



Impact of Advertisement on the Reading Pattern of Newspapers

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ABSTRACT: Newspaper advertising simply means advertising your business through ads on publications/newspapers in print or digital form. Newspaper advertising has been one of the oldest and widespread forms of advertising different brands, products, and services. Newspaper advertising still has a lot of potential for business to advertise their brands. People, even in this era of digitalization, still love to read newspapers. 34 percent of consumers still trust print advertisements. Newspaper advertising might look like a simple process, but it is not that simple by any means. As an entrepreneur, you need to know about types of newspaper ads and how you can use them according to your needs.

KEYWORDS: newspapers, advertisement, reading pattern, digitalization, brands, services

I. INTRODUCTION

Newspaper industry is making significant changes in its business models. For instance, the industry is looking forward to connecting with digitalization/information technology, understanding the interest of advertisers, analyzing the customer behavior, etc., to expand its revenue stream and grow a huge reader-base. Millennials are generally famous for their interest and expertise in digital devices such as smartphones, laptops, etc. But, when it comes to finding deals, coupons, and promotions¹, they prefer print advertisement channels such as magazines and newspapers because it helps them save money. According to a study, almost 67 percent of small-town communities still read their local newspapers at least once a week. Moreover, 78 percent of those study participants said that newspaper is their main source of getting information related to local events, etc. Similarly, 71 percent of participants stated that their buying decisions are influenced by newspaper ads. While social media platforms have changed the dynamics of marketing or advertising, affluent audiences still prefer newspapers as their primary source of information. In fact, wealthy consumers prefer newspapers as compared to social media channels by a huge margin.²

Just like the other forms of advertising or marketing, newspaper advertising costs also vary and depend on different factors. Here are some of those factors:

- Ad Placement. If you are going to place your ad at or near the front page of the newspaper, it will definitely cost you more. Similarly, ad placement at the back will be economical.
- Ad Size. Generally, the ads on newspapers are sold by the column inch. That means, if your ad is taking more space, you will have to pay a higher amount and vice versa.
- Types of Ads. Costs for ad types are also different; for instance, a box ad on the editorial page may cost more than a service directory classified ad.
- Frequency Of Running Ads. If you are running an ad in a daily newspaper, you will have to pay more as compared to weekly newspapers. However, when you buy a bigger package, you have a higher chance of getting better discounts.³

There are various newspaper advertisement types, but many businesses overlook which of these will best represent their brand. Therefore, the first step in using printed media as part of a marketing campaign is to understand the different types of newspaper advertisements.

There are primarily 3 categories into which newspaper advertisements can be placed:

. Classified ads

Usually found on the newspaper's left side, these brief advertisements are small. These messages are typically organized into separate sections under different headings. There are different types of Classified Advertisement In Newspaper:



A. Business

Business offers, proposals, sales promotions, and ads looking for business partners are all included in business classified ads. In contrast to other platforms, a lot of small and medium-sized businesses concentrate on placing ads in classified ads.

B. Communications

Typically, individual advertisers place these advertisements. They are typically used as references for personal or official purposes. Among them are private announcements like "lost and found," "name, address change," "legal notifications," and "notice of marriage."

C. Property

These types of advertisements include renting, selling, and purchasing houses on behalf of property brokers, individual owners, and landlords.

D. Recruitment

These types of advertisements are common in both classified and display ads. They are a great place for small and medium-sized businesses to attract job applicants. Job applicants can also describe their qualifications and skills in hopes of employment opportunities.

E. Obituary

Advertisers usually use this to place messages of condolence, remembrance, and funeral invitations. These advertisements allow advertisers to post images of the departed along with a heartfelt message.⁴

F. Public Notice and Tenders

The information in these advertisements is frequently too lengthy to fit on a single line. It's a particular kind of public announcement. Changes in laws, local ordinances, general rules, or anything else related to the government are announced in these advertisements to the public.

G. Education

This format is a good way for advertisers to reach their targeted audience at an affordable price. These advertisements are usually used by coaching institutes.⁵

H. Personal

Individuals usually place advertisements about something very important to them. Personal messages like birthday wishes, seasonal greetings, and personal achievements are also distributed through classified advertisements.

I. Matrimony

This is one common classified advertisement. A close family member places a text advertisement or a classified display advertisement that consists of either the bride or groom and seeks a prospective groom or bride, respectively.⁶

Classified advertising in newspapers can be:

A. Classified Display Ads

This includes images along with the text in the classified section of the newspaper, making it look more appealing. These types of ads are usually taken by small businesses that want to present their products and services to the local market.

B. Text Classified Ads

This form of advertisement just has text and is placed in the classified section of the newspaper. This type of advertisement is usually done for job recruitments, lost and found, matrimony, name change, etc.⁷

C. Regular Classified Ads

These are normal text advertisements. They are usually without graphics and are column wide.

Why advertise in Classifieds

- Reaches your target audience based on the segmented demographics.
- It is a simple format that gets directly to the point.
- It provides prospects with multiple ways of contacting you.
- In comparison to other print media formats, classified ads are significantly more affordable.
- It is low cost when compared with other forms of advertising.
- This form of advertising has a wide reach.⁸

2. Display ads

These are the types of advertisements that are highly visual, which in turn helps draw the reader to the message. These ads are enormous and can take up a whole page of a newspaper. Everyday products can be advertised through these ads. They usually occupy a square or rectangular space in the newspaper.

Why do display advertising

- You can use eye-catching imagery to grab the attention of the audience.



- You can build brand awareness and promote your goods and services.
- Display advertisements have a high reach and can target a large audience.
- You can target a specific demographic based on age and gender.⁹

3. Insert/innovative ads

They are full-page advertisements posted in a newspaper, usually in the form of a pamphlet or card. As insert ads are stand-alone, they can be pulled out of the newspaper and placed in the hands of the reader.

Why do Insert Advertising

- It reaches a huge audience. It has the potential to get your message to your readers.
- It sets your brand apart.
- It is highly targeted based on demographics. Insert ads give you the power to get your message to your potential customers.¹⁰

Benefits of newspaper advertising

- Placing your advertisement in a newspaper provides you with the advantage of knowing that your audience is more likely to notice it if they are habitually reading the newspaper.
- Focus on a targeted audience based on demographics.
- They are affordable.
- Newspaper advertising is effective as readers frequently look at advertisements in this medium. It is also a more trusted medium.¹¹

Best Rates for Newspaper Advertisements

Rates for advertisements in newspapers vary depending on the organization of the newspaper, the location, the size of the advertisement, and where the advertisement must be placed. For instance, a five-line TOI (Times of India) advertisement would cost 650 rupees, and a matrimonial advertisement would cost between 2000 and 3000 rupees. The cost of newspaper advertising is given as a cost per square cm. The discount on the newspaper card rate is determined by the ad size, number of inserts, and product category. There are many dedicated newspaper advertisement agencies that work as an excellent medium for negotiating prices as well as helping to choose from the best ad options in the newspaper available.

Excellent Publicity is the biggest advertising agency that provides advertising solutions for newspaper, radio, cinema, transit advertising, outdoor advertising, digital advertising, and television.¹²

II. DISCUSSION

This study seeking to assess the reading habits among student is conducted in the city of Mumbai. A structured questionnaire was prepared having both close and open-ended questions and distributed among around 150 students. Random sampling method has been adopted. Out of this, usable responses were received from 120 students. All these students belonged to the Commerce stream and were studying in the Higher Secondary Class or in Degree College. In addition to pursuing the undergraduate commerce degree a large majority of the students were also studying for professional examinations like Chartered Accountancy, Company Secretaries Course, Law, etc. Some personal interviews were also conducted to get additional information from the target audience. Almost equal representation has been given to male and female students. Many visits were required for collecting the filled-in-forms and the students showed a lethargic attitude.¹³

The study spelt out the following objectives:

- To determine how regular they read the newspaper
- The time spent in reading newspapers The newspapers most read by the students.
- The sections of newspapers read most by students.
- The category of news items read
- Opinion about Electronic reading online newspapers



72% of the students read the newspapers in the morning. This is because people like to learn about the affairs of the previous day which gives them ample chance to discuss current affairs with others at work or college during the rest of the day. Also many people are accustomed to reading the newspaper with their morning tea or coffee. The sections of newspapers read most by students.¹⁴

Ideal age to start reading newspapers

Almost 50% of the respondents feel that children should start reading newspaper when they are 10-12 years old as it is healthy for a child's mind to read the newspaper and this helps bridge the gap between the classroom and the real world. Reading newspaper from an early age helps children to develop interests in various aspects. Also having knowledge about current affairs boosts their confidence levels and increases their IQ.

Entire text vs. headlines

Only 20% of the respondents always prefer reading the entire text in an article while the remaining 80% usually prefer reading just the headlines. They justify this on the basis that the headlines give a gist of the article and thus readers save time and read only those articles which interests them.¹⁵

Need for more visual content

42% of the respondents strongly feel there is no need for more visual content in newspapers and they feel that sufficient number of images provided. 27% of the respondents hold the contrary view

Cumbersome to read

43% of the respondents feel that Mumbai newspapers contain too many pages making them cumbersome and boring to read. Immodest content 8% of the young adults feel there is an increase in the amount of immodest content in the newspapers these days. Over the years immodest content has increased mainly in the form of advertisements. It has been seen that media houses maintain strict censorship of content so as to not offend any group in the society. But advertisements form 70-80% of revenue generated by newspapers and we sometimes find obscene advertisements in newspapers.¹⁶

Section of newspaper liked the most

80% girls and 70% boys are most interested in world issues. Globalisation has led to people getting interested in worldly affairs as nowadays countries are interlinked and events occurring in the United States have an effect on India. The second preference for boys is the sports section and 90% start reading newspaper from the last page that is the sports page. As compared to boys only 60% of the girls are interested in sports news. Studies show that there has been an increase in interest of girls in sports. More and more girls are becoming keen on playing sports. Politics is the third most preferred section by the respondents and it is seen that over the years more and more students are gaining interest in politics. This is a great step for a democracy as following politics leads to the formation of active citizen and society as a whole. 54% of the respondents like reading about environment and business whereas 46% do not. Cinema and lifestyle is the fifth most preferred section. Trends show that girls are keener about this section than boys.¹⁷

Digitalization

70% respondents of the respondents think digitalisation and technology are hampering newspaper reading habits. Nowadays everything can be acquired at the click of a button on a mobile phone or laptop. People especially teenagers manage to do everything they want using just one device. This is made possible by software applications or websites of leading media houses like NDTV India, Times of India, and Times Now etc. The applications can be downloaded free of cost online and be used to receive updates.

III. RESULTS

Classified advertising is usually the cheapest option for most people and appeals to those who are after a certain market. For example, those seeking to rent an apartment, find a job, or buy a pet typically may use classified ads to aid in their searching. Although not traditional to classified ads, many publications offer small graphics and borders with classified ads. Classified ads are usually found in a specific section. Display ads are generally higher profile ads that take up, in many cases, significant portions of the page. Typically, display ads may take up an eighth, quarter, half or



full page²⁹. In some cases, the ad may take up two facing pages, those these ads are rare in newspaper advertising simply because of the cost. Display ads may either be in color or black and white, with the color option costing more. Display ads can be found throughout the paper. In many cases, newspapers offer services to advertisers to help them design effective display pieces.¹⁸ In all cases, the advertiser has the right to refuse or accept this service. In some cases, the newspaper may choose not to publish an ad that it deems offensive or libelous. However, newspapers must be careful when rejecting ads and often work with the advertiser to revise the ad so it is suitable for publication. In a relatively new development, some newspapers offer a package of advertising that not only includes newspaper advertising but online advertising on the newspaper's Web site as well.²⁸ This helps alleviate fears among some advertisers that their target audience may not be reading the newspaper, but simply going online. Most newspapers that have Web sites offer some sort of online advertising in addition to their newspaper advertising,¹⁹ though not all publications package the two together. Advertisements are the most effective way of propagating any product or message across a large area which is evident from the large number of advertisements that we come across every day in television, radio, newspapers, websites, etc., Print media serves as one of the best modes for inducing health promotion among general public. Hence, we have studied the effect of advertisements in print media on the attitude and behavioral change among general public.²⁰ The following are the health awareness-creating advertisements printed in Kannada Prabha during the study:

1. Importance of milk: This appeared once on June 1 as part of World Milk Day during the study. It appeared once in the first page and was sponsored by Karnataka State Government
2. Importance of proper garbage disposal: This appeared once on June 2 as part of World Environment Day. It appeared in the last page and was sponsored by Karnataka State Government
3. Importance of underground water conservation: This appeared thrice usually in the last page, during the 2 months, and was sponsored by Karnataka State Government
4. Health insurance and coverage for workers: This appeared five times usually in the last page, during the 2 months, and was sponsored by Karnataka State Government.²¹

Advertisements of health-related products ranked first followed by health news and health articles. The health awareness-creating advertisements were the least and ranked last in the order. There was a health page every Monday. Normally, it was half to three-fourth and dealt with various health-related problems issues and advertisements of health products and advertisements on various corporate hospitals and health clinics. ²⁷ The advertisements did cover a large chunk of space as they were either full page or half page advertisements on health-related issues, products, or hospitals. The number of letters about health issues in the "Letter to the Editor" column was very small, indicating the lack of attention of public and the press toward health issues ²²

IV. CONCLUSIONS

By the late 1990s, the availability of news via 24-hour television channels and the subsequent availability of online journalism posed an ongoing challenge to the business model of most newspapers in developed countries. Paid newspaper circulation has declined, while advertising revenue—the bulk of most newspapers' income—has been shifting from print to social media and news websites, resulting in a general decline. One of the challenges is that a number of online news websites are free to access. Other online news sites have a paywall and require paid subscription for access. In less-developed countries, cheaper printing and distribution, increased literacy, a growing middle class, and other factors have compensated for the emergence of electronic media, and newspaper circulation continues to grow²³

In April 1995, The American Reporter became the first daily Internet-based newspaper with its own paid reporters and original content The future of newspapers in countries with high levels of Internet access has been widely debated as the industry has faced down soaring newsprint prices, slumping ad sales, the loss of much classified advertising, and precipitous drops in circulation. Since the late-1990s, the number of newspapers slated for closure, bankruptcy, or severe cutbacks has risen—especially in the United States, where the industry has shed a fifth of its journalists since 2001.²⁶ A report estimated that 2 newspapers die each week, and revealed that the US dropped from 8,891 newspapers in 2005 to 6,377 at the end of that month. Journalism jobs dropped from about 75,000 in 2006 to 31,000 in 2016. ²⁴

The debate has become more urgent lately, as the 2008–2009 recession shaved newspapers' profits and as once-explosive growth in web revenue has leveled off, forestalling what the industry hoped would become an important source of revenue At issue is whether the newspaper industry faces a cyclical trough (or dip), or whether new technology has rendered print newspapers obsolete.²⁵ As of 2017, an increasing percentage of millennials get their news from social media websites. In the 2010s, many traditional newspapers have begun offering "digital editions",



accessible via computers and mobile devices. Online advertising allows news websites to show catered ads, based on a visitor's interests.²⁹

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