

Introduction

The Greater Philadelphia Media Guide, an annual publication, offers a broad listing of primarily local interest mass-communications media -- newspapers, magazines, cable television, websites and broadcasters -- in the eight-county Greater Philadelphia area: Bucks, Chester, Delaware, Montgomery and Philadelphia counties in Pennsylvania plus Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean and Salem counties in New Jersey.

What is listed? To be listed in the Guide a publication must meet one of two criteria. 1) If it is a local-interest publication, it must have its major circulation within the Guide's defined geographic coverage area, and its editorial and/or advertising content must be of primary interest to residents of the area (although as in the case of trade and other specialized publications, the content may be esoteric). 2) If it is a national publication published in the local area, the size of the circulation determines whether or not it is listed. The Guide does not list media that are operated by relatively small groups primarily for the promotion of their own interests, that have little influence outside the originating group, and that are of minimal importance to those interested in advertising and public relations.

Broadcast media listed are those generally recognized as primarily serving the defined area, regardless of their physical location. In all, more than 670 media are listed; none pays to be listed. The media supplies most information for listings.

How to use the Guide. The most obvious way to use the Guide is as a reference source for information about specific mass-communications media. To use the Guide this way, simply look up the desired publication, system or station in Section "C" called "Alphabetic Index to All Media." This will give you a reference number with which you can locate the listing you seek.

Non-daily community newspapers are listed under the county in which they have their major circulation; they also are cross-listed in the other counties they serve.

Another way to use the Guide is to determine which media cover a specific geographic area. The broadcast media, some daily papers, and a few others, cover such wide territory that no attempt is made to cross-index their coverage area; but for most publications with geographic orientations, and for the cable TV systems, the communities covered are cross-indexed in Section "B" of the Guide called "Major Communities and the Media Serving Them." In advertising work, this section and the similar ZIP code index are invaluable for pinpointing coverage in a specific market area. In public relations, publicity can be localized with extreme accuracy by referring to these sections

Accuracy. The information contained in the Greater Philadelphia Media Guide is not available anywhere else in such concise, easy-to-use form. The material is painstakingly complete and carefully indexed for the user's convenience. Every effort has been made to assure complete accuracy. However, inasmuch as error and change are unavoidable, the publishers decline all responsibility for accuracy of information contained in the publication and for all cost or other liabilities resulting in any way because of such inaccuracies.