

Selling **SMART** with Research & Data



MAGAZINERADAR.COM SALES WEBINAR
MARCH 8, 2011

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SABATIER CONSULTING LLC



Session Outline



- WHY START WITH RESEARCH**
- TYPES OF RESEARCH**
- GATHER COMPELLING INFORMATION & DATA**
- INTERPRET RESEARCH TO SELL COMPETITIVELY**
- AVOID DERAILING DISTRACTIONS**
- FINAL THOUGHTS**

Research Reduces Advertiser Risk



Research Reduces Advertiser Risk.



ADVERTISERS ARE DESPERATE TO TAP INTO ENGAGEMENT. WE NEED MEDIA NOT JUST TO KNOW THE GAME BETTER, BUT TO LIVE IT AGAIN, TO DEFINE WHAT'S HAPPENING. WE ARE NOT BLINDLY PLUGGED IN, WE'RE PATENTLY PLUGGED IN.

*EDMUND LEE
ADAGE.COM*

Research Reduces Advertiser Risk



- Defines your audience
- Lends unbiased authority to your pitch
- Highlights your ability to influence and/or drive new customers to your advertisers
- Clarifies, educates and empowers –the buy or recommendation is made with confidence

There are TWO basic types of research



- **Primary Research**

Information or data that does not already exist

- **Secondary Research**

Published or recorded data that has already been collected for some purpose other than the current study

[wikipedia.com](https://www.wikipedia.com)

Gathering Compelling Information & Data



**A BRIEF REVIEW OF THE RESEARCH YOU
NEED TO SELL ADVERTISING**

Primary Research Helps Develop Your Edge



- **Primary Research**
 - Your Industry or Market
 - Brand Engagement/Influence
 - Audience
 - Content
 - Advertiser
 - Advertising

Primary Research Helps Develop Your Edge



- Your Industry or Market
 - Size
 - Peak spending months
 - Trends

Primary Research Helps Develop Your Edge



- **Brand Engagement & Influence**
 - How well you meet customer needs and fulfill expectations
 - The power to influence other current and potential customers

Primary Research Helps Develop Your Edge



- Audience
 - Composition
 - Behavior
 - Demographics
 - Psychographics
 - Preferences
 - Metrics

Primary Research Helps Develop Your Edge



- **Content**
 - What they read
 - Why
 - Relevance
 - Influence

Primary Research Helps Develop Your Edge



- Advertiser
 - One-on-one interviews
- Advertising
 - Recall and influence [reader action]

Secondary Research Helps Develop Your Edge



- **Advertisers**

- **Competitive tracking**

- ✦ Advertising – ads, campaign’s message, seasonality, frequency
 - ✦ Revenue
 - ✦ Market share

- **Standard sources**

- ✦ Website
 - ✦ Annual report
 - ✦ Press



Account Review

Tearsheets Recommendations My Leads Reports Search Personalize

Switch title | Log off

Overview

Perfect Pitch

News

Notes

Print Send

Perfect Pitch: SICIS

What to say to give the perfect pitch

Between March 1, 2010 and February 26, 2011

Positioning | **Timing** | Editorial | Demographics | What to Offer | What Price to Offer

Positioning

- Across competitive set: 5% of book

Advice: Offer placement in the first 5%. Although they do buy placement up to 18% of book, you should at least offer their average.

Details. SICIS buys close to the front of the book. They are always in the first quarter of the book. Separation from other Building Material brands was never less than six pages in any title.

» [Review Positioning Report](#)

Editorial Support

GOOD NEWS: The Economist is a great editorial fit for an ad from SICIS.

- You wrote about Building Material brands on 11 pages in the past 12 months.

What to Offer

Ad Creative

Consider pitching 2 page ads. SICIS has run ads of this size in T: The New York Times Style Magazine and New York Spaces.

Products

SICIS is currently only marketing itself.

Promo Pages

Offer SICIS promotional pages. Elle Decor gave them promo pages; this is something SICIS is looking for.

Frequency

Try offering them a multi-issue schedule. Historically, they've only bought one issue per title; can you make a case for more?

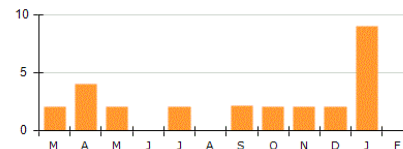
- » [See all ad creative](#)
- » [See all promo pages](#)
- » [See all brands owned by SICIS](#)

Timing

- Peak spending month(s): January
- Peak spending quarter: Q1

Advice: Peak spending has shifted over the last two years, but most recently was concentrated in January. Try offering something for then! One important point: SICIS' schedule is countercyclical. Spending for others in this category tends to peak in April and July. Show that you know the Building Material market!

SICIS Monthly Spending: March 2010 - February 2011



Demographic Match

GOOD NEWS: Your readers have the household income that SICIS wants.

HHI: 250K | 70% Women

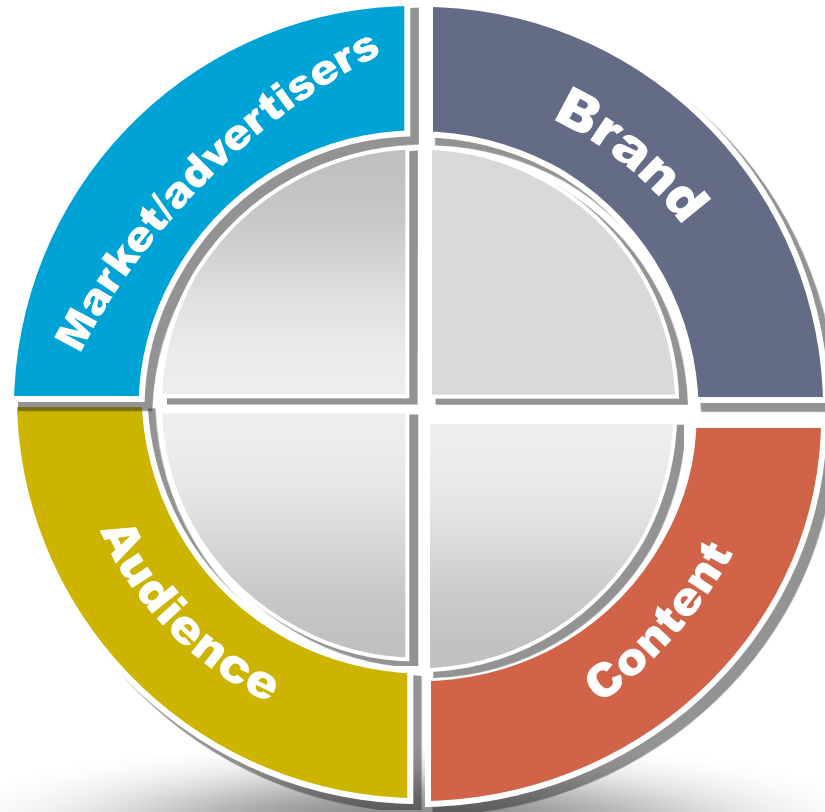
- **Household income.** Your readers have an HHI of \$250K; SICIS reaches readers with a median of \$250K
- **Gender.** 14% of your readers are female; 70% of the readers they reach are female.

Selling Competitively



BEST PRACTICES FOR PRESENTING RESEARCH

Successful Competitive Selling Requires Demonstrating Initiative and Insights



Interpret research to sell competitively



- Know key drivers that matter to the advertiser
- Make a statement/claim
- Provide information in context
- Compare/contrast
- Limit information
- Lead/direct to pertinent conclusion

Know Key Drivers



**INVEST IN INFORMATION & DATA THAT
MATTERS MOST TO ADVERTISERS**

Your advertising initiative + the power of *The Weekly Standard*.

Sell Competitively:
know key drivers
that matter to the
advertiser

“*The magazine speaks directly to and for power. Reader for reader, it may be the most influential publication in America.*”

The Nation's Eric Alterman quoted in The New York Times

- **Remarkable Loyalty** — more than two-thirds of our readers have read TWS ten years or more
- **Commitment to Quality** — even those readers of different political views recognize our commitment to quality of writing in print and online
- **Relevant Content** — independent research affirms readers embrace the breadth and depth of topics covered in *The Weekly Standard*
- **Growing Audience** — print circulation grew 39% in 2010 to 100,000+ [225,000 with pass-along] and 1 million online visitors monthly [80% unduplicated with print]
- **Highly Engaged and Trusted** — readers spend almost two hours a week reading *The Weekly Standard*, their first choice for being informed on politics and analysis
- **Affluence** — above average household income and net worth
- **Influence** — *The Weekly Standard* influences the influencers, creating an ongoing dialogue with your constituents
- **Added Exposure** — *The Weekly Standard* writers appear regularly at events, and on radio and television
- **Productive Partner** — multiplatform; numerous channels to connect with our community of readers
- **Effective** — *The Weekly Standard* delivers a desirable audience of political and business influencers

Make a Statement or Claim



**LEAD WITH INFORMATION BY MAKING A
STATEMENT OR CLAIM VERSUS USING
A TITLE.**

THE WEEKLY STANDARD

More readers and reach in the DC market than any other opinion magazine.

Sell Competitively:
make a statement

*“Washington's opinion leaders are reading
The Weekly Standard.”*

PR Week

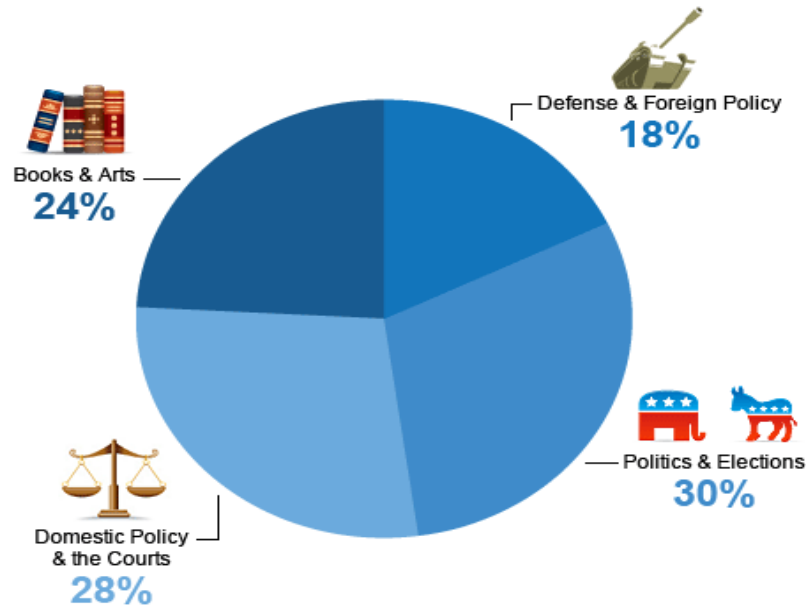
Total print circulation	103,189
DC Metro (paid)	10,600
DC Super Target	9,379
Total DC	19,979
Senate & House politicians	4,260
Political staff & subcommittees	200
White House, Cabinet & Federal	1,000
Government — state & local	694
Lobbyists/Law firms	225
NGO's	50
Think tanks, research organizations, educational	500
Embassies	50
Media	400
Academicians	150
Investment Bankers/Analysts/Economists	100
Trade & Professional Associations	750
Top Management - includes C-level	1,000

THE WEEKLY STANDARD

An informed perspective on news and issues.

“The value to The Weekly Standard reader is the sum of the parts, the interesting mix of content, the variety of topics, type of writers and topics covered. There is such a breadth of content from topical pieces to cultural commentary.”

Bill Kristol, Editor



Committed: 76% of paid subscribers have been with TWS 5+ Years...Brand Loyal



the weekly
Standard



Provide Information in Context



**YOUR INFORMATION IS RELATIVE
TO WHAT?**

What makes The Weekly Standard a “must have” brand?



Point of View

- Conservative ideas...*not*
Conservative movement
- Republican – 75%
- Independent – 13%
- Other – 12%



Quality

- Incredibly well-written, articulate
- What our writers and editors are writing about [how they curate content, i.e. topics, breadth, and depth]



Distinctive

- Original
- Unconventional
- Bold
- Passionate



the weekly
Standard

SPRING
READING

2010 BY
Mark Helprin
Marianne Moore
Vladimir
Nabokov
Czesław
Miłosz
Richard
Siken
and more

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This Week in Print
May 3, 2010 · Vol. 15, No. 31

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CONTENTS **DOWNLOAD PDF**

EDITORIAL
Our Country's Battles
by Gary Schmitt and William
Kristol

OP-ED

Thursday, April 29, 2010

WeeklyStandard.com

SUBSCRIBE TODAY to THE WEEKLY STANDARD!

HOME BLOG IN PRINT STORE CRUISE FEEDS SUBSCRIBERS ONLY ABOUT US NEWSLETTER

Anti-Catholicism, Again

The permanent scandal of the Vatican
BY JOSEPH BOTTUM

The Strange Career of WikiLeaks

Twists and turns.
BY JOHN ROSENTHAL

The Creepy Corporatism of Obama's America

Citi's Pandit to Obama: "You can count on me and the entire Citi organization..."
BY WILLIAM KRISTOL

Who Speaks for the Palestinians?


Fifteen months of Obama diplomacy have undermined Palestinian autonomy.
BY ELLIOTT ABRAMS

You Say You Want A Devolution

Different time; same tune.
BY GARY ANDRES

[MORE FEATURES](#)

The Blog



"Gillian The Pensioner" Rocks British Election

More viral than Joe the Plumber.
10:32 AM, Apr 29, 2010 · BY Adam Brickley


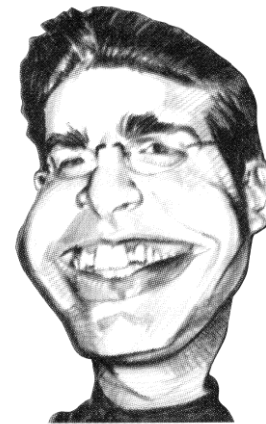
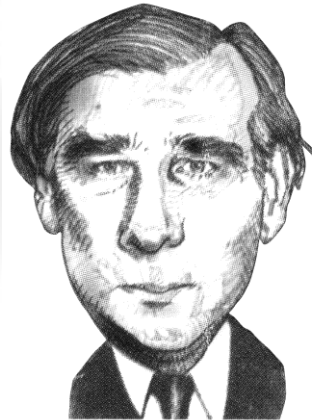


Photo Credit: Newscom

Personalities

Who is writing matters:

- Kristol, Barnes,
- Labash, Terzian,
- Caldwell, Continetti,
Hayes, and others

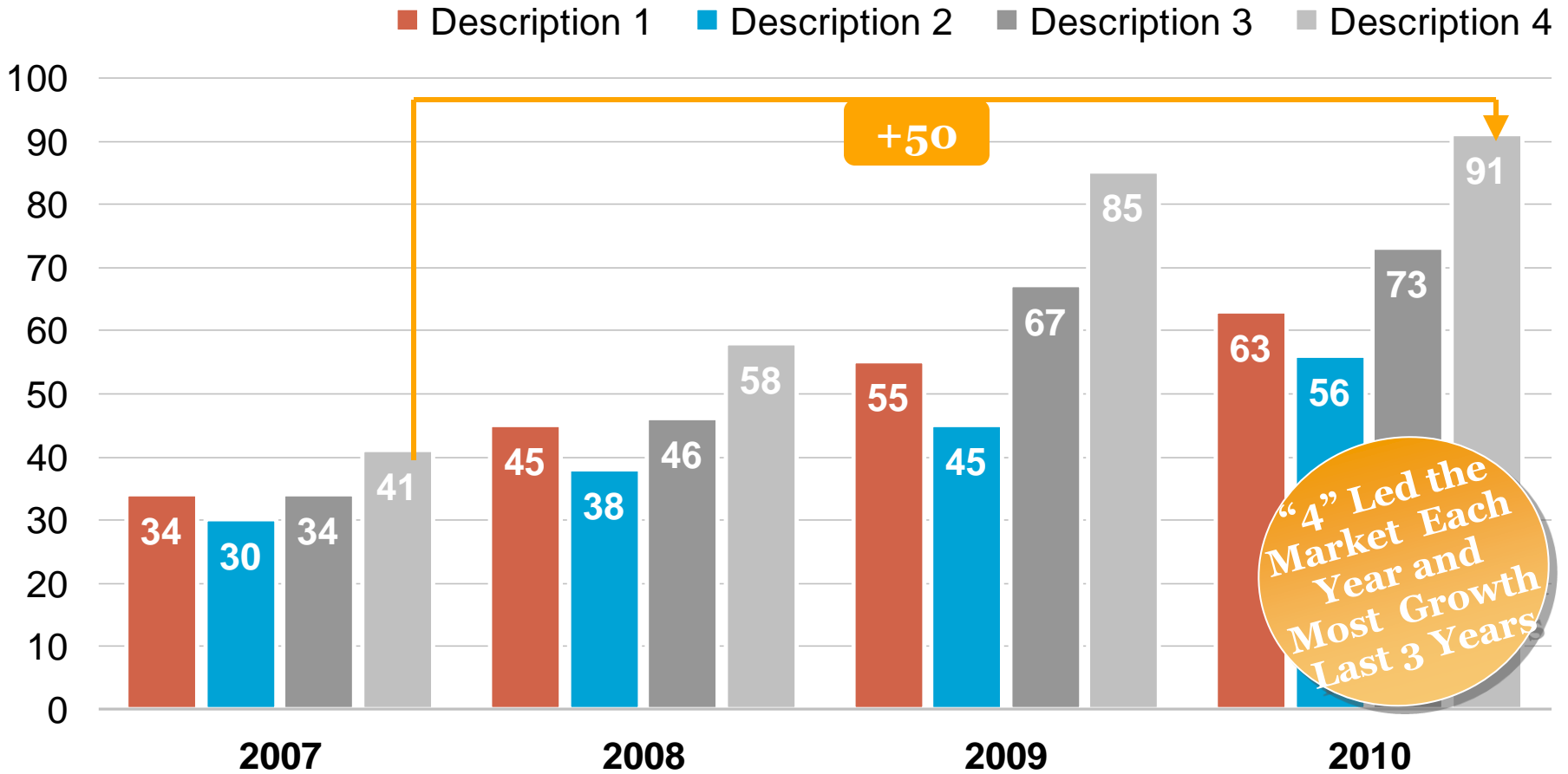


Compare & Contrast

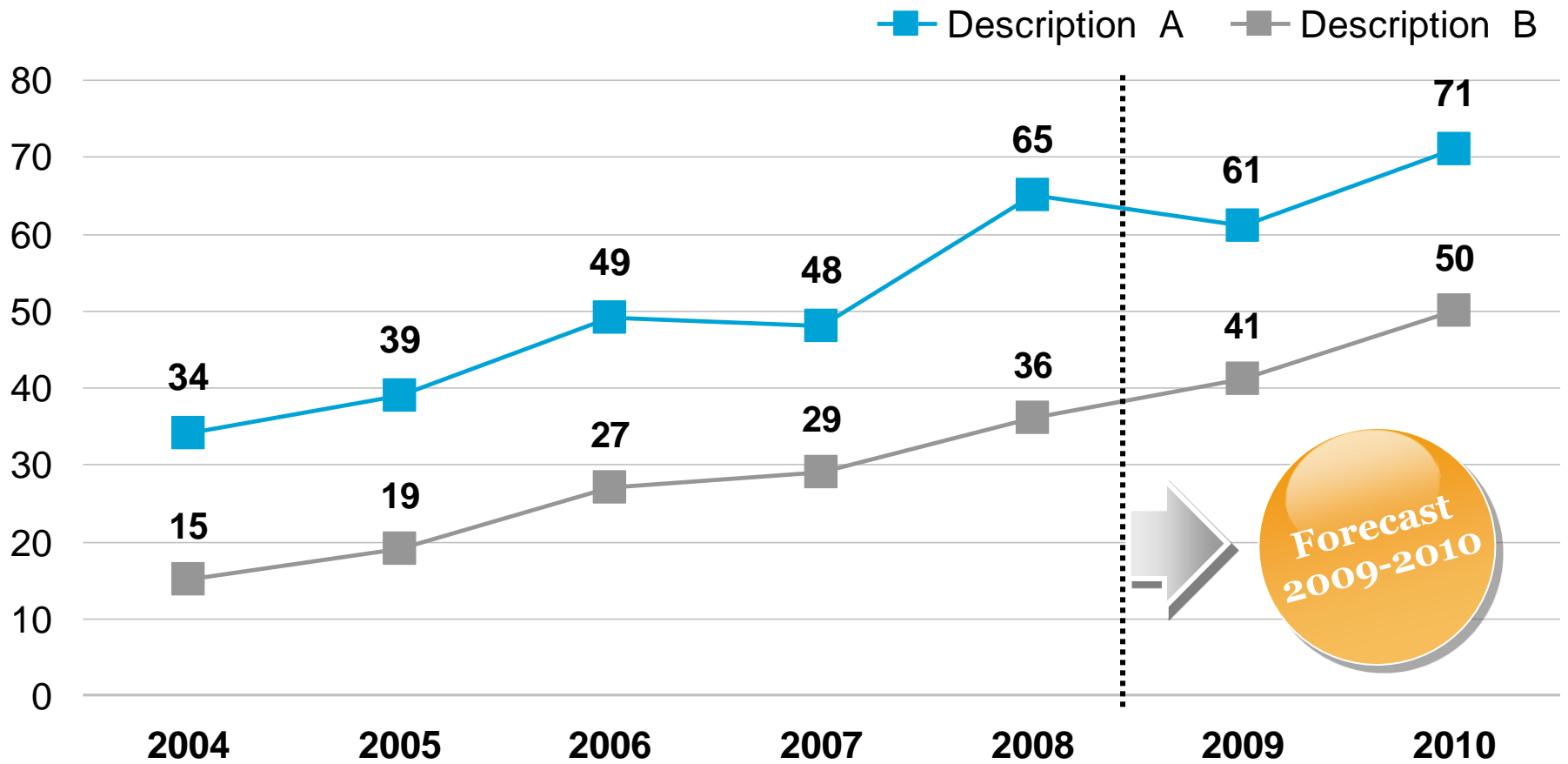


**PRESENT YOUR INFORMATION VERSUS
YOUR COMPETITORS**

Compare & Contrast



Compare & Contrast

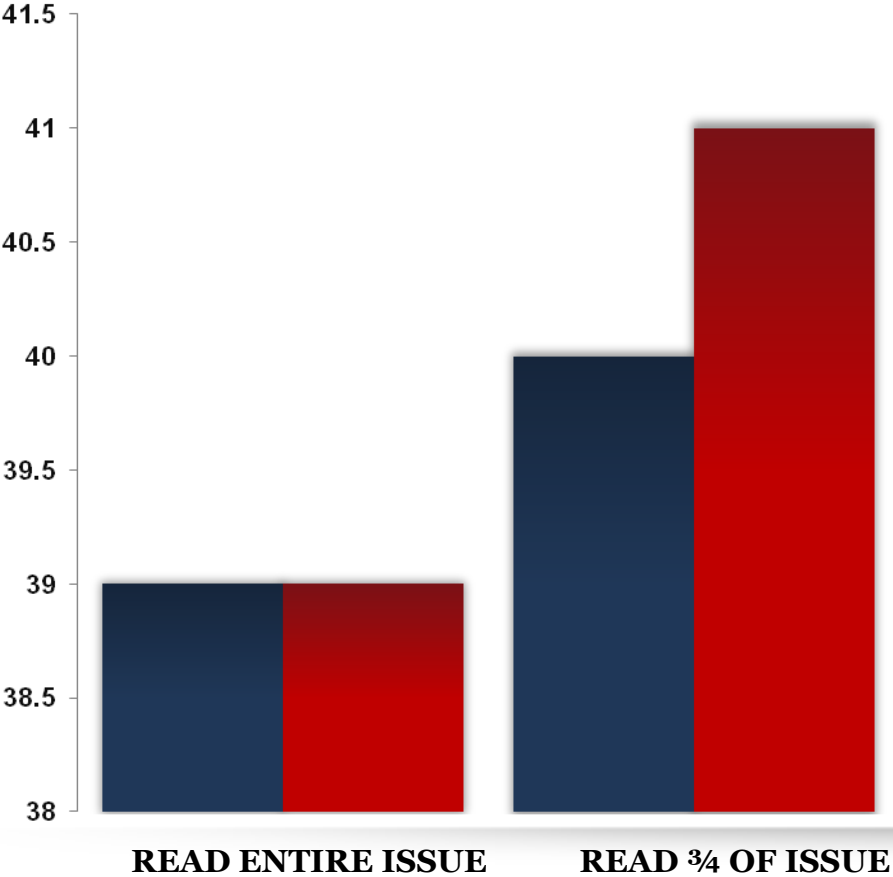


Limit Information

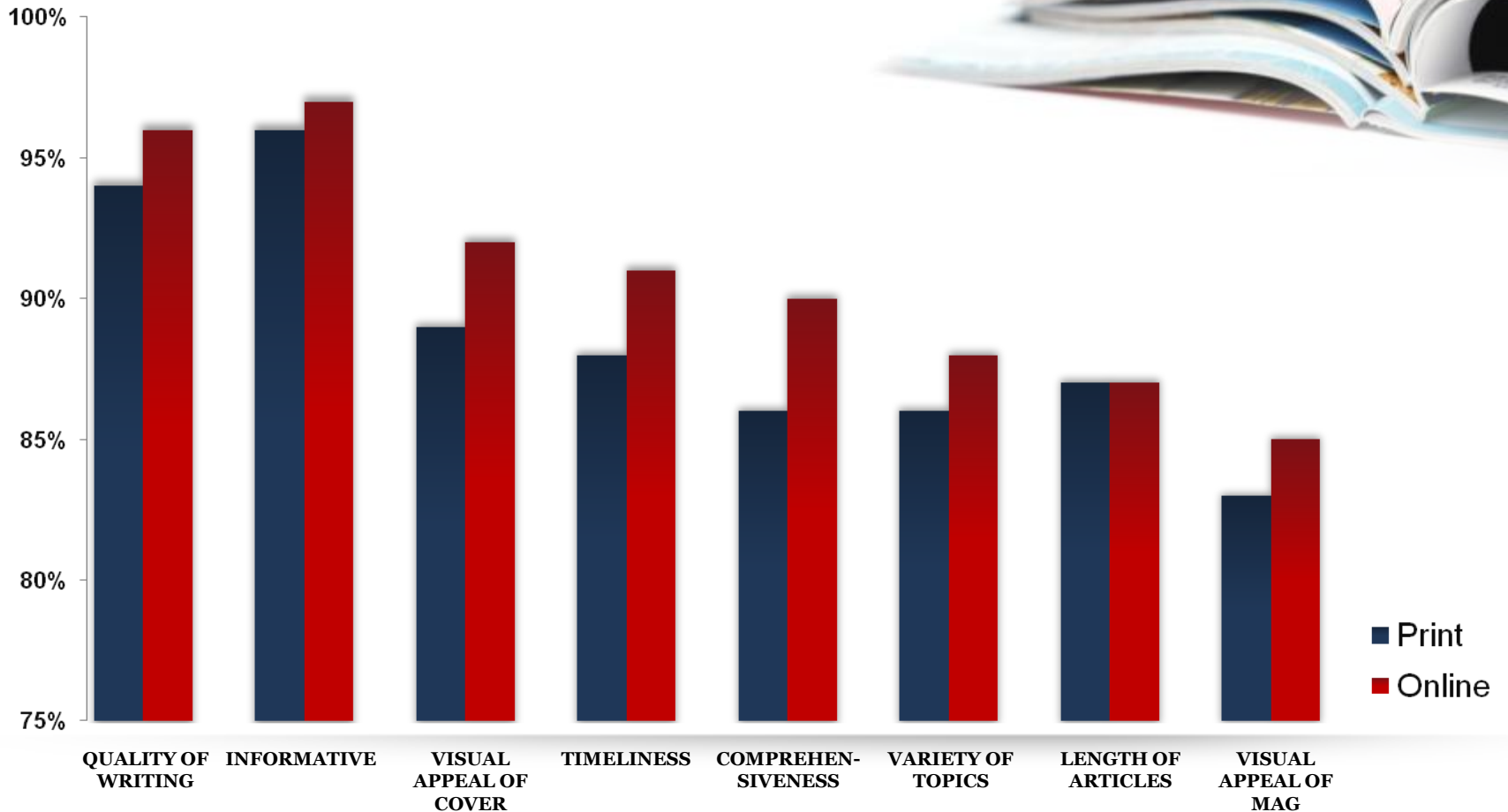


**DON'T PRESENT TOO MUCH
INFORMATION IN ONE PRESENTATION
OR SELL SHEET.**

80% Heavy Readers



Engaged: Outstanding Content Ratings



Lead to Conclusion



**USE YOUR INFORMATION & DATA TO
TELL YOUR STORY AND LEAD THE
ADVERTISER TO MAKE A CONCLUSION.**

The Weekly Standard Advantage

- Inspires interest
- Builds brand
- Increases reach
- Provides frequency
- Fosters trust
- Shapes thought



XYZ Company 2010

Avoid Derailing Distractions



- Source your research
- Watch the “age” of the information and data
- Don’t overpromise
- Be comparative, not combative
- Don’t listen only to current customers or advertisers

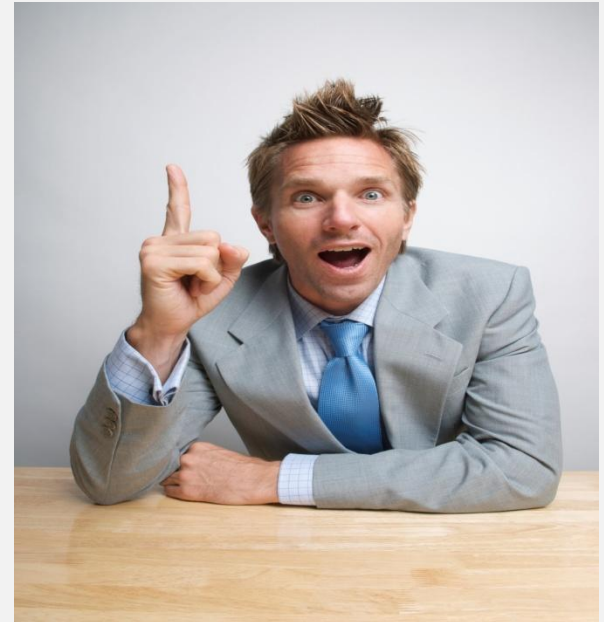
Research should be actionable.



Research is key driver for advertising sales.



- Position your BRAND as the preferred marketing partner for advertisers.
- Position yourself as the market expert, the Chief of Insights for your BRAND.



Questions and Discussion



Don't miss these webinars



April 6, 2011 – noon EST presented by Jenae Rubin
“Successful First Calls”

May 10, 2011 – 2pm EST presented by Lou Sabatier
“The Power of Yes: Overcoming Objections”

Thank you

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Contact Sabatier for a comprehensive list of research resources and key drivers.