

BROOKLYN



COLLEGE

Better Homes and Gardens

Ladies Home Journal

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Case Study

Critical Thinking and Concept Application



Chapter 11 Using Magazines page 1 of 2

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One of the advantages of using magazine is the ability to reach narrowly defined audiences. Let's examine the audience profile for **Better Homes and Gardens**. **Go To:**



<http://www.meredith.com/mediakit/bhg/print/reader.html>

- 1 What percentage of the readership are women?
- 2 What is the median age of the readers?
- 3 What is the median household income?



Go To:

<http://www.meredith.com/mediakit/bhg/print/advertising.html>

- 4 What is the Close Date and On Sale Date for July 2007? We will see later how this is very different from the close date of newspapers.

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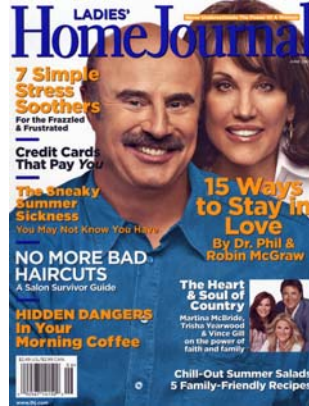
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Go To: http://www.meredith.com/mediakit/bhg/print/adv_natlrates.html

- 5 What is the cost to run a full-page **4 COLOR** ad 1 time in the national edition of **Better Homes and Gardens**? What is the cost to run a full-page **black and white** ad 1 time?

- 6 What circulation level are they using as the annual rate base?



Go To: <http://www.meredith.com/mediakit/lhj/print/circ.htm>

7 What percentage of Ladies Home Journal sales came from subscriptions?

8 What is the annual rate base?

Go To: <http://www.meredith.com/mediakit/lhj/print/rates.htm>

9. What is the cost to run a full-page 4 COLOR ad 1 time in the national edition of Ladies Home Journal? What is the cost to run a full-page black and white ad 1 time?

Cost per Thousand (CPM) is a method of comparing the cost for media of different circulations. $CPM = (Ad\ Cost \times 1,000) / Circulation$

10 Calculate the CPM for Better Homes and Garden using the rate for a full page black and white ad. Show Calculations

11 Calculate the CPM for Ladies Home Journal using the rate for a full page black and white ad. Show Calculations

12 Which magazine has the lowest page rate? Which magazine has the lowest cost per thousand? Compare the page rate and CPM for each magazine side by side. Which is a better deal? Why is it a better deal? If both magazines charged the same page rate, which would be a better deal and why?

CPM	Page Rate
BHG	
LHJ	

BHG

LHJ