

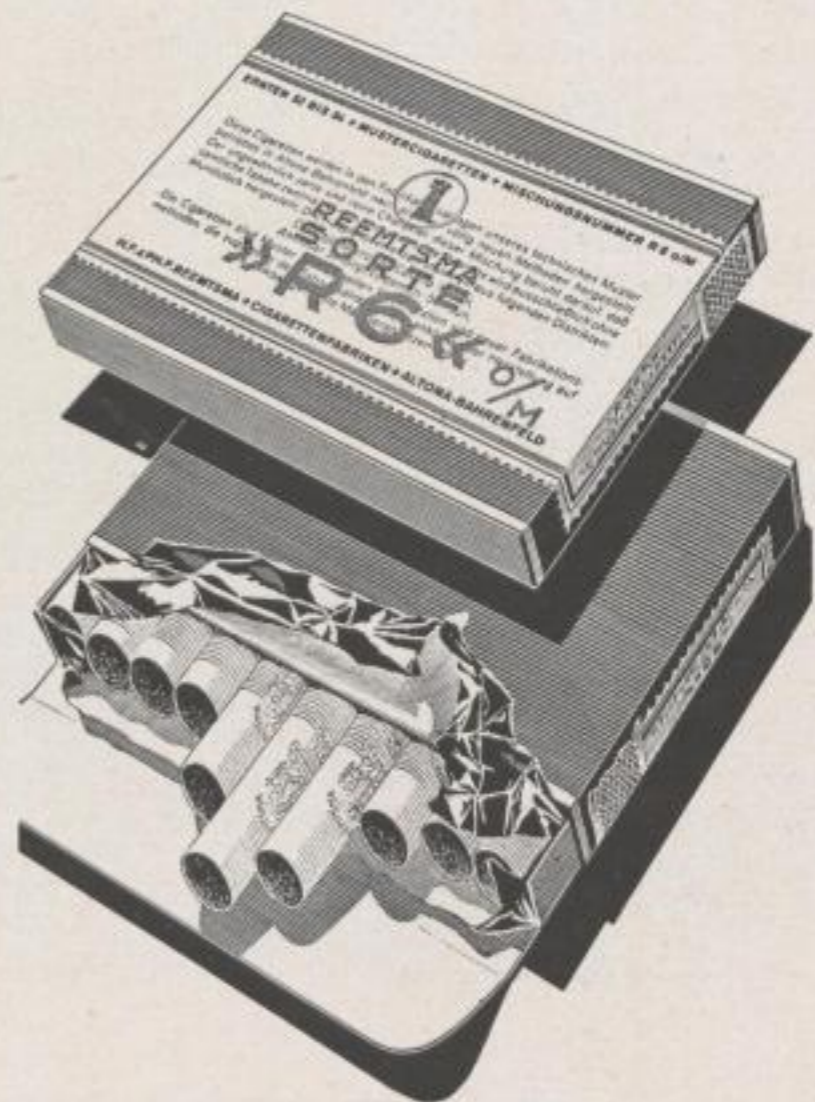
# AN ANALYSIS OF THE GERMAN ADVERTISEMENT MARKET

Owing to its large circulation, the "Berliner Illustrirte Zeitung" still occupies the first place, as a medium for advertising, among the papers read by the German public. We have used the issues published in the first six months of this year for an investigation of the state of the advertising publicity of our manufacturers of proprietary articles. It is possible that other periodicals and newspapers may be more important for certain proprietary articles than that selected for our investigation, but their inclusion would hardly modify the picture presented by our investigation on the whole. We count all advertisements down to the size of one-eighth of a page, and arrange them in 28 groups. Although the still smaller sizes of advertisements occupy considerable space, they are not of decisive importance for our intention to obtain an approximate survey. It is also not always possible to delimitate the various groups quite exactly, for a large number of the advertisements classed here as pharmaceutical products should probably be classed as cosmetics. The household group is also difficult to delimitate. Some of the small groups are represented by only one advertising firm. In spite of these restrictions, however, we believe that the results are sufficient to obtain an idea of the German advertisement market.

The table on page 56 with the names of the 28 groups shows that, in advertising, the cosmetic proprietary articles are by far the most active. Cigarettes come second, and pharmaceutical articles third. All the other groups lag so far behind that they can hardly be registered in many cases. Important groups of advertisers, such as the motor industry, foodstuffs and delicacies, fashions and textiles, for instance, are almost entirely lacking.

The second table on page 57 records the advertising activities in the various months. In both the principal groups, cosmetics and cigarettes, there are only slight differences between the various months. January is comparatively the weakest month. This seems to be the after-effect of the Christmas season with the extreme strain which it exercises on purchasing power. But an increase in advertising can be ascertained in all groups in March and April, the transitional months from winter to spring.

*Diese Cigarette  
bietet ein überzeugendes  
Beispiel dafür, bis zu  
welcher Vollkommenheit  
der Fachmann  
eine Tabakqualität durch  
die Mischungskunst zu  
entwickeln vermag.*



*Doppelt  
fermentiert  
48*

*Advertisements in the daily press by the firm of Reemtsma, Hamburg*

*The illustrations consist of the raw material, the finished product and the packaging.*

*The daily papers have recently been preferred for various brands of cigarettes. The regionally limited dissemination of the daily papers enables the firms in question to devote special attention to individual districts where sales are poor, without the great expense of advertising in the illustrated publications.*