



The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series)

Helen Katz

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The Media Handbook provides a practical introduction to the complete media planning and buying process. In this updated and expanded edition, author Helen Katz explains basic media planning and buying calculations along with the practical realities of offering plan alternatives and evaluating the plan once it has been created. She also covers the benefits and drawbacks of each major media form (television, magazines, newspapers, radio, out of home, and Internet) and examines how media fits into the overall marketing framework, providing insights on how marketing and media objectives are established.

Highlights of this text include:

- *explanations of media research with each media form, showing how research is utilized and illustrating its role in understanding how and why people use media;
- *charts and tables throughout, with useful statistics on media audiences;
- *national and local examples to show how media planning/buying occur for local businesses and major brand names;
- *emphasis on the creativity of the media planning/buying discipline;
- *checklists in each chapter to emphasize critical points; and
- *current listings of industry resources and associations.

With its emphasis on real-world industry practice, *The Media Handbook* provides an essential introduction to students in advertising, media planning, communication, and marketing. It will serve as an indispensable reference for anyone pursuing a career in media planning, buying, and research.

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