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## Ways of Promoting the Print Media in Poland

**Summary.** The goal of this article is to identify and describe ways of promoting print media, and demonstrate their effectiveness. The geographical scope of the research was the territory of Poland. The thesis is an attempt to describe the above factors, all of which have an impact on the promotion of print media. The main tool used to research the contents of the press was an analysis of non-verbal content and an attempt to determine the proportions between them.

**Keywords:** press, ways of Promoting the Print Media

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The press is perceived as the oldest man-made medium available. On the one hand it is the work of mature communication, which arose from the experience of generations of outstanding artists. On the other, it's an ultramodern, fast evolving means of communication. Newspapers present multiple types of coverage and scope. They present a variety of issues and messages to different readers.

The goal of this article is to identify and describe ways of promoting print media, and demonstrate their effectiveness. The geographical scope of the research was the territory of Poland (cited are examples of sub-local, local, regional and national

solutions, as well as those used in the special interest press). It should be noted, however, that the thesis does not deal with the verbal aspects of advertising messages used to promote newspapers (e.g. word games, figures of speech).

The thesis is an attempt to describe the above factors, all of which have an impact on the promotion of print media. They are inextricably linked to one another. In their actions, publishers cannot ignore any of them. The main tool used to research the contents of the press was an analysis of non-verbal content (graphics, colours, method of presentation materials, press releases, level of illustration, decorative elements, and typeface) and an attempt to determine the proportions between them.

In the thesis, there are references to research on the Polish press market carried out by the Millward Brown SMG/KRC Institute, the results of which are published in the monthly "Press" and on the website [wirtualnemedia.pl](http://wirtualnemedia.pl). I also make reference to research by the Press Distribution Control Association, an association of publishers, advertising agencies and advertisers, which collects and verifies information about the distribution and sale of the press, and to publications produced by the company Demoskop, an institution that uses statistical methods to analyse public opinion and social attitudes in order to determine the current state of affairs and prepare prognoses for the future. In addition, I used the report "Social diagnosis of reading behaviour in relation to the written and digital press", produced at the request of the Chamber of Press Publishers by Millward Brown; the report of the Outdoor Advertising Chamber of Commerce, which presents data on the sales volume for the *out of Home* branch, and which included data on sales revenues in the *out of Home* market; and "Social Diagnosis", which provided an overall picture of Polish society, but also made it possible to monitor changes over the last ten years.

It needs to be highlighted that the article does not include considerations connected with the content of the press, which is also one of the most important elements affecting the promotion of the newspapers and magazines. The following text presents various means of press promotion. The author focuses on: channels and methods used for press distribution, internal and external media used in press promotion, solutions attracting readers eyes, non-standard print advertisements, and promotional activities carried out by newspaper publishers.

## **Channels and Methods Used for Press Distribution**

Newspaper publishers have to decide on the number of distribution channels, determine the scale and intensity of distribution, and declare whether it is to be intense,

selective, or carried out on an exclusive basis. Furthermore, the convenience and comfort of the reader must also be borne in mind. The reader should be guaranteed a wide range of options allowing him to acquire a given press title at a preferred time and place. The most popular channels of distribution in Poland are those which merely serve an attendant function in the process of selling a given magazine. We can divide them into:<sup>1</sup>

– traditional distribution – it provides publishers with an essential part of their revenue. We can distinguish commissioned distribution (distribution companies – RUCH SA, Kolporter SA, HDS Polska), street distribution (free press)<sup>2</sup> and complementary channels like subscription (individual or institutional). They offer the possibility of comprehensive customer outreach.

– distribution via the Internet – electronic subscription is becoming more and more popular among readers. With e-editions, sales of titles keep rising. A good example is “Newsweek”. In comparison with January 2010, the circulation increased by 30% in 2012.<sup>3</sup> Some magazines (“Newsweek”, “Polityka”) also prepare their articles in audio form and make them available on their webpages. Newspapers in digital form can be downloaded onto smartphones and tablets.

Additionally, electronic subscription is available. The buyer receives an email with an e-zine. This is helpful in accessing its stock – both current and back issues.

Tablets provide users with access to the press too, therefore “tools available online for creating tablet applications, e.g. for iPads, will gain in popularity. Their use is simple and reliable”<sup>4</sup> Well-prepared maps, info graphs, video and audio, polls for readers, are just some of the advantages that electronic papers have over traditional paper dailies.

Another interesting initiative is the creation of e-books. Editors launch many additional options, which are intended to increase the attractiveness of the title. For example, the publisher of “Gazeta Prawna” launched websites with tips. They are available in the form of e-books, which contain important legal advice and are addressed to different age groups. Those interested can read the following offers: “How to win a case in court”, “Depreciation for those on the inside”, “What can you do legally and illegally on the Internet” and “How to fight mobbing”. These e-books have

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<sup>1</sup> V. J. Mikosz, *Sposoby promocji współczesnej polskiej prasy drukowanej*, Łódź 2015, p. 49–72.

<sup>2</sup> Another proven way is distribution by hand. The magazines are distributed free of charge. It can be done during press conferences, trade fairs and exhibitions as well as courier services, as specified by the district distribution service.

<sup>3</sup> S. Kucharski, *Poprawianie wyników*, „Press” 2012, no. 5, p. 48.

<sup>4</sup> T. Bitner, *Na łpada. Tylko jak?*, „Press” 2011, no. 6, p. 69.

a “Comment” option, which allows Internet users to comment on a particular service. The package price for ordering e-books ranges from 78 to 29 PLN, sometimes added as promotional material. This solution has brought immense popularity to the title. The newspaper became third in the ranking of best legal and business issues”<sup>5</sup>

Today, Polish consumers can choose from a vast array of newspapers. The Press Distribution Control Association (ZKDP) lists 358 titles. The analysis concludes that distribution of the press is geared towards convenience for its customers. Convenience refers to the time, place of receiving, the amount of the purchased media and their quality. It is worth noting that press companies will know the exact needs of their customers and be very knowledgeable about the standard of services provided by the competition.

Analysis of the different means of press distribution clearly shows that online newspapers are increasingly popular in Poland. In the beginning, an e-issue had only to promote the traditional print version of the press. Now electronic newspapers and magazines are separate products with their own brands and target audience. The confirmation of this thesis is the report: *Diagnosis of social reading of behaviour of printed and online press*.<sup>6</sup> It informs that: “online press is read by (46.8%) respondents. It is seen as a new, attractive form, which is not associated with printed press”<sup>7</sup>

As Maciej Hoffman, director of the Chamber of Press Publishers, states: “sales of the printed press in Poland from 2015 are down by about 11–12%. According to [wirtualnemediapl.pl](http://wirtualnemediapl.pl): “The interest in online newspapers is the biggest in our country and is increasing all the time. Now it is 32%”<sup>8</sup>

## Internal and External Media Used in Press Promotion

During the preparation of the plan for the promotion of newspapers, publishers must also determine which forms are the most visible and attractive to consumers and which made an effective contribution to popularizing a given press title. We can distinguish internal and external media. They are innovative forms of exposure, providing interesting promotional solutions and are designed to catch the attention of the public.

<sup>5</sup> M. Wszyńska, *Walka o każdy dzień*, „Press” 2010, no. 12, p. 59.

<sup>6</sup> Report was executed by Millword Brown SMG/KRC in 2013.

<sup>7</sup> <<http://zkdp.pl/attachments/article/517/Raport%20RYNEK%2011-02-2014%20%28R%29%20word%20IWP.pdf>>.

<sup>8</sup> <[http://www.biznes.newseria.pl/news/sprzedaz\\_prasy\\_wciaz,p1858096762](http://www.biznes.newseria.pl/news/sprzedaz_prasy_wciaz,p1858096762)>.

Internal media – OUTDOOR, or out-of-home, advertising (OOH) is associated with a big format, modern carriers and even non-standard solutions.<sup>9</sup> Many publishers treat it as important information carrier. The main advantages of outdoor advertising are: wide coverage, long-lasting effect (high frequency of contact with the message addressees) and a relatively low cost (this remark does not refer to non-standard solutions, however).<sup>10</sup> Research shows that outdoor advertising effectively shapes the brand image because “it also uses (similarly to other types of advertising) simple messages and popular symbols”.<sup>11</sup> Furthermore, it is not temporary advertising, as the message is visible 24 hours a day, 7 days a week (constant presence during the whole shopping process: before making a decision, at the time of the purchase and just after it). Outdoor advertising is also characterised by ubiquity (it can be placed virtually everywhere), visibility and a low degree of invasiveness (it does not disturb consumers in their everyday life). It has to be stressed, however, that in advertising an attractive form of communication the most important thing. As the psychologist, Rafał Krzysztof Ohme, stresses, “it doesn’t matter what product is advertised, what does matter are images which evoke positive emotions in the audience. [...] The recipient is not a rational and pragmatic consumer focused on the message and striving to understand it. It is an emotional and intuitive consumer, who decides to purchase product x rather than y, and does it unknowingly, subconsciously, automatically”.<sup>12</sup>

Outdoor advertising which is used by publishers takes different forms:<sup>13</sup> billboards,<sup>14</sup> advertising on buildings,<sup>15</sup> advertising on kiosks and saloons of the press,<sup>16</sup>

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<sup>9</sup> R. Nowacki, *Reklama*, Warszawa 2006, p. 112.

<sup>10</sup> A. Benedikt, *Reklama jako proces komunikacji*, Wrocław 2004, p. 113.

<sup>11</sup> D. Kalinowska, *Zmiana barw*, „Press” 2007, no. 12, p. 104.

<sup>12</sup> K. Burtenshaw, N. Mahon, N. Barfoot, *Kreatywna reklama*, Warszawa 2007, p. 106.

<sup>13</sup> *Słownik terminologii medialnej*, eds. W. Pisarka, 2006, p. 185.

<sup>14</sup> They are one of the best-known forms of outdoor advertising. They are mainly placed in busy and often frequented places. Billboards can be free-standing or attached to a building: *Oblicza komunikowania wizualnego*, eds. R. Polaka, Kraków-Rzeszów-Zamość 2011, p. 345.

<sup>15</sup> This group includes advertisements placed on buildings and on the premises of various types of property. They should be well designed and matched with the background. The value of the location is determined by the proximity of the centre and big traffic density. Such spaces can be huge so it is beneficial for advertisers that proprietors and administrators are more and more willing to rent space on their buildings. Advertisements may also cover buildings which are being renovated, which undoubtedly has an impact on the aesthetics of the surroundings. Recipients of this group of advertisements, as in case of billboards, are pedestrians and drivers: A. Olbrot, *Wielki ruch*, „Press” 2008, no. 5, p. 109.

<sup>16</sup> Posters are displayed on boards or illuminated cabinets. In cabinets you can show 36 copies of magazines: <<http://www.budotechnika.com.pl/index.php?page=o-firmie>>.

illuminated advertising display stands,<sup>17</sup> exhibition shelves,<sup>18</sup> advertising on public transport (transit advertising).<sup>19</sup>

External media – we can distinguish the advertisements in kiosks and saloons of the press. They include: stands on the press,<sup>20</sup> shelves for newspapers,<sup>21</sup> exhibition stacks,<sup>22</sup> advertisements in and on buses, trams and trains,<sup>23</sup> LCD screens<sup>24</sup> and multi-touch.<sup>25</sup>

These examples show that there are many means of communication, which are designed to attract the reader's attention to the title of the press. This is not an easy task, considering how expanded the press market in Poland is, as there is huge competition. Outdoor is one of the most popular methods of advertising. The main advantages of outdoor advertising are: a wide range of receiver, and long-lasting and relatively low costs. This type of advertising is also effective in forming a brand image, because it uses simple messages and carrier symbols that are inscribed into the memory of the recipients.

Confirmation of this thesis can be found in the results of research conducted by Demoskop.<sup>26</sup> According to these results, outdoor advertising is effective and noticeable by the respondents. The obtained data show that the most effective and the most eye-catching consumer forms are: plaques on buildings (51% of responses); large, free-standing boards (50% of responses); advertisements posted on trams and buses and other means of transport (36% of responses); totems (17% of responses); bus, tram stops (16% of responses).

<sup>17</sup> A cabinet has shelves with lights to illuminate magazines: <<http://www.budotechnika.com.pl/index.php?page=o-firmie>>.

<sup>18</sup> Horizontal or pin shelves to show covers of magazines: <<http://www.budotechnika.com.pl/index.php?page=o-firmie>>.

<sup>19</sup> An innovative form of advertising is covering means of public communication (trains, trams, buses) with advertisements of a given name of editorial office: D. Berstein, *Billboard. Reklama otwartej przestrzeni*, Warszawa 2003, pp. 182–183.

<sup>20</sup> We can find them in small kiosks and press outlets, they are one of the most popular forms which are used by sellers of the press.

<sup>21</sup> Shelves are made from wood, plastic or metal. Press titles can be multiplied, which helps them to be more noticed.

<sup>22</sup> These are free-standing, aesthetic (usually plastic) media for putting on the counter.

<sup>23</sup> These are posters showing the title page of the magazine.

<sup>24</sup> LCD screens are now one of the most popular carriers of outdoor advertising. They are present in different places: underground, trams, buses, cafes or station bars. They are addressed to professionally active people who spend less and less time in front of the TV.

<sup>25</sup> This is a device designed to display high-quality dynamic information.

<sup>26</sup> <[www.instalermmedia.pl/index.php?option=com\\_content&view=article&id=9:badania&catid=1:latest-news](http://www.instalermmedia.pl/index.php?option=com_content&view=article&id=9:badania&catid=1:latest-news)>.

Respondents usually pay attention to advertisements: while walking down the street (77% of responses); using public transport (31% of responses); standing at bus stops (22% of responses); driving a car as a passenger (20% of responses); driving a car (14% of responses); and other situations (1% of responses).<sup>27</sup>

Outdoor advertising has evolved. Increasingly, there are more innovative forms of outdoor advertising. They attract attention not only thanks to technological modern solutions (citylights or multitouch), but also due to the colour and design ideas.

Of considerable importance is also the fact that the outdoor advertising medium is positively received by consumers. They believe that a well-prepared creation can be part of the city landscape and may even be an adornment. Furthermore, consumers are of the opinion that outdoor advertising is the least invasive form of advertising.

Ways of visually promoting the press in outlets or kiosks are also very attractive to readers. In order to attract the attention of customers, advertisers use, for example, lighting solutions or modern multimedia techniques (plasma screens). Forms which are used for press advertisements inside buildings are aesthetic and constitute an interesting part of the space in which they are located.

### Attracting Readers' Eyes

There are many ways of promoting the press which are designed to catch the attention of the public. The form in which a given newspaper or magazine is presented plays a key role in the process of building its readership, contributes to the promotion of a given press title, and has a significant effect on its popularity. For consumers, not only the content, but also the appearance of a given medium plays a role in the information which it conveys. The elements which are the most attractive for readers are:<sup>28</sup> the logo, the front page of a newspaper, the cover of a magazine and press photography. Also the compositional sites of newspapers and magazines affect the quality of the reception of the posted content. In this regard, the following are also important: the colour used – it does not only attract readers' attention but also stirs up emotions (for example, black evokes sadness, whereas

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<sup>27</sup> <[www.instalertmedia.pl/index.php?option=com\\_content&view=article&id=9:badania&catid=1:latest-news](http://www.instalertmedia.pl/index.php?option=com_content&view=article&id=9:badania&catid=1:latest-news)>.

<sup>28</sup> B. Bergstrom, *Komunikacja wizualna*, Warszawa 2009, p. 166.

pink signals surprising events)<sup>29</sup> – the typeface, symmetry, clarity and alignment of text on the page.<sup>30</sup>

Readers pay particular attention to unconventional covers. Curious newspaper and magazine covers are an effective means of attracting readers. Extraordinary designs, full of unusual ideas, always attract the attention of consumers and through their uniqueness (colour, original graphics and shocking photographs) they help magazines stand out. The magazine cover is a true masterpiece: “the designers play with graphic images, colour and characters standing out from a coloured background.”<sup>31</sup> A significant feature is the content of the cover, where titles are set up so that the mixture highlights specific phrases or names. This content is interspersed with original images to intrigue and attract attention. According to experts, “Today it is not enough that the image is technically well done, and simply interesting for a person. It is increasingly being used as the element of surprise on the recipient – the so-called shock effect. Here, an image does not need to inform, or provide any deeper content. Its task is simply to sell weeklies, so its marketing role makes sense.”<sup>32</sup> Designers are trying to overcome indifference and do anything to make a photo stand out

Photography in the press has a very significant importance too. Its quality not only decides the lure of a single article, but also the newspaper. It builds up our knowledge concerning the surrounding world and our expectations of the new, and it shows the emotions of other people. Press photography can also be art. A good photographer always aims to create a piece of art, yet it is not always possible. Working in extreme and adverse conditions often impedes achievement of the artistic effect. The main objective is to take a picture of the existing reality, thus a picture can sometimes be devoid of artistic value. A lack of arrangement can actually lead to a photograph being more truthful. The less ornaments, decorations or modifications, the more real and true a photo seems to be.<sup>33</sup> Press illustrations can evoke diverse feelings, they supplement a text, make the layout more attractive, and ensure the recognition of a given title. Art directors of magazines use illustrations of this kind on their pages quite often: “An enormous explosive power granted

<sup>29</sup> For more on colours in the press, see: Z. Bednarek, *Kolor w mediach, media w kolorze. Prasa, telewizja, film*, in *Kolor w kulturze*, eds. Z. Mocarskiej-Tyclowej, J. Bielskiej-Krawczyk, Toruń 2010, p. 225.

<sup>30</sup> V. M. Worsowicz, *Edytorstwo prasowe-zagadnienia ogólne*, in *O mediach i komunikacji. Krypt dla studentów dziennikarstwa i komunikacji społecznej*, eds. E. Pleszkun-Olejniczakowej, J. Bachury, M. Worsowicz, Łódź 2010, pp. 133–134.

<sup>31</sup> A. Pukiel, *Siła oprawy*, „Press” 2008, no. 8, p. 60.

<sup>32</sup> J. Szydło-Kwas, *Fotografia prasowa jako informacja czy produkt marketingowy? – polskie tygodniki opinii*, in *Media-Biznes-Kultura*, Gdańsk 2011, p. 149

<sup>33</sup> K. Wolny-Zmorzyński, *Fotograficzne gatunki dziennikarskie*, Warszawa 2007, pp. 7–8.

by a mental short cut and perversity of associations [...]. An intensive colour, a multitude of details in the picture, contrast, idea – all that makes an illustration supplement a text, as well as to intensify the rhythm and highlight contrast in the whole magazine – is very desirable in the press”.<sup>34</sup> Press photography is also an illustration of reality, as it preserves not only memories of the surrounding world, but it also helps us to perceive and understand it better.

Press photography has many functions,<sup>35</sup> which stir up many emotions in people, including shocks, reflections, admiration or disgust. Press images can be created around different emotions; they can complete the text, improve the visual layout or enhance the visibility of the title. They add originality, humour and style. Magazine art directors often use them just as much as images: “The immense power of destruction is achieved through thought abbreviation and the perversion of association [...]. Strong colour, the multiplicity of parts in the figure, the contrast, the idea – it all creates the perfect images and text that strengthen the rhythm and contrast of the whole magazine”.<sup>36</sup>

Radical change in the way of reading the press comes from the development of new technologies. Images play an increasingly important role in a human life. Therefore, the role of images in social communication is also increasing. The image has become the carrier not only of information, but also emotions, which is evident in the predominance of photographs over the traditional text.

Press publishers are trying in this way to facilitate the process of receiving information, but at the same time maintain the evolution of the graphics and the overall aesthetics. The intention of the press publishers is to cater to the needs of current readers and at the same time to broaden the audience. However, it should be noted that the degree of advancement of the graphic press depends on the kind of the press, its functions, and the financial, personal and technical possibilities of the editorial office.

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<sup>34</sup> *Ranking ilustratorów*, „Press” 2009, no. 6, p. 55.

<sup>35</sup> It is possible to enumerate four basic functions of press photography: information, expressive, impressive, aesthetic. The objective of the first one is simply to communicate information about an event. The information itself should have the following features: (i) objectivity, (ii) availability, and (iii) evidence-based truthfulness. The next, the expressive function presents indirectly an author’s involvement in depicted stories. It also enables the distortion or deformation of reality, and it is usually made through the play of light and use of half-shadows. The third function, the impressive, profiles the audience’s feelings, thoughts and attitudes, and evokes impressions and influences on the audience representations of reality. It very often shocks, causes reflections, induces curiosity, admiration and disgust. The last one, the aesthetic, induces specific aesthetic experiences: K. Wolny-Zmorzyński, *Fotograficzne gatunki dziennikarskie*, Warszawa 2007, p. 43.

<sup>36</sup> *Ranking ilustratorów*, „Press” 2009, no. 6, p. 55.

## Non-Standard Print Advertisements

Nowadays, the volume of information and advertising directed at the audience is constantly growing. In view of the fast changing situation on the advertising market in Poland (but also abroad), the effectiveness of traditional advertising is decreasing.<sup>37</sup> Recipients exposed to media hype are weary of this type of message, since there are too many advertisements on the market which are based on one well-known formula: "Just buy our product, it is the best". This is why advertisement creators have to resort in their campaigns to pioneering and non-standard solutions in accordance with the rule: "Stand out or die". And this is all about surprising the consumer and making the advertisement more memorable, attractive, unique, astonishing and – naturally and most importantly – credible.

The press gives advertisers practically unlimited promotional possibilities. In the 1990s, press advertising abandoned the stereotypical layout of projects and assumed new directions.<sup>38</sup> Owing to that, advertising agencies got a chance and opportunity to use their creativity. Nowadays, non-standard press advertisements assume diverse forms, ranging from the simplest verbal announcement or a sponsored article to a graphic project which could be classed as a work of art.

Due to the very wide range of artistic possibilities "we show customers that a newspaper advertisement does not have to be flat and dull, that it may smell, shine, play or even rise".<sup>39</sup> Also other forms, for instance product samples, make advertisements more attractive. No other mass medium is able to provide the advertiser with the possibility of distributing samples, or involve the reader in getting to know the product with almost all the senses: sight, smell, touch or taste. Such advertising solutions bring great effects. Readers often come directly to the shop with samples or packaging of the given product. Press advertisements, apart from informing about the product itself, also provide an opportunity to notify the audience about, for instance, the price, address data, or details of promotions or contests for readers. Much more advertising content can be placed there, as opposed to a TV or radio spot, or even a billboard. The rendering of non-standard press advertising is definitely cheaper than TV commercials, which require enormous production and broadcasting costs. Radio advertising, on the other hand, can be transitory and it does not offer the opportunity of using graphic solutions. Internet advertising seems to be the only competitor, as it can influence different senses. However, many recipients are thought to have a negative attitude to this type of advertising,

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<sup>37</sup> R. Heath, *Reklama. Co tak naprawdę wpływa na jej skuteczność*, Gdańsk 2008, p. 87.

<sup>38</sup> Z. Bajka, *Reklama w mediach, in Dziennikarstwo i świat mediów*, Kraków 2000, p. 378.

<sup>39</sup> A. Wiczerzak, *Gazeta z promocją*, „Press” 2008, no. 8, p. 107.

and they treat it as a persistent nuisance. Furthermore, non-standard advertisements are extremely costly. Their price exceeds the value of traditional advertising by several times. Lastly, another downside of this type of advertising "is its transience and short life."<sup>40</sup>

Until recently in Poland, non-standard advertisements were discussed only in relation to ideas from abroad. Their creators surprised everyone with original extraordinary solutions. They were so pioneering and exceptional that they were the subject of discussion. This unusual way of advertising products brought expected results. With time, non-standard advertising forms started to also be used in Poland. It needs to be noted, however, that "three-dimensional covers, perfumed pages, advertisements with a sound chip are still the unfulfilled dreams of advertising offices of Polish publishers."<sup>41</sup> Both Polish and foreign companies have invested in non-standard advertising. Interestingly, many Polish ideas have been used outside the country (for example: memosticks are used in Italy, France, Scandinavia, Austria and Asia)<sup>42</sup>. Non-standard press advertisements appear in untypical shapes, colours, and their reception can be directed at many senses.<sup>43</sup>

Non-standard advertisements can take various forms:<sup>44</sup> memosticks,<sup>45</sup> jacket flaps around the cover,<sup>46</sup> additional covers,<sup>47</sup> fabric bookmarks,<sup>48</sup> merging an adver-

<sup>40</sup> K. Burtenshaw, N. Mahon, C. Barfoot, *Kreatywna reklama*, Warszawa 2007, p. 45.

<sup>41</sup> A. Wieczerzak, *Gazeta z promocją*, „Press” 2008, no. 8, p. 106.

<sup>42</sup> <<http://www.comex.net.pl/index.php?n=static&nazwa=12>>.

<sup>43</sup> G. Habrajska, *Kategoria obserwatora a proces wizualizacji*, in *Komunikacja wizualna w przestrzeni miejskiej*, Łódź 2009, pp. 9–10.

<sup>44</sup> V. J. Mikosz, *Sposoby promocji polskiej współczesnej prasy drukowanej*, Łódź 2015.

<sup>45</sup> Memo sticks are easily removable stickers covering part of the text. Their aim is to advertise new products or services. They are placed on the front page of a newspaper in strategic places, e.g. they are stuck on an essential part of the text. It is only possible to read it when we tear off the advertising message. This type of advertising is mainly used by "Gazeta Wyborcza".

<sup>46</sup> This is an additional cover (paper or transparent carbon) obscuring half of the newspaper's dust jacket in the form of jacket flaps surrounding the newspaper edge. This kind of non-standard advertising is constantly used by "Gazeta Wyborcza". It is worth adding that the advertising solutions and memo sticks discussed above were awarded in INMA Newspaper Marketing Awards in 2007, in the category of printed advertising materials. While designing this type of advertisements, one has to take into consideration the thickness and texture of the paper to which it will be attached, as delicate and thin carbon paper has to stick to the cover. This material cannot be used as a jacket on thick heavy magazines printed on thick overlay paper.

<sup>47</sup> An interesting advertising idea is to create an additional newspaper cover. This type of graphic solution is used by the daily "Rzeczpospolita". Apart from the advertising message occupying almost the whole column, the newspaper's logo is placed on it. Journalistic texts are not published on this type of a jacket. Only the newspaper's logo is visible.

<sup>48</sup> Colourful bookmarks made of fabrics constitute another advertising idea used both by the daily press and by magazines. They are glued to a specific journal page where the advertisement has been

tisement with the text,<sup>49</sup> experimenting with page layout (mainly in sponsored publications),<sup>50</sup> advertisements placed in the structure of journalistic texts, changing the colour of the newspaper page,<sup>51</sup> the use of paper<sup>52</sup> or accompanying products.<sup>53</sup>

These examples show that non-standard press advertising is employed in a number of graphics solutions. Firstly, in breaking the rules regarding the layout of a newspaper column. Ads can be incorporated into the text of the press release, interrupt, interfere with its structure. Secondly, our attention is drawn to advertisements which cover journalistic text (for example, memosticks). In addition, our sight is focused on the material from which the advertisement was made. e.g. paper, which has a different structure than the pages of the magazine or newspaper. The next solution that grabs our attention is adding extras to the issue of the magazine, e.g. in the form of gadgets. They can be food products, fragrances (perfume) or sound recordings. The perception of this type of advertising is multi-sensory and helps the product to be better remembered.

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placed, which usually makes the reader open it on this precise page, thanks to which they at once get familiarised with the advertising message.

<sup>49</sup> This type of graphic design is used by many advertisers. It has to be emphasized, however, that not all newspapers and magazines allow substantial interference in their layout.

<sup>50</sup> It involves the bending, deformation and lengthening of an editorial text. An interesting example is an advertisement from "The Sun", which was stylised to resemble a cash register receipt in appearance and format. Among examples of non-standard concepts, we can also distinguish advertising messages appearing in the text, advertisements invading newspaper columns, placing advertising messages in e.g. the central place of the journal's page, which makes an impression of an advertisement coming into the structure of the article or newspaper page, e.g. a car driving into the text.

<sup>51</sup> Editorial writings change the layout of the paper with customized advertising not only in a visible way. Some of them also opt for more far-reaching graphics. For example the paper "Gazeta Wyborcza", changed the colour scheme to pink in accordance with the promotional offer of the mobile network T-Mobile (color characteristic of the operator). The pink colour was used with 32 necks of the main ridge of Monday's edition of "Gazeta Wyborcza". In addition, at the bottom of the first page, and on the sides of the third, fifth, seventh, ninth, eleventh and thirty-second the ad contains the branding T-Mobile. Slogans include: "The moments that join", "There are so many moments, which are worth sharing", "What is unique, may take as long as possible", "Just share with others", "Living every day surprises you with something else", "We are with you, so you can be with everybody" and "T-Mobile sharing knows no boundaries". The common theme of all the ads is large bubbles in pink.

<sup>52</sup> Recipients pay attention to advertisements which in their graphic composition combine different types of paper. This material may have different weight, colours and surface.

<sup>53</sup> An idea used in the advertising trade is adding accompanying materials and articles to the advertising message, such as cream samples, perfume (smell is brought out by rubbing the page surface with your wrist) or sweets (bars, instant soups). Such extras are usually connected with the advertised product.

The choice of non-standard advertising is far from random. Too fanciful forms of communication may clash with the solid image of a respectable company. Karol Krupski, the director of the daily press office of Axel Springer Polska, states: "We respect the needs of readers who find advertisements annoying. There can't be more than two of them on one page".<sup>54</sup> This concept, however, also has its critics:<sup>55</sup> "Proposals put forward by authors of non-standard advertisements are interesting and their design is very effective. I'm surprised why some publishers perceive varied advertisements as a threat to their independence. To what extent is this view justified? In reality, we should ask readers about it. In my opinion, advertising unconventionally entering an editorial page doesn't destroy the daily's credibility. I believe that a title's credibility is built by a different way than through restricting the advertising offer. I'm convinced that the era of advertisements inscribed in a standard rectangle or square is far, far away".<sup>56</sup> The matter of choice and the character of non-standard advertising is disputable and it depends on the individual decision of the publisher. The effectiveness of press advertisements (including non-standard ones) is the result of constant and unrelenting trust in the written word. Magazines have their faithful and loyal readers. Advertisements and articles complement each other, which stirs the need to buy a given product in the reader and encourages them to satisfy his or her curiosity. Press advertisements are also durable in the physical sense, which in many cases is the reason why this advertising form outshines other kinds of media communication.

After analysing non-standard advertising, we can conclude that this kind of advertising is not only an attractive form of information about products or services. It additionally affects the image of the company or brand. Through its unique, eye-catching form it can be part of a promotional title. Press containing unusual (and sometimes very interesting) solutions can count on the greater interest of readers, who are attracted firstly by the visual form of a magazine or the benefits that come with the purchase (e.g. getting a set of samples), and after viewing the content, they can become regular buyers in the future.

It is difficult to determine if non-standard solutions are effective. However, there are no developed mechanisms to investigate their effectiveness and no ways of showing how such solutions influence sales of the press title.

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<sup>54</sup> D. Kalinowska, *Kampanie na miarę*, „Press” 2007, no. 10, p. 4.

<sup>55</sup> <[www.manager.money.pl](http://www.manager.money.pl) as an example>.

<sup>56</sup> <[www.manager.money.pl/strategie/marketingisprzedaz/artukul/reklamy;praszowe;-;top;10,213,0,141781.html](http://www.manager.money.pl/strategie/marketingisprzedaz/artukul/reklamy;praszowe;-;top;10,213,0,141781.html)>.

## Promotional Activities Carried Out by Newspaper Publishers

Polish newspaper publishers carry out many promotional activities. The aim of this part of the text is not only to explain the promotional activities undertaken by Polish newspaper publishers, but also to categorize these activities and determine their effectiveness in building a positive image for a press-related enterprise in the eyes of not only potential readers but also other media players and business partners.

Nowadays, constant, increased promotion of newspapers and magazines is a must. Polish publishers benefit from domestic and international experience in promoting the press. They view things from a marketing perspective. The process of preparing promotional activities consists of several stages. They include: creating the marketing strategy of a company, setting a budget for promotion and advertising campaigns, analysing the current situation – the position of the company and the product on the market, determining the purpose of the promotion and advertising, determining the target audience of the promotional and advertising activities, choosing the form of the promotion and advertising, planning promotional campaigns and advertising, and studying the effectiveness of the campaign and reviewing the promotional and advertising activities.<sup>57</sup>

Publishers who lead promotional campaigns reach for many solutions at the same time. These projects can be long-term (e.g. a social campaign), short-term (e.g. competition for customers), can be cyclical activities (e.g. annual mass events) and pulse (e.g. publicizing a meeting with the star). The creativity of the press editor has great importance. A well-prepared promotional strategy and skilful innovation is also crucial. Without them, the product does not exist. It should be noted that the selection of promotional instruments depends on the financial possibilities of the editor. The creative strategy is proof of the versatility of the publisher and also enables publishers to stand out in the press market thanks to innovative ideas.

We can distinguish the following promotional activities carried out by newspaper publishers:

– social actions – a series of specific, non-commercial activities which are addressed to readers. These initiatives may have a different geographical coverage. The aim is usually to draw attention to a specific social problem or situation faced by the specific group as well as its solution.<sup>58</sup> Amnesty International is a good example

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<sup>57</sup> J. Olędzki, D. Tworzydło, *Public relations. Znaczenie społeczne i kierunki rozwoju*, Warszawa 2006, pp. 332–342.

<sup>58</sup> A. Szymańska, *Public relations w systemie zintegrowanej komunikacji marketingowej*, Wrocław 2005, p. 250.

of this. The advertisement accompanying their campaign "Freedom of speech in Belarus" proved to be very effective. It became famous almost all over the world, and was discussed by the most popular press titles and Internet sites. The need for reaching the recipient in this unusual way became apparent after a poll was conducted which demonstrated that as many as 65% of Poles did not take any interest in what was happening behind the eastern border. Further studies showed that after the campaign over 100 thousand Poles declared solidarity with Belarus.<sup>59</sup> The idea, which we found in "Gazeta Wyborcza" (23.11.2005), involved attaching photographs of people's sealed mouths in the advertising poster (attached to the newspaper in the form of a postcard) and covering individual words from the text with a black marker;

- patronage – for example, "Gazeta Wyborcza" and their support of the "Run Poland" campaign, which was organised 18–20.05.2012;

- organizing events for clients and business partners, for example, motivational events. Organizing events for business partners and potential clients is an important component of creating an image for every company. Additionally, every enterprise aims to have satisfied employees, a feeling of belonging and quality interpersonal relations. These factors can result in greater work efficiency;<sup>60</sup>

- organizing events for audiences – family picnics, festivals, sporting events. A well-known and practiced method is also the organization of projects such as the "Open Door". During these times readers are invited to the publishers. People may visit the editors, printing rooms and observe how the preparation of a newspaper takes place, step by step. The purpose of this concept is not only to promote the newspaper, but also create a permanent attachment with potential readers;

- creating their own brand "ambassadors" – the brand gains popularity thanks to the people who contribute to it – for example, Martyna Wojciechowska – "National Geographic Polska";

- cooperation with celebrities – such as Małgorzata Kożuchowska spots appearing in "Twój Styl";

- contests for readers – contests that rely on user-generated content can help press companies to rapidly scale and promote original content in a interesting way that benefits both publishers and readers. These contests could be: plebiscites, scratch cards, games of chance;<sup>61</sup>

<sup>59</sup> <<http://www.rm24.pl/fakty/polska/news-wolnosc-slowa-na-bialorusi,nld,220457>>.

<sup>60</sup> K. Wójcik, *Public relations. Wiarygodny dialog z otoczeniem*, Warszawa 2013, pp. 699–700.

<sup>61</sup> *Słownik terminologii medialnej*, eds. W. Pisarek, Kraków 2006, p. 103.

- the creation of media awards and competitions – for example, *Grand Press Awards*, which is intended for journalists who embody the highest professional and ethical standards and whose work is unique and socially important;
- co-operation agreements – for example, Bauer Publishing with RMF FM;
- media foundations – becoming involved in education for example, the prize for the best student at the University of Lodz
- media provocations – the publisher of “Fakt”, is set to apologize for calling an individual (Mr. Christopher D.) “a pedophile and a pervert”, and disclosing personal data and images. This is the final ruling on the famous provocation in 2005;
- promotion at sales points – to motivate retailers, the publisher organizes competitions in order to gain the largest percentage of sales. They can win furniture or cameras;
- sponsorship;
- corporate mascots;
- products with logos – mugs, calendars, caps, pens;
- leaflets;
- retail price discounts for readers and advertisers – as for advertisers, the appearance of advertisements may be free of charge in the free press; depending on the frequency of advertising, publishers offer a number of modules, accompanying advertising on the Internet, discounts at a given time (e.g. until the end of the month); As can be seen in the following examples:
  - 1 module in the newspaper is worth a 10% discount on the site;
  - 2 modules in the newspaper is worth a 15% discount on the site;
  - 3–4 modules in the newspaper is worth a 20% discount on the site;
  - 5–6 modules in the newspaper is worth a 25% discount on the site;
  - 6 modules in the newspaper is worth a 30% discount on the site;<sup>62</sup>
- advertising on the radio. For instance, the Lodz based Radio Eska, in many of their radio shows, allows the DJs to advertise newspapers, which have different coverage. They might be nationwide newspapers like “Gazeta Wyborcza” and “Fakt” or local, as in the case of the company Polskapresse, which publishes “Dziennik Łódzki” and “Express Ilustrowany”. Most editors advertise their press releases occasionally. These are one-day ads that last for a few hours when there is still a chance to buy

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<sup>62</sup> <[http://www.e-biuroogloszen.pl/ogloszenia\\_prasowe\\_gazeta\\_wyborcza.php?utm\\_source=gogle%20gw&utm\\_medium=cpc%20gw&utm\\_term=gw&utm\\_content=gw&utm\\_campaign=gw&gclid=CLXX-Pv4dACFUEcGwoddpKaA](http://www.e-biuroogloszen.pl/ogloszenia_prasowe_gazeta_wyborcza.php?utm_source=gogle%20gw&utm_medium=cpc%20gw&utm_term=gw&utm_content=gw&utm_campaign=gw&gclid=CLXX-Pv4dACFUEcGwoddpKaA)>.

a newspaper. "Ads appearing on the radio last up to 15 seconds, or less" – says Martin Wochowski – an advertising department employee of Radio Eska;<sup>63</sup>

– advertising on TV – such as the TV spots of "Newsweek", which were broadcast on dozens of TV stations and most radio stations (RMF FM, Radio Zet, Polish Radio Three) by the end of June 2012. They were mostly announcements of the most interesting and controversial issues from the weekly magazine, which was headed by Tomasz Lis. Ads also refer to the publicists' names.

The success of the promotional activities of the press is influenced by many factors, such as the choice of the appropriate segment, adjusting the offer to preferences, and the attractiveness of the advertising and the promoted product. To effectively reach customers, publishers should use the appropriate persuasive arguments. They also ought to show the customer the advantages of buying the press title and the benefits after purchase.

Currently, competitive conditions are forcing publishers to use increasingly sophisticated tools. *Public Relations* is an independent segment of the company management. Its task is to create dialogue between institutions and the market environment. In addition to tactical objectives, which include increasing and maintaining a high level of sales, strategic goals are also important – creating a timeless image of the company which is resistant to crises. Achieving the desired image brings many benefits. Editors can be bold when pricing and experience less fluctuations in supply and demand, because customers are more loyal. Increased stability decreases the risk of incurring large costs in a crisis situation. A good reputation also attracts ambitious, well-known journalists and entrepreneurs who are interested in cooperation with the press title.

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The research I conducted allowed me to conclude that the print press continues to maintain a positive image, and is perceived as the most reliable source of news. People turn to it as a source for current information, news, journalism, and reports from the world of sports, politics, culture, economics and social life. The medium is respected, and is still the most opinion-forming form of mass media in Poland. Newspapers remain a significant phenomenon and fulfil an essential role in the realm of culture, and shape and generate public interest. Among their advantages are their regularity (published daily), the ease of determining the recipients, their paramount importance locally, and their ability to reach difficult-to-access readers.

<sup>63</sup> Information obtained during an interview with Martin Wochowski in 2013.

The means of promoting the press over time will change, expand and modernize. This will increase the importance attached to research on advertising and promotional mechanisms, and on their effectiveness. In addition, more accurate documentation of the results of advertising campaigns undertaken by the press will also help win over additional advertisers. In order to attract new readers and keep regular customers, publishers must also keep up with changing trends and come up with new, interesting solutions. A common trend for many in the business (including those who want to stand out from the competition) is finding niche markets in order to direct selected services and benefits offered by their publication to a select audience.

It is important that publishers make efforts to reach all groups of readers, including the elderly, who comprise the most passive group of readers. It is worth ensuring that in their promotional strategies they also pay attention to the fact that people's needs change as they gain experience. Once a customer is familiar with a product being recommended, the basis for future decisions will no longer be the advertising itself, but their evaluation of this product.

It is therefore important that the press create its own style, and strive to build its recognition and its brands. To this end, those involved in the press industry need to learn new ways to distribute and sell content, and understand that they can win the favour of readers by means of unique content and a distinctive graphic layout.

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