

Media Planning

Marketing

Reach, frequency and continuity, and the trade-offs between them.

Impressions equal reach times frequency, so widening one narrows the other at a fixed budget.

Impressions = Reach × Frequency

Broad reach, low frequency

Best for brand building

Narrow reach, high frequency

Suits a launch or a deadline

Continuous presence

Beats bursts for most brands

THE COMMON MISTAKE

✗ **Concentrating spend into short heavy bursts**

✓ **Maintaining continuity where possible**

Purchases occur every week. A brand absent for three months misses every buying occasion in that window.

Reaching light and non-buyers is what grows a brand. Heavy buyers already know you and are the smaller group.