

# 10 Proven Revenue Ideas You Can Implement Tomorrow.

Presented by Ryan Dohrn, Brain Swell Media  
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# Product Pavilions

- Articles on your web site around one category or theme
- Any CMS will work – Shown as a blog style listing
- It is a type of sponsored content
- Helps advertiser SEO
- Competitive chaos drives the sale

Revenue Idea #1

## Tea Forté Lotus Collection

This unique and gourmet collection of high-grade, small-lot, certified organic teas have been difficult to source as they're rarely exported. Relax the mind, body and spirit with Darjeeling Quince, Mountain Oolong, Orange Jasmine, Vanilla Pear, and Lemon Lavender. \$30 (presentation box; contains 20 teas), [teafortelotus.com](http://teafortelotus.com)



## The Republic of Tea 100% Organic Double Green Matcha Tea

The Republic of Tea has married the exquisite organic green tea powder known as matcha with fine, organic green leaf tea. The result is a fresh, springtime-grassy flavor that's smooth and a perfect partner to both sweet and savory foods. \$13 (50 tea bags).



## Aveda Comforting Tea

Calm your senses and promote a sense of well-being with Aveda's Comforting Tea. The herbal infusion of licorice root and peppermint is 100-percent organic, with no caffeine, sugar or added flavors. \$17 (20 tea bags).



## Harney & Sons Green Tea with Coconut, Ginger and Vanilla

The rich flavors of Thailand are the inspiration for this tasty blend (a combination of green tea, lemongrass, vanilla, coconut and ginger). Slightly savory, a





## Topical eBlasts

- One product category or theme
- Up to ten advertisers
- Price based on list size and your niche
- Top 5 spots are more expensive
- No editorial involvement

Revenue Idea #2

### **BOATING World Magazine** **MONTHLY NEW BOAT SHOWCASE**



#### **Bayliner Introduces New 24 foot Series**

Complete for this summer season is the new Bayliner 24ES. New design and under the hull features make this new model a sure fit for those boaters that are looking for more space and speed.

[READ MORE...](#)



#### **Yamaha Debuts New Engine at Rex Expo**

Complete for this summer season is the new Bayliner 24ES. New design and under the hull features make this new model a sure fit for those boaters that are looking for more space and speed.

[READ MORE...](#)



#### **Chaparell Offers Financing On 340's!**

Complete for this summer season is the new Bayliner 24ES. New design and under the hull features make this new model a sure fit for those boaters that are looking for more space and speed.

[READ MORE...](#)



#### **Gibson Houseboats Showcases 84 Series**

Complete for this summer season is the new Bayliner 24ES. New design and under the hull features make this new model a sure fit for those boaters that are looking for more space and speed.

[READ MORE...](#)



#### **Bayliner Introduces New 24 foot Series**

Complete for this summer season is the new Bayliner 24ES. New design and under the hull features make this new model a sure fit for those boaters that are looking for more space and speed.

[READ MORE...](#)



# Digital Supplements

- Collection of topic articles from archives
- Or, new content creation
- Sponsored
- Sold at a premium
- Include eNewsletter promotion and social promotion to boost the sale

Revenue Idea #3

# BUSINESS INFORMATION & MEDIA SUMMIT

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HIGHLIGHTS AND  
INSIGHTS FROM  
THE YEAR'S  
BIGGEST K-12  
ED-TECH  
TRADE SHOW

# SMART REPORT

ON ISTE2015

SmartBrief | SPONSORS

BLACK BOX

GreyED Solutions

Optical Prism  
THE MAGAZINE FOR EYECARE PROFESSIONALS

May 2014  
Digital  
SUPPLEMENT

## Vision Behind Transitions® Lenses

Transitions®  
Signature™ VII

See  
Food

Sponsored by  
Transitions®

Plus  
Eyecare Professional of  
the Year & Transitions  
Technology





# eBooks From Archives

- Use to drive up email collection
- Create a sponsorship opportunity
- Readers love books on their passion or subjects related to their passion
- Get rights from authors from the start

Revenue Idea #4



# Press Releases To Cash

- Create a revenue opportunity
- Nothing is free. STOP!
- Great for junior sales path
- Create eBlast for this purpose

Revenue Idea #5





# Topic Driven Podcasts

- Podcasts are fun, easy and readers love them
- Podcasts rank as high as video in nearly all readership studies
- Advertisers love this ego driven opportunity
- Soundcloud.com, FREE
- Use a quality mic, keep it simple

Revenue Idea #6



# Self Service Sales

- 80% of potential customers desire to get 100% of their information about your product from your web site.
- 93% of millennials said they would rather visit the dentist than talk to a sales person.
- – SAP 2015 Consumer Buyer Study

Revenue Idea #7

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Food Network Media Kit | H... x +

www.foodnetworkmediakit.com

Most Visited Google AdWords: ... Keyword WP Engine BSM Gmail Mag Man LinkedIn Groups Metro Publisher

## Food Network Magazine Media Kit



- Edit Calendar
- Demographics
- Marketing
- Digital Edition
- Rate Card
- Production Specs
- Contact
- Download Media Kit

Where  
The  
Stars

www.foodnetworkmediakit.com/#



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Food Network Media Kit | H... +

www.foodnetworkmediakit.com/edit-calendar

Most Visited Google AdWords: ... Keyword WP Engine BSM Gmail Mag Man LinkedIn Groups Metro Publisher

## Food Network Magazine Media Kit

### 2016 Edit Calendar



JAN/FEB

#### HEALTHY/PARTY FAVORITES

Ad Close 11/13/15  
On Sale 1/5/16



MARCH

#### ANNUAL SINGLE-THEMED ISSUE

Ad Close 12/18/15  
On Sale 2/9/16



APRIL

#### SPRING CELEBRATION

Ad Close 1/22/16  
On Sale 3/15/16



MAY

#### TRAVEL/MOTHER'S DAY

Ad Close 2/25/16  
On Sale 4/12/16



JUNE

#### GRILLING/FATHER'S DAY

Ad Close 3/25/16  
On Sale 5/17/16



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www.foodnetworkmediakit.com/marketing

Search

Most Visited Google AdWords: ... Keyword WP Engine BSM Gmail Mag Man LinkedIn Groups Metro Publisher

## Food Network Magazine Media Kit



# Custom Marketing Solutions



As part of a multi-platform powerhouse brand, Food Network Magazine provides solutions to reach and engage with this unique fan base anyplace, anytime!

**EMAIL BLASTS**

**PROMO PAGES**

**PRESS**

**TALENT PARTNERSHIPS**

**RECIPE DEVELOPMENT**

**COOKBOOKS**

**SWEEPSTAKES**

**FOOD TRUCKS**

**TWITTER**

**PROMO SITE**

**DIGITAL EDITION**

**RETAIL**

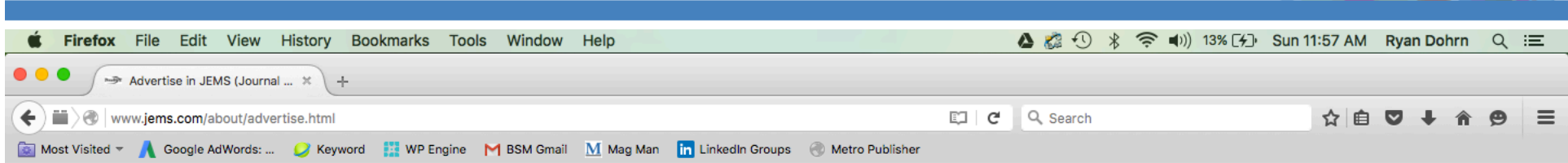
**SAMPLING**

**EVENTS**

**RESEARCH**

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**Melissa Roberts**  
**East Coast Sales**  
 +1 918 831 9727



[DOWNLOAD](#)

### ADVERTISING

JEMS is the most authoritative source of emergency medical services (EMS) information worldwide and is dedicated to the improvement of patient care in the prehospital setting. The leading EMS monthly publication, JEMS meets the needs of the EMS provider, instructor and administrator with news, clinical articles, industry surveys, product reviews and more. JEMS has a qualified circulation of 46,270 (June 2015 BPA Statement) and JEMS.com reaches over 420,000 EMS professionals monthly (Publisher's Data: 2015 JEMS.com website audience data). JEMS provides the pivotal component to all EMS media strategies, with opportunities in print, online and face-to-face.

#### Marketing Trends in EMS, NEW information!



#### Sponsored Content can drive ROI and SEO



### EDITORIAL STRENGTH



A.J. Heightman, MPA, EMT-P, Editor-in-Chief of JEMS & JEMS.com directs the content and ensures we are

### AUDIENCE PROFILE

JEMS Qualified Circulation by Occupation/Position



### PROMOTION OPPORTUNITIES

Click on the products below to find out more information on each one, including a description, examples, specs, and more! We're always improving our offerings so check back often.

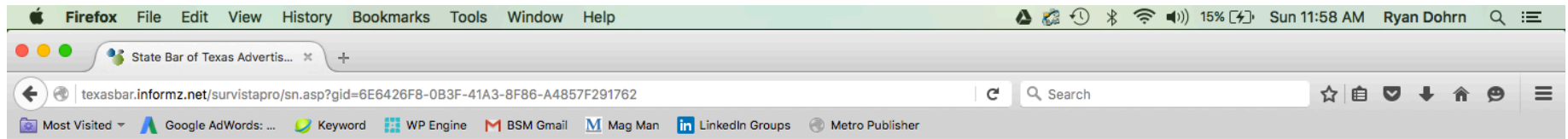
- [Standard Banner Ads](#)
- [Pushdown Ads](#)
- [Page Peel Ads](#)
- [Video Banner Ads](#)
- [Welcome Page Ads](#)
- [eNewsletters Ads](#)
- [Video Advertising](#)
- [Native Advertising](#)
- [Social Media Advertising](#)
- [Technical Digests](#)
- [White Papers](#)
- [Webcasts](#)
- [Buyer's Guides](#)
- [Digital Edition Advertising](#)
- [Print Advertising](#)

### RESOURCES

Click on the products below to find out more information JEMS demographics, ad specs, job classifieds and more.

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## STATE BAR of TEXAS

### Our Advertising Rates and Specifications

Get **IMMEDIATE** access to our complete media kit including our rate card. We promise to respect your privacy and will not sell or abuse your information for any reason. Please complete this simple form and you can immediately download the complete media kit.

\*What type of advertising interests you?

- Texas Bar Journal (magazine)
- TexasBar.com (website)
- Both

\*Name:

\*Company Name

\*Email address:

\*Phone number:

 (  )   ext: 

\*Are you an agency?

- Yes
- No

Submit



# Outsource Sales Tasks

- Directory updates
- Classified sales
- Ad collection
- Database clean up
- eNewsletter Production
- Open Look Business Solutions

Revenue Idea #8





# Sell Precise Data

- Big Data is critical
- The smaller the list the larger the price
- One universal database
- Increase sale price if your data is unified and precise
- Use behavioral targeting to increase sales

Revenue Idea #9



# Ask The Experts YouTube Channel

- Creates quality interaction between readers and advertisers
- Use on Podcast channel too
- Readers ask, Experts reply

Revenue Idea #10

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## Laminated Glass Window Replacement with RV Glass Solutions



Views : 99 Added on : 6-Aug-2015

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## Featured Videos



**Summit Products Custom Motor Coach Upgrades**

189 Views



**Road to Madison, Wisconsin, and the FMCA 2015...**

32 Views



**RV DataSat Satellite Antenna from Mobil...**

135 Views



**Custom Glass Solutions by Guardian RV Glass**

88 Views



**FMCA Madison 2015 Family Reunion and Motorhome...**

301 Views



**TireMinder A1A Tire Pressure Monitoring System...**

147 Views



**Wash Wax All Waterless RV Wash Products**

73 Views



**Bradd and Hall RV Furniture - Flexsteel and More**

95 Views



**Cal-Am Motorhome Resort at Superstition Views**

236 Views



**Jupiter-Palm Motorcoach Resort for Class A...**

67 Views



**FMCAassist Emergency Medical...**

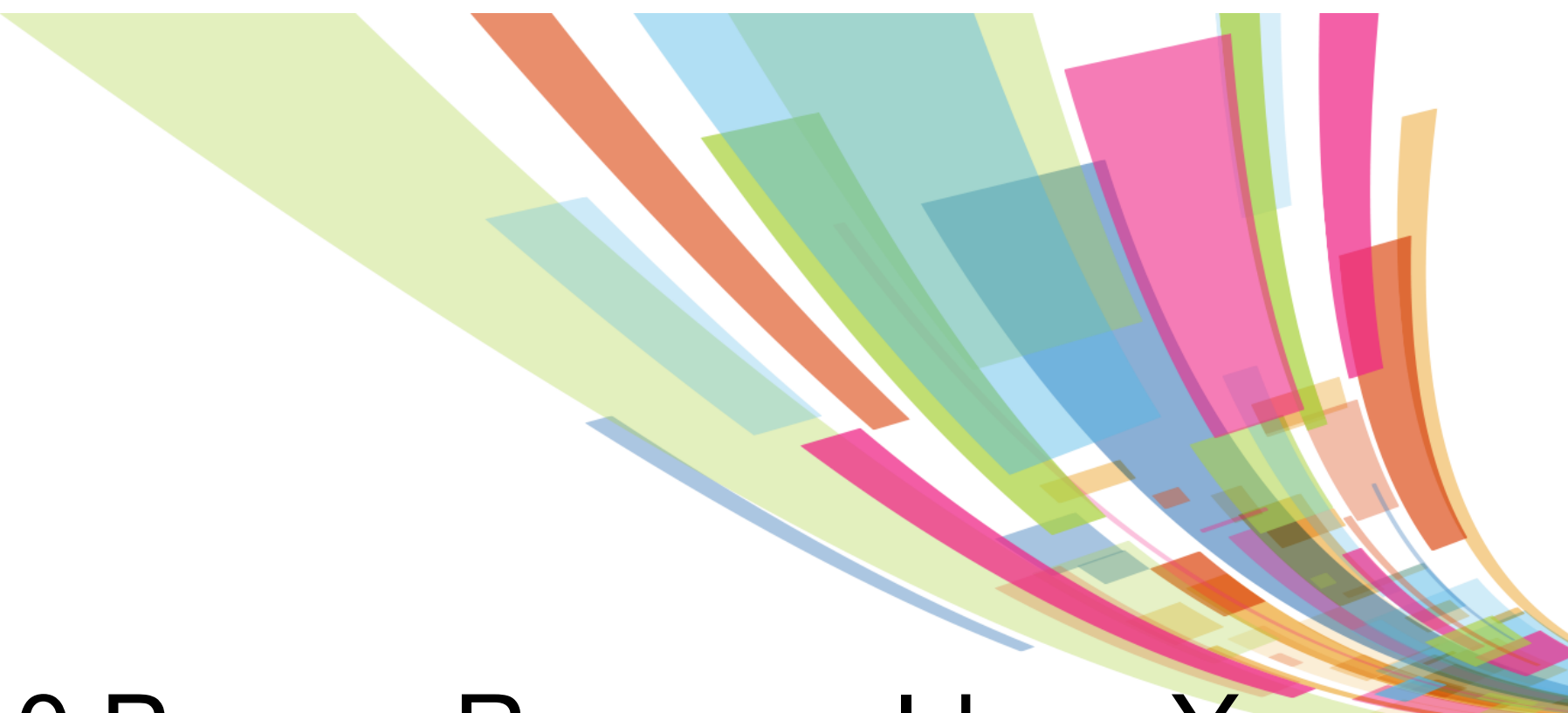
1531 Views



**Laminated Glass Window Replacement with RV Glass...**

99 Views

## Recent Videos



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