

March 26, 1984

To: W. K. Neher

Re: Additional Music Publications/Sterling Women's Group

This recommends that we add the Sterling Women's Group and four additional music publications to the brand's magazine list. These publications were previously approved but were put on hold pending resolution of the brand's 1984 budget issues.

Rationale

Sterling Women's Group - This group of eight publications is demographically targeted at SALEM's prime prospect with 63% of the readership falling between 18-34. SALEM would have the second cover position across all publications, offering high visibility. From a cost perspective the rates are efficient (cpm \$4.54), while the total expense is minimal (\$100M) for four insertions.

Additional Music Publications - Four music publications have been identified which are highly targeted (i.e., range of average readership is 23-28). Most importantly, these magazines are very appropriate thematically given SALEM's music strategy. From a cost perspective the rates are efficient (cpm range from \$2.3 to \$11.0). Additionally, the program cost has already been set aside in the budget.

Production/Budget - Media has identified funding for the W.S.G. publications. The agency has approved both sets of publications as neither will require additional production.

Therefore with your permission we would like to add these publications.

  
W. L. Mullenix

WLM:st

cc: B. G. Carpenter  
K. Carter  
R. C. Tompson

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