

## **Current state and perspectives of the market development in Ukraine print advertising**

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In this regard, the promotional activities of domestic enterprises becomes more important and it should be considered as one of the main types of activities aimed at establishing relations with all participants of enterprise marketing environment to ensure stable and efficient operation to meet the needs of consumers and profit. Print advertising because of its speed, repeatability, and wide market coverage is one of the most effective and most widely used means of distributing advertising information. It still remains one of the most popular means of advertising.

By describing marketing advertising content in the press we can define the following areas of advertising study: study of the effectiveness and popularity of print media for different target audiences; study of the effectiveness of advertising policy of the company; study of the effectiveness of advertising campaigns, including on the basis of specific experiments; study of the effectiveness of advertising turnover in the audience and

its impact on behavior degree. These studies have primarily focused on improving the efficiency of promotional activities, reducing the risk of it, better use of financial resources.

Given the trend of the advertising market in Ukraine during 2014-2015 years we can define market structure on 2016. The prerequisites of them were facts of reducing the actual volumes of falling advertising market in general and the press one in particular; increase the proportion of non-standard accommodation in press (the emergence of brands in newspapers and magazines, in addition to layouts – sponsorship, special lease themes and categories, etc.), increasing placement in newspapers and magazines as part of complex advertising campaigns realized by promotional and informational publications. In other words, due to the rapid growth of complex advertising campaigns, the money from these budgets goes to pay for promotional materials directly to the press.