

Coverage of Advertisements by Newspapers in Garhwal: A Comparative Study

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This is a comparative study of coverage of various types of advertisements given in Hindi and English newspapers of Garhwal region (published from Dehradun). The Comparison has been done on the basis of the spaces given to advertisements

Key words:- Advertising News papers, Garhwal, study of Advertisement

Advertising is a paid, non personal communication about an organization and its product that is transmitted to a target audience through a mass medium such as television, radio, newspapers, magazines, direct mail, outdoor, display, internet or mass transit vehicles. In the new global community advertising messages may be transmitted via new media, especially the Internet. Consultancy Jupiter Communications predicted that online advertising hit \$500 billion by the year 2000.

India is set to become the world's largest consumer market. India is on the international economic map. Financial Times and business week have predicted that India is poised to overtake US and china by the year 2025 in terms of GDP growth. India with the population of one billion plus, 1èk6 of the world's population, is the ultimate destination of 'Idea merchants'. Brand positioners have hit a goldmine in ever-increasing huge market of 250 million plus middle class to reach out.

Today's advertising industry as in earlier eras is affected by changing technology. Advertising has become increasingly international more than ever before. Corporations are looking beyond their own country's border for new customers. Faster modes of shipping, the growth of multinational companies rising personal income levels worldwide and falling trade barriers have all encouraged commerce between countries. Additional changes involve customer orientation in a truly global world.

Globally newspaper advertising revenue increased by 2%. Newspaper circulation in India recorded a 20% increase during 2003-06. However, the global trend is decline in newspaper circulation but the development in India and China is increase in circulation.

Television continues to remain the world's largest advertising medium in the world. Globally television continues to be regarded as the major source of news and entertainment. TV penetration has raised from 85 million homes in 2002 to 108 million homes in 2005, cable and satellite homes 73 million the largest cable TV market. India's pay-TV market earned \$4.2 billion in 2006 and is believed to grow strongly by more than \$15 billion.

Advertising spending on television increased 118% from 1995 to Rs 23.9 billion in 1996, to Rs. 49 billion (\$US1.06billion) in 2000. 25% was spent on the satellite channels in 2000.

In the era of information explosion, it is difficult to ignore the growing popularity of online advertising and marketing. According to interactive Advertising Bureau (IAB) reports, Internet advertising revenues has reached a new record of \$4.9 billion for the first quarter of 2007. The 2007 first quarter revenues represent a 26 percent increase over 2006 at \$3.8 billion. Statistics reveal that search engines like Google, Yahoo and MSN combines took a lion's share of 80 - 90% of the total ad earnings and continue to dominate online market.

Coverage of Advertisements by Newspapers: A Comparative Study

Keeping in view specially time limitations and other related factors, it was decided to select two newspapers published in Hindi and two of in English, which ranges comparatively highly circulated in Garhwal Region. Hence the Hindi newspapers selected are - Amar Ujala and Dainik Jagran published from Dehradun while the English newspapers are - The Times of India and Hindustan Times published from Delhi.

Covered Space of Advertisements in Newspapers:

To analyze the covered area of advertisements in newspapers various advertisements categorized in two types on the basis of decoration as *Classified advertisements and Display advertisements*. With the purpose of deep study of various display ads again categorized display ads in five types as *Product&Service Ads, Institutional Ads, Public Service Ads, Political Ads and Other Ads* The Year 2008 was chosen for the analysis of advertisements coverage of the selected newspapers. In view of the voluminous data, the scope of the study was narrowed down further through systematic sampling. Thus, starting from 1 January 2008 every fifth issue of the daily was selected and analyzed throughout the whole year i.e. till December 2008. The selection of every fifth issue ensures equal representation. The total number of newspapers analyzed was 292 (73 issues of each newspaper). Supplement magazines were not considered for this analysis because of their specific nature i.e. matrimonial, Ascent, Career Opportunity etc and irregular frequency of publication.

**Total Average Space of the Newspapers:
Table:(3-A)**

Newspapers	Average no. of pages	per page area (length x width) Sq.cm	Average Print Area of single issue (Sq.cm)
Amar Ujala	16	50x33=1650	26,400
Dainik Jagran	16	50x33=1650	26,400
Hindustan Times	24	51x33=1683	40,392
The Times of India	24	52x33=1716	41,184

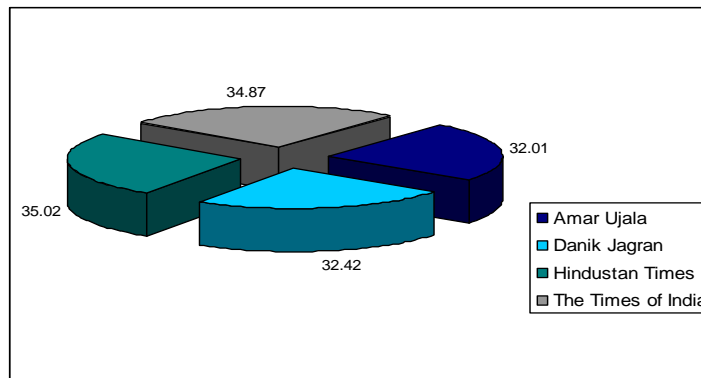
The above table shows that the average no. of pages of Hindustan Times and The Times of India are 24 while Amar Ujala and Dainik Jagran carried average 16 pages in a single issue. The average total space of each issue of Amar Ujala, Dainik Jagran, Hindustan Times and The Times of India is 26,400, 26,400, 40,392 and 41,184 sq.cm respectively.

**Newspaper Space Covered during 2008 by Advertisements
Table: (3-B)**

Name of Newspapers	Area (in Sq.cm)			
	Single issue	Total (single x73)	Advertisements (Total)	Percentage %
Amar Ujala	26,400	19,27,200	6,17,038	32.01
Danik Jagran	26,400	19,27,200	6,24,880	32.42
Hindustan Times	40,392	29,48,616	10,32,704	35.02
The Times of India	41,184	30,06,432	10,48,499	34.87

The above table shows the percentage of the space covered by advertisements in each issue of the selected newspaper. The above table shows the percentage of total covered space by advertisements in all four newspapers. It reveals that Hindi daily Amar Ujala has given 32.01 percent space to advertisements out of its whole space while Dainik Jagran has published 32.42 percent advertisements during 2008. English daily Hindustan Times gave 35.02 percent of its space to advertisements and The Times of India utilized its 34.87 percent space for advertisements.

Graphical Presentation:



The analysis of printed area used for advertisements by the Hindi Dailies - Amar Ujala and Dainik Jagran and English dailies - The Times of India and Hindustan Times is shown in followings separate tables. Printed area of classified and display ads have been given in the table below. The area of published advertisement's contents was measured in sq.cm

Coverage of the Advertisements in Selected Hindi Dailies

Table : (3-C)

Nature of coverage	Amar Ujala		Dainik Jagran	
	Area(² cm)	Percentage	Area(² cm)	Percentage
Classified	1,32,495	21.47	1,28,407	20.55
Display	4,84,543	78.53	4,96,473	79.45
Total	6,17,038	100	6,24,880	100

The above table reveals that Hindi daily-Amar Ujala gave its 21.47 percent space to classified ads out of whole utilized space for advertisements while Dainik Jagran has printed classified ads in 20.55 percent space of its whole advertisement's space. Display ads taken much more space in both of newspapers as Amar Ujala has used 78.53 percent space for display ads and Dainik Jagran has given 79.45 percent space for display ads out of total advertisements.

Coverage of the Advertisements in Selected English Dailies

Table: (3-D)

Nature of coverage	Hindustan Times		The Times of India	
	Area (sq.cm)	Percentage	Area (sq.cm)	Percentage
Classified	21,316	2.07	37,011	3.53
Display	10,11,388	97.93	10,11,488	96.47
Total	10,32,704	100	10,48,499	100

Among English dailies, Hindustan Times has printed classified ads in 2.07 percent space of whole advertisement's space while other English daily -The Times of India printed classified ads in 3.53 percent space. While on the other hand Hindustan Times published display ads in 97.93 percent space and The Times of India printed display ads in 96.47 percent space. The space given to classified ads is too less i.e. 3.53 percent. These English newspapers are carrying out special supplements of classified ads, covering matrimonial which are not included here in the assessments.

Covered Space of various Display Advertisements in Newspapers:

Further, the space given to display advertisements was measured by different point of view. Here these advertisements are categorized on the basis of subject matters i.e. product or service related ads, institutional ads, public service ads, political ads and other ads. In other advertisements the tender notices etc were taken. The table below shows the

share given to different display advertisements by the both selected Hindi Dailies.

Space covered by Display Advertisements in Selected Hindi Dailies

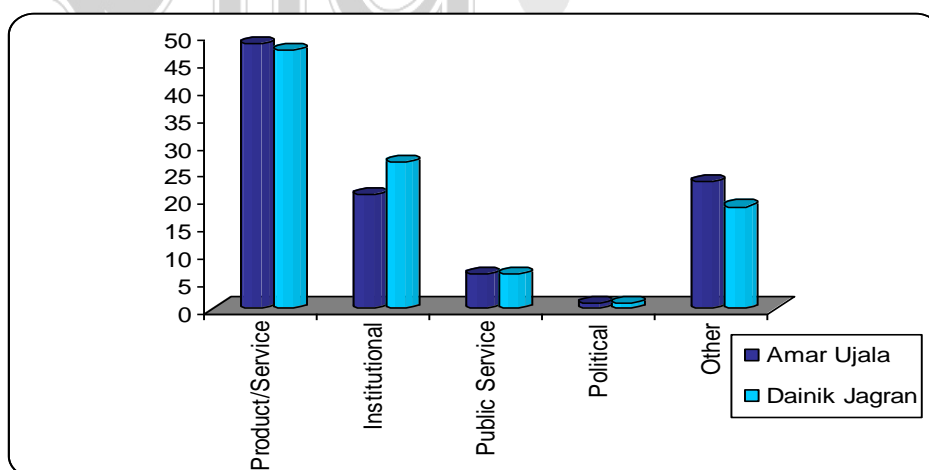
Table: (3-E)

Importance	Amar Ujala		Dainik Jagran	
	Area (Sq.cm)	Percentage	Area (Sq.cm)	Percentage
Product/Service	2,34,987	48.49	2,35,062	47.35
Institutional	1,01,402	20.94	1,32,862	26.76
Public Service	30,375	6.26	31,180	6.28
Political	4,982	1.03	4,895	0.98
Other	1,12,797	23.28	92,474	18.63
Total	4,84,543	100.00	4,96,473	100.00

Above table indicates that Amar Ujala gave 48.49 percent space of its total display advertisement's area to product & service related advertisements while in Dainik Jagran such ads have been given 47.35 percent space of the total display advertisements. Institutional ads covered 20.94 percent space of Amar Ujala out of whole advertisements published in newspaper while Dainik Jagran printed institutional ads in 26.76 percent area.

Public service ads published in both of the newspapers are 6.26 percent and 6.28 percent in Amar Ujala and Dainik Jagran respectively. Political advertisements got smaller share. Amar Ujala published only 1.03 percent political ads. while Dainik Jagran published 0.98 percent political ads. Under the other kinds, the advertisements were published 23.28 percent in Amar Ujala and 18.63 percent in Dainik Jagran.

Graphical Presentation:



Space covered by Display Advertisements in Selected English Dailies

Table: (3-F)

Importance	Hindustan Times		The Times of India	
	Area (Sq.cm)	Percentage	Area (Sq.cm)	Percentage
Product/Service	2,34,648	23.22	2,43,138	24.05
Institutional	2,55,284	25.24	2,95,463	29.21
Public Service	28,521	2.81	28,211	2.78
Political	3,751	0.37	3,528	0.34

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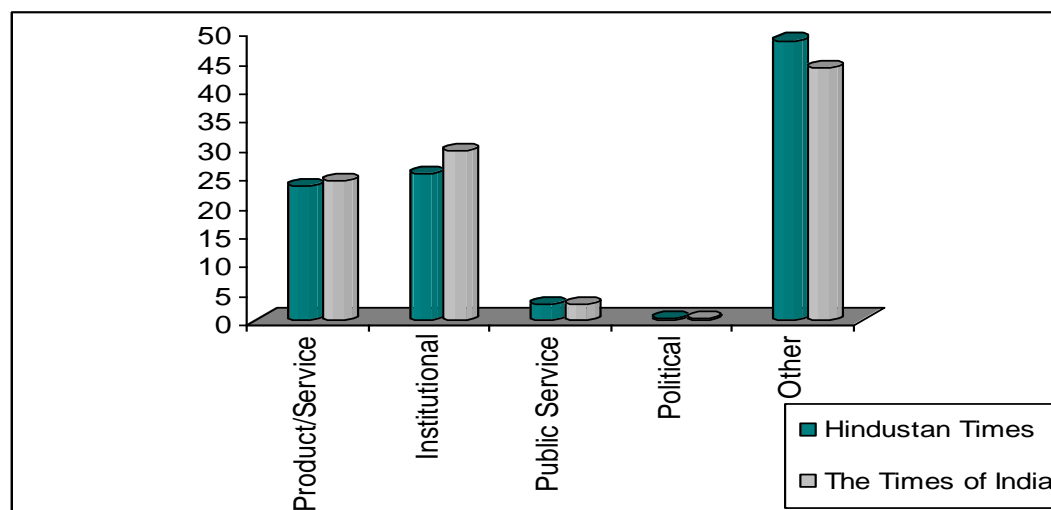
Other	4,89,184	48.36	4,41,148	43.62
Total	10,11,388	100.00	10,11,488	100.00

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SHODH SANCHAYAN

Above table indicates that the share of political and public service ads is too less in both of English dailies rather than product, institutional and other ads. Hindustan Times gave 23.22 percent advertising area to product & service advertisements while The Times of India has given coverage to 24.05 percent product & service ads. Institutional ads covered 25.24 percent space in Hindustan Times while 29.21 percent in The Times of India.

The area given to Public Service Advertisements is too less in both the newspaper as Hindustan Times published 2.81 percent public service advertisements and The Times of India published 2.78 percent public service advertisements. Political advertisements also covered less space comparatively. Hindustan Times published only 0.37 percent political ads while The Times of India published 0.34 percent political ads. Under the category of other advertisements the space used is comparatively good. Hindustan Times printed 48.36 percent such advertisements while The Times of India published 43.62 percent under such category. It is also observed that the political advertisements generally appear during elections.

Graphical Presentation:



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