

# Newspaper advertising still relevant to mass media

According to Target Group Index (TGI) research, 53% of mass market newspaper readers pay more attention to advertising in newspapers than in other media; 68% of South Africans often notice advertisements in newspapers and magazines.

Reading a newspaper becomes a habit and regular readers feel out of touch if they do not get their paper. These readers look forward to reading their newspaper and value the depth that newspapers provide. This value is clearly revealed, newspaper readers are willing to pay for their newspapers.

Between 50-60% of mass market newspaper readers agree with the following: They prefer to get news coverage from newspapers. They read newspapers almost every day and set aside time to do this. They rely on newspapers to keep them informed and consider this a form of entertainment. They would not change the newspaper that they read.

An article on The Media Online states, "Audiences are contributing an increasing share of the total global newspaper revenue, according to the annual World Press Trends survey released this week by the World Association of Newspapers and News Publishers (WAN-IFRA)... More than 2.7 billion adults are reading newspapers in print globally. Digital newspaper readership is growing, and in some of the most developed economies readership on all digital platforms has surpassed the number of readers in print. World Press Trends analysis estimates that at least 40% of global internet users read newspapers online."



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Newspapers are undergoing transformation and evolution in the digital age. The newspaper currency measurements, however, have not sufficiently catered for this transformation and do not reflect total consumer interest in this medium. What is required is a combined measurement of reach and influence of newspaper content on all platforms with new metrics.

The article mentioned above quotes WAN-IFRA CEO Vincent Peyrègne, who presented the survey at the 68th World News Media Congress, 23rd World Editors Forum and 26th World Advertising Forum in Cartagena, Colombia, “We all talk of being consumer-centric. We all talk of having a constant eye on the future. Now is truly the time to do what we say... Unfortunately, the way the industry measures value is still embedded in the old format-based methodology,” said Peyrègne. “The information on how much is earned from other, often new sources of revenue is lacking, despite the fact that they are becoming an important part of the revenue mix. WPT data indicates that in most mature newspaper markets additional revenue brings between 7% and 20% of overall revenue.”

The combined unduplicated reach of the Ads24 mass market bundle which includes Daily Sun, Soccer Laduma, Son and Ilanga is 9.5 million. It is important not to homogenise this market, 65% of mass market readers say that being seen as an individual is important to them.

Ads24 looked at the values held by their mass market readers. Ads24 mass market readers are optimistic, 86% look forward to the future and 64% say that they can afford to enjoy themselves and spend money on going out. These readers are status conscious, 78% believe that possessions say a lot about how they are doing, 73% use possessions as a confidence booster and 74% say that they are willing to pay more for their favourite brand. Community is very important to this market and word-of-mouth is a great influencer, for 88% it is important to be part of a community and 91% like to know what is going on in a community.

According to this WAN-INFRA survey, more than 92% of all newspaper revenues globally still come from print. The print reach of Ads24 titles, Daily Sun, Soccer Laduma, Son and Ilanga is over 9 million. The digital reach of the Daily Sun and Soccer Laduma combined is over 2 million.

The WAN-INFRA article states, “Paid digital circulation revenues continue to grow at double digit rates, and have increased 30% in 2015 and 547% over five years. With revenues over three billion, digital circulation revenues are now starting to make up for lost print circulation revenues in many markets. Amongst online news users – as opposed to the entire population – around one in five pay for online news in the countries studied.”

The Ads24 mass market readers are taking word-of-mouth online and are champions of mobile internet and social networking. Ads24 investigated the value systems of both the print and digital first reader and discovered some interesting insights. These insights from TGI can assist advertisers in correctly positioning their brand offering to this market.

The mass market value knowledge, 67% of both print and digital readers say that it is important to continue learning new things throughout life and 72% of digital readers and 65% of print readers believe that it is important to be well informed about things. The mass market reader is ambitious 66% of print and 62% of digital readers say that one should seize opportunities in life when they arise and 65% of both agree that if at first you do not succeed you must keep trying. 70% of digital readers and 63% of print readers of mass market newspapers say that they want to get to the very top in their careers and 64% of digital and 61% of print readers say that they would like to set up their own business one day. 70% of digital and 59% of print readers feel confident that they will achieve their goals.

Mass market readers are loyal employees 74% of digital and 64% of print readers say that the organisation that they currently work for has a great deal of personal meaning for them. 67% of digital and 62% of print readers really feel as if the problems experienced by the organisation that they work for are their own.

Money and success are intricately linked for these readers and 65% of digital and 64% of print readers say that money is the best measure of success, while 67% of print and 64% of digital readers believe that money will help one achieve success in life. Print readers (62%) and just over half (52%) of digital readers think that it is important to save money on a regular basis and 64% of print and 56% of digital readers will save up for something that they want. This market is penny wise, digital readers (70%) are slightly more careful with their money than print readers (67%).

Saving for retirement is seen as important according to 73% of digital and 60% of print mass market readers. 61% of digital and 60% of print readers believe insurance is necessary, yet 51% of digital versus 60% of print readers say that it is important to be well insured for everything. They see the importance of being financially savvy, 62% of digital and 60% of print readers believe it is important to have a budget or financial plan.

Owning good quality things is important for 58% of digital and 59% of print readers. Looking good is a priority and 63% of digital and 61% of print readers find it important to be well dressed. 62% of digital and 60% of print readers say that it is important to keep young looking.

Home life is important to mass market readers 66% of digital and 60% of print reads like spending a lot of free time at home and 57% of digital and 61% of print enjoy spending time with their family and 60% of both groups agree that currently it is important to juggle various tasks at the same time.

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