilet tissue, Delta and MD in addition to producing house brands for private labels.

Coronet uses spot and network television with magazine ads for its almost \$2 million budget. Coronet uses more magazines than the 3% average for this category. Magazine spending totalled \$123,700 in 1976, or about 10% of the total budget. Spot tv accounted for about 60% of the budget, network tv 30%.

Magazines such as *Sunset*, *American Home*, *Woman's Day*, *Family Circle* and *Redbook* are used primarily for promotions. "All our ads carry a special offer. It might be a wallet or a picture for the house," said Arthur Petrey, national ad manager at G-P's tissue national headquarters in Stamford, Connecticut. Ads feature one item at a time. "You wouldn't tell the same story for bathroom tissue as you would for a towel," Petrey said.

The napkins and facial tissues that G-P also manufactures are hardly advertised. The Coronet paper towel received about \$431,000 of media exposure in 1976. MD bathroom tissues, which Georgia Pacific contends is the top selling toilet tissue on the West Coast, received a bit over \$300,000 in advertising last year. The company's Delta brand, a one-ply economy tissue, is not advertised.

Advertising is not based on sales, said a G-P spokesman, but is planned with market potential in mind.

Although Coronet is featured as a four-roll package in advertisements, the product also comes in eight-packs. One industry observer noted that four-roll packages are a growing trend in the business, particularly for new entries.

Paper towels

There are three magic words in paper towels: Bounty, Viva and Scottowels.

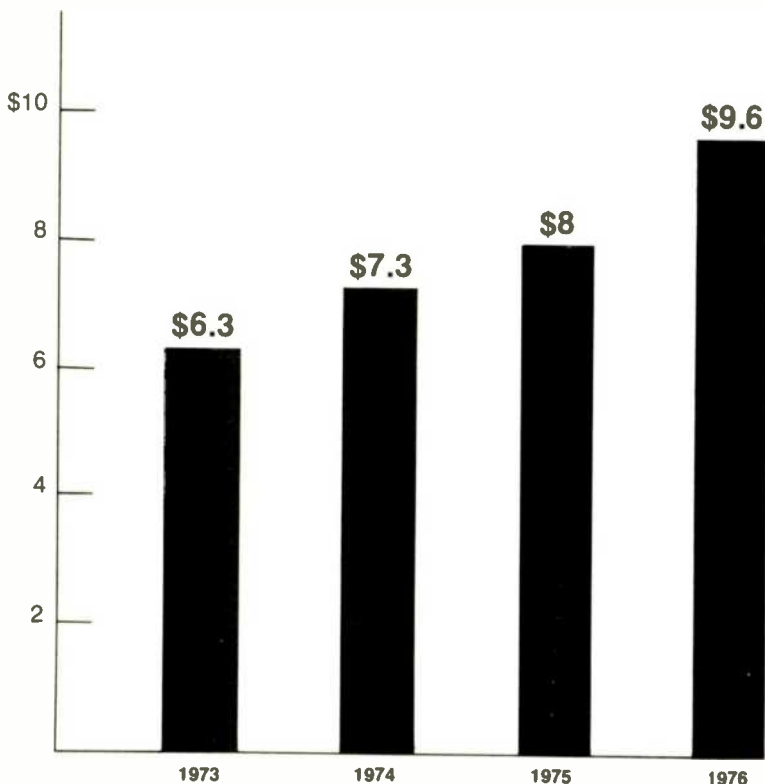
The words are spread through heavy television use. Again, spot tv is the favorite, taking about 61% of all spending for this item. But network tv is a strong second with 31% of the market. And the network tv money comes from Bounty, Viva and Scottowels.

The \$9 million Bounty budget is split much like the category itself, with about 30% in network tv, 68% in spot tv and not quite 2% in newspapers. Bounty is not in national distribution, covering only the area east of the Rockies. The brand used to employ more network tv, but has switched more of that into spot.

Although the total budget for Viva and Scottowels ran about \$4.8 million and \$4.4 million respectively, Scott bought almost as much network tv as Bounty did in 1976.

Facial tissue ad dollars

Millions of dollars



The \$6,000,000 dog-food dilemma.

TV or not TV isn't the question.

And magazines and only magazines isn't the answer.

She runs a household. She owns a dog. And she adds up to 28.9 million women.

And if you're out to sell her your brand of dog food, here are some things you should know.

The fact is, 11.2 million of those women are big on television and not so big on magazines. And 8.9 million are big on magazines and not so big on television.

The big watchers are Television Imperatives™. The big readers are Magazine Imperatives. And the biggest mistake you can make is to ignore either group with a lopsided media plan.

For example, here's what will happen if you put an entire

\$6,000,000 budget into television.

In an average month, you'll hit most of the 11.2 million Television Imperatives you want. But you'll miss an alarming number of the 8.9 million Magazine Imperatives you want.

Speaking of those Magazine Imperatives, 4.3 million of them won't see any of your commercials at all. And at the four-or-more frequency level, you'll miss 8.5 million of them.

That's 95 out of 100. And that's enough to make you think again.

Which may explain why a number of advertisers have already decided to take a second look at their media plans. And a first look at the Media Imperatives.

PERSONAL AND CONFIDENTIAL

Mr. G. Edward Winslow
Magazine Publishers Association, Inc.
575 Lexington Avenue
New York, N.Y. 10022

Please contact me regarding

A Telmar computer analysis of my media plan. A research presentation of the Media Imperatives.

Name _____

Title _____

Company _____

Address _____

City, State, Zip _____

Source: W. R. Simmons

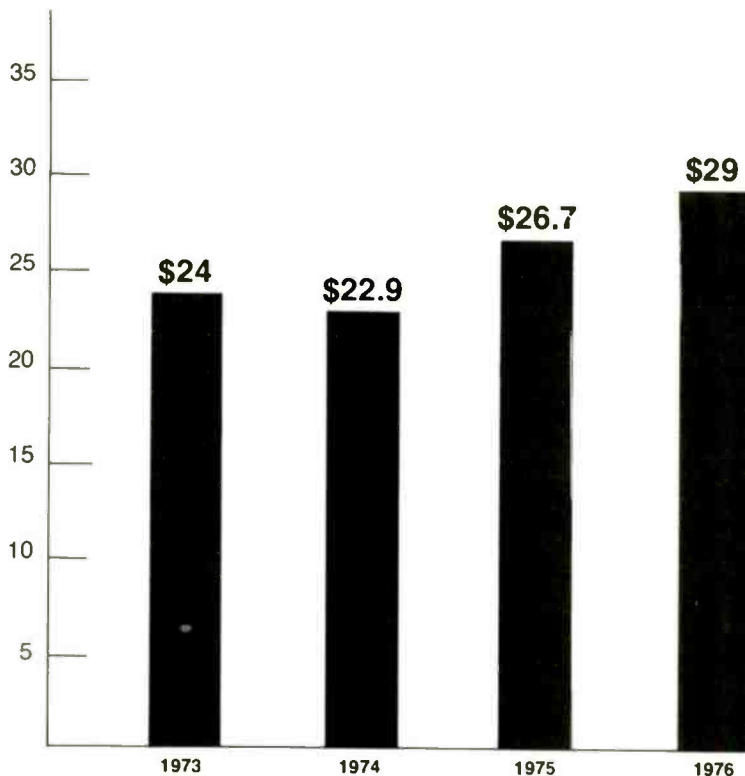


*The Television Imperatives represent
11.2 million dog-food buyers.*

*The Magazine Imperatives represent
8.9 million dog-food buyers.*

Paper towels ad dollars

Millions of dollars



Marian Lockett, media manager Scott Paper: "Regionalized brands require local plans. And we rely on the expertise of the local market buyers. We draw on their intelligence."



Viva bought \$2,624,000; Scottowels bought \$2,675,300. Both Viva and Scottowels are national, but when it comes to buying spot tv, Scott goes to the regional people. "We rely on the expertise of the market buyers," said Scott's media manager, Marian Lockett. "We don't allow them to put together the plan, but we draw upon their experience."

In regionalizing its operations, Scott buys local independent shows that are popular in the market, and buys both center city and suburban newspapers, according to Lockett.

The people at Scott said they're looking at economical alternatives to tv, but as a rule they stick to television to make copy points and use newspapers and Sunday supplements for promotional activity only.

Scott's latest entry is Job Squad, which is test marketing in about 6% of the country. The Scott Company believes it to be "radically different" and that it wears longer than other towels.

In juggling its three brands of paper towels, Scott positions its "competing" brands not against each other but against other elements of the markets.

"Each brand has its own attributes and characteristics to meet and to appeal with user needs," said Marian Lockett. "Scottowels offers more sheets and more weight, and Viva offers more strength."

P&G is unique among paper product manufacturers in offering only a limited number of paper products. The P&G position is to zero in on what a consumer wants in a product, and then produce a product that provides it, a P&G spokesman said. Only Charmin and White Cloud bathroom tissues go against each other from the P&G line. But Charmin is one-ply and White Cloud is two-ply, and rarely does a one-ply user switch to the thicker roll, according to industry sources.

Last year, Kimberly-Clark rolled out a new towel, Thick & Thirsty, into the Midwest. The newcomer's modest \$190,000 budget is mostly in spot tv, with some regional editions of women's service magazines added to thicken the mix.

Kimberly-Clark actually dropped its ad budget by \$100,000 to \$1.3 million for its established national Teri brand. The company is using more national tv. Network tv's share went from 35% of the budget in 1975 to 51.5% in 1976. The rest of the budget is taken up by spot tv.

Kimberly-Clark has one other nationally distributed paper towel called Hi-Dri, but for this economy brand, "It's more merchandising than advertising," said a Kimberly-Clark spokesman. Newspaper coupons are used to further enhance its low price, but no television is used at all. Another regional brand, Kleenex towels, is

FOODS - P

BRAND

- American Bea
- American Fro
- Armour Prods
- Arrividerci F
- Austex Beef S
- Austex Chili
- Banquet Frozen
- Banquet Frozen
- Betty Crocker F
- Betty Crocker F

- Borden Burger
- Broadcast Beef Ch
- Broadcast Corned B
- Brooks Chili Beans
- Buitoni Frozen Ent
- Buitoni Frozen Pizz
- Buitoni Frozen Prod
- Calorie Master Froze
- Carolina Rice
- Castleberry Beef Stew

- Celeste Frozen Pizza
- Chef Boy-Ar-Dee Frozen
- Chef Boy-Ar-Dee Ravioli
- Chef Boy-Ar-Dee Lasagna
- Chef Boy-Ar-Dee Macaroni
- Chef Boy-Ar-Dee Roller C
- Chef Boy-Ar-Dee Spaghet
- Chef Boy-Ar-Dee Italian F
- Chun King Chow Mein
- Chun King Frozen Dinners

- Chun King Frozen Egg Rolls
- Chun King Frozen Entree
- Cup O Noodles
- Dennisons Chili
- Dinty Moore Stew
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1888 Century Park East
Los Angeles, Calif. 90067
(213) 556-2521

merchandised in much the very same way.

The Mardi Gras brand of paper towels and napkins has obtained a leadership position in its area, according to its manufacturer, the Fort Howard Paper Company of Green Bay, Wisconsin. Priced about the same as Viva and Bounty, Mardi Gras offers matching decorative towels and napkins.

"The profiles for Mardi Gras is an upscale, working and educated woman who's concerned about decorating, even for a product you have to have around the kitchen," said a spokesman at Ford Howard's agency, Griswold-Eshleman.

Almost all of Mardi Gras' 1976 budget of about \$403,600 went into spot tv, mostly buys in late night and fringe to reach this decorative-conscious woman. There is some promotional use of newspapers. "But Mardi Gras is not couponed or on sale as much as Viva and Bounty are," the spokesman said.

Advertising was down in 1976 from \$700,000 in 1975, partly as a result of Fort Howard's decision to concentrate on saturating one market at a time, rather than spreading itself too thin over too large an area.

All advertising features both the towel and napkin in combination, the only products made under the Mardi Gras name. Fort Howard prefers to present its toilet tissue lines as economy lines which are, for the most part, unadvertised. Basically a commercial and industrial paper producer, Fort Howard is putting most of its consumer weight behind Mardi Gras as that brand slowly enters new markets.

Tissues

It's no coincidence that the brand name Kleenex has become almost synonymous with the generic term, facial tissue.

Kimberly-Clark's Kleenex soaks up a good part of the \$425 million of sales of facial tissues in the U.S. K-C spent close to \$3.8 million in 1976 to fight a slow-down in growth of this market and to keep a presumed lead as P&G escalated its ad budgets for its Puffs and Posh Puffs facial tissue products.

Growth in this market has rarely kept pace with the other products in this category. Sales of paper towels, napkins and bathroom tissue more or less follow the growth of real GNP, according to the American Paper Institute, but the facial tissue market does not keep up with real GNP. During the recession year of 1974 the facial tissue market actually shrunk by about 7%.

Kleenex has turned to unique packaging and decorating ideas to sell its product. Aside from an assortment of "regular" Kleenex that come in anything from plain

cardboard to a glitter box, there's Man Sized (for the male market), Little Travelers (for the car), and Boutique (for the bedroom and to match the Boutique toilet tissue).

Kleenex is a devout network tv user, pouring over 90% of its budget into that medium, according to a K-C spokesman. The company goes for the umbrella approach in its advertising to include all the Kleenex variations in one spot. Actress Joanne Worley calls Kleenex "The only real choice."

Magazine use for Kleenex usually reflects promotional activity, though Kleenex teamed up with Contac cold capsules for a joint magazine effort last year. Kleenex has offered a cash return on Universal Product Code seals that are cut and sent in to the company.

This category's \$9,652,000 media spending breaks down to 53.5% in spot tv, 23.1% network, 10.6% newspapers, 10.2% magazines and 2.6% in Sunday supplements. Kleenex and the Scott Paper Company's Scotties tissues are the only users of network tv.

Leading category spender P&G, for its Puffs and Posh Puffs tissues, pours most of its money into spot tv. The product is marketed primarily east of the Rockies. Spending has zoomed, from \$3 million in 1975 to \$7.9 in 1976 for both products. Both tissues are occasionally advertised together, but separate ads are the norm. Puffs gets the edge when the products are measured individually, getting \$2,057,000 to Posh Puffs' \$1,850,000. P&G would not comment on why these budgets soared last year. One can conclude only that it was an attempt to boost the weakened facial tissue market, or to take advantage of Kleenex's momentary pause in new advertising ventures.

The Scott Paper Company has only two entries in the facial tissue line, Scotties and Lady Scott. Scotties is a national brand, whose ad budget gained \$84,500 to reach \$11,179,000 in 1976. Scotties uses Sunday supplements as premium offerings on a fairly regular basis. Use of spot tv was down slightly from 1975 to 1976, with the extra money funnelled into newspapers.

Lady Scott is only regional, and is mostly advertised jointly with Lady Scott bathroom tissue through newspapers and Sunday supplements.

There are few other contenders in this category. Chiffon facial tissues, produced by Crown Zellerbach, received about \$103,000 of newspaper advertising in 1976. Most often, Crown Zellerbach, a regional company that has a firm grip on the West Coast and its neighboring states teams its Chiffon brand with its Zee brands of paper products in advertising.

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It's a fact. In 1976 the Tampa Tribune was the top newspaper in the country in F.O.P. color full-run linage.

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Publishers of
THE TAMPA TRIBUNE
Morning and Sunday
The Tampa Times
Evening and Sunday
Media General Newspapers

* SOURCE: 1976 Media Records, Inc.

** SOURCE: Belden Continuing Market Study, 1976

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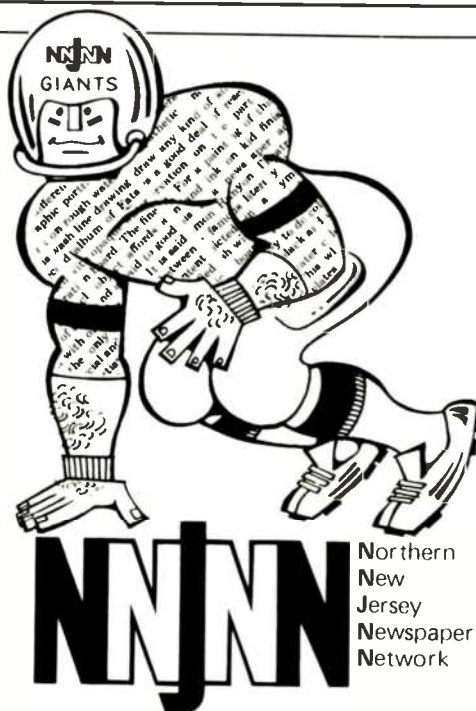
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450 of the Fortune 500 companies have offices in Atlanta. Shuttling their executives back and forth to the home office has helped make Atlanta's airport the world's second busiest.

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We tackle your market in New Jersey. Your products can become giant with the NNJNN dailies... now the **largest daily suburban newspaper network in N.J. - 578,200 readers** covering an \$8 billion E.B.I. market ranking 18th in the U.S. NNJNN is a giant part of suburban Newark.

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Paper napkins

Paper napkins is the oft-forgotten member of the household paper product category. Napkins received under \$500,000 of advertising play last year. Napkin sales are not as appealing to manufacturers because their consumption falls behind the use of other paper products. According to the American Paper Institute, shipments from manufacturers to distributors of napkins is only 60% of toilet tissue shipments, as measured by tonnage. One agency contends that household penetration of napkin use is only 75% as opposed to bathroom tissue penetration that reaches close to 99%.

Many of the larger companies leave this area alone. P&G currently does not produce a brand of napkins, although it continued to make a Charmin napkin for some time after acquiring the Chairman Paper Mills in the late fifties. Kimberly-Clark makes table and cocktail napkins, but gives them little advertising support.

Advertising strategies for this product seem to have shifted from 1975 to 1976. The overall budget declined somewhat during that time, from about \$525,000 in 1975 to \$414,000 last year. But newspapers nearly doubled their share of the media dollars to 79.9% last year, as the chunk assigned to spot tv plummeted from 62.7% of the 1975 budget to 3.8% last year. Some of 1975's relatively large users of spot tv have cut their budgets or switched to newspapers.

New money coming in for this product in 1976 went into newspapers. When Scott increased its ad budget for Viva napkins by almost ten times last year to \$242,000, only \$1,000 of that went into spot tv. About \$173,000 went for newspapers, \$25,100 for magazines (women's service books) and \$42,400 in Sunday supplements. As a general rule, Scott uses print vehicles for promotion purposes.

The field is highly competitive. Unless a company is willing to spend large amounts of money it is difficult to make a dent in the market. The American Can company, which puts over \$1 million for products in other lines, limits its napkin advertising because of this stiff competition.

But the Scott investment in its Viva napkin line may be evidence of an emerging concern over napkins by the larger companies. The smaller, regional companies may be giving them something to worry about, as they fill the advertising and promotion vacuum left by the big paper producers.

"No one advertises napkins," said Norman Goluskin, president of the Smith/Greenland agency. Goluskin advised his client, New York-based Hudson Paper

and Pulp Company, to sell its whole line of napkins, paper towels, tissues and toilet paper by highlighting its napkins.

"By selling napkins, there was room to build a business with all that competition from the large companies," Goluskin said.

The agency man figured that Hudson's main competition, Scott and Viva napkins, lives off the fame of Scottowels and Viva towels.

"We work the way every one else works," Goluskin said. "Other napkins get the rub-off from other products. We hope people will buy towels because they buy our napkins. It would have been suicide to take any kind of media budget and put it against Kimberly-Clark, P&G and Scott."

Hudson contends it's No. 1 in its hometown market. But the company now is interested in increasing its markets to reach down South and to push out towards the Mississippi. Goluskin said the problem was, "How do you position and build a business when the product was no different than the others?"

The answer was a creative one backed by research. "We found that people who buy Viva and Scott have different images of the products when they're much the same. Viva is considered to be strong, Scott is considered to be softer and more elegant. We positioned Hudson in the middle as soft and sturdy."

Hudson also priced its product a few cents under the other brands.

A tv campaign broke in Spring, 1975, backed by newspaper couponing, and packaging that included recipes from well-known restaurants. (The recipes were for hand-held foods that required lots of napkins to clean up the fingers.) Hudson pushed for point of sale space to draw attention to the recipes, Goluskin said.

Spot tv accounted for about 80% of Hudson's \$65,000 budget in 1975. But tv cost increases in 1976 encouraged Hudson to put its limited dollars into newspapers instead last year and this year. The 1976 budget hovered around \$80,000.

This year Hudson is experimenting with a co-op ad with other regional advertisers which is scheduled to run in the New York *Daily News* Sunday magazine. The full, four-color page will feature coupons for Hudson, Savarin instant coffee and Weaver's frozen fried chicken. "This allows regional brands to use four color," said Goluskin, who pointed out an additional attraction: multi-coupons have higher redemption.

"It's something a national marketer wouldn't pursue," Goluskin said. "You have to play a different game than the big companies. You have to convert it to a strong, local effort." ■

MEDIA Newsmakers

Julian Sloan has left the American Association of Advertising Agencies, where he was director of media relations and research, to join the Traffic Audit Bureau, New York.

■ **Shelly Hirsch**, media director of Richard & Edward's, Inc., has been named a vice president.

■ **Michael J. Drake**, media planning group head, BBDO, has been elected a vice president of the agency's New York office. He joined the agency in 1975 as a senior planner.

■ **John M. Power** has been elected vice president and senior associate at Vitt Media International. He joined VMI three years ago.

■ **Barbara Stewart** has been promoted to media group supervisor at Air Time, Inc. She joined the service in 1974.

■ **Roy L. Beatty** has joined Jacobson Manufacturing Co. as advertising manager for the firm's turf products division. Previously, he was manager of consumer advertising for the Homelite Division of Textron Inc.

■ **Stephen Green** has been named media director at the Leslie Advertising Agency, Greenville, S.C. He joined the agency in 1973 as a media buyer.

■ **Linda B. Pecchia** has joined Stauch-Vetromille Advertising, Providence, R.I., as an assistant media buyer. Formerly, she was in the program and traffic departments of WJAR-AM, Providence.

■ **Lee Shelton** has been appointed vp, marketing, advertising, administration, a new post at Adolph Coors Co. He had been manager, marketing services for the American Hospital Company's dental division.

■ **Elton Kruger** has joined the Detroit office of Kenyon & Eckhardt as the associate media director. Most recently, he was with J. I. Scott Company, Grand Rapids, Michigan, as account supervisor and media director.

■ **Judy Office** and **Jean Rowland** have been promoted to media buyers at the Boston office of BBDO. Ms. Office will concentrate on broadcast media, and Ms. Rowland on print. ■

CRIED

"I remember the years 1930-32 most vividly. People generally just quit smiling... I would sometimes go down along the tracks to talk to the men there. That is when I learned that grown men cried - from hunger, anger, loneliness and frustration."

- Anonymous Birmingham citizen.
U.S. News & World Report,
November, 1974.

If grown men cry these days in the South - and they may - it is rarely from hunger or the frustration that having no job can bring. Department of Commerce figures project for the South the largest increase in employment in the 70's - a full 10% larger increase in employment than even the populous Northeast. And - in the South - even the railroad tracks are humming.

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LETTERS (from 26)

Future of commercial catv

I read with interest your recent article on cable television and I thank you for your insightful reportage. As producer and president of Telefrance-USA, the cable program alluded to in your article, I can attest to the importance of audience documentation. Advertisers must know their commercials reach a valuable audience. Our goal with Telefrance-USA has been to produce programming of such consistently high quality that advertisers would be assured of significant program appeal. We knew that cable subscribers in Manhattan were well-educated and in upper income homes. We also knew they had interest in cable programs because they paid over \$120 per year to receive it. Our challenge was to produce a program with an upscale appeal and we believe we have done that.

We have many national advertisers sponsoring Telefrance-USA, some with 52-week orders. They are convinced of the important audience our program is reading. Our list includes Renault, Evian, Kronenbourg, Guy Laroche, Yves-Saint-Laurent perfumes, L'Oreal, TWA. We also have many important retailers such as Cartier, Ted Lapidus.

National clients know that for a cost lower than usual spot television, they will reach their customers. Retailers who cannot afford regular spot can be an important television advertiser on cable. In this sense we have an advantage over other stations.

The future for us lies in expansion into new markets and cable systems in 1977. We are in the process of selecting markets with potential for us with high cable penetration. Research must be done at some time to pinpoint this audience but lack of it now is not a great hinderance to us.

Telefrance-USA is proof that cable and visibility and that advertisers will respond to that.

*Jean-Claude Baker,
president, Telefrance-USA,
New York.*

Business advertising

Your special report on business advertising in the April issue contains a glaring typo in the agency chart. You show Bayless-Kerr at \$4.6 million and 1.3% of agency total. This would place the agency total billing around \$35 million where in fact they bill about \$5 million. I suggest it should have been 91.3%.

*Raymond Wiemer, vp.
Jayme Inc.,
Cleveland, Ohio.*

Business advertising-parts 1 & 2

The first two parts of the special report on business advertising have been exceedingly well done, in my opinion.

I was a little amused by the contrasting statements of Al Ries and Jim Tafel, both long-time vocal critics of media commissions.

Al is quoted as saying there's no incentive for an agency to do anything in business and industrial media and that it's just not profitable anymore. When we started business 26 years ago, we were told that industrial or business-to-business advertising wasn't profitable. We found that that was a myth then just as it is a myth now. Our business-to-business accounts average out at about the same rate of profitability as our consumer accounts. In both categories there are winners and losers and we work constantly to bring about an average rate of profitability. With rigid cost accounting we have found that very few clients are unreasonable. There's no more reason for an industrial account to be unprofitable than there is for a consumer account to be a financial bonanza. The size of budget and the type of market are not the most important factors in profitability.

On the other hand, Jim Tafel says "Agencies used to make a good deal of money off business papers." My observation is that 25 years ago there were more marginal small agencies living off trade paper business than there are today. We've bought a few and looked at some others and you can take it from me that just as there's nothing inherently unprofitable in industrial advertising today, there never was anything that made it inherently profitable.

*William Marsteller, Chairman,
Marsteller, New York.*

Media Research

The "Look ahead" article on media research in the April issue was well done.

However, the caption under my photo involved an error — the word "able" should have read "unable."

My full statement was correct as it appeared on page 112, and the statement, as lifted for the caption, should have appeared as follows: "However, advertisers, in trying to evaluate various media combinations in order to get the most efficient buys, are unable to include detailed tv demographic data in a media mix profile that is as reliable as the data furnished by major magazines."

*Robert Booth, vp-advertising,
Metropolitan Life, New York.*

The 1976 Ad Dollar Summary

- The only complete listing of all brands active in six major media: consumer magazines, national newspaper supplements, network and spot television, network radio, outdoor.
- Expenditures for more than 24,000 brands—listed in alphabetical order with parent company identification and media used.

PLUS

- The top 1000 companies with Ad Dollars listed by media.
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A complete summary of AD dollars from the PIB Service, BAR Broadcast Services, LNA Outdoor. The official industry figures prepared for MPA, TVB, RAB, OAAA used by every major advertiser and their advertising agencies.

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Our free Portland marketing manual proves it. By most every demographic measure, Portlanders are such typical Americans that their city's an exceptional test market. Exceptional for everyday selling, too.

And Portland's two dailies cover the market best: 400,000 issues a day, reaching 63% of the SMSA. Or 66% with the Sunday Oregonian.

So look into the Oregonian and Oregon Journal. Portland does.

THE OREGONIAN

(Daily and Sunday)

OREGON JOURNAL

(Monday through Saturday)

Represented Nationally by Newhouse Newspapers. In Seattle by G. A. Wellington.

1ST

1ST

Bangor Daily News

It's your best buy in Northern New England

- FIRST in Daily circulation
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- OVER 57% HH coverage in eight counties

... and you bet your sweet media dollar we can prove it!

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1ST

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Homework

The current mode of advocacy advertising, with a few exceptions, is of largely questionable value and doubtful effectiveness on economic, sociopolitical and ideological grounds. So concludes Prof. S. Prakash Sethi of the University of California at Berkeley in his thorough book, "advocacy Advertising and Large Corporations."

Sethi's book is an up-to-the minute evaluation of the evolution of the advocacy ad campaign. Drawing upon case histories of two campaigns — American Electric Power Company's effort to encourage coal consumption, and the pro and con advertising for California's Clean Environment Act of 1972 — Sethi traces to the conception, execution and reaction to this emerging form.

The 352-page book comes with lengthy tables, footnotes and ad reproductions, and is one of the most comprehensive studies on the subject.

"Advocacy Advertising and Large Corporations" is published by Lexington Books, D.C. Heath & Co., and sells for \$25.

American Radio — Fall Report, compiled by James H. Duncan, Jr. media director at Gilmore Advertising, is now available.

This second report, like the first released last spring, is based on Arbitron statistics. ARB has requested that distribution be limited to Arbitron clients only.

The fall report offers a detailed analysis of 75 Arbitron radio markets, and ranks markets to show the top 500 radio stations, the leading teen stations, and 250 top FM stations.

The 180-page report sells for \$22.50, and should be ordered from James Duncan at Gilmore Advertising, 200 Michigan Bldg., Kalamazoo, Mich. 49006.

Looking for a news outlet? The 1977 "New York Publicity Outlets" directory published by Public Relations Plus, Inc., is now available. This 207-page guide to consumer media, of the greater Metropolitan area, lists press contacts on newspapers, radio & tv stations, and consumer magazines. There's a section on selected trade books on advertising, marketing and media as well.

An annual subscription costs \$35, which includes a revision supplement issued in August. Order from Harold Hansen, Box 327, Washington Depot, Conn. 06794.

Who are you going to believe? When it comes to population projections, it seems that there are almost as many projections as people projected.

The Advertising Research Foundation asked its technical committee to do some projections of its own. In a recently released report, the ARF committee suggests you ask for full disclosure on data-gathering practices used to produce the figures in question.

There are three pitfalls to be avoided: Don't project a sample to a different population than the one identified in the sample design. Second, projecting this sub-population to a different time-point is dangerous because the group may be larger or different than the one sampled. Third, projecting to a population including the Census undercount is also misleading if you exclude those the Bureau of the Census couldn't reach.

For the full report, without charge, right to Ingrid C. Kildegaard, vp. ARF, 3 E. 54 St., New York, N.Y. 10022.

J. Walter Thompson's study on "TV Violence: In The Eyes of the Beholders" concludes that "certain kinds of violent programming are a social hazard. We now have substantial evidence that there are business dangers as well for advertisers on such programs."

The study is available (single copies only) from Leda Goldsmith, JWT, 420 Lexington Ave., New York, N.Y. 10017.

How do you pick, or switch, agencies? The ANA has issued a guideline report, "Selecting An Advertising Agency — Factors to Consider — Steps to Take."

The 82-page booklet can be purchased from the ANA, 155 E. 44th St., New York, N.Y. 10017. It's \$10 for members; \$15 for non-members.

More people are turning to the Yellow Pages, says Kaiser Handi-Book Publishers, Port Chester, N.Y. Kaiser, the largest community phone director publisher in Westchester County, believes that there is a steady long-term trend toward checking goods and services by phone before taking the time to visit personally.

Kaiser will provide a new summary of data on its coverage to agencies and advertisers. Write to Kaiser Handi-Book Publishers, Inc., P.O. Box 990, Port Chester, N.Y. 10573 for a free copy.

For the buyer & seller of advertising
newspaper rates & data's

1977-78 newspaper circulation analysis

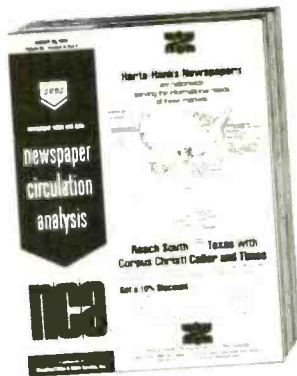
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newspaper circulation analysis

published as Vol. 2, August issue of Newspaper Rates and Data

I am enclosing \$_____ to cover my order for _____ copies of the complete 50-state 1977-78 NCA at the special pre-publication price of \$12.00 each.

I understand that payment must accompany this non-cancellable order and be received on or before June 15, 1977 to qualify for the reduced price rate. (If billing requested or order received after June 15, 1977 the price of NCA is \$19.)

PLEASE TYPE OR PRINT

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SKOKIE, IL. 60076

After a vapid first quarter, national spot radio started moving in firm fashion in April. The same thing happened on the local scene with the result that the marketplace was getting tight.

The wired networks were pretty well sold out and the non-wired networks were coming into sharp demand.

On the westcoast P&G was giving radio a six-week flight in ten markets for Charman and Folger.

The biggest push was coming in factory dollars from the automotives, Chevrolet, Dodge, Plymouth, Olds, with the foreign cars Toyota and Datsun also pouring dollars into radio despite the shifting of agencies.

Kraft and General Mills and a flock of regional foods are also active.

■ **National spot tv**, unless local retailers rush into the marketplace en masse, gives every evidence of becoming a negotiable medium for the second and third quarters.

That doesn't mean that there aren't important markets still demanding substantial price increases compared to a year ago.

For example, Boston, Baltimore, Atlanta, Tampa, Dallas, Houston, Seattle, Hartford, San Francisco.

Somewhat on the soft side are New York, Cleveland, Chicago, Detroit.

Even though a station is overloaded with inventory, it can be disposed to hold the line on certain vehicles, the most likely being early and late evening news.

A leading spot tv agency, which has been tracking the spot pricing in 18 assorted markets, estimates that the ups and downs in May will average out at 11-12% compared to 1976, which is quite a drop from the 25% that prevailed for that month between 1975 and 1976.

A panel of key experts that we poll monthly seems to be generally of the opinion that the current spot rate of inflation is running between 7-8% over the previous year. Some of this is due to the fact that buying this year started rather late and not a few advertisers took seriously the talk about looking around for alternatives.

Looking down the road to the fourth quarter, spot will have to keep its fingers crossed. Will the increased tariff that advertisers will be paying for 1977-78 prime time 30's incline them to dip into the planned spot budget for the difference?

■ **Tradition seems to have reversed itself in network buying** for the 1977-78 season in that advertisers haven't waited to wrap up their prime time needs before committing themselves to daytime.

At least for ABC-TV and CBS-TV the trend is for much heavier spending in daytime starting with the fourth quarter.

ABC is asking for a 28% increase for 18-49 women cpm's. The jump is from \$2.80 to \$3.60 per m for 30-seconds. The overall unit cost at this network is expected to go up 25%.

Both ABC and CBS appear headed for a strong third quarter. Business in the house was running around 75% for that quarter in May.

P&G seems to be having difficulties with a new company-owned serial. *Lovers and Friends* is still struggling to make it. So far the soaper hasn't managed to get better than an 11 share.

■ **Three radio stations in Phoenix backed away** from hypoing the April/May local Arbitron report as a result of an 11th-hour action by the service.

Arbitron threatened to discard their call letters in diaries for the period if that didn't tend to confuse diary keepers through giveaway promotions/contests.

ONLY

The Long Island Newspaper



It's a subtle change. But a significant one.

Because now that the Long Island Press has gone out of business, only one daily newspaper remains in one of America's biggest and most important markets.

Now Newsday and Newsday alone serves Long Island's Nassau and Suffolk counties, the booming market that ranks ninth in population, tenth in retail sales (\$8.4 billion a year!) and first in average household income among the top 20 SMSAs.

Since the demise of the Press, Newsday's unchallenged domination of Nassau-Suffolk has grown even greater.

Thousands of former Press readers in Nassau-Suffolk have turned to Newsday

while a growing number of people in eastern Queens (the affluent, suburban areas closest to Nassau County) are buying Newsday's new Queens edition.

So, with the passing of the Press, Newsday's already legendary growth is accelerating even more quickly. Both daily and Sunday circulation are now running far ahead of previously published ABC figures.*

The demise of the Long Island Press means that Newsday has an even greater obligation to serve Long Island's 2.7 million people.

The passing of the Press also means that now—more than ever—Newsday is *the only way* to reach and sell a premier market that belongs on every advertising schedule.

Newsday

Now more than ever...

You Can't Sell Long Island Without It

tulsa

a terrific market

72% STABLE!*

Almost three-fourths of the adults have always lived in the Tulsa SMSA or moved there prior to 1970.*

That's the kind of stability that builds steady customers, brand loyalty and high newspaper readership.

If the products you sell are designed for these kind of people, reach them in northeast Oklahoma with the Terrific Tulsa newspapers.

For more information about the Tulsa SMSA, ask your Branham representative for a copy of Tulsa's new Belden Continuing Market Study.

*Belden Continuing Market Study

TULSA DAILY WORLD
The Tulsa Tribune

morning/Sunday/evening

Two independent and separately owned newspapers represented nationally by Branham



MEDIA Quotes

Knowing the consumer

Foote Cone & Belding believes in consumer research. It invests 5½% of its U.S. operating income in consumer attitude research. This year, FCB's annual report details some of what that research discovered. The report states:

"In its broadest aspect, this program is a look at the national public, and what is going on in its collective mind and heart, provided by our subscriptions to and distribution of information from the Roper Center summaries of opinion polls, the Yankelovich studies of social value trends, and the Leo Shapiro research company's reports on the economic mood of the society.

"But we have added a number of other elements to put us in closer touch with individual consumers, and to avoid the 'ivory tower' syndrome that is endemic to people in advertising agencies, who spend too much of their lives with people too much like themselves."

Among the findings are these important points:

"Single serving food products are as likely to be consumed in larger households as in one or two member households.

"Consumers welcome rationalizations for purchasing irrational products. And the interesting thing is, most consumers realize they're indulging in rationalizations.

"Talking to a consumer about his or her future can be more productive than detailing technical differences.

"Consumers are less likely to complain about price increases when they are alerted to the increases in advance.

"The 'personality' of certain products is far more important to the consumer than the features, the ingredients, or the manufacturer.

"There will always be a market for a household product that does a better job even if it is a little harder to apply.

"Most consumers believe time saved is more important than work saved."

What's sauce for the gander

Adults need the same protection from abuses of advertising as do children, says Melvin Helitzer, president of Helitzer Advertising, which specializes in toy advertising. Helitzer made these comments at the lead-off session of the Georgetown University Law Center's "Children and Advertising" discussion series last month:

"I disagree that children are a privileged and vulnerable group where advertising is concerned. They need the same protection

adults do against false advertising. I challenge you to give me one advertising guideline intended to eliminate deception in children's advertising that should not be applied to all adult advertising.

"Because children are immature it is easy to take for granted that as consumers they are especially vulnerable to the blandishments of adroit advertisers. Nothing could be more misleading. For the most part, their goods are bought for them. Thus they have more insulation against purchasing vulnerability than the housewife who does 80% of the family purchasing."

Why not radio?

When the State of Maine passed legislation to allow advertising by law firms, broadcast advertising was prohibited. Taking issue with the statute, Miles David, Radio Advertising Bureau president, wrote to Edward M. Bonney, executive director of the Maine Bar Association, in part, as follows:

"It is both unfortunate and inappropriate that your new code bars broadcast advertising.

Why discriminate against some forms of media versus others? The goal is to reach people with information. Should not the means of reaching them be determined by each law firm individually?

"Assumedly, the reason that you opened up communications is particularly to reach those people who are not familiar with legal services. A newspaper ad characteristically gets only readership by a certain percentage of individuals receiving that newspaper. Many of the very individuals you are seeking to reach will not in fact read the advertising. Radio, by its nature, is intrusive and will not be missed by the audience."

Parkinson's law

Robert J. Cunnion, Jr., ad director of *Grit*, made an addition to the collection of laws now attributed to C. Northcote Parkinson, as it applies to media. In a recent letter, Cunnion said:

"Work expands to fill the time allotted for it. Expenditures rise to meet income. Such laws are the specialty of Professor C. Northcote Parkinson, a man with the rare gift of making both sense and fun of economics.

"As far as I know, there has never been a Parkinson's Law of Media. But if there were, mightn't it go something like this:

"Magazines multiply to meet money."

Technology on the march

Technology will break up the broadcast networks, Stanley Tannenbaum, vice chairman of Kenyon and Eckhardt, told an American Marketing Association meeting in Southern California last month. This is what he envisions:

"Few people realize that a home pay-tv service tape can now be put on a satellite and blanket the nation with a film playing it months ahead of the picture's general availability. That's not a serious threat to network tv with a pay-tv subscriber circulation of one million today. But it certainly will be when there are many millions of subscribers. It opens to question whether a major tv network will want to buy a major picture.

"Currently, the Telecinema's subscribers' sets are hooked to a minicomputer which gives them a broad choice of programming and also keeps track of everything the subscriber telephones to see and is then billed for. By means of the telephone billing read-out, sponsors can have specific subscriber demographic and viewing data which will make today's Nielsen ratings look like antediluvian tools."

Other likely developments, according to Tannenbaum, include:

"Tv Networks will change in form. Their hold on program distribution will be broken.

"Network tv seller's market will be but a memory.

"Local tv will assume greater importance to national advertisers as facilities are used in conjunction with semi-pay cable tv.

"Alcoholic beverage and tobacco commercials will appear on the personal choice home tv screen.

"With televised stereophonic sound (2 sound tracks), bilingual tv programming and advertising will become a factor in ethnic marketing.

"Tv will become an important financial advertising medium with home tv screen read-outs of company profile and performance.

"Newspapers will be revitalized as the daily paper is used in conjunction with its electronic newspaper counterpart.

"The videodisc will be a new advertising medium. Videodiscs will start to replace catalogs.

"Special interest magazines will increase in importance as editorial content is tied to videodisc extensions of subject material. ■



QUICK!

Q—What's the leading city on Florida's Suncoast for the sale of BEER?

A—St. Petersburg, with case sales of 6,381,817 in 1976.

Q—What's the largest newspaper combination on Florida's Suncoast?

A—The St. Petersburg Times and Evening Independent. Larger than any other newspaper combination in Florida except the Miami papers.

Wise beer marketers can take it from here.

St. Petersburg Times
FLORIDA'S BEST NEWSPAPER

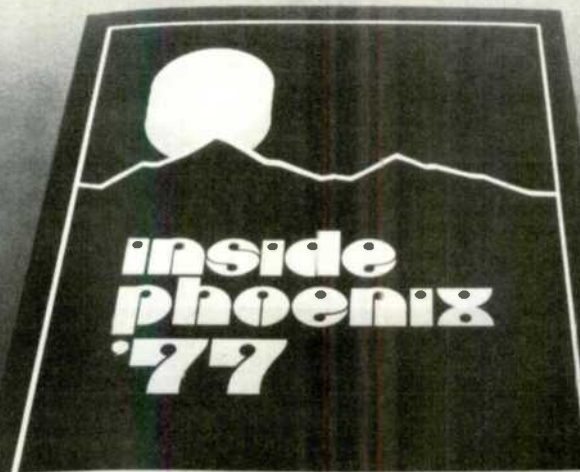
Evening Independent
The People Paper

P.O. Box 1121
St. Petersburg, Florida 33701
General Advertising (813) 893-8249
Represented nationally by
Story & Kelly-Smith, Inc.

**This 148-page book has all
the answers on why Metro
Phoenix is one of the nation's
best-tested markets.**

WE'LL PUT YOUR FREE COPY IN THE MAIL TODAY!

Call or write: Howard Ruby, General Advertising Manager,
Republic and Gazette, P.O. Box 1950, Phoenix, Arizona 85001.
Phone: 602-271-8445.



You can't deliver New Jersey without Drukker Newspapers

It's a fact! 107,951 families in northern New Jersey depend on The Herald-News and The Daily Advance . . . that's more than 320,000 adult readers!

In a market area where the average annual family income exceeds \$17,000, no other daily newspaper provides the unduplicated coverage of The Herald-News/Daily Advance combination.

THE HERALD-NEWS
Passaic-Clifton, N.J.
THE DAILY ADVANCE
Dover-Wharton, N.J.

Represented nationally by
DRUKKER NEWSPAPERS
347 Madison Avenue, N.Y. N.Y. 10017
212-679-5733

Present your story in a novel way. How? With Clipper cartoons or humorous art, of course! Humor is an ideal way to introduce almost any subject — even an important or serious one. Just devise a headline that ties the art to your message and the job will almost be finished.



To demonstrate the economy and quality of the Clipper Creative Art Service, we have assembled a sample booklet of over 100 camera-ready art spots taken from regular Clipper issues. This \$15.00 value includes everything from line art to a full-color separation!

Camera-ready Art Package only

At this low price, payment must accompany order.

DYNAMIC GRAPHICS, INC
6714 N. Sheridan Rd., Peoria, Illinois 61614

\$3

NEWSMAKERS (from 167)

Susan Feit has joined DKG Advertising as a senior media planner. Previously, she has been a planner with William Esty and Ogilvy and Mather.



William Heimann

William F. Heimann, Jr., has been promoted to group media director at Needham, Harper & Steers, Chicago. He joined NHS in 1966 as an assistant media supervisor.

Vicky Millar has been named a broadcast supervisor at Hume-Smith-Mickelberry, Miami, and Shirley Brown has been appointed a new broadcast buyer.

Jeanne R. Arnold has been appointed a vice president and manager of broadcast spot buying for Campbell-Ewald, Detroit. She rejoined the agency last September from ABC-FN Spot Sales, where she was a division manager.

Jim Carbery is the president of the new agency, Alpert, Carbery & Associates. He joins the new firm from Atwood Richards, where he was vice president and management supervisor.



Shirley Partridge

Shirley Partridge has been named media director at Marstrat, the new full-service

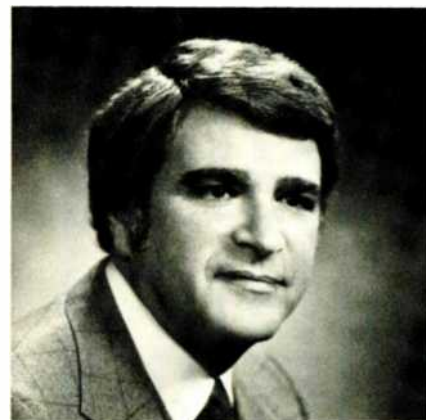
agency now handling media for United States Gypsum and its subsidiaries. Formerly, she was with Needham, Harper & Steers, Foote, Cone & Belding, and D'Arch Advertising.

Bill Frash has joined RFN Media Corporation as a media account executive with the Los Angeles buying firm.

Ben Hurowitz has joined N W Ayer ABH International as a planner on the USAREC account. He had been a planning supervisor at Cunningham & Walsh. Kenneth Andrew joined the agency as a media specialist, responsible for post buy analysis on various Kraftco products. Richard C. Newham has joined the agency as associate media director on the AT&T Information, TV Guide and Army ROTC and Reserve accounts.

Margaret T. Wagner has been promoted to the position of media estimator at Carr Liggett Advertising, Cleveland. She joined the agency in 1973, as media department secretary.

Ron J. Carson has been named manager of advertising and communications for the West Bend Co. He has been manager of public relations since 1974.



Laurence Kabins

Laurence J. Kabins succeeds L. W. Scott as vice president, advertising, for the Sunbeam Appliance division of Sunbeam Corp. He had been a director for the Sunbeam Oster division.

In a restructuring of media functions at Cramer-Krasselt, Milwaukee, media director for print Donald S. Clow has been appointed a vice president, Donald E. Pom, media director/broadcast; George R. Boehm, associate media director; Judith A. Middleton, time buyer.

Fall 1976 vs. Spring 1977 total audiences of 119 consumer magazines as estimated by TGI

| | SPRING 1977 | | | FALL 1976 | | | Percent Change | | |
|--------------------------|----------------|-------------|---------------|----------------|-------------|---------------|----------------|----------|------------|
| | Adults '000 | Men '000 | Women '000 | Adults '000 | Men '000 | Women '000 | Adults % | Men % | Women % |
| Petersen Action Grp. | 10,157 | 8,257 | 1,900 | 9,795 | 7,859 | 1,936 | + 4 | + 5 | - 2 |
| Photographic Magazine | 1,319 | 921 | 398 | 1,331 | 946 | 385 | - 1 | - 3 | + 3 |
| Photoplay | 3,219 | 611 | 2,608 | 3,201 | 751 | 2,449 | + 1 | -19 | + 6 |
| Playboy | 17,793 | 13,655 | 4,139 | 17,925 | 13,621 | 4,303 | - 1 | * | - 4 |
| Playgirl | 4,015 | 1,826 | 2,189 | 4,367 | 1,930 | 2,437 | - 8 | - 5 | -10 |
| Popular Mechanics | 6,164 | 5,026 | 1,139 | 6,347 | 5,142 | 1,205 | - 3 | - 2 | - 5 |
| Popular Science | 4,835 | 3,979 | 856 | 5,219 | 4,289 | 929 | - 7 | - 7 | - 8 |
| Prevention | 2,986 | 976 | 2,010 | — | — | — | — | — | — |
| Progressive Farmer | 3,276 | 1,763 | 1,514 | 2,808 | 1,467 | 1,341 | +17 | +20 | +13 |
| Psychology Today | 4,029 | 1,632 | 2,397 | 3,472 | 1,516 | 1,956 | +16 | + 8 | +23 |
| Reader's Digest | 41,253 | 17,640 | 23,613 | 40,412 | 17,147 | 23,265 | + 2 | + 3 | + 1 |
| Redbook | 11,940 | 1,464 | 10,476 | 12,239 | 1,543 | 10,696 | - 2 | - 5 | - 2 |
| Road & Track | 2,034 | 1,710 | 324 | 1,706 | 1,409 | 297 | +19 | +21 | + 9 |
| Rolling Stone | 2,275 | 1,487 | 788 | 2,323 | 1,473 | 850 | - 2 | + 1 | - 7 |
| Saturday Evening Post | 2,808 | 1,221 | 1,587 | 2,626 | 1,130 | 1,496 | + 7 | + 8 | + 6 |
| Scientific American | 1,998 | 1,358 | 639 | 1,782 | 1,269 | 513 | +12 | + 7 | +25 |
| Ski | 1,186 | 706 | 480 | 1,047 | 721 | 326 | +13 | - 2 | +47 |
| Smithsonian | 3,010 | 1,853 | 1,427 | 2,562 | 1,348 | 1,213 | +17 | +17 | +18 |
| Southern Living | 3,728 | 1,374 | 2,353 | 3,050 | 1,048 | 2,003 | + 22 | +31 | +17 |
| Sphere | 745 | 185 | 560 | 635 | 99 | 535 | +17 | +87 | + 5 |
| Sport | 4,134 | 3,492 | 642 | 4,082 | 3,389 | 693 | + 1 | + 3 | - 7 |
| The Sporting News | 3,286 | 2,788 | 498 | 2,481 | 2,067 | 414 | +32 | +35 | +20 |
| Sports Illustrated | 9,994 | 7,403 | 2,590 | 10,122 | 7,600 | 2,521 | - 1 | - 3 | + 3 |
| The Star | 2,698 | 1,270 | 1,428 | 2,292 | 1,121 | 1,172 | +18 | +13 | +22 |
| Successful Farming | 1,738 | 1,047 | 691 | 1,591 | 954 | 638 | + 9 | +10 | + 8 |
| Sunset | 3,577 | 1,271 | 2,306 | 3,094 | 1,003 | 2,091 | +16 | +27 | +10 |
| Tennis | 1,356 | 815 | 540 | 1,340 | 762 | 579 | + 1 | + 7 | - 7 |
| Time | 17,614 | 9,642 | 7,972 | 16,861 | 9,065 | 7,796 | + 4 | + 6 | + 2 |
| Times Mirror | 11,882 | 9,057 | 2,826 | — | — | — | — | — | — |
| Town & Country | 1,219 | 317 | 902 | 1,021 | 203 | 818 | +19 | +56 | +10 |
| Travel & Leisure | 2,644 | 1,453 | 1,191 | 2,450 | 1,320 | 1,130 | + 8 | +10 | + 5 |
| True Confessions | 2,414 | 367 | 2,047 | 2,595 | 279 | 2,317 | - 7 | +32 | -12 |
| True Experience | 1,422 | 165 | 1,257 | 1,384 | 187 | 1,197 | + 3 | -12 | + 5 |
| True Love | 1,878 | 212 | 1,666 | 1,744 | 195 | 1,549 | + 8 | + 9 | + 8 |
| True Romance | 2,425 | 201 | 2,224 | 2,413 | 200 | 2,213 | * | + 1 | * |
| True Story | 4,764 | 609 | 4,155 | 4,897 | 542 | 4,355 | - 3 | +12 | - 5 |
| TV Guide | 42,441 | 19,264 | 23,177 | 40,753 | 17,646 | 23,107 | + 4 | + 9 | * |
| TV Mirror | 3,307 | 707 | 2,600 | 3,158 | 614 | 2,544 | + 5 | +15 | + 2 |
| TWA Ambassador | 931 | 538 | 390 | 889 | 567 | 422 | + 5 | +15 | - 8 |
| U.S. News & World Report | 7,375 | 4,655 | 2,721 | 7,557 | 4,641 | 2,916 | - 2 | * | - 7 |
| Vogue | 3,843 | 411 | 3,432 | 3,640 | 425 | 3,215 | + 6 | - 3 | + 7 |
| Wall Street Journal | 4,929 | 3,515 | 1,414 | 4,506 | 3,139 | 1,368 | + 9 | +12 | + 3 |
| Weight Watchers | 1,974 | 203 | 1,771 | 1,828 | 252 | 1,576 | + 8 | -19 | +12 |
| Woman's Day | 20,498 | 1,785 | 18,713 | 19,944 | 1,517 | 18,427 | + 3 | +18 | + 2 |
| Workbasket | 3,097 | 206 | 2,891 | 2,896 | 190 | 2,706 | + 7 | + 8 | + 7 |
| Workbench | 1,325 | 862 | 463 | 1,364 | 859 | 505 | - 3 | * | - 8 |
| World Tennis | 1,004 | 622 | 381 | 781 | 489 | 292 | +29 | +27 | +30 |

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QUAD-CITIES



More Population
More Households
More Food Store Sales
A MARKET THAT DESERVES YOUR CONSIDERATION!

Over 124,000 Circulation
QUAD-CITIES NEWSPAPERS

Quad-City Metro Unit-Eve./Sun.
Moline Dispatch/Rock Island Argus
Quad-City Times - Davenport
All Day / Sunday

THE FULL COVERAGE MEDIUM

National Representative
Branham Newspaper Sales

How to order your copy of NEWSPAPER ENCYCLOMEDIA

Newspaper Encyclomedia
342 Madison Avenue, N. Y. 10017

- 1 copy, \$18
(5 or more, \$15 each)
- Payment enclosed
- Bill me later

company name

name

address

city state zip

MEDIA VEHICLES

Kadestky Broadcast Properties will be the New England representative for WABK and WKME-FM, Augusta-Gardiner, Maine. WPOP, Hartford, Conn., and WIOF, Waterbury, Conn. WPOP will join the CBS Radio Network in June, switching from the fading NBC's News and Information Service.

■ WGNI and WAAV-FM, Wilmington, N.C., will be represented nationally by Katz Radio.

■ WCBS Radio Spot Sales has become the national representative for WWJ and WWJ-FM in Detroit.

■ The Saturday Review has been sold to a new company headed by 25 year-old Carl Tucker. Tucker's father-in-law, WMCA's R. Peter Straus, will chair the company's executive committee. Norman Cousins will continue as editor.

■ Eastman Radio has been appointed national sales representative for WZUU and WZUU-FM, Milwaukee, Wis.; and KWMJ-FM, Midland-Odessa, Texas.

■ Mechanix Illustrated is increasing both its circulation rate base and rates effective with the August issue. Circulation is up from 1.5 million to 1.6 million. A one-time b&w page will go from \$9,310 to \$10,250, with 4-color up from \$13,140 to \$14,500. The cover price was recently increased from 50¢ to 75¢.

■ Directory of Classes, a network of college registration books operated by University Communications of Rahway, N.J., offers complete penetration of any of the 35 campuses on its list.

University Communications requested

of each of these schools to print the one indispensable tool for any student registering at a college — the Directory of Classes. UC prints the booklets without charge to the college, and makes its money on advertising.

The circulation rate base for the fall is 750,000 college students at campuses such as Boston College, Columbia University, Rutgers University, and the University of Connecticut. The newsprint booklets contain registration instructions, course listings, schedules and course codes.

The one-time national rate for a full page b&w is \$10,125. Four-color, printed on white offset stock, costs \$15,200. The directories are published approximately three times a year. All or some of the campuses can be bought.

■ East/West Network Inc. has added a new magazine for Southern Airways called **Flighttime**. The monthly is scheduled to reach the 263,000 passengers Southern carries each month.

The copy print base for the first issue in July will be 33,300. A b&w page will go for \$955, and 4-color will cost \$1,275.

East/West publishes 11 other monthlies.

■ Effective with the May 1 issue, **Family Weekly** has increased its rate base from 10.8 million to 11 million. Ad rates will be increased, but cps will remain constant. Effective July 3, the ad rate base will be adjusted to 11.25 million on a pro rata circulation basis.

■ The 4-H in Century III will be featured in that organization's June-July magazine, **National 4-H News**. The special issue will be sent to the magazine's 90,000 regular readers, and is expected to be the largest issue published in the last 10 years.

■ KXOA, Sacramento, Calif., and KUI-FM, Seattle, Wash., are represented by ABC Radio Spot Sales Inc.

■ All-Canada Radio and Television Ltd. will be representing the following stations in the U.S. and Western Canada on the behalf of Mid Canada Television: CKNC-TV, Sudbury, CFCI-TV, Timmins, and CHNB-TV, North Bay, all in Ontario.

■ **Management**, published by Danish Technical Press for the management elite of Denmark, has appointed Erik Nielsen of Wilton, Conn., as U.S. representative.

keep your name
on the
move!
with a "Walking Billboard" ad-bag



For details and free samples, call/write:
CTP INDUSTRIES INC., Dept. MD-1,
1019 East 46th St., Brooklyn, NY 11203
(212) 469-1300.

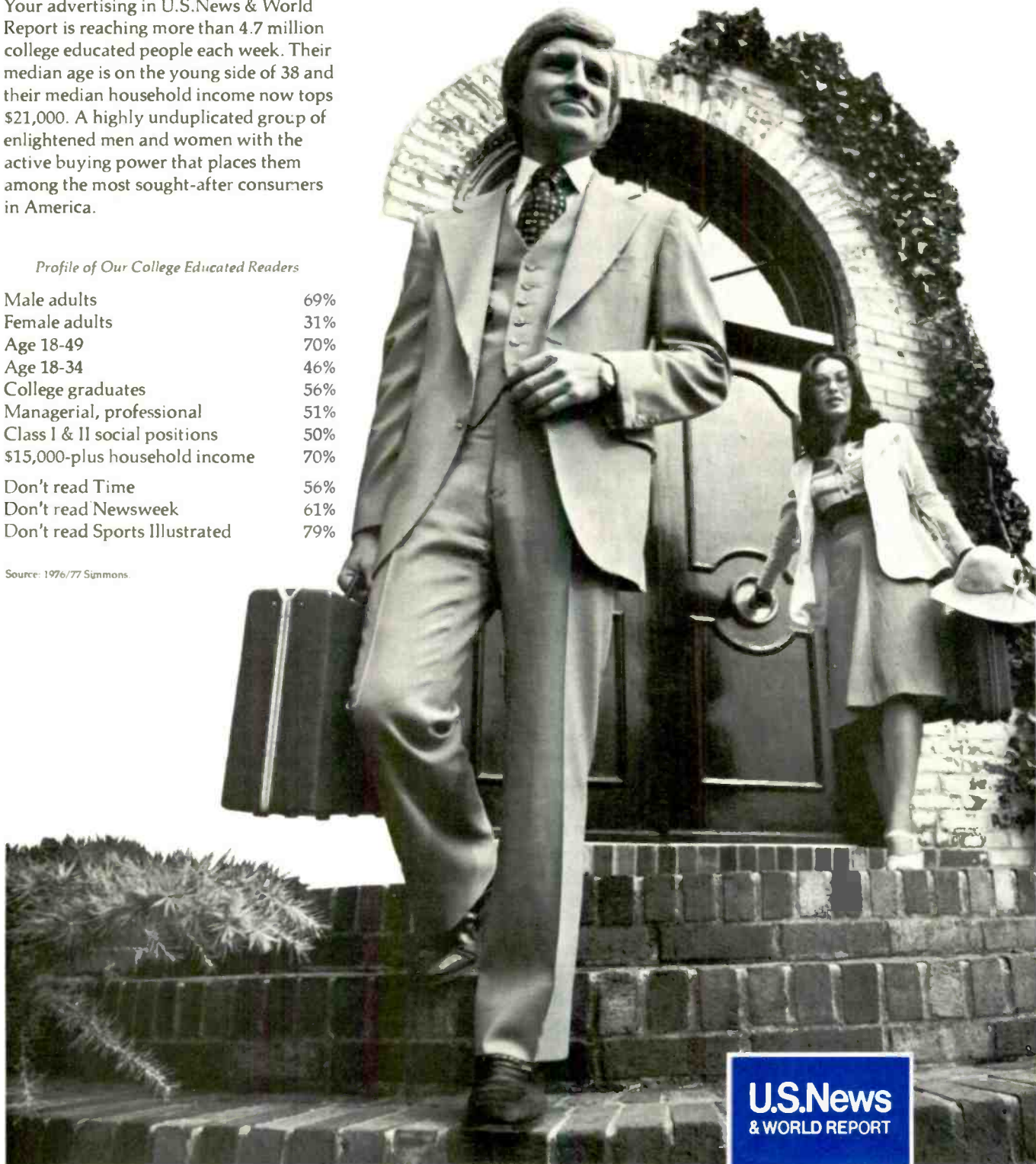
Our kind of people ... and yours.

Your advertising in U.S. News & World Report is reaching more than 4.7 million college educated people each week. Their median age is on the young side of 38 and their median household income now tops \$21,000. A highly unduplicated group of enlightened men and women with the active buying power that places them among the most sought-after consumers in America.

Profile of Our College Educated Readers

| | |
|--------------------------------|-----|
| Male adults | 69% |
| Female adults | 31% |
| Age 18-49 | 70% |
| Age 18-34 | 46% |
| College graduates | 56% |
| Managerial, professional | 51% |
| Class I & II social positions | 50% |
| \$15,000-plus household income | 70% |
| Don't read Time | 56% |
| Don't read Newsweek | 61% |
| Don't read Sports Illustrated | 79% |

Source: 1976/77 Simmons



The more you know about your market, the better we look.

AT DEADLINE

Behind the scenes at the ARF. Possibly the biggest news generated at the Advertising Research Foundation's annual meeting came after the formal program was over. Stuart Tolley of the Newspaper Advertising Bureau had given a progress report for the Project Payout Committee, the group working to have ARF measure advertising's immediate effect on package goods sales at supermarkets scanning the Universal Product Codes. Tolley said a pilot study was scheduled for July, with a full-scale operation planned, when and if they could raise the money. After the meeting a woman attendant approached Tolley, said she was from International Paper Company which was exploring the possibility of funding Project Payout. Traditionally the big paper companies have sponsored major research that can help tell the story of their good customers in print media. Actually a number of advertisers are already measuring advertising results with UPC product-movement reports, and newspapers are coming up smelling like a rose. The service has been made available by the Newspaper Advertising Bureau. A service with ARF's imprint on it would have broader acceptance.

Another feature of the meeting was the first report on "PARS," Professional Audit of Research Services, given by Dr. Seymour Banks of Leo Burnett Agency. Banks told how PARS audited Simmons' 1976/77 study, looking into sample changes, completion rates, and even inspecting selected filled-in questionnaires before Simmons received them. He announced that the contract is signed for Simmons' 1977/78 study, and as he was sitting down ARF president Ed Roll told him the contract had just come in from TGI, too.

■ **Extra coverage for best food day.** Newspapers are experimenting with ways to increase their distribution on their traditional days for supermarket shoppers and coupon droppers. The Bradenton (Fla.) *Herald* has set up Wednesday/Sunday dispensers where each of these two coupon-bearing issues remains on sale until the next one comes out. Other newspapers are printing extra best-food-day copies for distribution to non-subscribers. Rate cards are starting to carry special best food day rates, with the extra circulation added at a lower CMP. Some agencies are insisting that the extra circulation should be an optional, not mandatory buy.

■ **Deadliners:** *Family Circle's* and *Woman's Day's* extra issues have the subscription women's books frustrated. They couldn't charge their yearly subscribers more for an extra issue, but the Postal Service sure would charge them more to mail it. One subscription book is changing its one-year subs to "12-issue" subs, just in case. □ Although *Better Homes & Gardens'* May issue set a new magazine record for dollar volume, Meredith Corporation's profit for the latest quarter is down 10.9%. Reason: re-tooling to convert to offset and roto in connection with new standard size page. □ Is Sears planning another magazine block-buster (ten pages) for August following its 13-pager in May? One women's magazine says it already has the order. □

■ **Stop the Press; start the Post!** Just received by our agency stringer: New York *Post* letter announcing that, while Last September's ABC total was 489,067, "I certify that the audited net sale for the week ending April 15 was 551,390." (Signed by circulation director). In other words, the *Post's* dramatic move-in on ex-Long Island *Press* homes signed up 62,000 homes for their special introductory subs. *Post* tells us ad rates won't rise "at least until September."

A fourth TV network?



Maybe.

But there is a better media alternative right now.



Radio.

For example, if you buy a 30-second announcement in a top-rated program on one of the three established television networks, let's say that you will reach 25,000,000 adults, or 17% of all U.S. adults, one time. For the same amount of money, you can buy *sixty* 30-second commercials on *five* radio networks with over 1,700 stations. This radio network buy would reach 52,000,000 adults, or 36% of the adult population, 2.3 times.

TV gross impressions: 25,000,000.

Radio gross impressions: 120,000,000.

Or if you use network television and spot television, try replacing spot television with spot radio. Your media buy will be much more

efficient—you'll reach many more people, many more times.

And as for print—Starch Readership Studies show that you can reduce a double-truck to one page, or one page to a half-page, without proportionately reducing the number of people noting the ad. Take that money you save and put it into network or spot radio. Again, you'll be making many, many more "sales calls" more often.

Join the local retail millionaires who for years have known about the results-producing power of radio. They've got the best research there is—their cash register.

It's your bottom line.



CBS RADIO

The clutter and the clatter

Guest Editorial by Jean F. Caste, president, L'Oréal

The high level of violence and crime programs on television has resulted in an increasing fight between television programers who want to sell "the saleable" and consumer advocate groups, supported by many advertisers, who view these programs as having a degrading aggression on the public mind.

But, I would like to focus on another current aggression on the public mind. It implies a much lower risk but its effect is more total, since it is usually unnoticed. Pressured by the recent sky-rocketing price of media, advertisers and agencies more than ever try to compensate for a shrinking number of costlier messages by cramming into 30-second tv commercials their "seven key claims" or "six-times repeated USP," or "don't forget to mention the product by name a minimum of five times." The result is a message that is overcrowded with words, hard-selling and more and more primitive in terms of appeal to sensitivity.

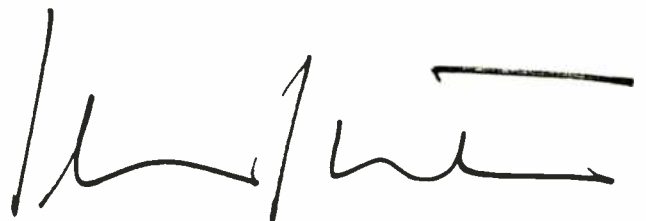
In most radio messages, the pace of the speaker's voice approaches the limit of comprehension. A flow of figures, numbers, addresses, zip codes and prices (always something .99) delivered with machine-gun speed directly influence the blood pressure of the listener — unless he or she tunes out.

Newspaper pages covered by hundreds of figures announcing prices of products, equally advertised on other pages at varied prices for other sizes, keep the reader so totally overwhelmed that advertisers are far from reaching their supposedly informative goals.

The clutter of the video and the clatter of the sound waves are constantly confusing and are, I tend to believe, inefficient aggressions on the public. Don't get me wrong. I understand and appreciate the love of U.S. consumers for direct and fast approaches, quick delivery, action-oriented and strongly-muscled messages.

However, I believe that American advertising exerts an undue pressure on the consumer whose quality of life would benefit from more relaxed and softer presentations of products or services in more congenial and intimate tones.

If I am right, the consumer recognition for those who would soften their voices and ways of talking to the consumer, could compensate for the loss of effectiveness, if any, due to the reduced pressure.

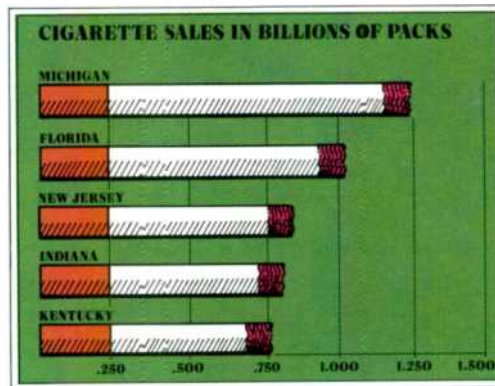


The latest market figures have determined that overlooking our cigarette market could prove dangerous to your wealth.



Booth's market will really light your fire.

All the smoke signals indicate Booth's Michigan market is one of the wealthiest cigarette markets in America. In fact, Michigan placed seventh in cigarette sales last year and puffed away on 1.2 billion packs of cigarettes. And when you know our market is America's sixth largest "metro" market, it stands to reason we smoked our share.

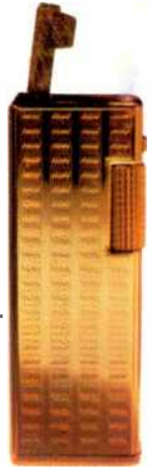


If you think we're a pipe dream.

When we tell you how rich Booth's Michigan market is, we're not just blowing smoke rings. Consumer spendable income is over \$15 billion. Retail sales average \$9 billion. And if you overlooked our market, you also overlooked the fact we're seventh nationally in passenger cars, leaving markets like Washington, D.C., Miami and Buffalo in the dust. We're eighth in food sales, outeating Boston, Pittsburgh and Anaheim, California. And we're tenth in apparel sales, beating the socks off Houston, Pittsburgh and Cleveland.

How to reach our market.

The eight Booth newspapers that form the Booth Newspaper Group will home-deliver this big, affluent market to you every day, including Sunday. And since each Booth newspaper is paid for on a subscription basis, you're traveling first class.



The Detroit Myth goes up in a puff of smoke.

Some people still think that when they buy the Detroit News and Detroit Free Press, they're buying Booth's Michigan market. Stuff and nonsense! Just check the daily circulation figures. In Boothland, the Booth papers have a daily circulation of 494,633. The Free Press has 110,800. And the Detroit News is at 9,724 (SRDS NCA '76-'77).

Put our 15% discount in your pipe and smoke it.

Our 15% total market discount is free and easy on the draw. Each time you buy our big market, you get one simple invoice and 15% off to boot. A truly marvelous blend, don't you think?

Phone Booth.

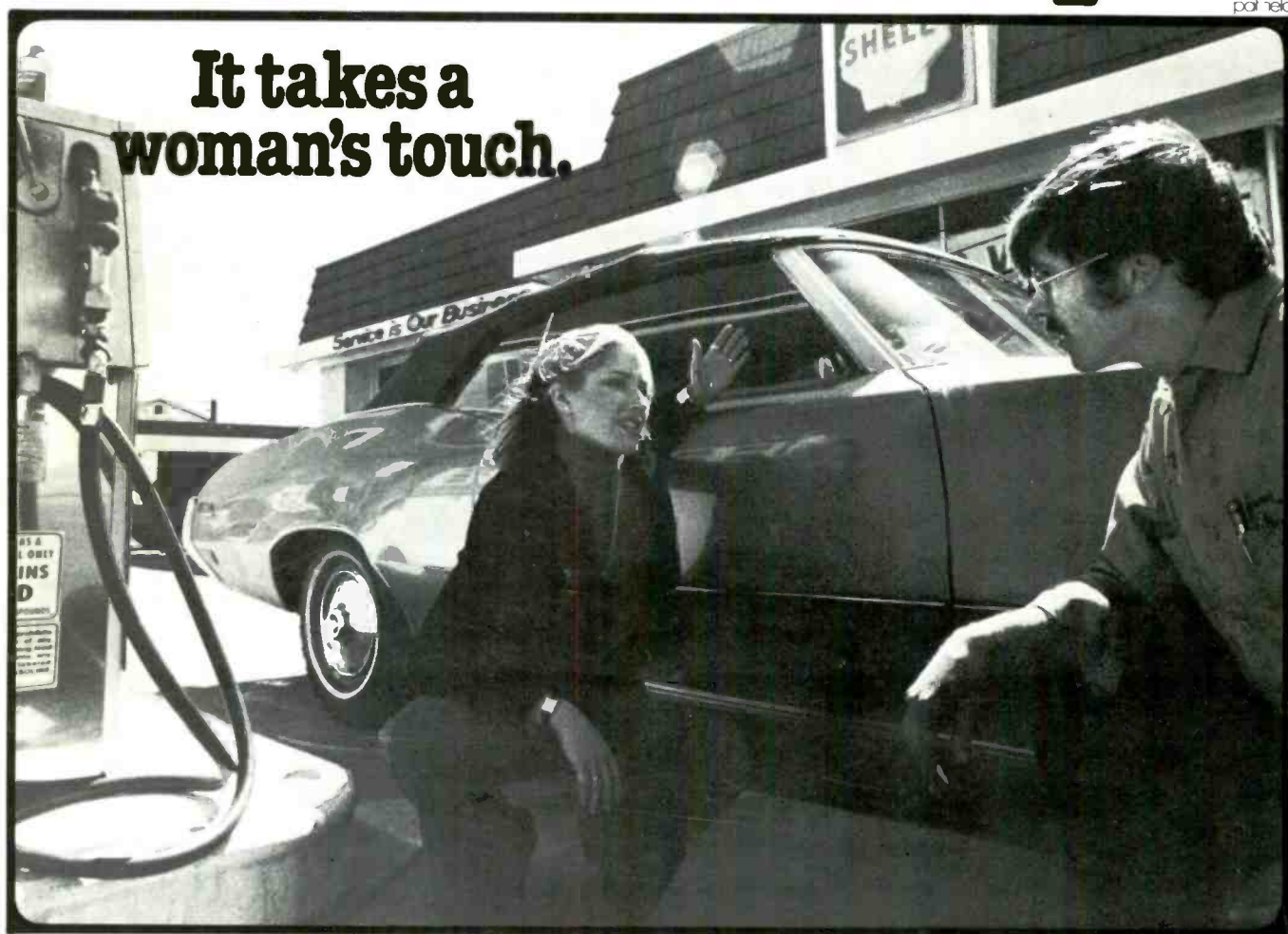
If you're intrigued, don't overlook giving us a buzz. Call Jack Grant in New York (212) 682-4760, Don Schiefsky and George Kiefer in Detroit (313) 569-2474. Or Jim Gibson in Chicago (312) 644-4680.



America's most overlooked market.

“Jim, I think the modulator is causing the transmission to slip”

pat field



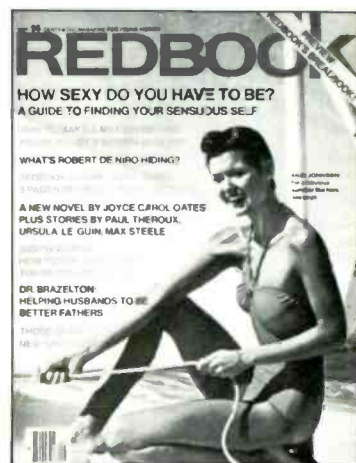
It takes a woman's touch.

Sometimes...to zoom in on the problem...it takes a woman's touch. It's as true on the road as it is inside the home.

After all, more women than men own cars. And even in the leafy two-car suburbs, often as not it's the woman who confronts the local mechanic. Just as naturally as she drives the kids to the dentist. Women are the prime purchasing agents in

the U. S. That's why alert advertisers eager to sell liquor, insurance, financial services, automobiles are joining those who sell frozen food and eye makeup and jeans in women's magazines like Redbook.

They've come to agree with what Redbook learned years ago. Sometimes to make things move...it takes a woman's touch. Especially 18-34.



It takes a woman's touch...especially 18-34