

Magma Media market leader and marketer of two radio stations

- Radio P.O.S. Kiel and echion Augsburg

Highest coverage of all Point of Sale advertising media

- 73% of all food retail outlets greater than 400 m² (discounter excluded; basis 12.300 outlets)

Media performance (2 weeks, heads of households 14+, Food Retail Trade national, spot frequency 2/3/4; Source: Instore Radio Media Analysis IR-MA)

- Net reach 82% resp. 30 million -- 194 million contacts -- 6 OTH -- 523 GRP -- CPT 2,80 € **Investment per outlet per day 3,90 €**

Shopper insights based on IR-MA / GfK Consumer Scan Household Panel (30.000 HH; 62.000 persons / 1 million shoppers)

- Planning analogue to traditional media over all relevant target group combinations and more than 150 product groups
- Flexible planning per advertising period, day or hour

Advertising effect based on AC Nielsen and GfK tests

- Effective – more than 200 tests concerning all relevant product groups
- Efficient – best STROI of all advertising media - Ø € 1.68

USPs

- Shopper focused program - platform for editorial spots
- Free listing-check to avoid waste coverage
- Single spot placement
- Last Call to Action - no other advertising medium is closer to the shopper
- Information and motivation of outlet employees
- Maximum flexibility
- Best ROI of all POS advertising media
- Optimization of media mixes - optimal price-performance ratio
- Inter-and intra-media comparison by using MDS-planning program
- Simple, quick planning and short-term implementation