Offline channels table

	Printed promotional materials			Advertising			Media		Community outreach	
	Distributed Letters / Flyers	Leaflets	Posters in community locations eg village halls	Outdoor advertising	Local newspaper advertising	TV / Radio advertising	PR e.g. news release / interview	Articles by senior staff in local press	Videos in community centres eg GP surgeries	Pop-up stands in local shopping centres / libraries etc
Can be targeted where people live / work / meet	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖
Can be targeted and tailored for specific groups	✖	✖	✖	✖						
Is useful for reaching seldom heard groups	✖	✖	✖	✖	✖	✖			✖	✖
Informs people directly without the need for mediation	✖	✖	✖	✖	✖	✖		✖	✖	✖
Is suitable/tailorable for audiences with accessibility needs	✖	✖	✖						✖	✖
Most effective if designed well using clear visuals/graphics	✖	✖	✖	✖	✖	✖			✖	
Useful for reaching older demographics (i.e. 55+)	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖
Useful for reaching working age demographics (i.e. 31-53)	✖	✖	✖	✖	✖	✖	✖	✖	✖	
Useful for reaching younger demographics (i.e. 18-30)		✖	✖						✖	
Requires a small amount of budget	✖	✖	✖							
Requires a moderate budget					✖			✖	✖	
Can be expensive, but effective if used well				✖		✖				
Inexpensive but requires time and staffing										✖