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## **Daily Newspaper Dynamics**

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### **ABSTRACT**

*It is about the difference between or the impact of circulation and readership on a newspaper, and if there is trust on those numbers, then it becomes very helpful for newspaper market to understand readership studies and circulation numbers to further the sale and it is same for every newspaper who wants run and be popular in this line. If it is known to a newspaper about the details of its own strengths and weaknesses along its most likely competitors then it become much easier to maintain a good business raise for a newspaper.*

*So understanding of a daily newspaper, its statics through readership, circulation and its competitors is a important feature and plays a vital role for newspaper business and for people related to the same.*

**Key words:** *Readership, circulation, daily newspaper, advertisers, and ABC*

### **STATEMENT OF THE PROBLEM**

In order to convince a prospective advertiser to run with a newspaper business in today's time it is required to have a good understanding of once own publication as well as other competitor's publications. When talking about the difference between circulation and readership, if newspapers can trust those numbers, and how helpful market and readership studies can be to furthering the sale or circulation. It is also important to get into detail about the most likely competitors and their strengths and weaknesses. As it remembers from the section on rate cards, a newspaper's circulation is simply the number of papers in circulation on an average day, both through subscriptions and newsstand sales. A newspaper's readership, on the other hand, is almost always a higher number, since it's the newspaper's total circulation multiplied by the average number of people who read each copy. For example, various members of a household may eventually read the same copy of a newspaper or a publication might be passed around from person to person in an office. This "pass-along" rate is generally thought to be more than circulation numbers. A daily newspaper, of course, is published daily, although some don't publish on Sundays or Saturdays. One advantage to a daily newspaper is that advertisers can run any day of the week they want. This is important if the advertiser wants to be in the newspaper on the day people are most likely to buy their product or service. Now after all type of discussions it is come to the conclusion that for all the reason to run a perspective newspaper it is important to know and bother about these readership and circulation number from a authentic source of publication, which is known to the advertisers also.

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## **METHODOLOGY**

The methodology used in the paper is philosophical and analytical. Secondary sources like books, journals and newspaper articles, reports from ABC, IRS and FICCI both print and online have been used in the study. The paper focuses on different perspectives of growth of daily newspapers and also to raise their readership and circulation numbers at the national and rural levels and at the same time the paper focuses on the relationship between readership and circulation which by itself evaluates newspapers performance and popularity enjoyed by a newspaper.

## **READERSHIP AND CIRCULATION**

The fact that readership does not equal circulation is confusing to many prospective advertisers and it is found that competitive publications taking advantage of that misunderstanding to look bigger than they really are.

Even when advertisers understand the difference, the circulation figures themselves can be exaggerated. Most legitimate dailies and weeklies are audited, meaning they bring in independent auditors, they check everything out, and certify that the circulation the publications claim are true.

In the U.S., there's really just a couple of major companies that everyone recognizes as newspaper circulation auditors, and the one that's used depends on the type of newspaper. Dailies mainly use a company called the Audit Bureau of Circulation, or ABC, for short. Weeklies often use another company called the Certified Audit of Circulation, or CAC. Some advertising agencies and large accounts won't even consider advertising in a product that hasn't been either ABC or CAC audited (though that shouldn't stop you from trying if any publication isn't audited).

Until recently, circulation figures quoted in ABC and CAC audits were considered rock solid. But a number of high-profile FBI investigations with major daily newspapers who seem to have inflated their circulation figures despite using one of these audit companies has cast some doubt on the validity of even these audited figures. In their defense, the audit companies have implemented new systems to make it harder to "cook the books."

Circulation auditing organizations function is present in 25 countries. In Asia, Audit Bureaus function in Japan, Singapore, Malaysia and India. The Indian ABC is a founder member of the International Federation of Audit Bureau of Circulations. The Audit Bureau of Circulation (of India) was established in 1948 as a voluntary effort by national advertisers' agencies and newspaper publishers in their common interest to measure circulation of publications in a true and standard manner.

.So in a way these are some of the agencies which are keeping an eye on the numbers different newspaper members and also helping and supporting them in realizing their own business stand point, also to make advertiser quite confident in choosing their convener paper for their target audience.

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## **DAILY NEWSPAPER**

Newspaper without which it is difficult to lead a refined life on Earth has played and is playing a significant role in man's life. It acts as a disseminator of information and a guide of communication between people and the policies and on the contrary between people and advertisers. Its role in advertising process cannot be denied. Newspaper educates people by giving wealth of information related to socio-cultural and politico-economic aspects of the society. It is quoted in Richard Keeble's The Newspaper Handbook that news is not alone the account of what is happening in and around the world but it also consists of significant beliefs and notions. And can also create some opinion about something like about some product which is helpful for advertisers later. The major difference between the news and advertisement is that advertisement is always paid but the news is not. Newspapers' role in the public sphere is to develop an opinion, shaping public thinking and making them aware of different products. It gives a communication link between individuals and groups.

Earlier in U.S. there was time when a large daily newspaper was selling advertising for the big brands, they would choose to run on Mondays and Tuesdays. It is always assumed they ran at that time because they were afraid of being lost in a huge end-of-the-week newspaper. Then, it turned out that they ran early in the week simply because they were closed on the weekend. They found it more productive to catch the readers while there was actually someone at the branch to handle the response.

Another advantage of a daily newspaper is that an advertiser can run as often during the week as they wishes so later the concept of daily newspaper changed to daily means also on weekends which has brought a big time difference in the status of daily newspapers.

Many dailies also have some of the highest paid circulation in their area and can be one of the most affordable places in which to advertise on a cost-per-paper basis. Because of their high circulation, their rates may seem high, but as with printing anything in large quantities, the per-copy cost of printing goes way down. That's why many agencies try to figure out this per-copy price to compare different products.

Another advantage of a daily newspaper is that it reaches a great cross section of the population, including both higher- and lower-income readers. While dailies reach just about every demographic an advertiser wants, they also tend to skew upscale, since people who pick up their newspaper like to read and therefore are typically better educated and, as a result, tend to have higher incomes.

## **ANALYSIS AND FINDINGS**

A newspaper carries some social responsibility along with that it has to fulfill business requirements also so It is clear that readership and circulation number of a newspaper has vital role to play. With the help of agencies like ABC and IRS these numbers and issues like getting authentic numbers on which any advertising company ,business owners or newspapers themselves can rely for the actual status which will solve many problems like issues of concern for advertisers and others business solutions. An answer to all these problems could be found if we rely on those figures than it could do wonders.

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Although a Publisher's Statement is also an indicator of circulation, for various reasons some consider its numbers easily manipulated and a bit unreliable. So ABC audits and IRS reports are still the best bets.

A factor that some prospective advertisers and ad agencies look at, especially when considering running preprinted pieces inserted into any publication can take advantage of these certificate and reports. On the other hand advantage of a daily newspaper is that it reaches a great cross section of the population, including both higher- and lower-income readers. While dailies reach just about every demographic an advertiser wants, they also tend to skew upscale, since people who pick up their newspaper like to read and therefore are typically better educated and, as a result, tend to have higher incomes of newspapers.

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