

SALEM SPIRIT

ADVERTORIAL PROGRAM

50349 6790

SALEM SPIRIT
ADVERTORIAL PROGRAM

- A. OBJECTIVES
- B. STRATEGIES
- C. PUBLICATION CRITERIA
- D. ADVERTORIAL CONCEPTS
- E. PROGRAM COST

DEFINITION

AN ADVERTORIAL IS DEFINED AS BRAND-SPONSORED
EDITORIAL IN MAGAZINES OR NEWSPAPERS.

OBJECTIVE

- IMPACTFULLY REINFORCE SALEM'S POSITIONING AS AN INTEGRAL PART OF THE LIFESTYLE OF YOUNGER ADULT SMOKERS.

STRATEGIES

- CLEARLY ESTABLISH SALEM'S SPONSORSHIP THROUGH ADVERTISING IMAGERY, PACK AND HEADLINE TREATMENT.
- FOCUS ADVERTORIALS ON A CONTEMPORARY MUSIC THEME, SINCE MUSIC IS THE MOST RELEVANT, PERVASIVE ASPECT OF THE PRIME PROSPECT LIFESTYLE. MUSIC ALSO REPRESENTS A PLATFORM FOR SOCIABILITY, AND THUS IS HIGHLY CONSISTENT WITH SALEM'S IMAGERY.
- PROVIDE THE CONSUMER BENEFIT OF INFORMATION DELIVERED ONLY BY SALEM WHICH IS TIMELY, AUTHORITATIVE, INSIGHTFUL, PREEMPTIVE, AND NOT READILY AVAILABLE ELSEWHERE.
- SELECT PUBLICATIONS WHICH ARE TARGETED TO PRIME PROSPECTS WHOSE EDITORIAL IS CONSISTENT WITH THE CONTEMPORARY MUSIC SCENE.
- ENSURE IMPACTFUL PRESENCE THROUGH CONTINUITY TO EFFECTIVELY REACH PRIME PROSPECTS.

PUBLICATION CRITERIA

- TARGETED YOUNGER ADULT BOOKS.
- MASS CIRCULATION BOOKS WITH YOUNGER ADULT SKEW.
- CONTEMPORARY MUSIC FOCUS OF PUBLICATION EDITORIAL.
- FLEXIBILITY OF PUBLICATION TO WORK WITH SALEM SPIRIT ADVERTORIAL AND RELATED PROGRAMS.

PUBLICATIONS SELECTEDRATIONALE

	<u>MEDIAN AGE</u>	<u>AUDIENCE</u>	
RECORD	24.0	340	● TARGETED YOUNGER ADULT BOOKS
ROLLING STONE	23.1	4,021	● DUAL AUDIENCE
ROCKBILL	25.5	3,410	● MUSIC FOCUS OF PUBLICATION
BAM NETWORK (7 PUBLICATIONS)	23.7	2,232	

	<u>MEDIAN AGE</u>	<u>AUDIENCE</u>	
US	28.8	3,582	● DUAL AUDIENCE YOUNGER ADULT BOOKS
			● MASS CIRCULATION
			● MUSIC RELATED FEATURES
			● CLOSE ASSOCIATION BETWEEN MTV AND US MAGAZINE

TOTAL AUDIENCE OF 5 PUBLICATIONS SELECTED 13,585M

ANNUALIZED PROGRAM COSTS

	NORMAL PAGE CT.	PAGES	SPACE \$M/INSERTION	PRODUCTION/ ISSUE (\$M)	TOTAL	INCREMENTAL OVER 1983 PAGES	\$M
RECORD (SPREAD UNIT)	15	32	2.6	1.5	100.8	17	61.8
ROCKBILL (SPREAD UNIT)	18	24	12.8	1.5	325.2	6	94.8
ROLLING STONE (PAGE UNIT)	28	30	14.3	1.5	540	2	46.6
BAM NEWTOWRK Wks.	28	32	3.3	1.0	117.6	4	93.1
(PAGE UNIT) Mos.	13	18	8.3	2.2	<u>175.8</u>	<u>5</u>	
					293.4	9	
US (SPREAD UNIT)	<u>22</u>	<u>52</u>	<u>12.0</u>	<u> </u>	<u>624</u>	<u>30</u>	<u>360</u>
TOTAL	124	188	53.3	7.7	1,883.4	64	656.3

1984 MEDIA COST 431

PRODUCTION SAVINGS (200)

NET IMPACT
(FUNDED INTERNALLY) 231

ADVERTORIAL PUBLICATIONS

<u>Publication</u>	<u>Circulation</u> (M)	<u>Distribution</u> Nwstd/Sub	<u>Median Age</u>	<u>Male/Female</u>	<u>Gross \$</u> <u>Unit Cost</u>		<u>Readers</u> <u>Per Copy</u>	<u>Total</u> <u>Aud.</u>	<u>Page 4C CPM (Aud)</u> <u>18-34A</u>	
					<u>Page 4C</u>	<u>Spd 4C</u>			<u>Tot. Adults</u>	<u>Target</u>
BAM (Network)	505	NA 100% Free	23.7	50/50	13,710	27,420	4.4	2,232	6.14	7.68
Rolling Stone	776	31/69	23.1	68/32	15,871	31,742	5.2	4,021	3.95	4.18
People	2,700	62/38	31.2	38/62	43,258	86,516	7.2	19,403	2.23	3.65
Us	1,112	55/45	28.8	37/63	14,475	28,950	3.2	3,582	4.04	5.71
Record	100	100/-	24.0	74/26	2,935	5,870	3.4	340	8.63	9.14
Rockbill	505	NA 100% Free	25.5	64/36	15,000	30,000	6.7	3,410	4.39	4.89

DUPLICATION (%)

	<u>PEOPLE</u>	<u>ROLLING STONE</u>	<u>US</u>	<u>RECORD</u>	<u>ROCKBILL</u>
PEOPLE	100	7	10	NA	NA
ROLLING STONE	35	100	10	.4	NA
US	55	12	100	NA	NA
RECORD	NA	34.9	NA	100	NA
ROCKBILL	NA	48	NA	NA	100

NET REACH PER INSERTION IN 5 PUBLICATIONS 15-18% 18-24 YEAR OLDS.
