

B. Com, Sem, II MIC-2  
Subject - Advertising Management

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Types of Advertising  
Part - III

C. Types ~~of~~ on the basis of Audience or Readers - On this basis, advertising may be divided as follows -

1. Consumer advertising: A very substantial portion of total advertising is directed to consumer who ultimately purchase the product for consumption. The producers who are engaged in the production of consumer goods generally use this type of advertising. For example, soap, detergent powder, cosmetics, pharmaceuticals, scooter, motorcycle etc.
2. Industrial Advertising: It refers to those advertisements which are used by the manufacturer or distributors to the buyers of the industrial goods. This type of advertising includes machinery and equipment, parts and components etc.

3. **Trade Advertising**: Trade advertising is directed to distributors, agents, wholesalers, retailers, service, mail order houses - by the manufacturers. The purpose of such advertising is to promote sales by motivating the members of distribution channel to stock more or to attract new retail outlets.
4. **Farm Advertising**: This type of advertising is used for selling farm products used by agriculturists, for example - seeds, fertilizers, agricultural ~~crop~~ implements, insecticides etc.
5. **Financial Advertising**: This advertising is used by banks, insurance companies and financial institutions.
6. **Political Advertising**: Political advertising is used by political parties to solicit public help and support.

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