

PRINT MATTERS

JOHNSON PRESS OF AMERICA • volume 7 • issue 4 • july 2013

BEST APPROACH: BE DIRECT

How are your ad sales?



Peter Ebner, owner of Winning Ad Sales Strategies, is firmly convinced that magazine advertising is as vital today as ever. If magazines are not realizing their full advertising potential, he says, the problem most likely is their sales approach. "No one's interested in magazines; they're interested in the results they get from magazines," Ebner said. "Magazines have to know how to sell."

There's no question that magazine advertising is alive and well, said Melissa DeFlora, a Houston-based advertising consultant with hibu. "Print isn't dying," DeFlora said. "The people who say print is dying are trying to sell digital advertising."

Many are missing the boat

Ebner, a professional sales trainer and marketing consultant based in Aurora, Ontario, has written 13 books and audio programs on sales, and he lectures on the topic internationally. He frequently speaks to

people in the niche magazine industry. "If you've picked a niche market, you've already got a group of people interested in your magazine. You've set a reasonable cost for advertising. Studies show people do read magazines. With all of this going on, why aren't more people advertising?

"The problem is, most of the magazines are selling advertising the way they did in the '60s, '70s and '80s: the 'if you build it they will come' approach. You send out media kits. No one calls. You call; no one wants to talk. Media kits don't work."

The average media kit, he explained, will include readership demographics and an editorial calendar. "Does it address the recipient's unique challenge? The answer is no. And if the rate card is included, that's what people read first. They'll decide the advertising is too expensive, and the sale is killed."



Exceeding our customers' expectations for more than 60 years...

Calling potential clients isn't necessarily helpful, either, Ebner said, if the call isn't approached correctly. When someone calls a business, identifies himself as a sales representative for XYZ magazine and asks for a marketing manager, that caller might just be killing the sale. To the person who takes the call, the person trying to sell advertising is perceived much like the pesky phone solicitors who disturb them at home.

"They're going to pre-judge what you have to offer," Ebner said. "They won't take your call, or they'll pass you on to someone who can't make a decision."

It's all about the bottom line

Ebner isn't saying it's impossible to sell advertising in your magazine. "Can a magazine help a company improve their bottom line? Absolutely. And that's what you need to tell them."

It's up to magazine representatives to help potential advertisers make the connection between advertising in their publication and getting what they want: increased sales, improved brand recognition, improved market shares. A well-trained sales representative can accomplish these objectives.

"Presenting the product and asking the prospect to translate the benefit: they're not going to do that. Stop selling advertising. Tell them what advertising will do for them. Tell them the benefits." Ebner adds that a magazine's circulation or great editorial content are not benefits; they're features. "Go directly to the main point. You can help them increase sales."

And don't let the cost of advertising be a deterrent for prospective clients, Ebner says. "Magazines sound expensive, but they're not if the cost is broken down. Consider selling advertising by the cost per reader." If an ad costs \$2,500 in a magazine with 15,000

"Can a magazine help a company improve their bottom line? Absolutely. And that's what you need to tell them."

— Peter Ebner

readers, the ad costs about 16 cents per potential reader. "It's a steal," Ebner said.

Magazines also can help themselves by giving clients the option of advertising with localized editorial content, DeFlora said. The sections are well read, and advertisers like them. "With niche magazines — even if they're national — they can still have a section devoted to different parts of the country," she said. "When you keep it hyper local, people always will buy."

"I tell people not to put all of their eggs in one basket," DeFlora continued. "Buy magazine advertising. Try social media. Spread the money around. If you can only afford one thing, invest in a print magazine."

Magazine advertising does offer strengths over other mediums, Ebner adds. "The credibility of the magazine is bestowed on the advertising. You can advertise on the radio, but it's not as targeted as a magazine. You can do direct mail, but it doesn't have the same lifespan. With magazines, if I love something I read, I save it. I might keep it six or seven months down the road.

"There's no shortage of benefits with magazines, and that's the rest of the story that you share with advertisers." 

Wood type museum has new home

We are ecstatic to report that the Hamilton Wood Type & Printing Museum is settling into a new home about a half a mile south of its original site in Two Rivers, Wis. The museum maintains the world's largest collection of wood type, and is hoping to re-open in August, according to Museum Director Jim Moran.

The nonprofit museum has drawn considerable interest since it was featured in the documentary "Typeface," which was produced by Kartemquin Films in 2009. The documentary illustrated letter type's role in American history, along with the artistry and relevance of letter type today.

The new location — 1816 10th St. — is about 80,000 square feet, including storage space. Museum supporters contributed the funding necessary for the move, but the museum will have to continue raising funds to cover operating costs.

Currently, the museum is seeking volunteer help with painting, cleaning and unpacking. For more information, visit <http://woodtype.org>.

One on one

JPA profile: Emily Deany, customer service representative

Number of years with JPA: Started in October 2012

Why she loves JPA: Deany said she's grateful to JPA for believing in her potential. She was hired to work in the binding department and was promoted to customer service within four months. "Customer service is something I'm still learning, and I'm very eager to learn," she said.



Deany and Neeka

Family life: Deany lives near her parents, Tracy and Alan Deany, and her sister Tessa. She also has a boyfriend named Bryant. She says her dog, a Lab and Collie mix named Neeka, is part of the family, too. Deany adopted Neeka from the Humane Society when she was a puppy, and she's about 2 now. "She's so cute and loving. She loves playing with kids, and she's very sociable. If anyone comes up to her, she has to give them kisses." Deany credits a friend from JPA, Kayli Mohr, with helping her train Neeka.

Hobbies: In addition to playing and walking with Neeka, Deany is a big fan of dirt track racing and often goes to races with her family. A number of her relatives, including her cousin, grandfather and uncle, have raced themselves. "I've always gone since I was born," she said. "It's kind of like a family tradition, and I love it."

One cool fact: Deany lived in Pine Island, Fla., for seven months after graduating from college. For her, it was an adventure she'll never forget. "It's just something I wanted to try," she said. "It was scary, but awesome. I loved it. It was just so different, and you could smell the ocean. The ground was sand instead of dirt." She also got plenty of chances to see one of her favorite animals, the turtle, in Florida. "On our island they had tortoises that walked in the back yard. You don't get that in Illinois." Deany ultimately decided to return home, however, because she missed her parents and sister. "I'm a huge family person." 📷



Johnson Press of America
800 N. Court St.
P.O. Box 592
Pontiac, IL 61764

PRST STD
US Postage
PAID
Pontiac, IL
Permit No. 592

RECIPE

Dirt Dessert

1 large package of Oreo cookies; ½ pint of whipping cream; 12-ounce package of cream cheese; 2 small packages of chocolate instant pudding; 3 ½ cups of milk; 1 small sand bucket

Crush the Oreo cookies. Mix the milk and the pudding mix together and chill for 5 minutes. Add the whipping cream, cream cheese and 1 cup of Oreo crumbs. Mix well. Place 1 ½ cups of Oreo crumbs into the bottom of the sand bucket, then add the chocolate mixture. Put the rest of the Oreo crumbs on top of the chocolate mixture. Chill for 6 to 8 hours or overnight. Serve with a sand shovel.

Johnson Press of America
815.844.5161

For quotes, please contact:

Ray Baker, ext. 236
r.baker@japontiac.com

Duane Carrell, ext. 235
duanecarrell@japontiac.com

Randy Pennington, ext. 237
rpennington@japontiac.com

Jill Rambo, ext. 234
jrambo@japontiac.com