

October 28, 1926

NEWS-LETTER #156

HAVARD ADVERTISING AWARDS
for the YEAR 1926

The following Harvard Advertising Awards are offered for "published or advertising research conducted wholly or in part during the period from January 1, 1926 to January 1, 1927".

I. For distinguished services to advertising

A gold medal will be awarded to the individual or organization deemed by the Jury of Award to merit recognition for distinguished contemporary services to advertising.

II. For advertising campaigns

Four prizes of Two Thousand Dollars (\$2,000.) each for advertising campaigns as below classified:

1. For a National Campaign
2. For a Campaign of Industrial Products
3. For a Local Campaign
The Jury of Awards may, if it believes advisable, make two awards of Two Thousand Dollars (\$2,000.) each under this head: one for the local campaign of a general or institutional character deemed best; the second for the local campaign deemed best in advertising specific products.
4. For a Campaign Executed Locally in Cities of 100,000 Population or Less

III. For scientific research in advertising

An award of Two Thousand Dollars (\$2,000.) will be given for the advertising research of the year which has come under the consideration of the Jury of Award as most conspicuous because.

1. It has brought about economy or secured efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising, or
2. It has reduced or precluded unwise and wasteful expenditure in a specific advertising program.

The Jury of Award may, if it believes it advisable, make two awards of Two Thousand Dollars (\$2,000.) each under this head for researches deemed best falling respectively under the types outlined by divisions 1. and 2 preceding.

IV. For distinguished individual advertisements

Four prizes of One Thousand Dollars (\$1,000.) each for excellence in the technique and substance of particular advertisements which have come under the attention of the Jury of Award and which have appeared in established American or Canadian newspapers or periodicals.

Ordinarily, but not necessarily, the Jury will consider individual advertisements and make awards under the following classification:

1. For the advertisement most effective in its use of text as the chief means of delivering its message.
2. For the advertisement most effective in its use of pictorial illustration as the chief means of delivering its message.
3. For the advertisement most effective in its combination of text and illustration
4. For the advertisement most effective in typography

All manuscripts or advertisements must be received at the office of the Secretary of the Harvard Business School by 5 p. m. on December 31, 1926. Detailed rules for the submission of material, and other data, may be obtained by applying to Miss Jaqua.

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MAGAZINE AND NEWSPAPER CIRCULATION
IN TWENTY-FIVE CITIES

The comparative weakness of magazine circulation coverage in some of our larger cities has been well known for some time.

A brief study recently made by the Cincinnati Office shows, however, that the degree of coverage of magazine circulation is quite different in the various cities.

The table below lists the 24 cities in the United States of 250,000 population and over.

Column 1 shows the total circulation in each city of two weekly magazines, two women's magazines and two monthly magazines, as follows:

Saturday Evening Post
Liberty

Ladies' Home Journal
Woman's Home Companion

American Magazine
Cosmopolitan

Column 2 shows for comparison the city circulation of the newspaper in each city which has the largest circulation in the city.

Column 3 shows the percentage of magazine circulation of these six publications to the total number of families in the city.

Column 4 shows the percentage of the total circulation of the six magazines to the number of so-called "native white" families in each city.

CITY	Total city circulation of 6 magazines	City circu- lation of newspaper having the largest cir- culation in city	Magazine circulation as percent- age of total number of families	Magazine cir- culation as percentage of number of "native white" families
Jersey City	24,187	43,000	35%	48%
New Orleans	41,877	68,000	46%	69%
New York	615,451	840,000	47%	76%
Baltimore	84,710	142,000	50%	65%
Philadelphia	219,808	393,000	51%	73%
Newark	53,862	99,000	56%	83%
Buffalo	75,442	93,000	64%	85%
Chicago	407,602	538,000	64%	96%
St. Louis	124,736	208,000	70%	90%
Milwaukee	80,122	89,000	75%	100%
Rochester	55,347	65,000	81%	108%
Cleveland	149,691	184,000	81%	123%
Cincinnati	76,961	121,000	83%	100%
Detroit	191,709	234,000	88%	124%
Pittsburgh	125,709	133,000	92%	125%
San Francisco	109,570	131,000	93%	134%
Washington	100,100	83,000	99%	145%
Indianapolis	73,793	84,000	100%	120%
Kansas City	82,506	148,000	110%	134%
Seattle	80,300	63,000	110%	151%
Minneapolis	102,377	80,000	116%	154%
Denver	70,832	83,000	120%	143%
Boston	232,190	204,000	133%	200%
Portland	83,363	65,000	140%	177%
Los Angeles	218,216	225,000	162%	216%

It is interesting to note that in only five cities - Washington, Seattle, Minneapolis, Boston and Portland is the total circulation of these magazines greater than the city circulation of the leading newspaper. In all the other cities a single newspaper apparently reaches a greater number of people than the total circulation of the six magazines combined.

The circulation of these six magazines is, however, quite large in many of these cities.

The percentage figures given in columns 3 and 4 must not be taken as an actual degree of the coverage of the population by magazines, since no allowance has been made for duplication.

For purposes of comparison - one city with another - however, the percentage figures given should be fair.

Thus it can be said with some degree of truth that these six magazines cover the population of Indianapolis twice as well as they do the population of Baltimore. They cover the population of San Francisco twice as well as the population of New York City. They cover Los Angeles nearly three times as well as they do Newark and more than three times as well as Baltimore, New York or New Orleans.

In defense of their lower comparative coverage of the population of large cities, some magazine publishers have at times claimed that, if allowance is made for the large foreign-born population in some of our larger cities, the magazine circulation will cover the native white population of most of our great cities as well as it does the smaller cities and towns.

While it is impossible to make a separate classification of native white families since a great many families are mixed native white and foreign born, percentages have, nevertheless, been figured to show the relationship of the circulation in these six magazines to the native white population divided by 4.3 to produce family units. These percentages are shown in column 4.

Since, as has already been pointed out, these figures make no allowance for duplication, it is evident that percentage figures of 100 and less would indicate that the circulation of these six magazines falls far short of covering even the native white population in half the cities on our list.

On the other hand, high percentages like those shown for Boston and Los Angeles must indicate that there is a great deal more magazine reading among the foreign-born population of these cities than among the foreign born population of New York, Baltimore and Philadelphia.

Studies of this kind may have a very practical value when a national advertiser using a number of magazines is ready to consider the question of supporting his magazine circulation with newspaper circulation or other forms of local and sectional advertising.

Los Angeles and Buffalo, for example, have approximately the same population but nearly three times as much magazine circulation goes into Los Angeles as into Buffalo.

Other things being equal, it would seem more desirable to support Buffalo with newspaper space or other forms of local advertising before using this type of media in Los Angeles, if a choice had to be made.

by Wm. S. Groom,
of the Cincinnati Office.

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The following article was written by a member
of the Christian Herald staff. It continues
the News Letter's series about media.

THE CHRISTIAN HERALD

My father never tires telling people of the day I came home from school with the announcement that I "knew all science". The boyish confidence that inspired that assertion is exceeded only by that of the buyer of magazine space who "knows all about your publication". The representatives of magazines which have been published for many decades are particularly exposed to this sort of over-confidence.

Christian Herald is nearly fifty years old and some of the ideas concerning its readers and general effectiveness predate its first issue. "I know all about Christian Herald. My grandmother thought so much of it", says Mr. Space Buyer as he pictures a cozy fireplace in the old farm house with grandma in her rocking chair close by, knitting and reading Christian Herald.

Thus is formed the often unexpressed conception of the market offered by Christian Herald. Nothing could be further from the facts. There weren't very many magazines published fifty years ago, so naturally the ones that were published are thought of as reaching older people. The Christian Herald appealed to grandma when she was a bride and it appeals to the live, up-to-date religious households of today with the same effectiveness. Every year we add from 60,000 to 75,000 new subscribers. We have abundant evidence to show that they are the active church families.

In fact, the whole editorial plan of Christian Herald is one which attracts people of action and initiative. Christian Herald is a militant magazine, spurring its readers to take action. No family or individual basking in the warm sunlight of complacency can long be a reader. They will soon get tired of being asked to give to this or that great charity. They will tire of being asked to get up a petition to the President. That is perhaps one reason why we have not a million circulation.

But what about the quarter of a million who stay with us? They are a live group of readers who do things. It is not an accident that we could raise over half a million dollars for the China Famine Fund; it

is not an accident that our readers average \$1,000 a working day in their contributions to the charities and institutions we sponsor; it is not an accident that our readers could gather the largest single petition ever presented to Washington. The very foundation stone upon which the magazine is built is not talk, but action, and the result is a group of readers who are enthusiastic about and responsive to any course suggested by the magazine. That this responsiveness carries over to the advertising columns is evidenced by the large volume of substantial mail order and coupon advertising which pays in Christian Herald. In investment advertising we lead all general magazines. A glance through the recent investigation of the buying habits of our readers shows that they are heavy buyers of most advertised products.

Why is Christian Herald a small town magazine? The answer is evident to all who have ever lived in a small town. The church is so vital a part of small town life that it dominates the social and even the business life of Village America. Here the church and its activities attract the interest of most of the substantial families. To those intrusted with church leadership in Village America, Christian Herald is almost a necessity and church leaders are usually town leaders.

We have then a publication reaching the leaders of thought and activity of Village America. What is its place in an advertising campaign?

Almost exactly that of Vogue in the cities. Just as social life and style dominate the thoughts of city women, so the church activities and their resultant social contacts dominate the thoughts of small town women. Just as Vogue is an authority on those subjects which interest city women, Christian Herald is an authority on those subjects which most interest country women. Just as Vogue has large circulation among women who never buy it, so Christian Herald is read by thousands of families whose \$2.00 we never see. Your own investigation in Randolph County, Indiana, shows that we have five times the number of readers that actually show on our books. Just as the Vogue type of reader leads the fashion and buying habits of city women, the Christian Herald type of reader governs the buying habits of small town women. The one big difference between the two lies in the fact that when Mrs. Belmont sets a fashion the others hear of it only indirectly, whereas Mrs. Warren, the wife of the small town banker, has a neighborly relationship with everyone in town. The grocer does not have to tell his customers what Mrs. Warren buys - they know because she has told them.

Just as Vogue with less than 150,000 circulation carries more advertising than any other women's magazines, so Christian Herald is the leader in volume among small town magazines. It is significant that Christian Herald carries the advertising of the leading advertisers in almost all classifications.

We have often been asked, "Why wouldn't Christian Herald be better as a monthly?" Undoubtedly we could please our vanity by making a better looking monthly magazine, but the very type of service rendered precludes this possibility. Sunday comes once a week and all the religious

features naturally come on a weekly basis. Our weekly news page is one of the most popular features of the magazines. Furthermore, it is characteristic of small town people that they subscribe for their magazines to read, not to look at. Witness the success of the state farm papers.

In short - in order to do a complete small town job you must reach Christian Herald readers. There is no better way to reach them than through the columns of Christian Herald.

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PLACE YOUR ORDER EARLY

Next week's issue of the News Letter will contain an article about the American Mercury, written by the celebrated Baltimore pamphleteer H. L. Mencken.

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