

Commonly used media

An effective use of advertising media will improve the image of your business, raise public awareness, attract new customers, and increase sales with established customers. It is aimed at building volume and increasing profit.

Below is a list of commonly used media:

- Cinema
- Media release
- Outdoor advertising
- Press advertising
- Printed material – brochures, price lists, newsletters etc
- Radio
- Specialist publications
- Stationery
- Television
- The Internet
- Window, office, or car displays
- Yellow pages