

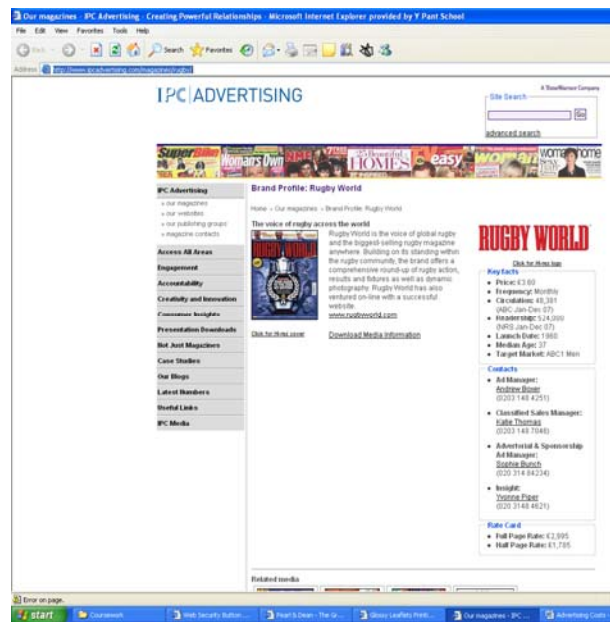
Advertising Costs

<u>Method:</u>	<u>Description:</u>	<u>Cost:</u>	<u>Source:</u>
Magazine	Rugby World Monthly Magazine. Readership: 524,000	Full Page Rate: £2,995 Half Page Rate: £1,785	http://www.ipcadvertising.com/magazines/rugby/
Radio (local)	With Radio Advertising, the costs vary enormously and depend very much on the time slot and length of advert.	A typical slot of 25 seconds can be around £250 - £1000 per week, depending on the frequency and amount of listeners.	http://myadbase.com/cgi-bin/guide.cgi?page=ad_costs
Leaflets	1000 Super Glossy White Leaflets Printed Full Colour On 130gsm triple Coated Glossy Paper	£199.00	http://www.printexpress.co.uk/Glossy_Leaflets-407-1000.htm
Cinema	30sec-1min advert in Screen 1 (132 seats)	£55.00 Per Week	http://business.pearlanddean.com/cinemas/cinema.html?ID=7229

Ben Merry

Magazine Advertising

The main advantage of advertising my business in the magazine is that it will appeal directly to my target audience. The magazine that I have chosen to advertise in is Rugby World. It has quite a large readership that fit my target audience so if my business webpage is advertised then there is a possibility of online purchases increasing. The biggest disadvantage in using the magazine advertisement is that it is very expensive. With this in mind I still believe that advertising in the Rugby World magazine will benefit to my business as it is directly aimed at my target audience.



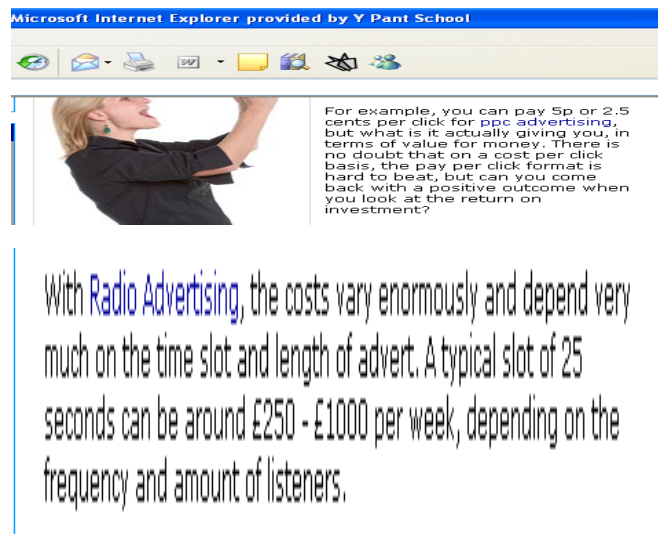
Leaflets

Leaflets can be mass produced at low cost so are advantageous to my business. However, I will have to ensure my leaflets are especially eye-catching as most people tend to throw leaflets they receive through the letterbox straight into the bin. This is a major disadvantage as even though the leaflets would be cheap, I don't want to throw money away which could be used for other things.



Radio Advertising

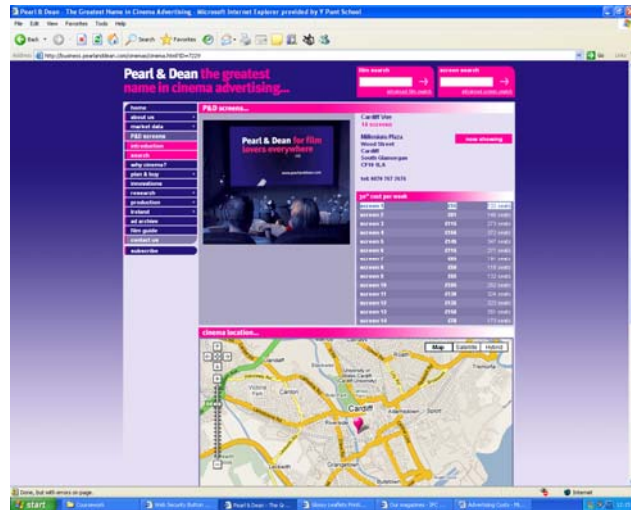
Advertising on the radio can be beneficial to my business as most people will listen to the radio everyday so I will be appealing to a wide range of possible customers. Again, the major disadvantage is the cost as advertising on the radio is expensive considering the advert will only air for around 25 seconds. Taking this into consideration, I still feel that advertising on the radio will benefit my business and the advantages will outweigh the disadvantages.



Ben Merry

Cinema Advertising

Cinema advertising may be valuable as the cinema is popular and many people will see the advert and possibly come and shop in my store. The cost was not as high as I expected so cost is not a problem. However the biggest disadvantage is that many people either try to avoid the adverts in the cinema or ignore them completely so this may become a problem.



To conclude, I am going to put away £3000 to spend on advertising. In the rugby magazine I am going to use £1,785 on a half page advert and £200 will be spent on leaflets. I have decided against advertising in the cinema as I believe it will not be successful in gaining cinema-goers interest and therefore be a waste of money, so instead of using the money to advertise in the cinema, £1000 will be used for Radio advertising, which is more than I firstly intended but is a suitable amount to spend as I believe it will attract customers.