

Television audience FRAGMENTATION

Does it really matter that nearly every household in the market owns at least one television?

NO.

Does it really matter that most adults watch 4-8 hours of television a day?

NO.

The days of 20 ratings - even 10 ratings - are long gone.

When the spin from the networks is "solid 3 rating wins the night" my goodness that's not just a problem, it's frightful!

A 3 rating means that 97% of the demographic DID NOT WATCH the program.

Unless the statistic is relevant to the advertising schedule you are buying, dig deeper... ask more questions. You don't have to be a media professional; common sense wins the day on this stuff.

Think about it... growing up in the 1970s, we had 3 or 4 stations to choose from. If all were equally popular, a rating of 25 or 35 was easy to achieve.

Now most of us have at least 100 networks to choose from so you can see why the networks call a 3 rating a solid performance—it's 3 times better than average!

TV executives are fantastic marketers...they focus on the success of the entire industry—not their network and certainly not individual programs if they can avoid it.

It's about

AUDIENCE

Our innovative products and services reach the most affluent, influential consumers who are ready to buy.

1.3 million adults read us in print and online each week. For more information contact your Media Specialist or call 314.340.8909

Connecting your message
to your customers.

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Sources: (MarketingVOX.com "DVR Ad Skipping Up" 2/6/2008 via Digital Life American Study), (2008 & 2005 R2 St. Louis Scarborough Reports), (brandingstrategysinsider.com "Ad Industry Blind to DVR Threat" Aug 2008 via Forrester Research)