

MEDIA PRODUCTS

Choose a target audience from this list:

- Age range 6 years old to 12 years old
- Age range 12 years old to 18 years old
- Age range 18 years old to 30 years old
- Age range 30 years old to 50 years old
- Age range 50 years old to 70 years old
- Age range 70 and up

My chosen target audience is _____

Using the spaces in the chart below, think about the different methods of media products and how they would be suitable or not for your target audience. Think about your target audience's interests, lifestyles and where and when they would view these ads.

Media Product	This media product would be good to use for my target audience because:	This media product would not be suitable for my target audience because:
Print and Electronic Publishing: Newspapers, comics, magazines etc.		
Moving Image: including Television, Movies and Videos		
Radio: Including radio broadcasting		
Web-Based technology: Websites, podcasts, gaming, social media.		

