

Brian Dewey

Re: Agency's Recommended Changes to City Media Plan

I have reviewed the agency's recommended revisions to the 1986/87 media plan.

~~While some of the changes they mention~~

I would like to offer these comments on their specific points:

1) Conversion of Natural Supplement Activity

As you know, we have recommended cancelling the October natural supplement activity. These funds will cover the increased ~~in~~ local supplement insertions for our revised, deeper, on the revised. Due to the change in our priority market list, these funds will now be used to cover ~~activity~~ local supplement activity in ~~the~~ additional markets. This change will result in the following dollar splits:

Local			Natural		
1st	2nd	3rd	1st	2nd	3rd

cto pop.
General Market

cto pop.
110

356.0

3.9 = 11

209.0
4
836.0 40 SM5A's 15 inser.

15¹
11 insertions
A+B priority

200

3.3
2.10
1.1
4.3

3.5
1.5
5.0
3.0

40 SM5A
200 X 15 = 4
A+B expansion

huck
tick
itck
chuck

2. While the agency feels strongly that additional funds should be allocated to demographically targeted National magazines, our first priority for these funds is geographic targeting.

Our magazine frequency is at present

Our ^{present} magazine plan delivers an average frequency of 3.5 to our target over the period 1986-87. This frequency meets our objective of high levels ^{with the} addition of ^{supplements} ~~supplements~~ ^{together deliver an average} frequency ~~averages~~ ^{of} 4.0 . While this frequency level ^{our magazine} ~~does~~ ^{may} not match our competition's, it ^{does} ~~does~~ meet our objective and provides the ^{needed dollars} ~~needed dollars~~ to also address geographic ^{emphasis}. If we re-invest national supplement dollars into magazines our ^{target} frequency would be 3.6 . At the expense of geographic targeting we would not recommend this alternative. Thus giving us a lower frequency and at the same time sacrificing geographic targeting. We have also looked into impression distribution for both alternatives:

Their mag cells = 3.6

50539 6950

In summary:

- We would also like to spend at comparative to ~~US & B&A~~ magazine levels to US & B&A however at the present budget level this is not recommended.
- ~~We feel strongly that~~

Our present plan delivers 34% of our impressions to females 18-34. Due to the bonage supplements deliver over our targeted magazine allocating additional dollars to ~~the~~ demographically targeted books would we fast lower our percentage to 35%. Total impressions would