

Phillip Morris U.S.A.

Campaign: Philip Morris Doesn't Want Kids To Smoke
Target: Government Officials, Educators and Parents
Media: Print Trade Publications
Geographic Area: National

Rationale:

In an effort to reinforce the consumer-oriented campaign and provide a stronger reach of the advertising message, the following media plan has been developed. The publications included in the media plan deliver the most widely read audience in the categories targeted.

Government publications include leaders and decision-makers on the local state and national levels.

Within the education field, there are several publications that are trade-oriented and editorially-focused to reach the classroom educator. Additionally, two association sponsored publications have been listed. The specific publications recommended will depend upon the budget commitment with the three trade publications receiving priority.

Cass Communications, a leader in the publishing field for its editorially-focused publications offers a network of publications geared to reaching parents within 59 metro cities. The publications offered through this network are listed and advertising in all or select regional publications can be purchased.

Education**• Instructor**

Edited for teachers, curriculum coordinators, principals, and supervisors of primary grades through junior high school.

Published:	Monthly
Circulation:	292,528
Cost, Full page, 4/C:	\$12,301

2025893754

• Learning

Edited for kindergarten through eighth grade with classroom teachers. It offers timely ideas and activities teachers can take into the classroom right away.

Published: 9x year
Circulation: 289,333
Cost, Full page, 4/C: \$11,940

• Teacher Magazine

Edited for professional teachers. Each issue includes three major features that focus on individual teacher accomplishments, educational issues and successful programs.

Published: 9x year
Circulation: 245,054
Cost, Full page, 4/C: \$5,484

• Education Week

Edited to provide news and trends on pre-collegiate education at the national, state and local levels.

Published: 40x year
Circulation: 50,548
Cost, Full page, 4/C: \$5,273

Associations**• American Educator**

Published by the American Federation of Teachers. Contains articles on education, labor, politics, media and social commentary.

Published: Quarterly
Circulation: 583,804
Cost, Full page, 4/C: \$9,240

• N.E.A. Today

Published by the National Education Association. Contains news and features of interest to classroom teachers and other school employees.

Published: 8x year
Circulation: 1,978,641
Cost, Full page, 4/C: \$35,995

2025893755

Government

• City & State

A business newspaper for government leaders. It is written for executives and financial officials of states, counties and municipalities, including governors, lt. governors, mayors, city managers, and county commissioners.

Published: Biweekly
Circulation: 45,777
Cost, Full page, 4/C: \$9,715

• Governing

Edited for state and local governments providing "how to" information.

Published: Monthly
Circulation: 85,905
Cost, Full page, 4/C: \$8,600

• State Legislature

Published by the National Conference of State Legislatures. Provides information on current issues and trends in state government and policy to elected and appointed officials in the fifty states.

Published: 12x year
Circulation: 20,595
Cost, Full page, 4/C: \$3,949

• Roll Call

A non-partisan newspaper that presents the news of congress from the insider's perspective. Its audience is Congress itself — senators, representatives and staffers.

Published: 2x week
Circulation: 13,555
Cost, Full page, 4/C: \$6,000

• National Journal

Devoted to the analysis and coverage of federal government. The magazine provides detailed, impartial reporting on changes in federal policy.

Published: Weekly
Circulation: 6,087
Cost, Full page, 4/C: \$9,053

2025893756

Parenting

• Parenting

Edited for the educated, creative women of the Baby Boom generation who are now having babies of their own. With an editorial emphasis on raising children from infancy to eleven years of age. Covers all aspects of family life through regular features on child development, education, growth and more.

Published: 11x year
 Circulation: 631,246
 Cost, Full page, 4/C: \$29,195

• Cass Parenting Network

Metropolitan parenting publications network consists of 59 monthly publications which serve parents in local communities. Each publication is individually published and focuses on the child, parent and home relationships.

Published: Monthly
 Circulation: 2,064,000
 Cost, Full page, 4/C: \$137,045 (59 insertions)
 (or B/W when available)

Individual states with publications in major metropolitan cities include:

Arizona
 California
 Colorado
 Connecticut
 Washington, D.C.
 Delaware
 Florida
 Georgia
 Illinois
 Louisiana
 Massachusetts
 Rhode Island
 Maryland
 Virginia
 Michigan
 Minnesota
 Missouri

Nebraska
 Iowa
 North Carolina
 New Jersey
 New Mexico
 New York
 Ohio
 Oregon
 Pennsylvania
 Texas
 Utah
 Washington
 Wisconsin
 Indiana

2025893757

Phillip Morris Doesn't Want Kids To Smoke**Budget Summary**

Budget: \$100,000

<u>Education</u>	<u># Insertions</u>	<u>Cost</u>
Learning	1x	\$11,940
Teacher	1x	\$ 5,484
Instructor	1x	\$12,301
		\$29,725
<u>Government</u>	<u># Insertions</u>	<u>Cost</u>
City & State	1x	\$9,715
Governing	1x	\$8,600
State Legislature	1x	\$3,949
Roll Call	1x	\$6,000
		\$28,264
<u>Parenting</u>	<u># Insertions</u>	<u>Cost</u>
Parenting	1x	\$29,195
TOTAL		\$97,184

2025893758