

## **Answers with notes:**

### **Lecture 3 - Marketing a Publication - Brief Summary of main information**

#### **1. Introduction**

In marketing, market should be seriously studied in order to set up a short-term or/and a long-term marketing plan with suitable marketing and promotional strategies.

#### **2. Markets**

**Demographics** - study of statistics which relate to the structure of population.

In marketing used to develop systems of classification for marketing purposes – most prominent age, gender, occupation, income, social class, attitudes/personalities, or family size, location, race, education and other statistics.

(see Grant p. 11/12 and Baverstock p. 47 for some examples of classification).

*London Institute Marketing*

*Target Audience*

e.g. 1. **Life Stages**

Stage	Requirements
Single with parents	Few financial burdens. Fashion and gimmick products
Single in rented or own home	Some basic household items. Car, fashion, clubs leisure convenience, take-away food. Home entertainment. Have liquid assets if in a well paid job.
Living together or young married couple without children	Dual income, good disposable income for fashion and personal services. High purchase of items for house. Cars, holidays abroad. Good liquidity.
Full nest 1 1 <sup>st</sup> child under 6	Home purchasing at peak, liquid assets low. many products linked to child.

Full nest 2 Other children	Bulk foods, detergents. Many purchases linked to children – school fees, music lessons, sport gear. More fashionable adult clothes due to teenage influence.
Empty nest Older couples Children left for college, University or work	Replacement expenditure on household items – durables, furniture. Better holidays, weekend breaks. Lump sums available for investments (inherited money). Wish to experience the ‘good life’ as a reward for Hard work and doing duty. Often good purchasers of showers, new bathrooms, bedrooms, kitchens etc.
Retirement	Drop in income. Possible move to smaller home. Compact furniture. Greater expenditure on medical items
Solitary Survivor	Move to live simply. Special need for attention, care and security

**e.g. 2. Socio-economic grades**

Social grade	Social Status	Occupation
A	Upper Class	Highest income earners. Top management Politicians, top media people, senior professionals
B	Upper middle Class	Intermediate management, professionals, Owners of small businesses.
C1	Middle class	Supervisory middle management, trainee professionals, top skilled manual workers, administrators.
C2	Skilled Working class	Skilled manual workers, clerks, secretaries, pensioners.
D	Working class	Semi and unskilled manual workers. Pensioners
E	Lowest income	State pensioners, casual workers, students on grants, unemployed

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### 3. Who, what, how, when, where, why

- **Who** - target audiences. Individual consumers, organizations .Reseller markets. Need to know as much about these as possible to match brand to customers, for a magazine need to think about market segment aimed for. Individual consumers what information is relevant? Social trends, core cultural values, aesthetic values. Proportion of population, geographical distribution, age distribution, regional variations - housing prices in London cut back spending power of some groups.
- Consumption patterns - boom in housing boom in interiors magazines, increase in home ownership, aesthetics/lifestyle trends. Britain country of couch potatoes, cocooning has largest home video sales of other European countries.
- Purchasing power.
- **What** - what is currently bought - magazines, books, newspapers, important in terms of competition but also for thinking about promotion of your publication Market Share potential - for example if launching a London guide would have to compare Time Out and other magazines and their market share
- **How, when and where** - newspapers, time of day, seasonal, shopping hours. How often light users, heavy users, where – local shops, supermarket, subscriptions. For example 40.5% of books sold via bookshops such as Borders, 70% of children and adults read at least once a week. 80% of adults in the UK read a consumer magazine. Industry invests in relevant research for example the Quality of Reading Survey (QRS) carried out in late 90s by magazine industry organisations.
- The majority of children's comics bought in grocery outlets now.  
The majority of consumer magazines still over the counter only 11% of sales in the UK by subscription, compare to US where 82% subscription sales.  
How loyally - always, sometimes i.e. always Penguin sometimes Oxford, always Elle, sometimes Elle other times Marie Claire.

With the information of the market, and our target market or target audience, here going to talk about how to market a publication and focus on promotion - personal selling, advertising, sales promotion, Public relations. Known as the 'promotional mix'.

#### 4. Promotion and its aims

In thinking about promotion we are concerned with **meaning**, how meaning is produced, how things are made to mean. If you think back to discussion of **branding this is about the construction of meaning**. Here we are interested in how books and magazines take on meaning for their consumers/markets.

**Promotion** is a fundamental part of that process part of the area of marketing communications. **Aim both to persuade and to differentiate**. Requires thought about *what is being communicated, to whom and by what means i.e. what promotional tools and what media vehicles* e.g. press releases to relevant trade press. It also requires a *consideration of what behaviour should result from the message*. Press release to trade press aim coverage, knowledge, information circulating about the publication, primary aim to acquire orders from trade for copies. Ultimate aim to sell copies (books), sell issues (magazines) and if an advertising-led publication to secure a circulation that is attractive to advertisers, in particular agency.

**Promotional Mix** - Corporate Identity (branding and signifiers), Packaging design, advertising, sales promotion includes ads., reviews, leaflets, competition, merchandising e.g. t-shirts, mugs, direct mailings/emails, film/video, Public relations includes sponsorship, exhibitions, conferences, seminars -see Baverstock

#### 5. Uses of Promotion

Promotion often thought about as linked to a launch however promotion can have a number of roles:

- *To increase consumer awareness*
- *To increase penetration of new or existing products* - such as product sampling for example giving away Elle Decoration free with Elle, money off coupons to promote repeat buys, refund offers e.g. as good as Stephen King or your money back offer on Gaiman's American Gods, reduced price offers Tesco's top reads...
- *To improve repeat purchase* - *competitions running over issues*,
- *To increase consumer loyalty* - personality promotions, in-store promotions i.e. dumpbins, websites as a service, building trust.

- *To increase purchase frequency or amount bought* - competitions, free offers such as covermounts
- *To move high stocks out of stores* - three for two in Waterstones'
- *To attract consumers to premises* - signings, readings
- *To increase distribution* - special promotions, trade competitions  
i.e. reviews and free books or wine or holidays

Magazines often cross-promote - see case studies at  
[www.ppa.co.uk](http://www.ppa.co.uk) example of Vogue and Total Effects moisturiser  
 See Appendix 1

### ***References/Reading***

Baverstock on reading list

Philip Kotler, *Marketing Management* (Prentice Hall, 8<sup>th</sup> Edition, 1994)

<http://www.ppa.co.uk> already recommended for free reports/information on magazine industry e.g. different sectors of magazine market such as Men's lifestyle sector and general reports on magazine industry.

The Bookseller - back issues, you can use their website to identify/search for articles on marketing and then copy relevant articles.

For magazines - see also articles in media sections recommended  
 e.g. back issues of The Guardian Media section

Books - statistical sources -

The Publishers Assoc- Has statistics on UK book industry

. [www.publishers.org.uk](http://www.publishers.org.uk)

Book Marketing Ltd.

[www.bookmarketing.co.uk](http://www.bookmarketing.co.uk)

Booktrack

[www.booktrack.co.uk](http://www.booktrack.co.uk)

[www.booktrade.info/](http://www.booktrade.info/)

Sources of General Information for UK

Dept. of trade and industry [www.dti.gov.uk](http://www.dti.gov.uk)

Office for National Statistics [www.statistics.gov.uk](http://www.statistics.gov.uk)

for HK:

Trade Development council [www.tdc.org.hk](http://www.tdc.org.hk)

SAR government website: [www.info.gov.hk](http://www.info.gov.hk)