

Direct Measurement of Newspaper Inserts

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Scope:

Print media.

Interest to Audience:

Explores the direct measurement of newspaper inserted supplements and implications of inferring the readership of newspaper inserted supplements from the host newspaper readership estimate.

Specification:

Analysis of existing large-scale readership data where newspaper inserted supplements are measured directly (rather than inferred from the host newspaper readership estimate). Evaluation of readership survey results (including validation using 'full through-the-book' measurement) and implications.

Content:

The readership of newspaper inserted supplements is often inferred from the host newspaper readership estimate (ie the net readership of the often many host newspapers which carry the supplement).

Analysis of readership results for newspaper inserted supplements obtained by direct measurement indicates that the host newspaper figure is not a valid estimate of readership for inserted supplements.

The paper explores the issues based on analysis of existing large-scale media data and focuses on the validation of the measurement of newspaper inserts.

The analysis draws on Australian Roy Morgan Research Readership Survey data and uses full 'through the book' to validate the measurement of newspaper inserts. Multi-country analysis will also be presented based on Roy Morgan Single Source data collected in New Zealand, US and UK.

Rather than using the net of the host newspaper readership, Roy Morgan Research measures newspaper inserted supplements separately – eg. weekly newspaper inserted magazines like Parade or USA Weekend are measured as weekly magazines, with this measure validated by full 'through the book'.

Analysis of the Roy Morgan Readership results shows that the readership of the newspaper supplements varies widely. Some newspaper inserted supplements are read by nearly as many people as the host publication (for example, The New York Times Magazine or The Australian Magazine, are read by 75% and 90% of the host readers respectively). Others do not have the same appeal to the wider readership of the host newspaper and are niche publications. e)mag which is inserted in The Australian Financial Review has a very low proportion of total readership to its host publication (7%).

Over 15 years of data is examined to gain insight into changes in the readership of newspaper inserted supplements and identify the drivers of success for newspaper inserted magazines - what impact do content, quality and promotion have on readership?