
How can you reach your target customers?

You should now have a clear definition of who your target customers are and what their lifestyle characteristics are like. Now you're ready to develop a marketing and media strategy designed to reach your target customers and more like them.

This section provides an overview of the media vehicles that your target customers read, listen to, and watch.

It is important to remember that the information in this section, like in the section above, comes from a syndicated customer survey conducted by Mediamark Research Inc. As such, the information included is not *actual* rating data. Your advertising agency can provide information about television viewing and radio listening habits. Information about the magazine and newspaper reading habits reflect data about people who read these publications regularly. They may not be subscribers to the publication. Likewise, the television viewing information is based on customers' responses as to whether they watch a program.

Based on the data in the tables below you can see how to reach your target segment groups based on the different type of media options.

Top Media - Watch Characteristics:

<u>Description</u>	<u>Core Index</u>	<u>Developmental Index</u>	<u>Overall Index</u>
Watch TV aired once/wk: NOVA	188	159	161
Watch TV aired once/wk: Lost	154	143	140
Watch TV aired once/wk: Primetime	138	61	96
Watched last week: Independent Film Channel	134	255	190
Watch TV aired once/wk: ABC This Week w/George S.	132	121	125
Watched last week: BBC America	128	194	160
Watch TV aired once/wk: Saturday Night Live	128	147	132
Watched last week: Fox Sports Net	125	95	105
Watch TV aired once/wk: 60 Minutes	124	103	110
Watched last week: CNN (Cable News Network)	121	119	118
Watched last week: Bravo	119	191	153
Watch TV aired once/wk: ABC World News Tonight-	117	69	91
Watch TV aired once/wk: ABC World News Tonight-	117	65	89
Watched last week: MSNBC	116	115	114
Watched last week: Headline News	116	104	107
Watch TV aired once/wk: The Simpsons	115	110	108
Watched last week: Golf Channel	115	103	108
Watch on TV: tennis	113	149	130
Watch TV aired once/wk: American Idol	113	85	96
Watched last week: Food Network	113	104	106

Top Media - Read Characteristics:

<u>Description</u>	<u>Core Index</u>	<u>Developmental Index</u>	<u>Overall Index</u>
Read any daily newspaper	99	105	104
Read newspaper: science & technology section	99	176	142
Read computer magazines	142	156	147
Read science/technology magazines	130	156	142
Light magazine reader	129	61	93
Read boating magazines	123	81	98
Read travel magazines	123	200	163
Read newspaper: business/finance section	119	158	137
Read two or more daily newspapers	119	164	145
Read newspaper: international/national news	116	153	136
Read airline magazines	115	270	191
Read Epicurean magazines	115	152	136
Light newspaper reader	114	85	97
Read newspaper: travel section	110	155	136
Read two or more Sunday newspapers	109	141	127
Read women`s fashion magazines	107	221	168
Light-medium newspaper reader	104	99	99
Read business/finance magazines	104	181	145
Medium-heavy newspaper reader	102	81	92
Medium-heavy magazine reader	100	119	109

Top Media - Listen Characteristics:

<u>Description</u>	<u>Core Index</u>	<u>Developmental Index</u>	<u>Overall Index</u>
Radio format listen to: all news	215	210	220
Radio format listen to: jazz	212	186	185
Radio format listen to: classic hits	189	76	114
Radio format listen to: classical	185	234	203
Radio format listen to: all talk	178	117	137
Radio format listen to: alternative	149	211	169
Radio format listen to: news/talk	147	147	140
Radio format listen to: sports	131	153	139
Radio format listen to: public	127	325	224
Radio listening: baseball playoffs/World Series	124	106	110
Medium-heavy radio listener	118	103	109
Radio listening: baseball (regular season)	116	108	111
Radio listening: basketball (pro)	115	88	102
Radio format listen to: variety/other	114	110	115
Radio format listen to: Hispanic	113	74	100
Radio format listen to: adult contemporary	109	90	97
Radio format listen to: soft adult contemporary	107	70	93
Listen to Radio: 6:00 am - 10:00 am weekday	106	98	99
Light-medium radio listener	106	101	102
Medium radio listener	106	113	107