



## Context Is Everything

As noted in many Media Group Online reports, a plethora of media/advertising pundits, prognosticators and poohbahs have been sounding the death knell of traditional media, TV specifically, at the evil hands of digital.

The data is quite clear that digital ad spending has surpassed traditional media, and TV specifically, but the data and the conclusions reached must be understood within the context of their presentation.

For example, January 2018 analysis from Winterberry Group stated “measured” media spending is expected to be \$117.4 billion for 2018, with \$97.8 billion in offline media and marketing and \$100.8 billion in digital media.

The well-respected Jack Myers in his TomorrowToday 2018 forecast shows total digital ad spending of \$67.8 billion, compared to \$51.4 billion for **national** TV ad spending. He further estimates that 2020 digital ad spending will be essentially double that of **national** TV ad spending, or \$109.4 billion and \$56.4 billion, respectively.

Of course, you don’t sell national TV advertising. It’s what will happen locally that affects you, your station and your clients.

In our December 2017 Newsletter, we presented BIA/Kelsey data that indicated direct mail will receive the largest share of 2018 **local** media ad dollars, or 25.4%, \$38.5 billion, with TV second, at 13.8% share, \$20.8 billion.

In one of its latest releases (March 8, 2018), BIA/Kelsey reinforces a Media Group Online mantra: TV and digital are the best complementary advertising media; it’s a mistake to think of them as adversaries.

According to the BIA/Kelsey release, 51.3% of retail SMBs surveyed during Q3 2017 said their TV advertising delivered either an “excellent” ROI of 10–19x or an “extraordinary” ROI of 20x plus. Although social media was the most popular advertising channels among these retail SMBs, they both recognized and achieved more value from their TV advertising investments.

BIA/Kelsey did not state the ROI of a combination of local TV and digital media, but it’s very likely it delivers at least “excellent” or “extraordinary,” and probably more (“stupendous”?). This is the kind of insightful advice and guidance local advertisers want from media reps – and only you can provide it.



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- Spring Retail Season
- RV's & Campers
- Beer
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- Auto Repair
- Lawn & Garden & Nurseries
- Carpet & Floor Covering
- Physicians
- Motorcycle Market
- Security Services & Systems
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- Convenience Stores:
- The Industry Story
- Inside Sales
- Fuel

### Business Profilers

- Outdoor Living
- Bars & Nightclubs
- Building Contractors
- Q4 2017 Retail Performance
- Aviation Market
- Home Design Products
- Mother's Day
- Spring Retail Season
- Home Living
- Beer
- Home Services
- Kitchens & Baths
- RV's & Campers
- Auto Repair
- Carpet & Floor Covering
- Home Improvements & Hardware
- Motorcycle Market
- Guns & Firearms



## Newest and Future Special Reports



**TV: Not Fading to Black**  
(February 2018)



**Summer TV: A Splash of Cash**  
(March 2018)



**Consumers 2018**  
(April 2018)

## More Opportunities to Drive More Sales for You and Your Clients

**Retail Sales Patterns/Ad-to-Sales Ratios** – We've updated both these popular and very useful reports to help you plan your sales goals and your clients' ad buys.

**March Special Report** – Make summer a special season for you and your clients with the big splash of information and ideas in our annual Summer TV report.

**New Media Insights Report** – Baby Boomers/ Seniors are not turning their backs on the digital lifestyle and their increasing participation is good news for your clients.



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## An Unbeatable Combination

### The Media Audit

There's no better combination for understanding retail, media and the numbers behind them than being a subscriber to Media Group Online, Inc. and The Media Audit.

For additional information about a subscription to The Media Audit, please contact Tracy Austin, SVP and GSM, at **713-626-0333**.

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