



Media Audiences Are Moving Targets – Improve Your Clients' Aim



With so many media and content choices, many of today's consumers are almost like hummingbirds: they are attracted to a particular medium at a particular time to access specific content (and sip on the nectar), and then just as quickly move to a different flower.

New data and studies from a number of credible sources (ComScore, MRI-Simmons and Marketing Charts) reveal some important trends among very specific medium consumer groups.

- **Newspaper readership skews affluent** – Not exactly a surprising discovery. With 44.2% of adult newspaper readers have a minimum household income of \$100,000, and 55.9% a minimum of \$75,000, local advertisers with products and services that appeal to these demographics will be able to maximize the value of their newspaper ad dollars.
- **Latinx Americans are not newspaper readers** – A critical sub-trend of newspaper readership is Latinx Americans only index at 65, compared to the average adult. Plus, although Latinx Americans' share of the US adult population is significantly larger than African American adults, both have approximately the same share of local newspaper readership, or 10.6% and 10.5%, respectively.

- **Latinx Americans have their ears glued to Internet radio** – As with newspapers, Latinx Americans are not major audiences for most traditional media. Internet radio is what attracts a higher index of them, or 21% more than all other Internet radio listeners.
- **Wealthy consumers like Snapchat** – Here's a counterintuitive trend almost no one could have predicted. Although LinkedIn is where you'll find more Americans with incomes of approximately \$100K, number two is Snapchat. Not only did they over-index at 116 for Snapchat, but also 112 for Instagram and 113 for Pinterest.
- **Gen Xers congregate on newspaper and magazine Websites** – The oldest adults certainly dominate print newspapers readership; however, Generation X members (and some older Millennials), or adults 35–44, over-index by 30 points as the prime visitors to newspaper and magazine Websites.

Share these insights with your prospects and clients and show them how to target specific audiences more accurately and use their ad dollars wisely.



Mining Leads from the News



Every week, Media Group Online curates a total of 10 news stories, 5 in the categories of marketing, advertising, media, retail and the economy and 5 in the categories of digital media, e-commerce and technology.

Many of those news stories are hiding nuggets of information that have the potential to become leads in your local market.

[Mobile Commerce to Grow 68% by 2022 as More People Shop on Their Phones](#)

(Forbes, 2/9/20)

Consumers are increasingly shopping e-commerce sites via their smartphones and, according to eMarketer, will account for almost 50% of the \$844.75 billion expected to be spent during 2022. The introduction and spread of 5G technology will only accelerate these numbers.

Local retailers and businesses can't wait until the future to provide customers with a shopping app; however, the strategy to share with your prospects and clients is first to develop a basic app focused almost entirely on converting shoppers to buyers. As consumers' usage of shopping apps increases, retailers can slowly add more functionality, thus making app development less costly and time-consuming and gaining more traffic via their app.

[Why Small Retailers Are Spending More on YouTube](#)

(Modern Retail, 2/6/20)

Finding online ad formats that local retailers and businesses can afford and be effective is challenging. According to this news story, an alternative strategy to Google's ad formats is YouTube (which, of course, Alphabet, Google's parent company, also owns). Bidding on search terms via YouTube is typically less costly than the same search terms on Google.

In addition, YouTube is a more efficient channel to reach young adults, especially those 18–24. Although creative still drives much of the YouTube traffic to its ad formats, explain to your prospects and clients that they don't need the highest quality video production. Simpler presentations work almost as well.

[Yes, Shoppers Are Using Search in Your Store. Here's How to Help.](#)

(Retail Dive, 1/31/20)

Instead of your prospects and clients dreading customer "showrooming" at their stores, share the most important strategy in this story: make sure potential customers can find the information that is important to their specific shopping plans before they visit the store. Inventory information appears to be one of consumers' most important needs when planning a visit.

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Newest and Future Special Reports



Trends 2020 (January 2020)



TV: No Apologies (February 2020)



Local Businesses Are Alive and Well (March 2020)

Crank Up the Heat on Your February Sales Effort

Co-op Mania – During the week of January 26th and February 2nd, the Localogy Co-op Connect database on our Website received approximately 1,000 hits. Where were you?

February 2020 Special Report – Selling TV advertising can be a challenge during the digital age, but you have no reasons to apologize for the competition.

Sports Betting Market 2020 Profiler – Any state can now offer legal sports betting (with the proper legislation). This new Profiler (coming soon) has all the “winning” info.



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