



REACH VS FREQUENCY: RADIO VS TV

From The Ephron Letter, 06/05, "Reach Trumps Frequency":

- Over the course of a week, both Radio and TV reach over 90% of the adult U.S. population
- Radio formats target specific listener groups far better than TV channels target specific viewer groups
- TV's high cost structure necessitates attracting broad audiences to be successful and is programmed with that goal in mind
- Radio -- with lower costs and many stations -- can more profitably focus on narrow segments that are carefully designed for their specific appeal to different age and socio-economic groups
- Because Radio targets so well, a high percent of listeners on a selected station will be your target market -- so the total listeners CPM will be very close to the Target CPM