

# How to sell 10 million dollars by 2013

Paul Gardiner

**campaign**

**TIME**

**Woman's Day**

**YOUR HOME  
& GARDEN**

**FASHION**

**CLEO**

**THE AUSTRALIAN  
Women's Weekly**  
NEW ZEALAND EDITION

**Metro** NEW ZEALAND **Woman's Weekly**

**Little Treasures Taste**

**Marketing**

**NetGuide**

**KiaOra** YOUR  
AIR NEW ZEALAND  
MAGAZINE

**NORTH & SOUTH**

**PrintWeek**

**HOME**  
NEW ZEALAND

**Next**

**FHM**




# Discussion Points

- Setting the scene
  - A little something for everyone
- PG's tips for selling 10 million dollars by 2013
- How not to make to million dollars



# Some Numbers

# Numbers

30 

- The NZ average number of magazines each person buys in a year

# Numbers

23 

- The American Average

# Numbers

25



- The Australian Average

# Numbers


31



- The U.K. Average

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# Numbers

700 

- Titles published in New Zealand
- 
-

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# Numbers

3



- Pig Hunting Titles
- 
-



# Numbers

11% 

- NZ's total revenue magazine share

# Numbers

13%

- UK's total revenue magazine share

# Numbers

7%

- Australia's total revenue magazine share

# Numbers

27%

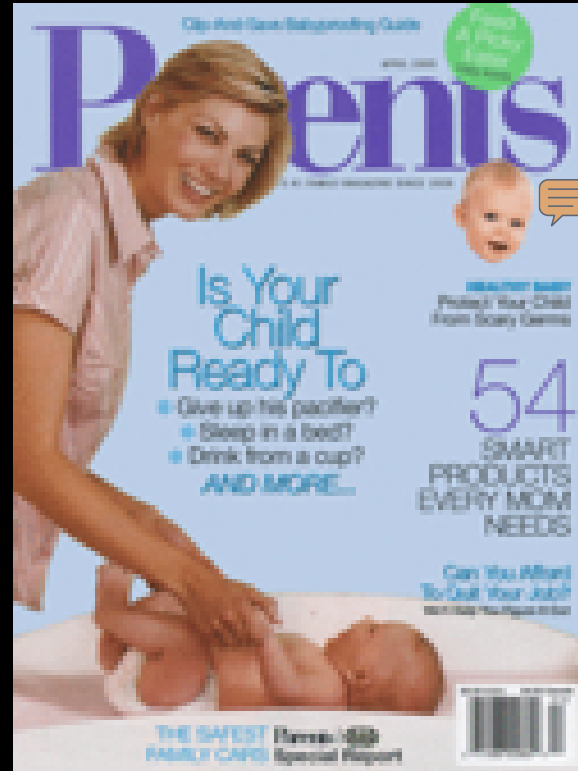
- Austria's total revenue magazine share

# Numbers

38% 

- Greek total revenue magazine share

# An example of a Greek magazine



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PG's top ten tips on how  
to sell 10 million dollars by  
2013

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# 1. Demand the brief

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**2. Tap into the  
information  
available to you** 

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# www.magazinesgetcloser.co.au

Magazines Get Closer - Home  
magazinesgetcloser.com.au/

*Magazines Get Closer*

*When clients request powerful contact points*



- HOME
- WHY MAGAZINES
- CHARTS
- CASE STUDIES
- RESEARCH
- GET CREATIVE
- SIGN-UP

## WHY MAGAZINES



No medium gets nearer to the hearts of consumers than magazines. Why? Because people are drawn to media they feel a strong connection with - they seek trustworthy sources of content that reflect their individual interests and passions. No other medium offers such a receptive environment for advertising. [More](#)

WELCOME to the new online resource about magazines for agencies and marketers. This is an initiative of Magazine Publishers of Australia in support of the close connections magazines enjoy with their readers and powerful contact points they provide advertisers.

*No medium gets closer than a magazine*



## GET CREATIVE



Inspiration from the world's most awarded print ads. Plus examples of publisher-created campaign solutions. [More](#)

## SELECT, DOWNLOAD & USE IT

VIEW BY DEMOGRAPHIC OR CATEGORY

## WHAT'S NEW



**MEDIA MATCHMAKER STUDY**  
Despite the growth of the internet, magazines stand out as the medium people turn to when they need personalised information and ideas. MPA's major new research study Media Matchmaker also shows that magazines are a more complementary partner with the internet than are other media options. The study supports MPA's current 'Magazines get

## CHARTS

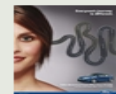


**Charts**  
Magazine usage vs. TV, radio and newspapers in key demographics and product categories. [More](#)

**Magazine Market Composition by Category**

**FMCG/Retail**  
Profile of heavy media usage, supermarket shoppers by major FMCG groups. Morgan

## CASE STUDIES



**Case Studies**  
Effectiveness of magazines in the marketing mix. [More](#)

**Ford of Australia: Fiesta & Focus**  
Client: Ford of Australia

**Colourbond/BlueScope Steel**  
Client: BlueScope Steel

## RESEARCH



**Research Studies**  
Insights into the role of magazines and effectiveness of the medium. [More](#)

**Media Matchmaker. It's about relationships.**  
Major new Australian study shows magazines get closer to consumers and their ads are more welcomed than in other media. Download the summary.

**How Magazine Advertising Works**  
The purpose is to set out a description of how magazine advertising works and to

# www.ppa.co.uk



Promoting magazines and business media

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Competitive + benefits

## Welcome

PPA is the association for publishers and providers of consumer, customer and business media in the UK. PPA's role is to promote and protect the interests of the industry in general, and member companies in particular.  
Find out more about PPA >>

## Latest news

**Nick Mazur leaves PPA**  
**Increased visibility for regional magazines**  
**Join in the great WOM debate**  
**Rationalisation at Thomson Reuters**

**MAGAZINES** | 2008 **winner**  
PPA awards for editorial and publishing excellence

**ppajobs.co.uk** 



## Job vacancies at PPA

PPA is recruiting for three positions: chief operating officer, principal economist, events manager. [Find out more](#)

## Re-think consumer magazines with PPA Marketing

Magazines have the passion and the power to get brand messages across to consumers. Join the Word of Mouth debate at [ppamarketing.blogspot.com](http://ppamarketing.blogspot.com).



Magazines are **the** medium for reaching the influential customers who can transform a brand's fortunes. Download our new WOM research, [Targeting Influentials](#) to find out more.

## Memberlogin

Username

Password

Login 

Register 

## Affiliated sites



# www.magazine.org

Magazine Publishers of America



■ Advertising & PIB

- Accountability
- Engagement
- Magazine Marketing Coalition
- Ad Positioning & Guidelines
- Ad Trends & Magazine Handbook
- Ad Categories & Demographics
- Case Studies
- Sales Edge & Behind The Numbers
- PIB Revenue & Pages
- Kelly Awards

Advertising & PIB | Circulation | Editorial | Government Action | Finance & Operations | Events & Seminars

■ Member Log In

The Definitive Resource for the Magazine Industry

User Name:

Password:

[Create an account](#)  
[Forgot your Password?](#)

■ Advertising & PIB - Kelly Awards

[What it Takes to Win a Kelly](#) | [Case Studies](#) | [Winners and Finalists](#) | [Entry Kit](#)  
[Kelly Gallery & Material](#) | [Press/Photos](#) | [Judges](#) | [Staff](#)



2008 Kelly Awards Finalists

### 2008 Kelly Awards Finalists Announced

-Watch the video-



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AGENCY / CITY: 180 LA (180/TBWA) / Santa Monica, CA  
CLIENT: Adidas USA  
CAMPAIGN: The Brotherhood



AGENCY / CITY: Arnold & Crispin Porter Bogusky / Boston, MA  
CLIENT: American Legacy Foundation

# www.magazine-engagement.co.uk

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Topic 1.  
Connecting with  
Consumers



Topic 2.  
Making Magazines  
Work



Topic 3.  
Getting People  
Talking



Topic 4.  
Is Anyone Seeing My  
Ad?



Topic 5.  
...When A Plan  
Comes Together



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# 3. Know your client (the real client)

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# 4. Know your magazine

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**5. Look at the  
magazine offering  
three-dimensionally**



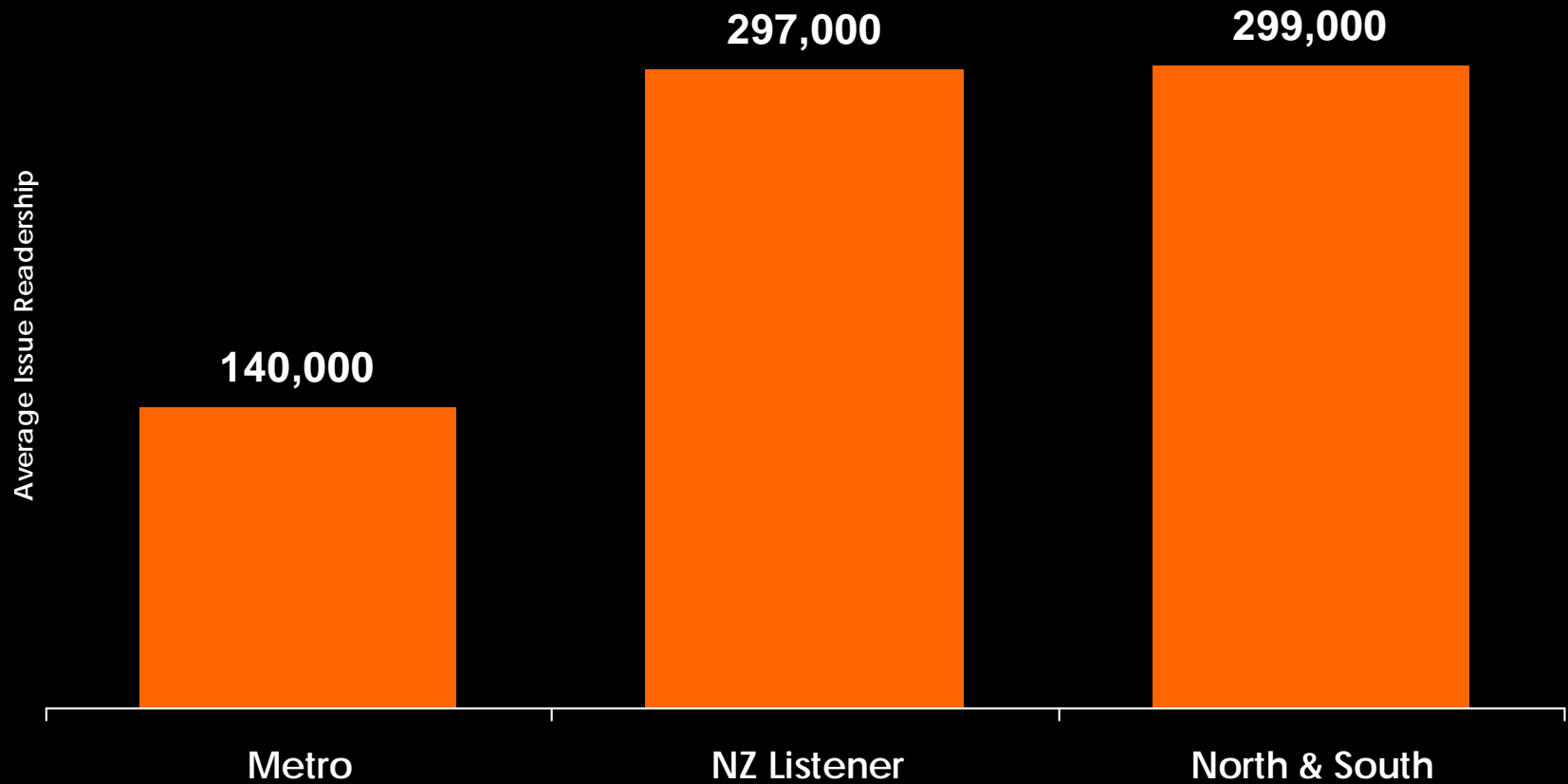
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**6. You need to be  
competent with the  
“technical sell”** 🗨️

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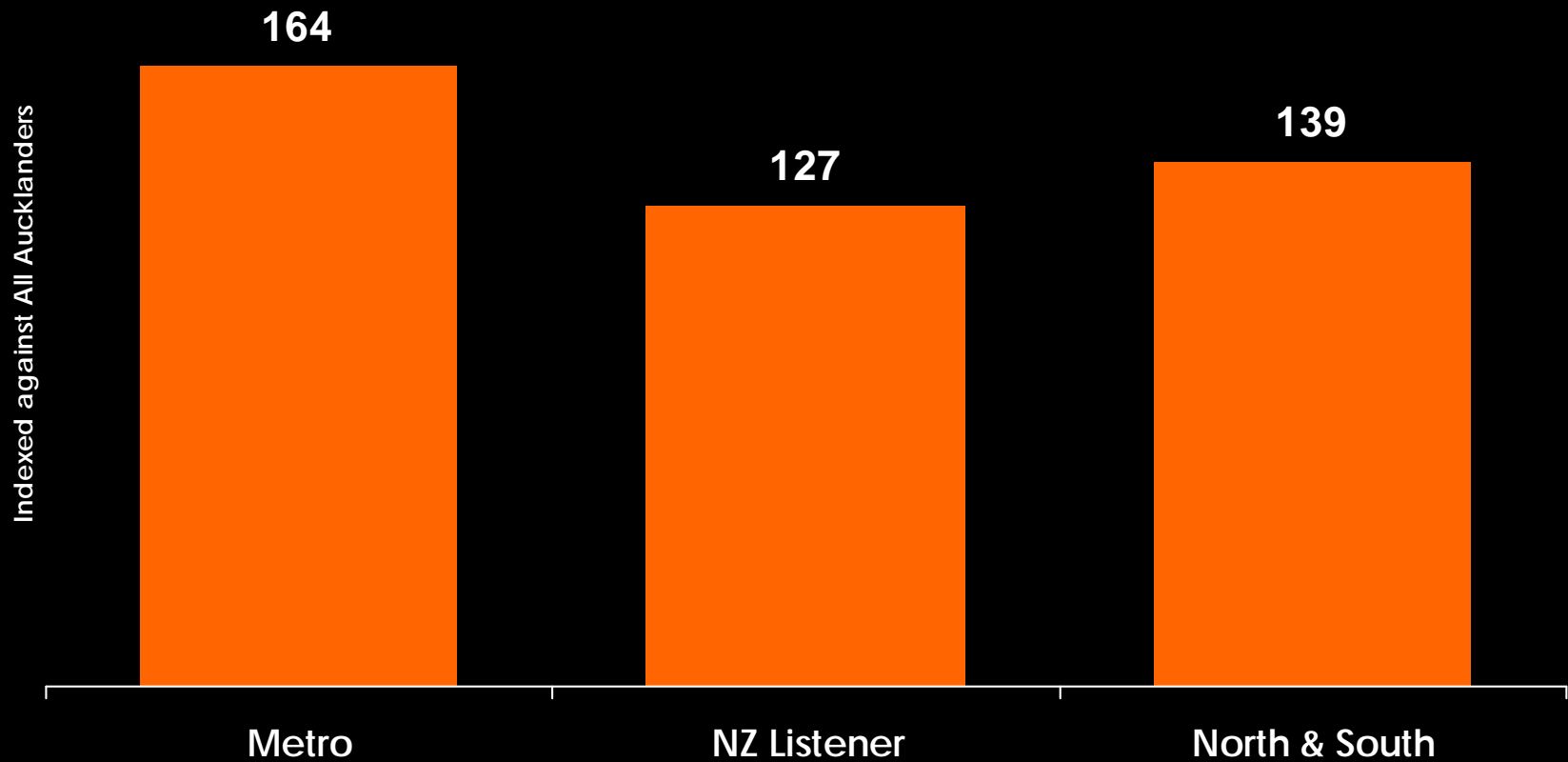
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# Readership



# Environment

Males 25-59 Socio 1-3



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# 7. Build great relationships

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**8. Do you have  
“cut through”** 

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9. Have fun! 



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**10. Sell the  
magazine category  
first **

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**Thankyou**