

Print/Web Ad Sales Model

What Works, Client Interaction, Value and Pricing

by Daniel Ambrose

with

Madeleine Buckingham

Chuck Croft

Bradford Fayfield

Jeff Paro

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Examples

Questions

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Agenda:

◆ Introductions.

◆ Getting on the same page:

- Hybrid Media Sales Strategies; what is it, and why?
- Thoughts about how to sell Internet and Print together.

◆ Questions-Discussion.



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Madeleine Buckingham

◆ COO/CFO

Mother Jones Magazine and
MotherJones.com



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Chuck Croft

◆ Executive Vice President
Kalmbach Publishing Co.



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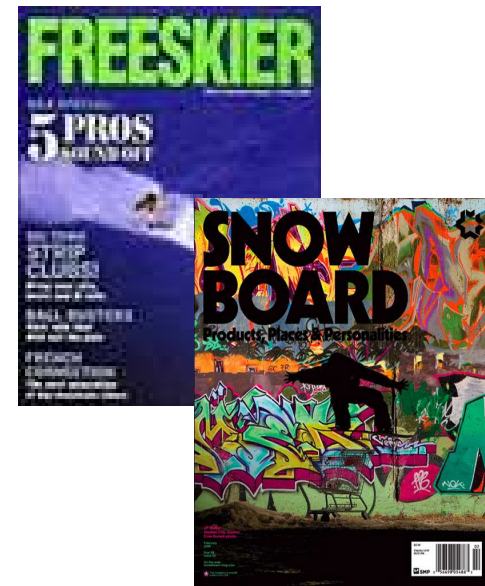
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Bradford W. Fayfield

- ◆ Owner & CEO
Storm Mountain Publishing Company



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Jeff Paro

◆ President,
Intermedia Outdoors



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My background:

◆ Advertising Sales;

- *American Film & House Beautiful*

◆ Sales Management

- Hearst Magazines, Cahners, Ziff Davis,

◆ Publisher

- New York Times Co. -- *Child*

◆ Consulting & Training

- 70 + clients in 14 years including About.com; Beliefnet.com; Hearst; iVillage; Kaboose.com; MGM; Mediabistro.com; *New York Magazine; Sporting News.*



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What you'll like about selling Internet media... like you've said all along about print:

- ◆ Environment matters.
- ◆ Size matters.
- ◆ Targeting matters.
- ◆ Creative matters.
- ◆ And you'll have an opportunity to sell larger deals by accessing new budgets and new advertisers that have never before been magazine advertisers.
- ◆ Client and agency interest in your creative ideas.
- ◆ There is a shortage of high quality Internet inventory available for you to sell.



What you won't like about selling Internet media:

- ◆ Client and agency obsession with click rates.
- ◆ Short time frames to compete for business and to execute after winning the business.
- ◆ After-the-sale client care, especially about 'optimization.'
- ◆ Client and agency demand for your creative ideas (at the last minute that they never use).



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**Like a hybrid automobile,
either more efficient or more
powerful for the same fuel
(\$) input.**



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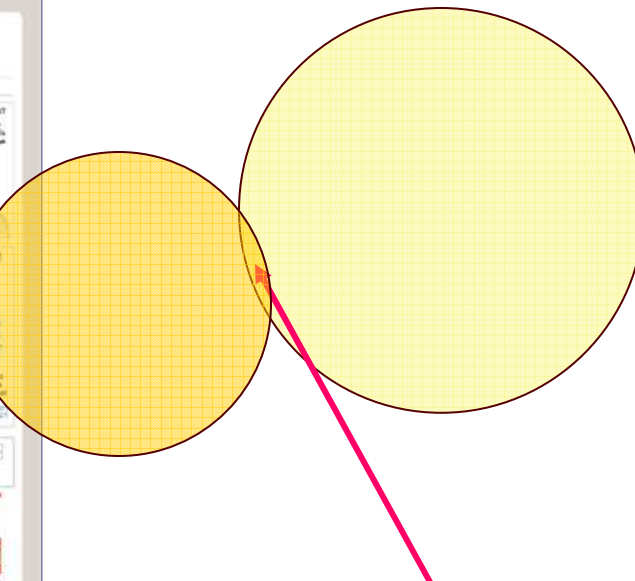
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How Hybrid advertising packages work; Imagine the audiences of these two buys:



Only random overlap.
Separate media don't work together.



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How Hybrid advertising packages work:



Most active customer.



Better targeted AND more frequency @ the most active and influential customer.



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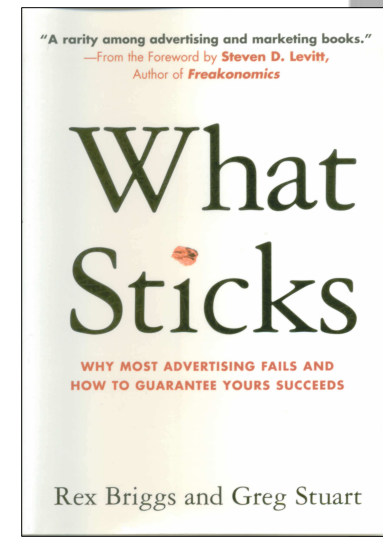
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- ◆ “seeing an ad multiple times in the same medium can actually be less efficient than if people see a well-orchestrated advertisement in different media, say television, magazine and online.”
(*What Sticks*, Chapter 14 ‘Media Psychologies’ page 187)
- ◆ “media planning should emphasize the surround-sound effect.” (page 188)
- ◆ “Seeing a consistent message across media creates a more powerful pattern in consumers’ brains than the mere repetition of the exact same message in the same media.”
- ◆ ‘Until we discovered this Surround-sound marketing effect at work with online and magazine ads, AstraZeneca was following a very logical approach...was steering away from buying ads from companies that had both a magazine and online for the same media (such as Prevention magazine and Prevention.com).
- ◆ “given the way that magazine and online advertising worked together, in concert, we found more value in using the combination of both.” (all three above from page 189)



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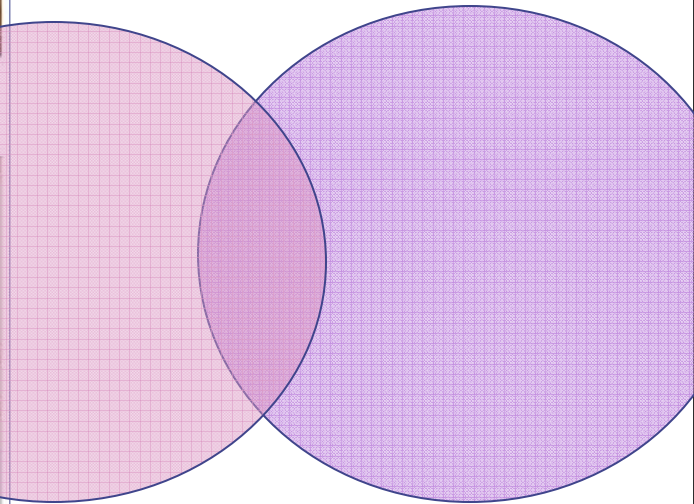
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Why are these two audiences so similar (and duplicated)?



◆ The online users and the print readers are attracted to the same brand, and they have roughly the same brand-expectations about what kind of content they'll find there.



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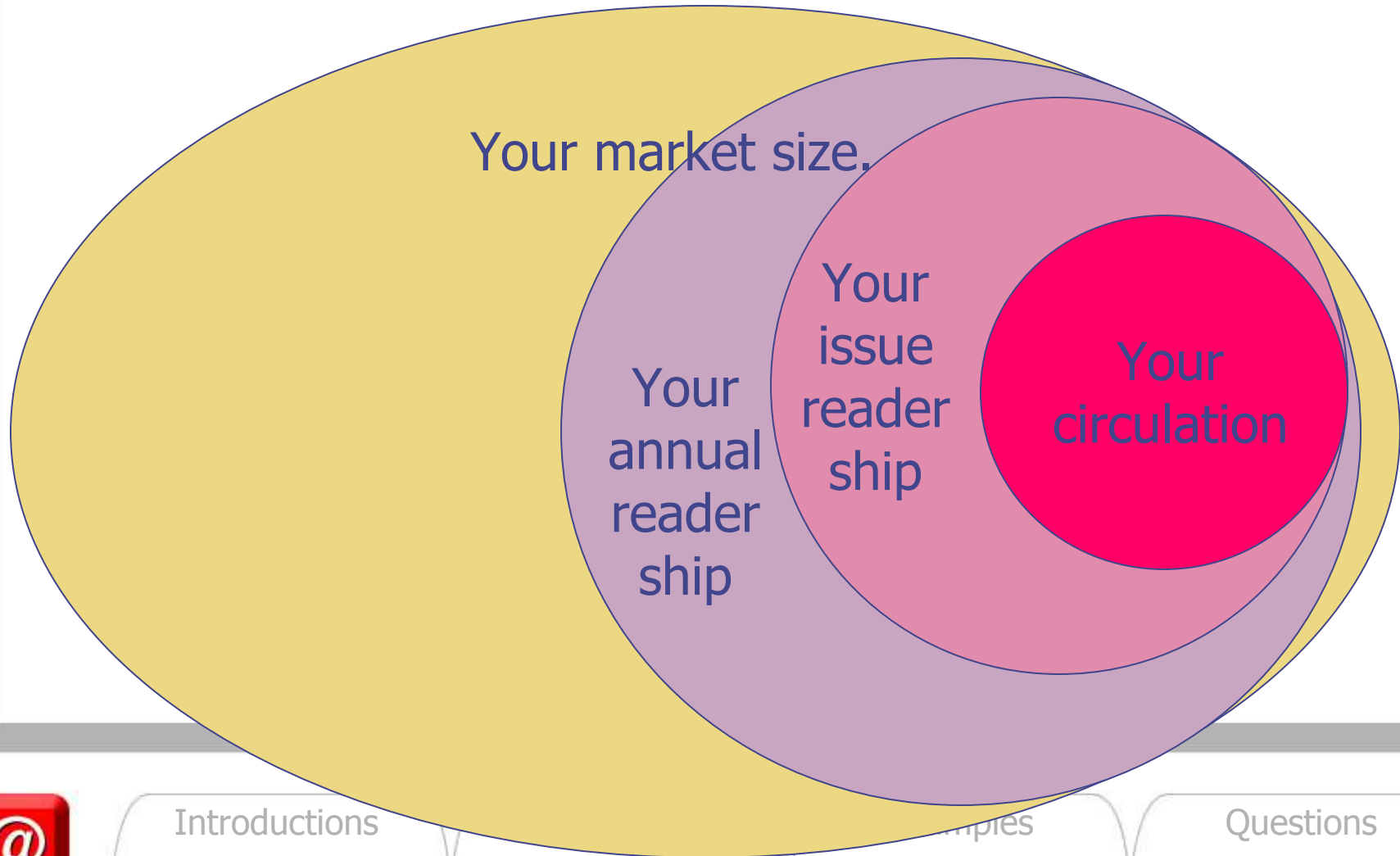
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Lets expand your thinking to think like your advertisers;
Want to reach all of their market, which is your market.



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The Internet gives you the chance to reach a much larger part of your market with regularity for advertisers.



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Many of your online users find you through a search.

The screenshot shows a Google search for "Bowhunting". The search bar contains "Bowhunting" and the search button is visible. The results show 1-10 of about 1,020,000 results in 0.35 seconds. The first result is "Bowhunting Net, the home of bowhunters & bowhunting, archers ...". The second result is "Petersen's Bowhunting". The third result is "HuntingNet.Com - Deer Hunting, Bowhunting, Hunting Outfitters ...". The fourth result is "Bowhunting Whitetails | Trophy Whitetail Deer and Spring Turkey ...". The fifth result is "Bowhunter", which is circled in red. The sixth result is "The Bowsite (Bowsite.com) - Bowhunting & Archery Supersite". The right sidebar contains sponsored links for "Bowhunting", "C'Mere Deer Official Site", "Bowhunting Magazine", "Free Bowhunting Book", "Bass Pro Bowhunting", and "Bow Hunting in Africa".

Web Images Maps News Shopping Gmail more Sign in

Google Search Advanced Search Preferences

Web Video Results 1 - 10 of about 1,020,000 for Bowhunting (0.35 seconds)

Bowhunting Net, the home of bowhunters & bowhunting, archers ...
Bowhunting Net is a site for bowhunters and those interested in bowhunting & archery. Updated daily with Online bowhunts and news for the archery ...
www.bowhunting.net/ - 347k - Cached - Similar pages

Petersen's Bowhunting
Petersen's Bowhunting provides readers with a wide coverage of all aspects of the archery community including tips, tools and tactics necessary to be ...
www.bowhuntingmag.com/ - 46k - Cached - Similar pages

HuntingNet.Com - Deer Hunting, Bowhunting, Hunting Outfitters ...
The Ultimate Hunting Community with daily hunting news and article updates, how-to's, field journals, photo gallery, free games, free background wallpapers, ...
www.bowhunting.com/ - 184k - Cached - Similar pages

Bowhunting Whitetails | Trophy Whitetail Deer and Spring Turkey ...
Trophy whitetail deer and spring turkey hunting adventures on over 5000 privately owned acres in Illinois, Iowa, and Ohio.
www.bowhuntingwhitetails.com/ - 19k - Cached - Similar pages

Bowhunter
Bowhunter provides bowhunting adventures in pursuit of the world's most popular game seasoned with the latest advice on how to get the most from bowhunting ...
www.bowhunter.com/ - 56k - Cached - Similar pages

The Bowsite (Bowsite.com) - Bowhunting & Archery Supersite
Bowhunting supersite. If you like to bowhunt deer, elk, moose, sheep, or just shoot your bow, if you love archery, bows & arrows, traditional archery, ...
bowsite.com/ - 8k - Cached - Similar pages

Sponsored Links

Bowhunting
Shop Cabela's for archery gear. Bows, arrows, accessories and more.
www.Cabelas.com

C'Mere Deer Official Site
The Revolutionay Deer Attractant It Really Works!
cmeredeer.com

Bowhunting Magazine
Up to 90% Off Subscriptions Here! Huge Selection & Savings - Shop Now
www.Magazines.com
Google Checkout

Free Bowhunting Book
Bag em like a champ with the # 1 guide. Join now for FREE
www.TopSportsToday.info

Bass Pro Bowhunting
Shoot truly with top brand archery supplies from Bass Pro. Low prices.
www.BassPro.com

Bow Hunting in Africa
Thabazimbi Bushveld Safaris offers



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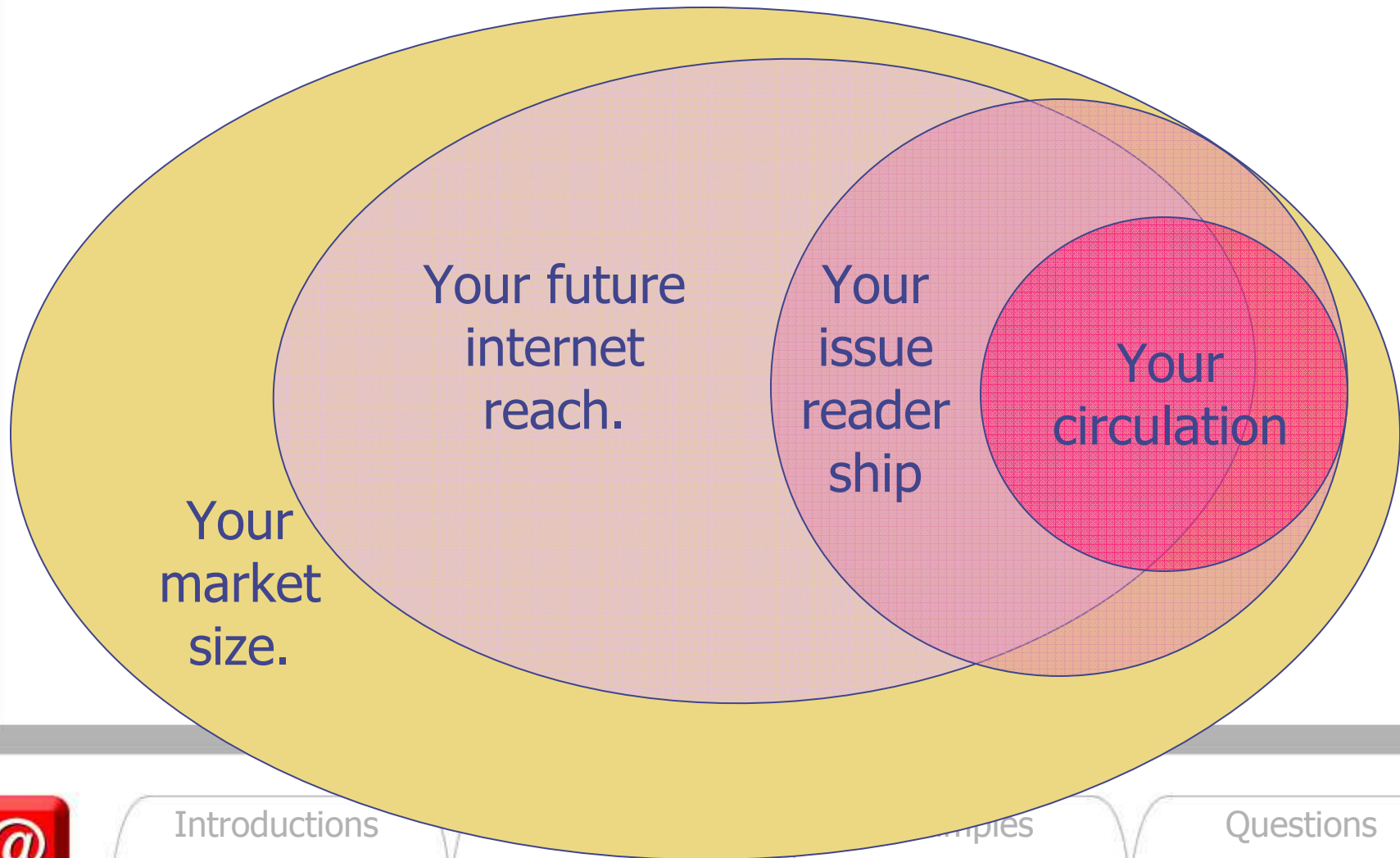
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The McGraw-Hill Companies

BusinessWeek

“In fact, the Net is helping break down walls that traditionally divide different media. More and more, publishers are delivering selected customers to advertisers, and reaching customers across a host of media, including the Net.

(Business Week, November 22, 2004)



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Some generalizations about Internet media and Print media:

Magazines

- ◆ Great for browsing
- ◆ Builds trust
- ◆ Shows you things you don't know you need to know.
- ◆ Big beautiful pictures
- ◆ Still pictures
- ◆ Carefully selected content
- ◆ Great for being inspired

Internet

- ◆ Great for finding
- ◆ Relies on trust
- ◆ Shows more about things you know you need to know.
- ◆ Little pictures
- ◆ Moving pictures
- ◆ Jumble of content
- ◆ Great for doing



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Some advantages of this strategy:

- ◆ Provide your advertisers with
 - increased reach
 - increased frequency
 - lowered cpms
 - alternative creative units
 - differing advertising functionality

- ◆ against a demographically and psychographically similar target market.



Lets look at some examples:

◆ The Knot

- 2.1 million unique visitors/mo.
- Regional magazine titles = 1.2 million circulation in 18 cities

◆ *New York Magazine*

- 425,000 weekly circulation
- 2.8 million unique users September '06.

◆ *Forbes Magazine*

- 750,000 circulation
- 10.9 million unique users/mo.



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Putting money where their mouth is:

- ◆ One client ran a contest for their sales staff; dividing them into two groups and giving each \$25K in real advertising credit to work with for an advertiser they had selected that agreed to share detailed results information.
- ◆ The two groups competed to create the most effective ad campaign.
- ◆ The company that demonstrated the most growth utilized a combination on online plus print and generated 4 times the sales growth.



A few observations from my clients:

- ◆ 75% of online advertisers are print too...25% online only.
- ◆ Many clients do a good job of advertising but a bad job of selling (closing the deal when they have attracted a customer to their site.
- ◆ 'my staff likes the immediacy of online...the sales cycle for renewals is much shorter.'
- ◆ (smaller) clients need a lot of education. They expect 5% click rates and 85% open rates on email.



Sounds good in theory, but what about...

◆ Sales organization?

- What kind of sales account assignment/organization works? Selling separate? Together?

◆ How should your compensation plan work?

◆ Are clients (and agencies) interested? Ready?



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