It is the opinion of this advertising agency (of 40 years standing), that it is vitally important in the local market to have a healthy media mix between rival newspapers, radio stations and television channels. For example, the people who choose to listen to say Capital fm will be a completely different audience of that of Real Radio.

You cannot take one radio station in its entirety to take your advertising message to market as you will be missing out on thousands of potential customers if you do so.

Also you need to look at which medium whether radio or press for example, to see which is best suited to the audience that you are trying to attract, again this brings me back to having a healthy media mix in the market place, as radio stations for example have differing age groups of listeners so you can’t just lump all potential radio listeners into one station and believe they will all tune is, as they will not.

Agency BK