



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 an introduction to the complete media planning and buying process. Emphasizing basic media planning and buying calculations along with the practical realities of offering plan alternatives and evaluating the plan, this fourth edition reflects the critical changes in how media today are planned, bought, and sold. Author Helen Katz looks at the larger marketing, advertising, and media objectives, and follows with an exploration of major media categories, including those emerging, such as branded entertainment and viral marketing. She provides a comprehensive analysis of planning and buying, with a continued focus on how those tactical elements tie back to the strategic aims of the brand and client.

The Media Handbook includes:

- examples to provide a better sense of how media planning and buying work in the real world
- research studies to give readers additional references for more in-depth information
- media terms defined when they are introduced, making readers more comfortable in subsequent discussions
- a selection of key resources offered as an appendix for individuals or companies wishing to find out more about a particular service or system.

This popular text is perfect for advanced students in advertising, media planning/buying, communication, public relations, and marketing, and it also will serve as an informative reference volume for practitioners.

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