



2019 MEDIA ENGAGEMENT STUDY

The Audit Corporation
Media Verification, Inc.
(Circulation Verification Council)



The following questions are asked to better understand the role you play within the landscape of the media industry. Please select one of the following job des

The following questions are asked to better understand the role you play within the landscape of the media industry. Please select one of the following job descriptions that best represent your current responsibility in the media...

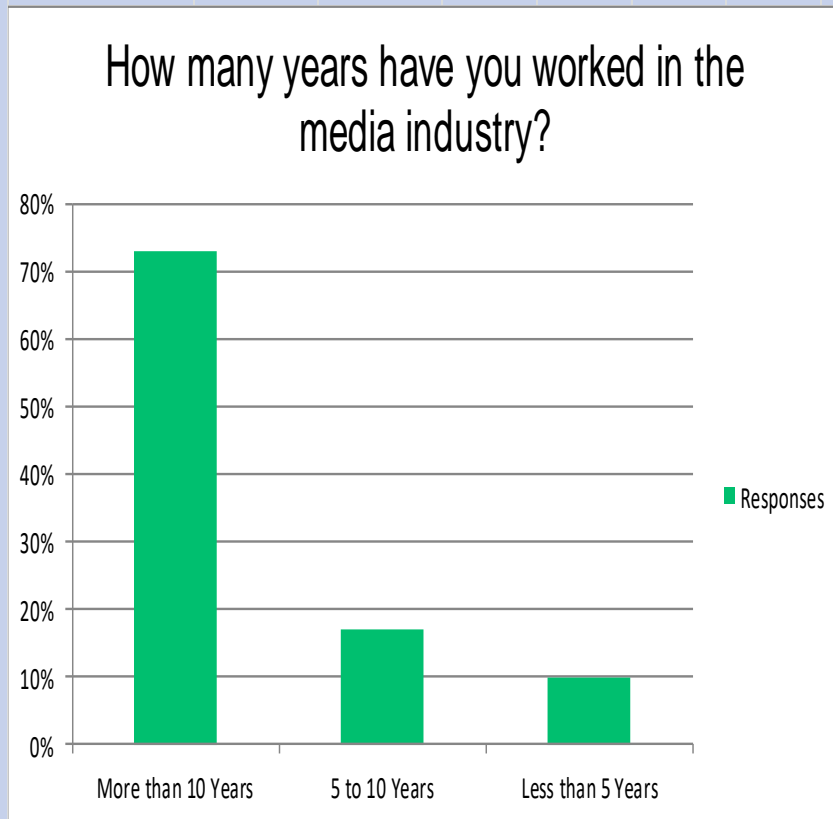
Role	Percentage of Responses
Media Director	50%
Media Buyer	18%
Media Planner	25%
Media Coordinator	8%

Answer Options	Response Percent	
Media Director	21%	
Media Buyer	41%	
Media Planner	30%	
Media Coordinator	8%	

2019 MEDIA ENGAGEMENT STUDY

How many years have you worked in the media industry?

Answer Choices	Responses
More than 10 Years	73%
5 to 10 Years	17%
Less than 5 Years	10%
156	



2014

3. How many years have you worked in the media industry?

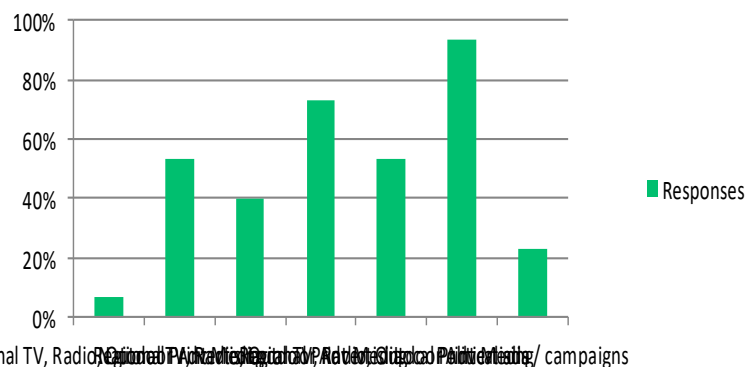
Answer Options	Response Percent
More than 10 Years	56%
5 to 10 Years	32%
Less than 5 Years	12%

2019 MEDIA ENGAGEMENT STUDY

Please select any of the answers below which represent a media campaign that you have been responsible for within the past year, either in planning or placement of t

Answer Choices	Responses
National TV, Radio, Outdoor Advertising	7%
National Print Media	53%
Regional TV, Radio, Outdoor Advertising	40%
Regional Print Media	73%
Local TV, Radio, Outdoor Advertising	53%
Local Print Media	93%
Political ads / campaigns	23%
Other (please specify)	
	156
	2014

Please select any of the answers below which represent a media campaign that you have been responsible for within the past year, either in planning or placement of the media schedule.



4. Please select any of the answers below which represent a media campaign that you have been responsible for within the past year, either in planning or placement of the media schedule.

Answer Options	Response Percent
National TV, Radio, Outdoor Advertising	24%
National Print Media	51%
Regional TV, Radio, Outdoor Advertising	57%
Regional Print Media	69%
Local TV, Radio, Outdoor Advertising	77%
Local Print Media	85%

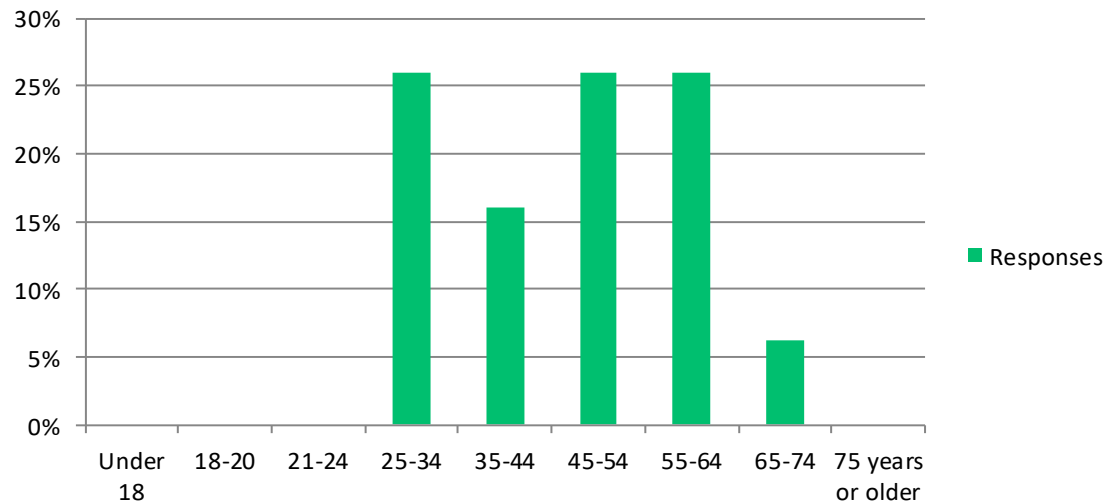
2019 MEDIA ENGAGEMENT STUDY

Please select the category that best describes your age.

Answer Choices	Responses
Under 18	0%
18-20	0%
21-24	0%
25-34	26%
35-44	16%
45-54	26%
55-64	26%
65-74	6%
75 years or older	0%

156

Please select the category that best describes your age.



2014

5. Please select the category that best describes your age.

Answer Options	Response Percent
Under 18	0%
18-20	0%
21-24	5%
25-34	22%
35-44	22%
45-54	39%
55-64	11%
65-74	1%
75 years or older	0%

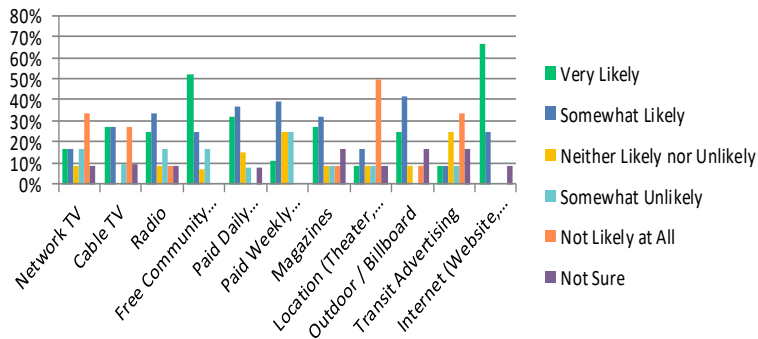
2019 MEDIA ENGAGEMENT STUDY

When planning a business-to-consumer multimedia campaign, how likely would you be to strongly consider each of the following in planning a schedule?

	Very Likely	Somewhat Likely	Neither Likely nor Unlikely	Somewhat Unlikely	Not Likely at All	Not Sure
Network TV	17%	17%	8%	17%	33%	8%
Cable TV	27%	27%	0%	9%	27%	9%
Radio	25%	33%	8%	17%	8%	8%
Free Community Papers	52%	25%	7%	17%	0%	0%
Paid Daily Newspapers	32%	37%	15%	8%	0%	8%
Paid Weekly Community Papers	11%	39%	25%	25%	0%	0%
Magazines	27%	32%	8%	8%	8%	17%
Location (Theater, Mall, etc)	8%	17%	8%	8%	50%	8%
Outdoor / Billboard	25%	42%	8%	0%	8%	17%
Transit Advertising	8%	8%	25%	8%	33%	17%
Internet (Website, Social Media, Etc.)	67%	25%	0%	0%	0%	8%
Other (please specify)						156

2014

When planning a business-to-consumer multimedia campaign, how likely would you be to strongly consider each of the following in planning a schedule?



6. When planning a business-to-consumer multimedia campaign, how likely would you be to strongly consider each of the following in planning a schedule?

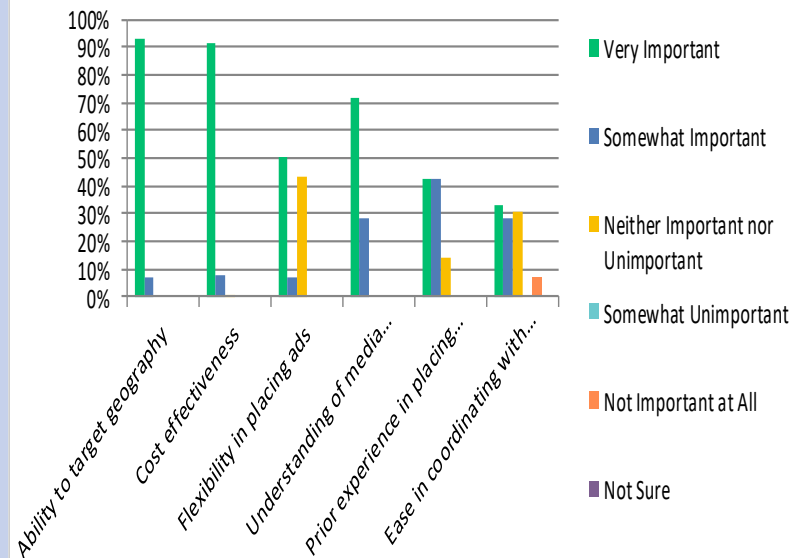
Answer Options	Very Likely	Somewhat Likely	Neither Likely nor Unlikely	Somewhat Unlikely	Not Likely at All	Not Sure
Network TV	24%	24%	1%	10%	41%	0%
Cable TV	32%	43%	11%	4%	10%	0%
Radio	33%	41%	17%	4%	5%	0%
Free Community Papers	26%	33%	20%	16%	5%	0%
Traditional Paid Daily	33%	45%	15%	5%	2%	0%
Paid Community Papers	15%	45%	20%	11%	9%	0%
Magazines	35%	50%	12%	3%	1%	0%
Location (Theater, Mall, etc)	7%	11%	20%	27%	35%	0%
Outdoor / Billboard	12%	49%	11%	10%	18%	0%
Transit Advertising	9%	27%	14%	22%	28%	0%
Internet (Website, Social Media, Etc.)	61%	32%	3%	1%	3%	0%

2019 MEDIA ENGAGEMENT STUDY

How important are the following to your consideration of use of media:

	Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Not Important at All	Not Sure
Ability to target geography	93%	7%	0%	0%	0%	0.0%
Cost effectiveness	91%	8%	1%	0%	0%	0.0%
Flexibility in placing ads	50%	7%	43%	0%	0%	0.0%
Understanding of media benefits	71%	29%	0%	0%	0%	0.0%
Prior experience in placing media	43%	43%	14%	0%	0%	0.0%
Ease in coordinating with multiple media sources	33%	29%	31%	0%	7%	0.0%
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			2014			

How important are the following to your consideration of use of media:



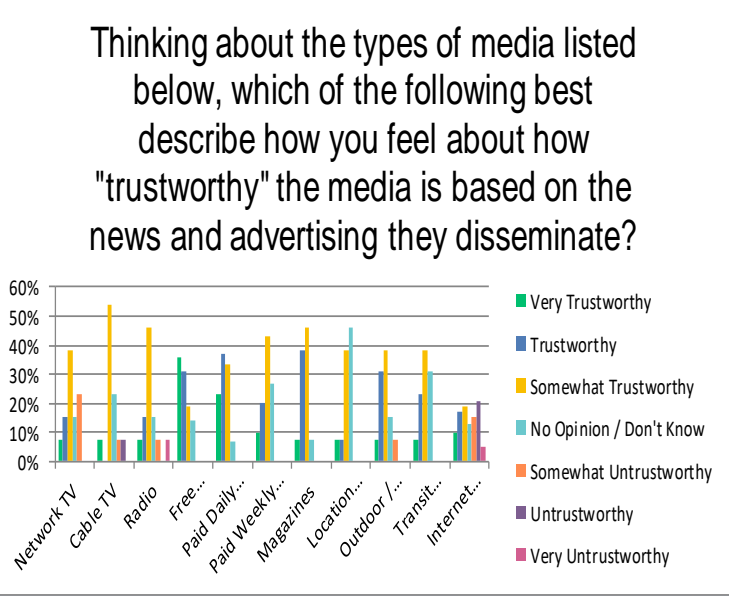
7. How important are the following to your consideration of use of media:

Answer Options	Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Not Important at All	Not Sure
Ability to target geography	95%	5%	0%	0%	0%	0%
Cost effectiveness	92%	8%	0%	0%	0%	0%
Flexibility in placing ads	43%	11%	46%	0%	0%	0%
Understanding of media benefits	61%	11%	24%	4%	0%	0%
Prior experience in placing media	35%	52%	12%	1%	0%	0%
Ease in coordinating with multiple	51%	12%	34%	3%	0%	0%

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Thinking about the types of media listed below, which of the following best describe how you feel about how "trustworthy" the media is based on the news and advertising they disseminate?

	Very Trustworthy	Trustworthy	Somewhat Trustworthy	No Opinion / Don't Know	Somewhat Untrustworthy	Untrustworthy	Very Untrustworthy
Network TV	8%	15%	38%	15%	23%	0%	0%
Cable TV	8%	0%	54%	23%	8%	8%	0%
Radio	8%	15%	46%	15%	8%	0%	8%
Free Community Papers	36%	31%	19%	14%	0%	0%	0%
Paid Daily Newspapers	23%	37%	33%	7%	0%	0%	0%
Paid Weekly Community Papers	10%	20%	43%	27%	0%	0%	0%
Magazines	8%	38%	46%	8%	0%	0%	0%
Location (Theater, Mall, etc)	8%	8%	38%	46%	0%	0%	0%
Outdoor / Billboard	8%	31%	38%	15%	8%	0%	0%
Transit Advertising	8%	23%	38%	31%	0%	0%	0%
Internet (Website, Social Media, Etc.)	10%	17%	19%	13%	15%	21%	5%
Other (please specify)							156



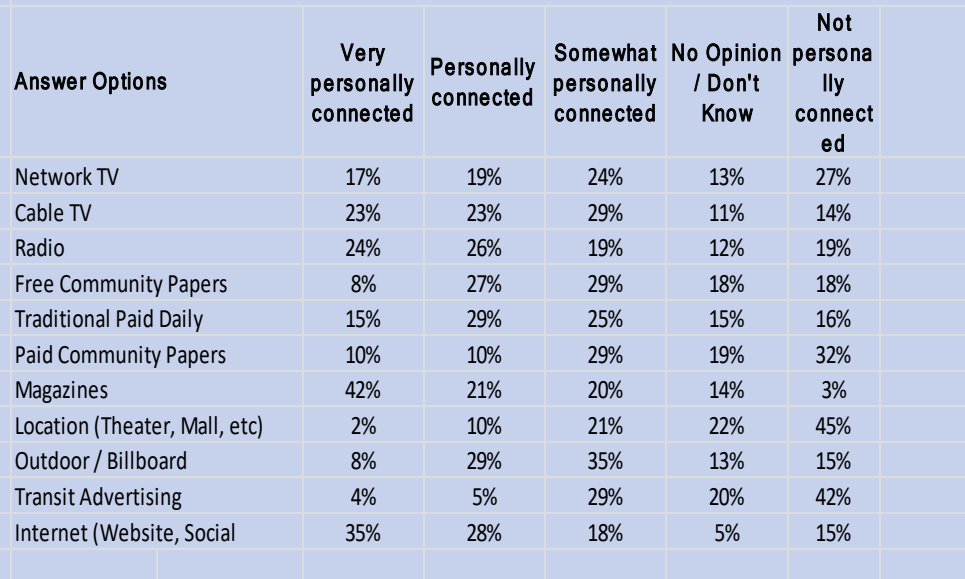
2014

8. Thinking about the types of media listed below, which of the following best describe how you feel about how "trustworthy" the media is based on the news and advertising they disseminate?

Answer Options	Very Trustworthy	Trustworthy	Somewhat Trustworthy	No Opinion / Don't Know	Somewhat Untrustworthy	Untrustworthy	Very Untrustworthy
Network TV	10%	56%	13%	20%	1%	0%	0%
Cable TV	14%	51%	19%	15%	1%	0%	0%
Radio	9%	52%	21%	16%	2%	0%	0%
Free Community Papers	7%	31%	38%	19%	5%	0%	0%
Traditional Paid Daily	12%	45%	30%	9%	4%	0%	0%
Paid Community Papers	7%	35%	39%	18%	1%	0%	0%
Magazines	10%	54%	24%	12%	0%	0%	0%
Location (Theater, Mall,	5%	12%	25%	43%	14%	1%	0%
Outdoor / Billboard	7%	30%	24%	31%	8%	0%	0%
Transit Advertising	36%	18%	11%	30%	5%	0%	0%
Internet (Website, Social	7%	13%	36%	13%	27%	3%	1%

Thinking about the types of media listed below, which of the following best describe how you feel about how the statement, "I have a personal connection to this media"

9. Thinking about the types of media listed below, which of the following best describe how you feel about how the statement, "I have a personal connection to this media"?



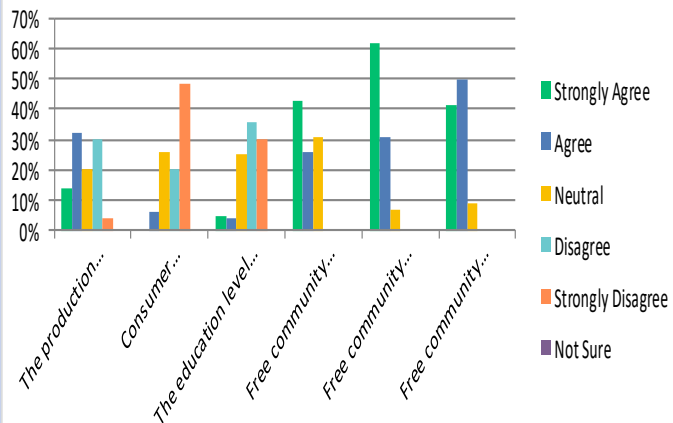
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Regarding opinions on free community papers, please check the box that best conveys how you feel about free community papers.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The production quality of free community papers varies more widely from paper to paper than daily papers	14%	32%	20%	30%	4%
Consumer "involvement" is lower in free community papers than daily papers.	0%	6%	26%	20%	48%
The education level and/or income of free community paper readership are lower than that of daily paper readership	5%	4%	25%	36%	30%
Free community papers provide an excellent value for advertisers.	43%	26%	31%	0%	0%
Free community papers fill a unique niche in the media mix.	62%	31%	7%	0%	0%
Free community papers give access to a targeted geography.	41%	50%	9%	0%	0%
Other (please specify)					

2014

Regarding opinions on free community papers, please check the box that best conveys how you feel about free community papers.



10. Regarding opinions on free community papers, please check the box that best conveys how you feel about free community papers.

Answer Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure
The production quality of	35%	42%	9%	4%	0%	0%
Consumer "involvement"	9%	21%	29%	38%	3%	0%
The education level	1%	15%	25%	56%	2%	1%
Free community papers	16%	49%	22%	10%	3%	0%
Free community papers	30%	40%	19%	9%	1%	1%
Free community papers	21%	63%	14%	1%	2%	0%

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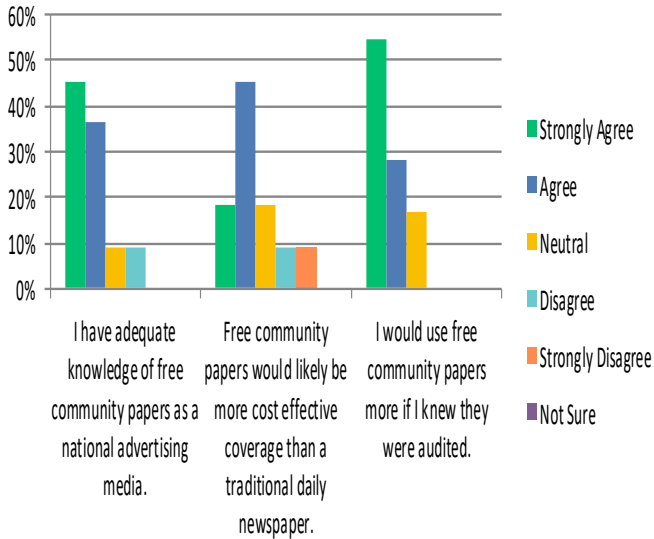
Which of the following responses best describes your opinions to the questions listed below.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure
I have adequate knowledge of free community papers as a national advertising media.	45%	36%	9%	9%	0%	0%
Free community papers would likely be more cost effective coverage than a traditional daily	18%	45%	18%	9%	9%	0%
I would use free community papers more if I knew they were audited.	55%	28%	17%	0%	0%	0%

156

2014

Which of the following responses best describes your opinions to the questions listed below.



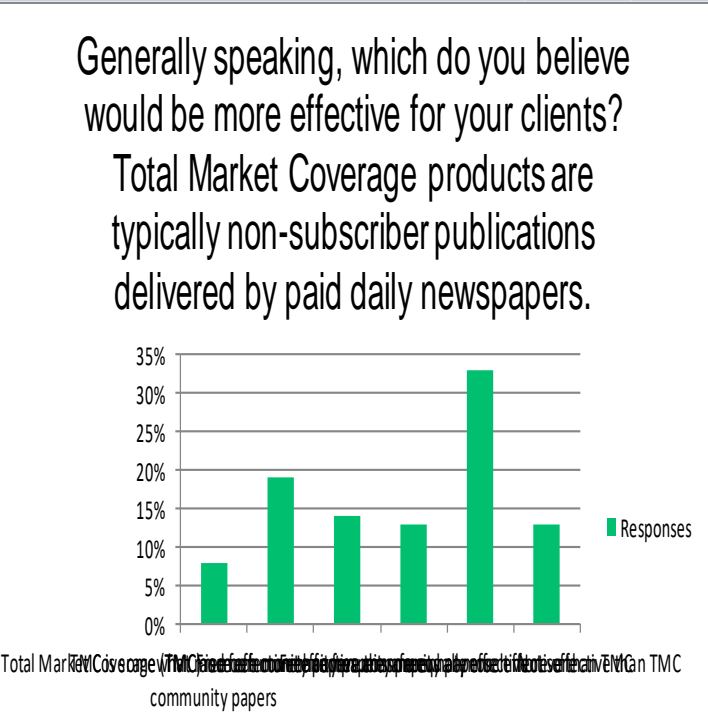
11. Which of the following responses best describes your opinions to the questions listed below.

Answer Options	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure
I have adequate	20%	48%	20%	7%	5%	0%
Free community papers	24%	50%	8%	14%	0%	4%
I would use free	69%	24%	4%	3%	1%	0%

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Generally speaking, which do you believe would be more effective for your clients? Total Market Coverage products are typically non-subscriber publications delivered by paid daily newspapers.

Answer Choices	Responses
Total Market Coverage (TMC) is much more effective than free community papers	8%
TMC is somewhat more effective than free community papers	19%
TMC and free community papers are equally effective	14%
Free community papers are somewhat more effective than TMC	13%
Free community papers are much more effective than TMC	33%
Not sure	13%
Other (please specify)	
	156



2014

12. Generally speaking, which do you believe would be more effective for your clients? Total Market Coverage products are typically non-subscriber publications delivered by paid daily newspapers.

Answer Options	Response Percent
Total Market	5%
TMC is somewhat	12%
TMC and free	20%
Free community	29%
Free community	18%
Not sure	16%

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If you believe that TMC is somewhat or much more effective than free community papers, what is your primary reason for that perception?

Responses

- .
- It all has to do with the name brand of a newspaper. You know where the TMC is coming from and there is a name recognition. That being said, in smaller communities, it may be equally effective.
- N/A
- easy to target more zips
- Work with one source for paid and free.
- TMC is usually mailed.

2014

- They are typically an extension of a recognized & respected daily paper, and generally audited.
- They extend the reach of the subscriber base
- TMCs are delivered to households. Free community papers are usually pick-up from racks.
- need research behind both to see what truly engages the consumer
- You'd probably be able to see more ROI by a wider group of people.
- Both have their own value to the end reader, however, for the advertiser it depends on how targeted an FSI can be delivered
- Audit
- Sunday Select program is A+
- It is inexpensive to add a TMC buy coupled with a daily
- It's a forced buy in our market. Seems to work base don our tracking.

If you believe that free community papers are somewhat or much more effective than TMC, what is your primary reason for that perception?

Responses

Content is better and more relevant
More local news.
Bad experiences with TMC non delivery. Not usually audited.
Content
The Community Newspaper has content that is relevant to the people that live and work in that community. IN some cases you cannot get local news from the major Daily but you can from the local community paper.
TMC is just a wrap for inserts. Community papers are more relevant.
Local, local, local.
Most of the newspapers I buy are audited. Very few TMC are.

2014

This varies greatly market to market but I have found a better response in community newspapers over TMC
FSI usually better for TMC, but depends on the number of inserts.
Markets and products vary. Too broad.
Consumers are more likely to keep a product that has editorial to read about the happenings in their areathan a mailed product with no editorial.
The consistency of local advertisers to usually be in those pubs
Depends on the market
Too much insert clutter in TMC
Much prefer editorial local content
TMCs are generally not audited so we avoid, but use Sunday Select all the time.
Buried in TMC inserts does not typically work with our ad messages.
Not a big TMC fan.
no geo-targeting like community papers, usually full of inserts fliers (coupons for things that are not relevant to majority of the consumers it reaches)
Apples and oranges. One is a FSI wrap and the other has full content.
na
TMC is a junk wrapper
TMC products are unwanted, not requested, like spam.
community papers have more 'content' than a TMC product typically
Both have their own value to the end reader, however, for the advertiser it depends on how targeted an FSI can be delivered
Issues with TMC dumping in the past.
We prefer to be where local businesses are advertising
Higher readership and market penetration with newspapers
Almost double the return
Way too many FSI to get lost in TMC

2019 MEDIA ENGAGEMENT STUDY

What percentage of free community papers do you believe:

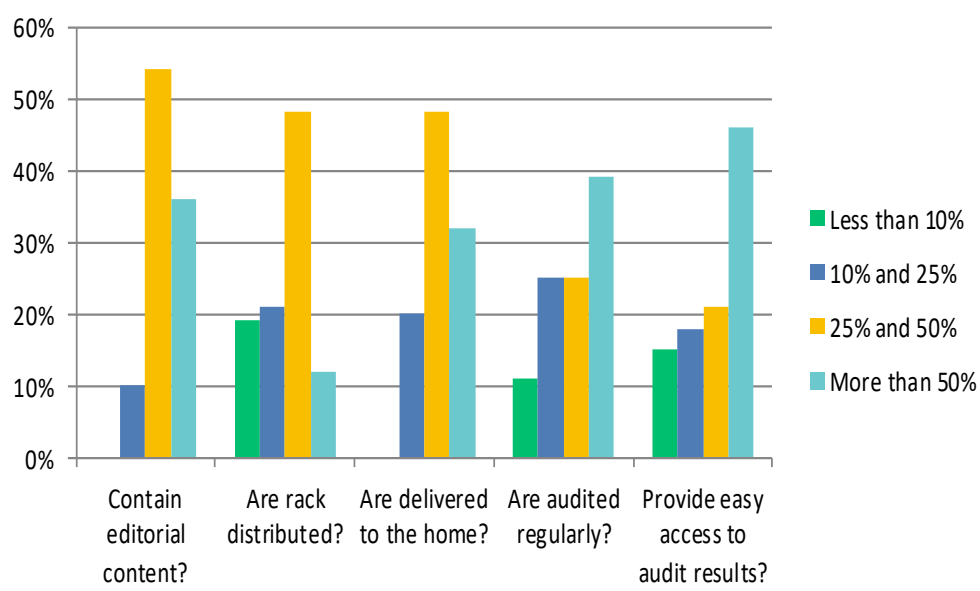
	Less than 10%	10% and 25%	25% and 50%	More than 50%
Contain editorial content?	0%	10%	54%	36%
Are rack distributed?	19%	21%	48%	12%
Are delivered to the home?	0%	20%	48%	32%
Are audited regularly?	11%	25%	25%	39%
Provide easy access to audit results?	15%	18%	21%	46%

2014

15. What percentage of free community papers do you believe:

Answer Options	Less than 10%	10% and 25%	25% and 50%	More than 50%
Contain editorial content?	2%	18%	48%	32%
Are rack distributed?	9%	21%	48%	22%
Are delivered to the	9%	11%	35%	45%
Are audited regularly?	27%	15%	8%	50%
Provide easy access to	24%	17%	8%	51%

What percentage of free community papers do you believe:



2019 MEDIA ENGAGEMENT STUDY

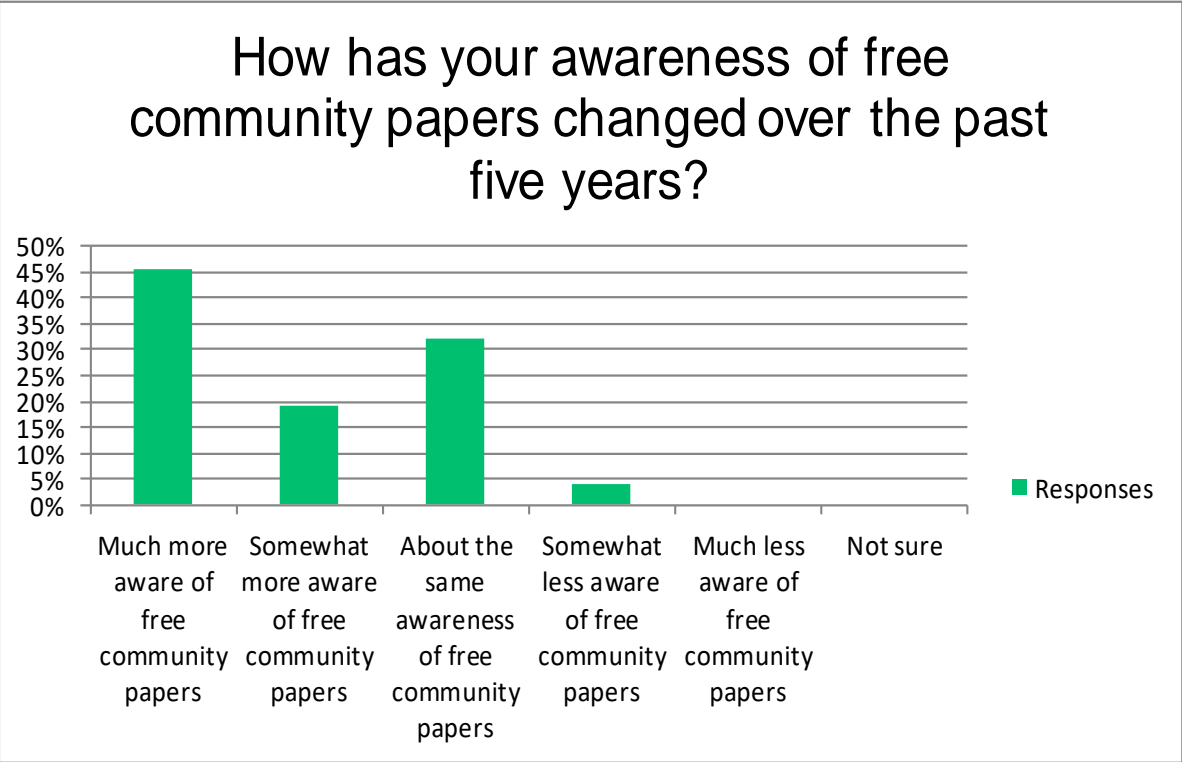
How has your awareness of free community papers changed over the past five years?

Answer Choices	Responses
Much more aware of free community papers	45%
Somewhat more aware of free community papers	19%
About the same awareness of free community paper	32%
Somewhat less aware of free community papers	4%
Much less aware of free community papers	0%
Not sure	0%
	156

2014

16. How has your awareness of free community papers changed over the past five years?

Answer Options	Response Percent
Much more aware	48%
Somewhat more	24%
About the same	16%
Somewhat less	8%
Much less aware of	5%
Not sure	0%



2019 MEDIA ENGAGEMENT STUDY

How have your perceptions of free community papers changed over the past five years?

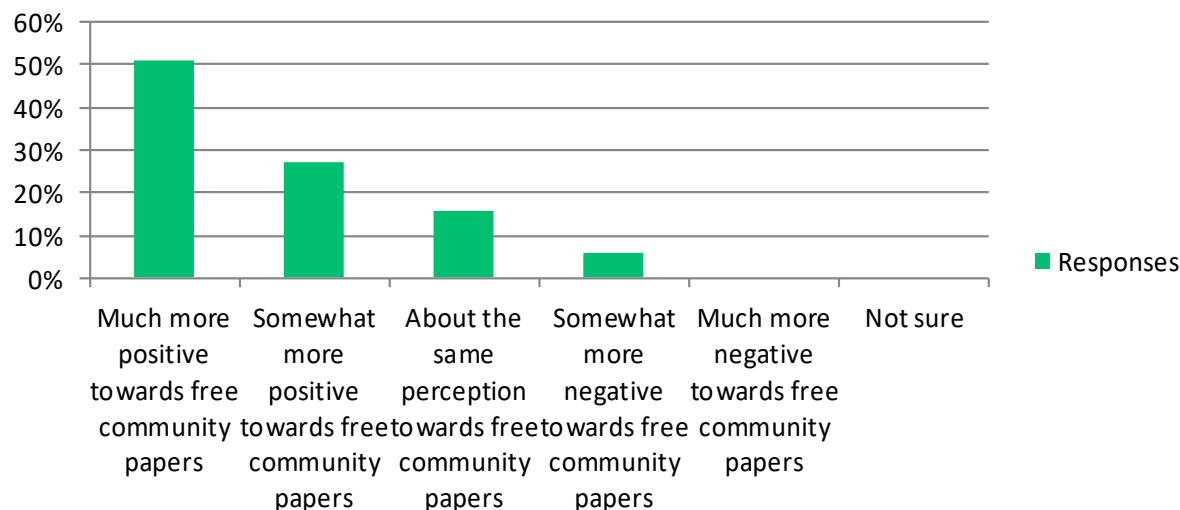
Answer Choices	Responses
Much more positive towards free community papers	51%
Somewhat more positive towards free community papers	27%
About the same perception towards free community papers	16%
Somewhat more negative towards free community papers	6%
Much more negative towards free community papers	0%
Not sure	0%

2014

17. How have your perceptions of free community papers changed over the past five years?

Answer Options	Response Percent
Much more positive	23%
Somewhat more	41%
About the same	33%
Somewhat more	3%
Much more	0%
Not sure	0%

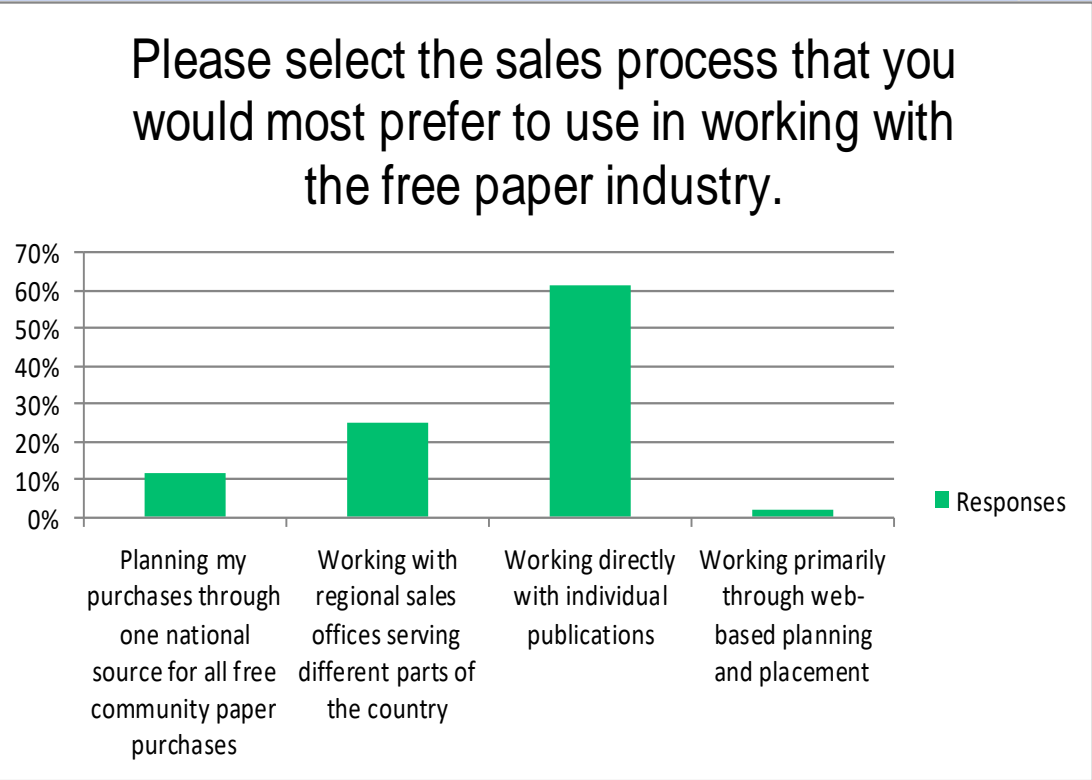
How have your perceptions of free community papers changed over the past five years?



2019 MEDIA ENGAGEMENT STUDY

Please select the sales process that you would most prefer to use in working with the free paper industry.

Answer Choices	Responses
Planning my purchases through one national source for all free community paper	12%
Working with regional sales offices serving different parts of the country	25%
Working directly with individual publications	61%
Working primarily through web-based planning and placement	2%
Other (please specify)	



2014

18. Please select the sales process that you would most prefer to use in working with the free paper industry

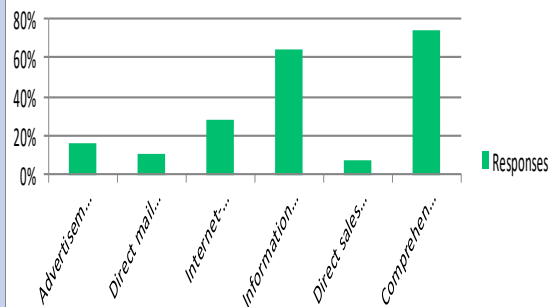
Answer Options	Response Percent
Planning my purchases through one	16%
Working with regional sales offices	17%
Working directly with individual	64%
Working primarily through web-	3%

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Please help us prioritize the following resources the free community paper industry could use to best deliver information to you on the benefits of media placement within the free paper industry. Please check the boxes of sources you would find beneficial.

Answer Choices	Responses
Advertisements placed in trade publications like MediaWeek, Ad Age, etc.	16%
Direct mail on key benefits of the industry or sales promotions	11%
Internet-based advertising with key information sources	28%
Informational data releases and access to data directly through the audit company	64%
Direct sales calls from a national sales representative	7%
Comprehensive data available on Standard Rate & Data Service (SRDS)	74%
Other (please specify)	

Please help us prioritize the following resources the free community paper industry could use to best deliver information to you on the benefits of media placement within the free paper industry. Please check the boxes of...



2014

19. Please help us prioritize the following resources the free community paper industry could use to best deliver information to you on the benefits of media placement

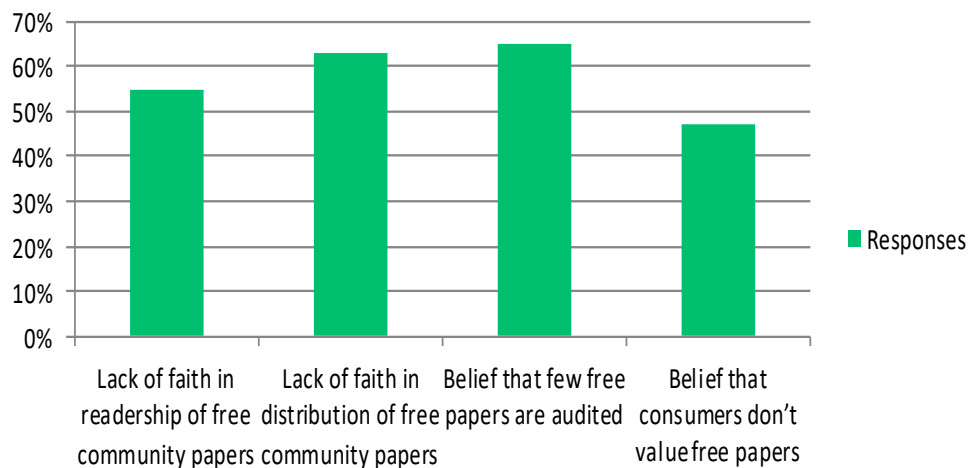
Answer Options	Response Percent
Advertisements placed in trade	8%
Direct mail on key benefits of the	10%
Internet-based advertising with key	38%
Informational data releases and access	63%
Direct sales calls from a national sales	5%
Comprehensive data available on	86%

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In general, what do you believe might create a negative perception of free community papers among media buyers? (Check all that apply)

Answer Choices	Responses
Lack of faith in readership of free community papers	55%
Lack of faith in distribution of free community papers	63%
Belief that few free papers are audited	65%
Belief that consumers don't value free papers	47%
Other (please specify)	
	156

In general, what do you believe might create a negative perception of free community papers among media buyers?
(Check all that apply)



2014

20. In general, what do you believe might create a negative perception of free community papers among

Answer Options	Response Percent
Lack of faith in	59%
Lack of faith in	35%
Belief that few free	81%
Belief that	72%

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On which of the following issues must the free community paper industry communicate most clearly to enhance recognition as a national media resource? (Check all that apply)

Answer Choices	Responses
Free community papers are an audited media source	91%
Free community papers carry similar value to the consumer as daily papers	27%
Free community papers are read once they reach the home	81%
The free community paper industry is coordinated and easy to work with	29%

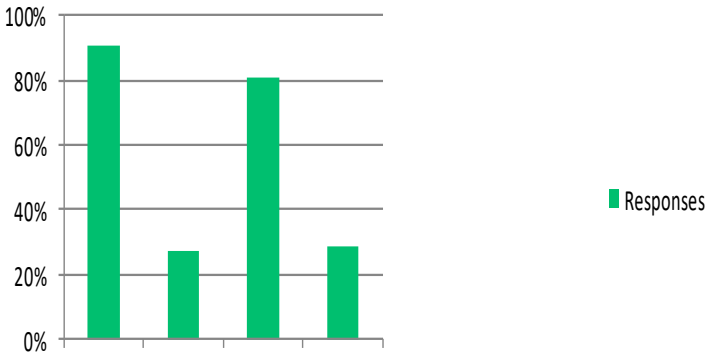
156

2014

21. On which of the following issues must the free community paper industry communicate most clearly

Answer Options	Response Percent
Free community	86%
Free community	54%
Free community	86%
The free	35%

On which of the following issues must the free community paper industry communicate most clearly to enhance recognition as a national media resource? (Check all that apply)



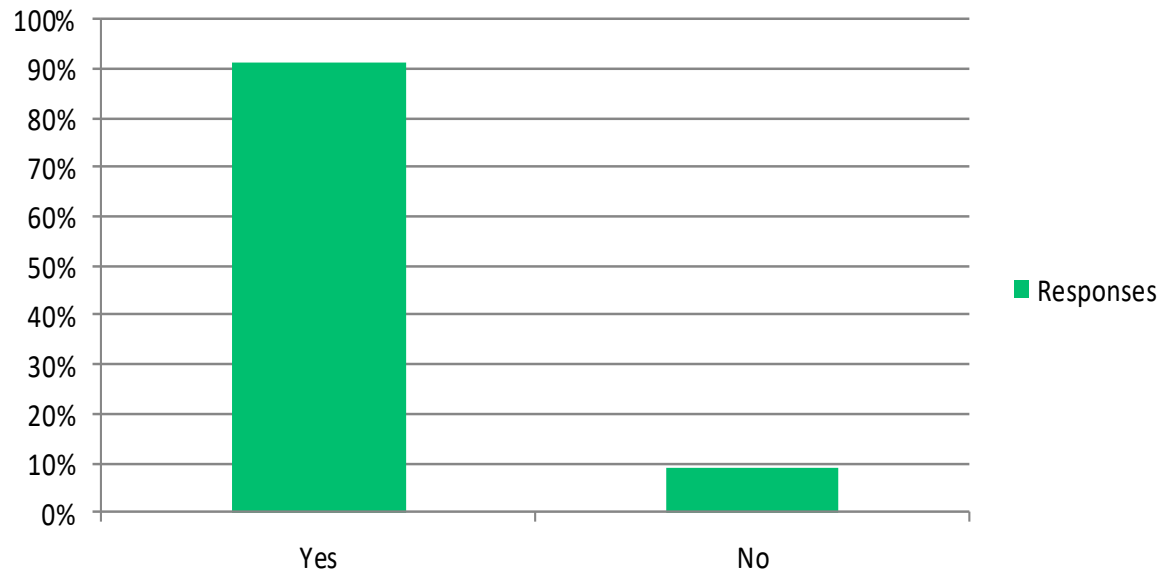
Free community papers are an audited media source

2019 MEDIA ENGAGEMENT STUDY

Do you have experience with planning or placing advertising schedules within free community papers?

Answer Choices	Responses
Yes	91%
No	9%
Other (please specify)	
	156

Do you have experience with planning or placing advertising schedules within free community papers?



2014

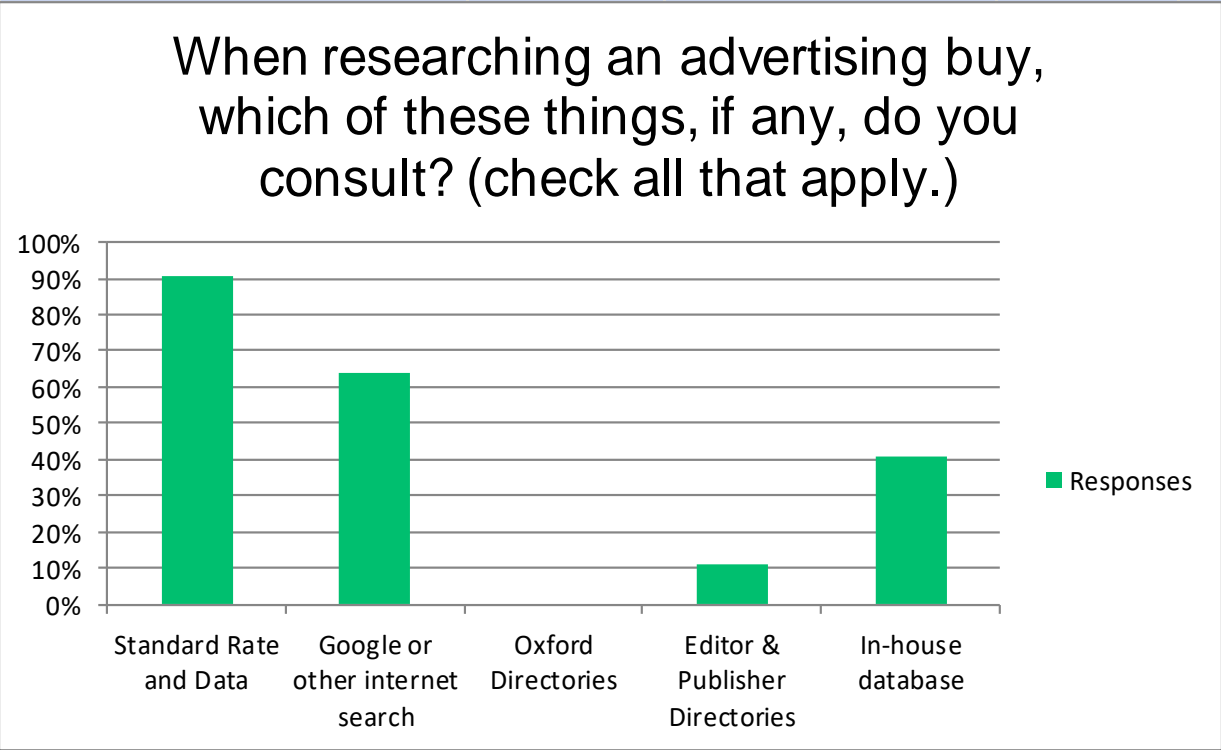
22. Do you have experience with planning or placing advertising schedules within free community papers?

Answer Options	Response Percent
Yes	90%
No	10%

2019 MEDIA ENGAGEMENT STUDY

When researching an advertising buy, which of these things, if any, do you consult? (check all that apply.)

Answer Choices	Responses
Standard Rate and Data	91%
Google or other internet search	64%
Oxford Directories	0%
Editor & Publisher Directories	11%
In-house database	41%
Other (please specify)	
	156



2014

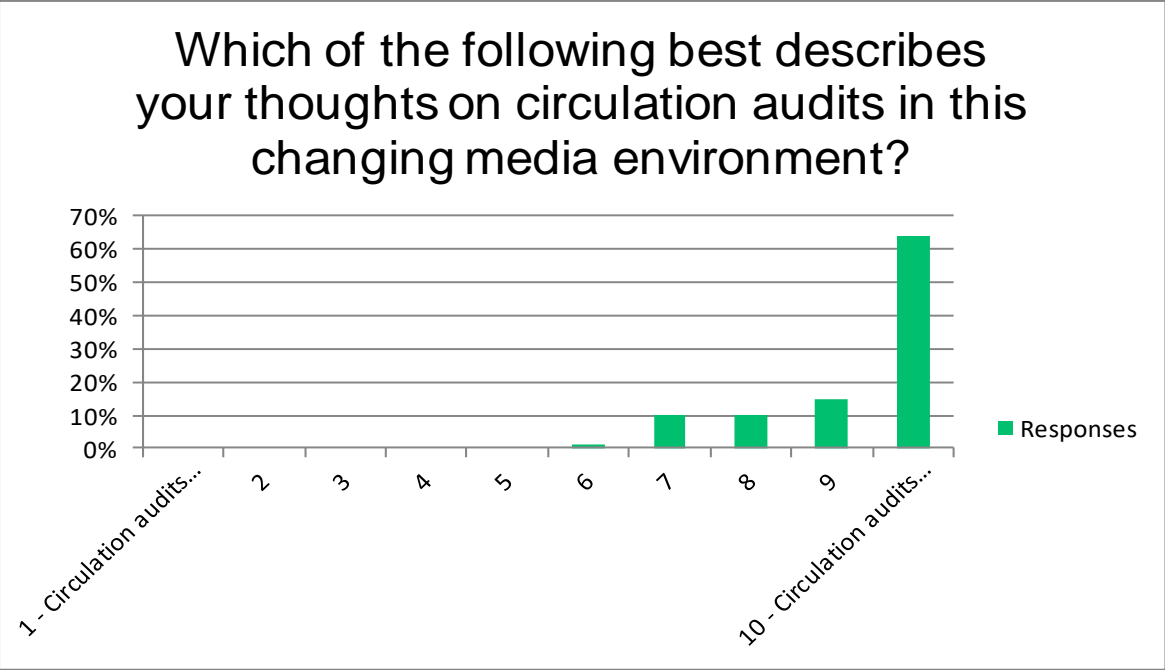
23. When researching an advertising buy, which of these things, if any, do you consult? (check all that apply.)

Answer Options	Response Percent
Standard Rate and Data	79%
Google or other internet search	55%
Oxford Directories	1%
Editor & Publisher Directories	13%
In-house database	22%

2019 MEDIA ENGAGEMENT STUDY

Which of the following best describes your thoughts on circulation audits in this changing media environment?

Answer Choices	Responses
1 - Circulation audits are not important for media evaluations	0%
2	0%
3	0%
4	0%
5	0%
6	1%
7	10%
8	10%
9	15%
10 - Circulation audits are essential for media evaluations	64%
	156



2014
24. Which of the following best describes your thoughts on circulation audits in this changing media environment?

Answer Options	Response Percent
1 - Circulation	1%
2	0%
3	0%
4	0%
5	1%
6	2%
7	5%
8	11%
9	13%
10 - Circulation	68%

Responses

2014 MEDIA ENGAGEMENT STUDY

Please take a moment to tell us any additional thoughts, questions or concerns. Write as much or little as you like.

- Community newspapers need to standardize rate cards like dailies.
- We understand that community publications may not have the budget to be audited, however if that is the case they need to have some type of audit so we can be confident in their numbers.
- Community papers are harder to work with than daily newspapers. Billing and tear sheets are always an issue.
- Paper Chain needs an enforced code of ethics like NNA.
- Data on SRDS and standardized rate cards would be most important.
- Readership audits are at least as important as circ audits for this category.
- Uniform ad sizes across the industry would make life easier for media planners and ad designers.
- We find many free communities are uneducated about their distribution and where it goes.
- It is also difficult to sell a free publication to clients when consumers do not actually request and pay for the paper.
- When client budgets are concerned one paid daily trumps multiple free publications. We will use them when we are trying to get additional coverage in an area or a demographic that the daily does not hit.
- It is nice when the free community acts as a TMC to the paid daily to reduce the amount of duplication to consumers.
- More readership information on free communities, proof that they are read and audited circulation would greatly help.
- Would like to see more bundled buys for all newspapers in a market.
- We mainly place inserts, but rates are all over the place with small newspapers
- Account reps need to be more educated on their products. Most can't answer even the most basic of questions and many so not even have knowledge of standard industry language.
- I enjoy working with free community papers.
- Turnover of the reps I see make me think some newspapers don't have their act together.
- We need better access to rates & specs.
- Wish list for media: I need more than a few weeks notice on your special products.
- It is really tough to recommend a print buy when my clients keep reading that print is dying, Radio is already dead, but you never hear it from them.,
- I no longer buy any media that is not audited.
- MBA graduate.
- Advertise to use like you advertise your local business we see. A lot of great ads then we get a copied rate card to present to a client.
- Standardize insert rates if you want more business.

Responses

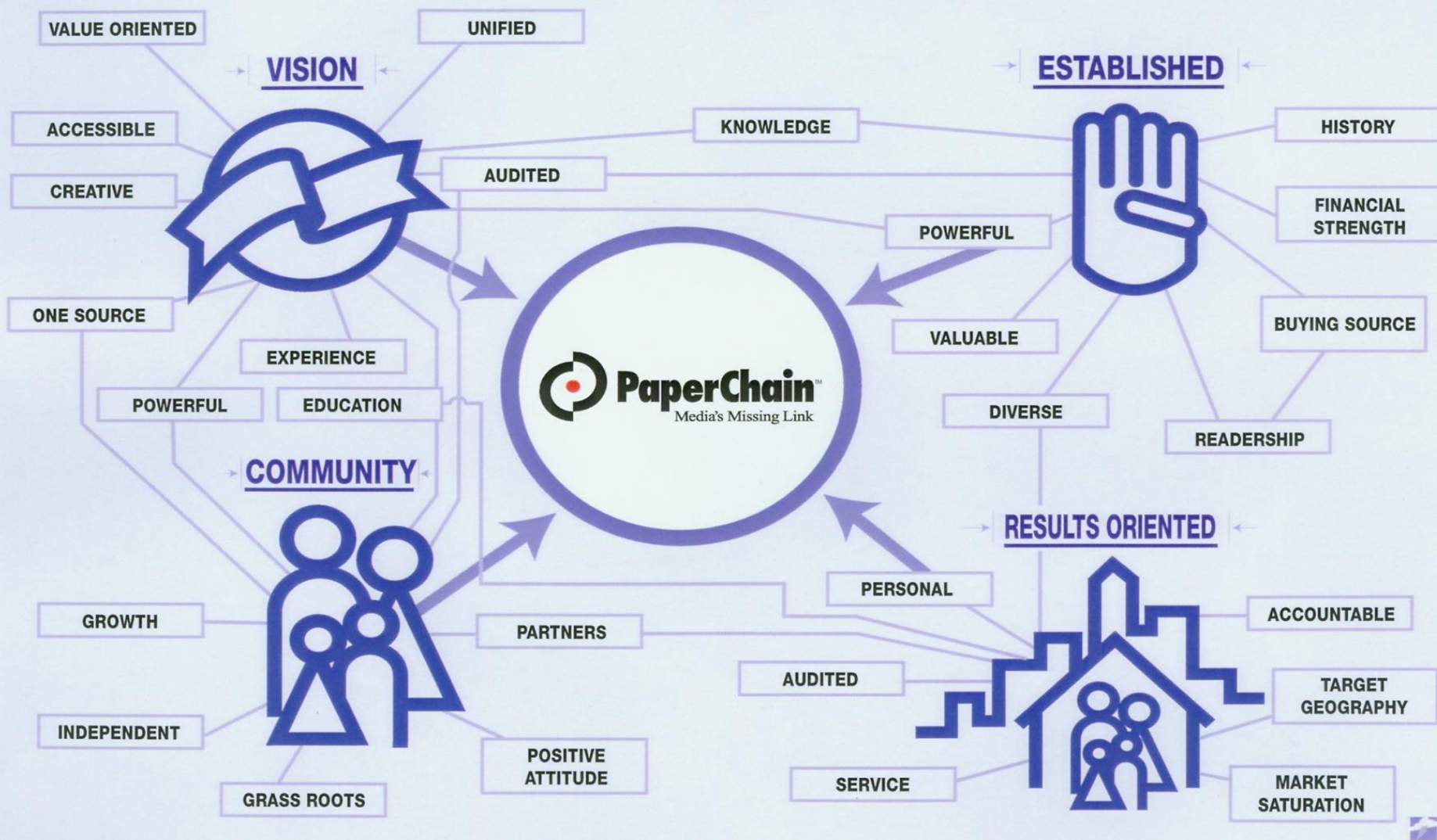
2019 MEDIA ENGAGEMENT STUDY

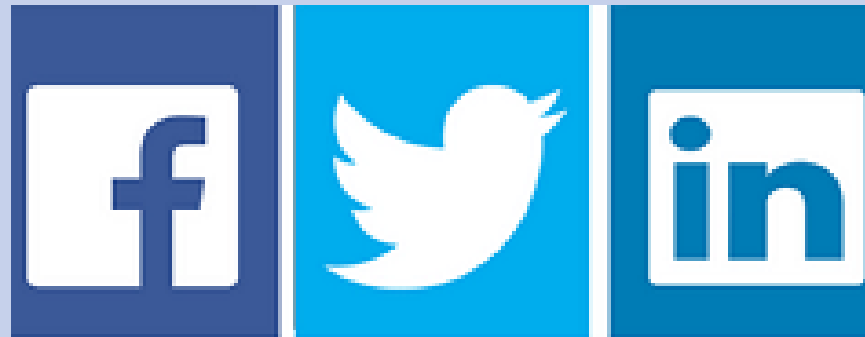
Please take a moment to tell us any additional thoughts, questions or concerns. Write as much or little as you like.

- Never heard of paper chain but like community newspapers as a media
- Free papers need to be audited and have a universal way to communicate benefits and verified distribution and engagement.
- Community papers need to get the message out that print is still successful.
- Community Newspapers should take full advantage of any auditing opportunities open to them. The more readership information they can provide will assist in their ability to show advertisers the value of utilizing this medium.
- SRDS is a good source but not as easily searchable and reliable as it once was...it is too complicated for the newer media buyers and planners...they do not understand DMA's and listing them alpha by city is silly ...they should be searchable by state AND city to save time and confusion...you data base should allow for searching by newspaper name, state, city DMA, region, etc. A DMA only search is no very helpful to be honest and takes too much time.
- Your industry needs to standardize your media presentations and use the same terms when presenting audience data.
- One-source national buys are a thing of the past. Make it easier to find local papers and respond when we contact you. Last year over 50% of the newspapers I contacted never responded to my email.
- I wish SRDS and AAM data was searchable by ZIP code like the CVC.
- Paid papers have better systems for responding to our RFPs.
- More professional media presentations are needed.
- I like working with smaller papers.
- We have done some programs through associations and had good results



BRAND BLUEPRINT FREE COMMUNITY PAPERS





2019 MEDIA ENGAGEMENT STUDY



PaperChain®

Promoting Community Papers