



Categorising audiences

Newspapers gain approximately half of their revenue from advertising. This rises to up to 75% for online publications. A newspaper uses demographics in order to categorise its audience and sell advertising space to prospective sellers. An advertiser is interested in reaching the right audience and will be interested in circulation figures, number of site visits and the profile of the title's readership. There are different ways of categorising audiences in addition to age, gender and ethnicity:

Socio economic model: this model divides audiences according to their household income and occupation.

- Group A - lawyers, doctors, scientists, company managers
- Group B - senior managers/fairly well paid professionals
- Group C1 - white collar workers - junior management/office workers
- Group C2 - skilled workers - electricians/plumbers etc.
- Group D - semi and unskilled workers - drivers/labourers etc.
- Group E – students/unemployed/possibly pensioners

Psychometric profiling:

This approach groups people in terms of their aspirations, values and attitudes - quite a popular way of categorising audiences with advertisers. It ties in to their wants and needs and was developed by Young and Rubicam, a marketing and communications company. The main categories are:

- Mainstreamers
- Aspirers
- Succeeders
- Reformers
- The individual



Research Activity: content analysis

In pairs, go through a whole newspaper listing all the adverts. For each advert note the product and brand.

From your completed research and list of products and brands, is it possible to define the target reader of your chosen newspaper?

Feedback your findings to the class.