
Making Money With Digital Only Premium Publications.

Presented by Ryan Dohrn, Founder Brain Swell Media

@RyanDohrn - 360AdSales.com – SalesTrainingWorld.com - Ryan@BrainSwellMedia.com

Digital Supplements vs. Digital Publications

@RyanDohrn - 360AdSales.com – SalesTrainingWorld.com - Ryan@BrainSwellMedia.com

IDEA#1: No reader benefit
NO GO.

The ROI for the client and for you will suffer if you produce blatant promotional “fluff” pieces.



No!

*IDEA#2: Sell it **backwards** .*

Publisher has an idea



Publisher talks to editorial



Editorial likes idea... Publisher smiles



Publisher tells sales people sell it and fast



Sales complains about one more thing to sell



Sales pitches the idea to advertisers and they are not excited



Publisher wonders why, after four weeks, we have no sales of THEIR idea

Advertiser has a need



Sales people recognize it



Sales talks to advertiser to get buy in



Advertiser likes idea & offers input too.



Sales rep talks to Publisher and Editorial



They ALL work together to figure out ethics and production



Advertiser need is met and Publisher is happy that revenue is on the rise

*IDEA#3: One **sponsor**
driven pubs.*

Single Sponsor Driven Pubs

- Editorial works to create a pub based upon a specific reader need or interest.
 - Frequency is up to you.
 - Page count is 24.
 - Laid out as a “normal” magazine.
 - Idea is one that several sponsors might like. Pitch to several and use competitive chaos to win the sale.
-

Single Sponsor Driven Pubs

- Sweeten deal with a small run print job.
- Advertiser has logo placement all over the pub.
- Sweeten the deal with your promotional plan. More on that later.
- Perhaps article content is placed online too as sponsored content. More \$\$\$

A Sponsored Supplement to *Science*

Advances in Computational Psychophysiology



Sponsored by

磁共振成像
www.cjmri.cn

Produced by the
Science/AAAS Custom
Publishing Office

Science
AAAS

NewStatesman

Cyber Security

The fightback issue

Government initiatives
Security and outsourcing
Beneficial hacking

avatu

natureOUTLOOK



CANNABIS

Produced with support from:



An old crop with a
new lease of life

Most deliver a PDF download or use flip book type technology.

Collect an email for access unless they are coming to the digital from an email you sent..



search

Cover / 116

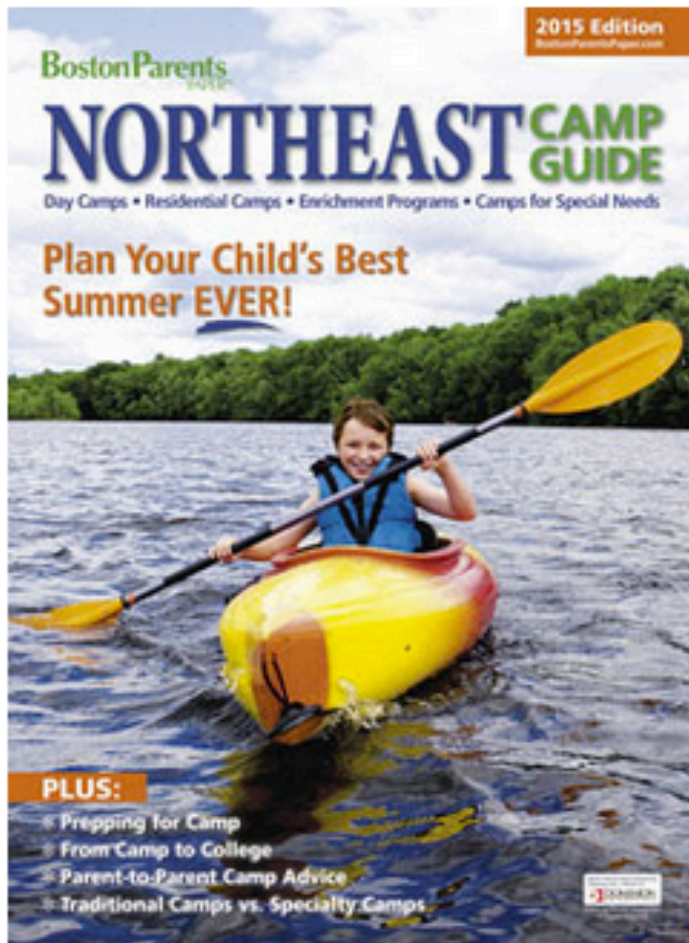
one page share print

- In this issue
- search
- back issues
- help





**IDEA #4 Many sponsors or
advertisers one topic.**



Digital Camp Guide

by Jean Greco

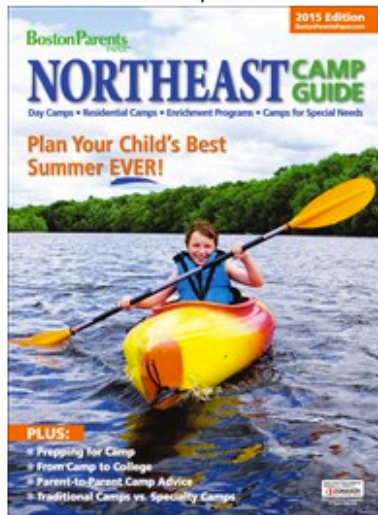
Boston Parents Paper

Boston Parents™ PAPER

Welcome to *Boston Parents Paper*

The magazine is fully interactive, allowing you to flip through the pages, click on any **highlighted** area to visit a website or send an e-mail, search to find content in the magazine, or share pages with your friends.

Northeast Camp Guide 2015



In order to view Boston Parents Paper you must first log in with your email address.

Email
Address:

Remember Me

Login

Having trouble? [Click here](#) to contact us.

The reach: We marketed the new online publication heavily in the print edition, on our website, through social media and through our weekly e-newsletter. We also partnered with the ACA (American Camping Association) and Parenthood.com to gain access to a larger list of e-mail subscribers who had opted into receiving marketing messages from their "partners" like Boston Parents' Paper.

The pitch: We presented advertisers with opportunities to reach moms looking for day camps, residential camps, enrichment camps and special needs camps through a dedicated e-mail blast of a new, online only publication called the ***Northeast Camp Guide***.

The layout: We sold only 1/4 square, 1/2 page and full page ads, as well as sponsored content. We took the opportunity of a digital-only layout to use big, bold photos and clickable links throughout the publication to draw in the reader and give maximum exposure to the information we wanted to stand out the most. We asked our advertisers to submit their photos to make it a better visual experience for the reader and give value-add to the advertiser. We kept the ad rates low, between \$300-\$750 to attract a wide variety of advertisers .

The result: Our launch issue was a big and beautiful 53 pages, adding \$17,000 in new digital revenue to our bottom line. The editorial and design teams in house did a great job and the only expense we had was sales commission. Now in our third year, our revenue has grown by 40%!

***IDEA#5: Selling **research** to
drive sales and email
collection.***

Selling/Publishing Research

- Overcoming Poor Sleeping Habits in Kids
 - Special Needs Guide to Your City
 - School Rankings from votes or polls
 - Results of a series of polls
 - Best of Voting Awards
-

**IDEA#6: eBooks are a *shiny*
*new object.***

eBook Downloads

- Normally from archived content sponsored by a single client.
 - Topic can be advertiser generated idea
 - 10 Trails To Hike For Kids
 - 10 Must View Attractions for Summer Fun
 - 10 Hotels for Kids for Stay-cations This Summer
 - 10 Great Places To Camp with Kids
-

***IDEA#7: Sell the
promotional plan.***

Sell the Promotional Plan

- Spend 50% of your time on selling the plan.
 - How many FB mentions. Once per week for six weeks. Vary the posts.
 - Two stand alone email blasts over 90 days. Vary the message. Watch the analytics. Remove those that clicked already.
 - Always collect data and offer to push out follow-up messages for the client. Maybe not share data.
-

***IDEA#8: Make it seem very
special but not easy
to produce.***



@RyanDohrn - 360AdSales.com - SalesTrainingWorld.com - Ryan@BrainSwellMedia.com

So you need some help?

- One-on-one
 - Phone based
 - 6 sessions 55 mins each
 - Unlimited emails
 - \$1200
- LIVE Training for your team
 - LIVE in your office 9a - 4p
 - Six follow-up calls post training
 - \$4500 ++
- Group Coaching
 - Phone/Join.me based
 - 6 sessions 55 mins each
 - Max of 6 Publishers/group
 - Min of 4 Publishers.
 - \$750 each

Making Money With Digital Only Premium Publications.

Presented by Ryan Dohrn, Founder Brain Swell Media

@RyanDohrn - 360AdSales.com - SalesTrainingWorld.com - Ryan@BrainSwellMedia.com
