

# How to Make it Easy to Buy from You and Close More Sales

Presented by: Ryan Dohrn

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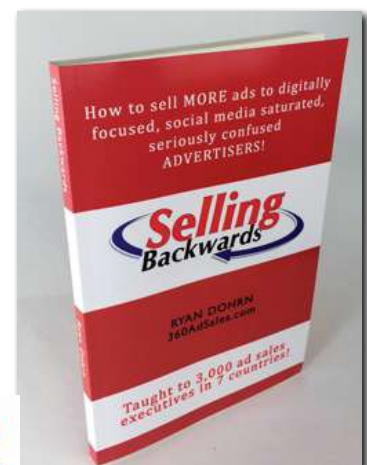


Ryan Dohrn, CEO  
Brain Swell Media  
Publisher,  
Sales Training World



**360 Ad Sales**  
TRAINING

**SALES**  
TRAINING WORLD





VANCE

The New York Times Company

Disney

SBG  
SINCLAIR BROADCAST GROUP

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### Ad Sales Training Advice Blog

- Get Relevant or Get Lost! 4 Ways to Increase Your Relevance to Drive Ad Sales
- TARGET Your Media Sales Message to Grow Results
- 6 Ways To Show Your Advertisers Some Love
- 10 Proven Ways To Exceed Your Sales Goals
- Selling Santa? A Fun Sales Tale.
- 10 Ways To Boost Your Fall Sales Numbers

Proven Ad Sales Training For Media Companies!  
Over 3,000 ad sales Firefox alias trained to date!

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89% of your buyers want 99% of their information on your company and ad space offerings **BEFORE** they speak to a salesperson.

[Sources: SMM Magazine, wsj.com, Forbes.com, Hubspot, BSM]

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## IDEA #1

Media Kits Are Complex.  
Simplify.

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Those that use the media most  
need to be intimately involved in  
the design process.  
[Source: Your sales team]

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2-3 letter words are skipped over almost 75% of the time. ([Eyethink](#))

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Web users have time to read *at most* 28% of the words during an average visit; 20% is more likely.

[Source: Jakob Nielsen]

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Total percentage of U.S. adults who are unable to read an 8th grade level book – 51%

Source: <http://www.statisticbrain.com/reading-statistics/>

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Total percentage of NASA employees that are dyslexic – 55%

Source: <http://www.statisticbrain.com/reading-statistics/>

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## IDEA #2

Use more graphics  
and WAY less text.

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Visuals are processed 60,000x faster  
in the brain than text.  
[Source: 3M Corporation]

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# Landscape layout!

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**IMPACT MAGAZINE**

### Our Readers

IMPACT Magazine has delivered relevant expert editorial to the most desirable demographics in the health and fitness industry for more than 25 years. We are advocates for an active, healthier lifestyle to **350,000 readers per issue**.

**The IMPACT Audience is...**

**62% Female**  
**38% Male**



**AGES:**  
10% 20-29  
37% 30-39  
27% 40-49  
16% 50-59

DATA SOURCE: IMPACT Magazine Reader Survey



**94%** Run  
**61%** Strength Train  
**56%** Cycle  
**32%** Swim  
**94%** Use Natural Health Products  
**74%** Spend \$1000+ a Year on Fitness Gear  
**51%** Spend \$500+ a Year on Travel

**2017 Media Kit**

IMPACT Magazine • 2007 2nd St. S.W. Calgary, AB T2S 1S4 • 403.228.0665 • advertising@impactmagazine.ca • impactmagazine.ca

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# IMPACT MAGAZINE

## Editorial Line-Up



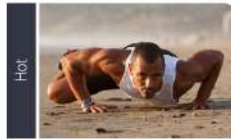
**January/February 2017**  
It's a new year and time for a new you! Get inspired to fall in love with fitness in 2017, starting with amazing workouts, fit couples and adventure travel in California.



**March/April 2017**  
Our annual collector's issue features IMPACT's 64-page Race Source Guide. And we have the training advice, shoe and gear reviews to get you to the finish line.



**May/June 2017**  
As Canada celebrates its 150th birthday, IMPACT looks at why we love fitness, outdoor sports and travel. Create your own Tour de You adventure!



**July/August 2017**  
Summer is hot and so is IMPACT. Discover the new trends in fitness, food and gear. Runners get trekking with hot trails! How hot is yoga?



**September/October 2017**  
IMPACT is the place to align your fitness and nutrition and the result is healthier, happier you. This issue is delicious.



**November/December 2017**  
Get ready for the winter months with the coolest fashion and activities for the season including snowshoeing, cross country skiing and creative winter training.

## 2017 DATES

**JANUARY/FEBRUARY**  
Book By: Dec. 14, 2016  
Creative Due: Dec. 16, 2016  
On Streets: Jan. 30, 2017

**MARCH/APRIL**  
Book By: February 15  
Creative Due: February 20  
On Streets: March 9

**MAY/JUNE**  
Book By: April 19  
Creative Due: April 21  
On Streets: May 11

**JULY/AUGUST**  
Book By: June 19  
Creative Due: June 21  
On Streets: July 6

**SEPTEMBER/OCTOBER**  
Book By: August 21  
Creative Due: August 23  
On Streets: September 7

**NOVEMBER/DECEMBER**  
Book By: October 16  
Creative Due: October 18  
On Streets: November 9

2017 Media Kit

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## REACH

### The Most Decision-Makers

EMS World delivers your marketing message to the most influential and engaged EMS professionals. With more cutting-edge content and solutions for the EMS market than any

other media source, our performance-driven portfolio helps you reach the largest audience of decision-makers in the EMS community with more value than ever before.<sup>1</sup>



**90%**

Purchasing Authority<sup>2</sup>  
Involvement in the purchase decision

### TOTAL REACH

**49,334**

Qualified Subscribers<sup>3</sup>

**716,090**

EMSWorld.com Page Views<sup>4</sup>

**280,000+**

Facebook Likes<sup>4</sup>

**5,101**

EMS World Expo Average  
Attendance Over Past Three Years<sup>4</sup>

1. Based on June 2016 SPH Statement for EMS World and The Journal of Emergency Medical Services  
2. August 2016 Readership Survey  
3. SPH Publisher Statement June 2016  
4. Publisher's Own Data

THE ONLINE HOME OF EMS DECISION-MAKERS [emsworld.com](http://emsworld.com) 3

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## MAGAZINE AUDIENCE

**49,334**

Print & Digital  
Publications Qualified  
Subscribers<sup>1</sup>

OUR READERS<sup>2</sup>

**90%**

Have Taken an  
Action  
as a result of seeing ads  
in *EMS World*

**88%**

say *EMS World*  
influenced them to:  
Try New Products

**53%**

Are Involved in  
Education/Training

## EMS World Magazine Reaches More Decision-Makers

■ Delivering the largest number of print subscribers means more pass-along readership—multiplying the impact of your ad!

■ Delivering the most decision-makers speeds up the purchasing process.<sup>4</sup>



**"EMS World's reputation for delivering and reporting on the most current and cutting-edge trends, events and innovations sets it apart from any other media resource in our field."**

— Rob Lawrence, Richmond Ambulance Authority

<sup>1</sup> Based on June 2016 BPA Statement for *EMS World* and the *Journal of Emergency Medical Services*

<sup>2</sup> August 2016 Readership Survey

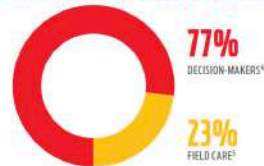
<sup>3</sup> BPA Publisher Statement June 2016

### Print Advertising Still Works

Research tells us:

- Reading on paper is slower and deeper
- Paper-based reading benefits from more focused attention
- Paper readers comprehend and remember more
- Reading on paper is multisensory
- Print advertising makes products more desirable

### Decision-makers choose *EMS World*<sup>3</sup>



<sup>4</sup> EMS Decision-Makers: Chiefs, EMS Director, Capt. LT, Col, Officer, President, CEO, VPE, Director, Manager, Emergency Manager, Commissioner, Medical Director, Physician, EMS Coordinator/Administrator/Supervisor, Instructor, Trainer and EMS Committee Member

<sup>5</sup> Field Care Nurses, Paramedic, EMT-I, EMT-B, AEMT, Military Medics/Corpsman, First Responder, EMS student and others related to the field

<sup>4</sup> [emsworld.com](http://emsworld.com) THE ONLINE HOME OF EMS DECISION-MAKERS

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## ONLINE AUDIENCE

**EMSWORLD.COM**  
MONTHLY  
TRAFFIC<sup>1</sup>

**716,090**

Page Views

**374,140**

Visits

**296,726**

Unique Visitors

**219,072**

Mobile Device  
Visits

<sup>1</sup> Google Analytics Jan–Aug 2016  
average

### The Online Home of EMS Decision-Makers

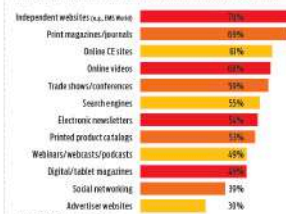
EMSWorld.com is the No. 1-visited website by EMS decision-makers. Reach executives through these exclusive offerings:

- Appended Lead Program
- Retargeting Banner Ads
- Lead Nurturing
- Lead TRACKtion
- TRACKtion Video
- V-Slider Video

**59%**  
of Website  
Traffic is  
Mobile<sup>1</sup>

### 2016 CROSS-CHANNEL SURVEY

Primary sources of clinical and job-related information that are most important



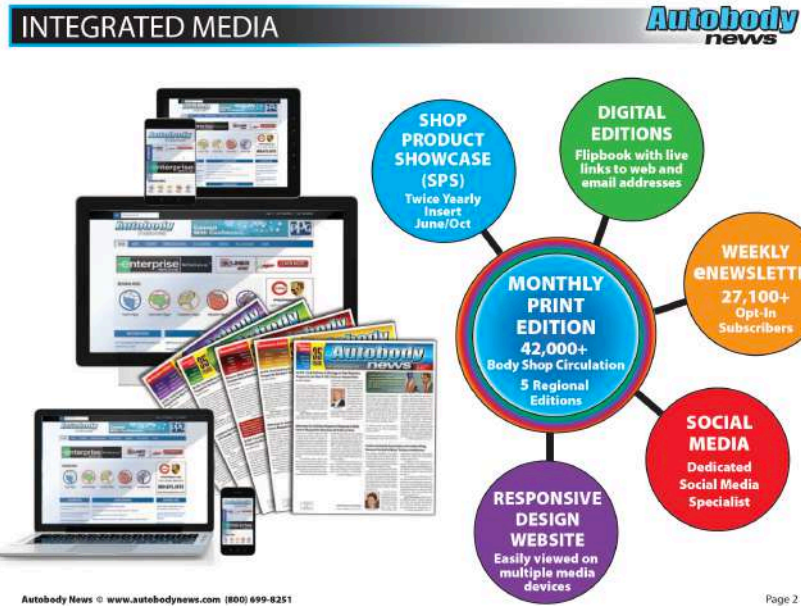
August 2016 Readership Survey

<sup>8</sup> [emsworld.com](http://emsworld.com) THE ONLINE HOME OF EMS DECISION-MAKERS

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## 2018 Event Proposal

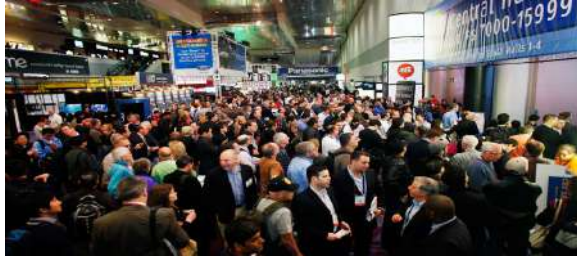
Prepared for:



Contact: Darius Frank, 890-987-2928 –  
[Darius@MagMedia.com](mailto:Darius@MagMedia.com)

**\*\*\* NOTE: Teaching Sample. Data is for sample purposes only. \*\*\***

## Why this event?



# Coach X

**Fact #1: 7,000 industry influencers.**

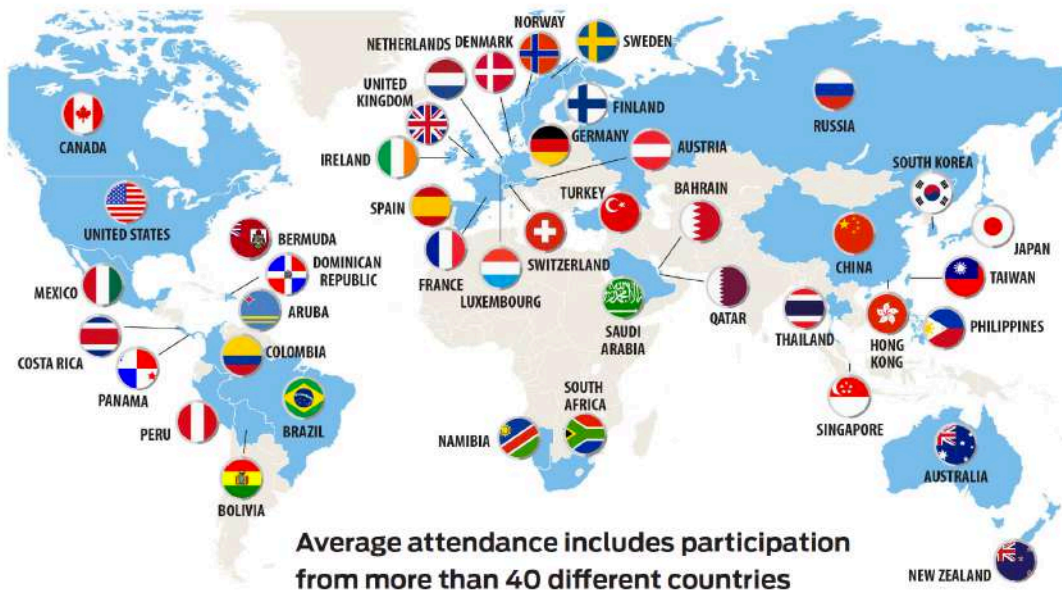
**Fact #2: 64% decision makers.**

**Fact #3: 600+ vendors**

**Extensive social media coverage to over 250,000!**

Contact: Darius Frank, 890-987-2928 –

[Darius@MagMedia.com](mailto:Darius@MagMedia.com)



# Coach X

Contact: Darius Frank, 890-987-2928 –

[Darius@MagMedia.com](mailto:Darius@MagMedia.com)

# Past Sponsors...



Contact: Darius Frank, 890-987-2928 –  
[Darius@MagMedia.com](mailto:Darius@MagMedia.com)

## 2019 Sponsorship Options

February 1-4, 2019 – MGM Grand, Las Vegas

### Option #1: Title Sponsor - \$7,500

- Sponsor will be mentioned every other hour via the announcer over the PA.
- Sponsor receives 1 banner in the main arena & 1 banner in the registration area.
- 20x20 booth in the main arena concession/office area. Electric provided.
- Logo on the CoachX website, 15 social mentions with pics.
- 30 second video during the event webcast to 200,000 at home viewers.
- Video news crew to your booth for 3 minute interview for webcast and post show.
- Floor or escalator logo placement in prime traffic areas.

### Option #2: Event Sponsor - \$4,500

- Sponsor will be mentioned every 2 hours via the announcer over the PA.
- Sponsor is entitled to 1 banner in the main arena.
- 10x20 booth in the main arena concession/office area. Electric provided.
- Logo on the CoachX website, 10 social mentions with pics.
- 30 second video during the event webcast to 200,000 at home viewers.
- Video news crew to your booth for 3 minute interview for webcast and post show

### Option #3: Event Party Sponsor - \$2,500

- Sponsor is entitled to 1 banner in the registration area.
- Logo on the CoachX website, 5 social mentions with pics.
- Party sponsorship for 300 participants. 5 minute promo speech at party.



Contact: Darius Frank, 890-987-2928 –  
[Darius@MagMedia.com](mailto:Darius@MagMedia.com)





## IDEA #3

Self-Service Sales  
is critical!

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1,400 B2B buyers surveyed said 60%  
of their decision is made via online  
research before they contact a sales  
person. [Source: hbr.org]

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The Journal of Emergency Medical Services

Journal Jobs Products Webcasts White Papers Videos

HOME NEWS PATIENT CARE ADMINISTRATION & LEADERSHIP TRAINING OPERATIONS MAJOR INCIDENTS MOBILE INTEGRATED HEALTH

HOME >> ADVERTISE


**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 provides the pivotal components to all EMS media strategies, with opportunities in print, online and face-to-face.

Need assistance with your marketing efforts?

**Contact Your JEMS and EMS Today Sales Consultants**



Melissa Roberts  
Central & Southeast Regions  
+1 918 831 9727



Mike Shear  
Canada, Alaska, Hawaii & the Western Region  
+1 858 638 2623

Rod Washington

**FOLLOW US**  
Join the leaders in EMS!

f t in

**CPR.**  
Go from minutes to hours.  
Discover ROSC-U

**CONNECTION OPPORTUNITIES**  
Check out our products below to find out more information on each one, including a description, examples, specs, and more!

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#### Contact Your JEMS and EMS Today Sales Consultants



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Central & Southeast Regions  
+1 918 831 9727



Mike Shear  
Canada, Alaska, Hawaii & the Western Region  
+1 858 638 2623



Rod Washington  
Northeast & International Regions  
+1 918 831 9481



Map of Sales Regions

#### Meet your JEMS and EMS Today Sales Support



Erin Northrop  
Campaign Manager



Megan McManus  
Marketing Solutions Manager



#### CONNECTION OPPORTUNITIES

Check out our 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
- Video Banner Ads
- Welcome Page Ads
- eNewsletters Ads
- Video Advertising
- Native Advertising
- Social Media Advertising
- Technical Digests
- White Papers
- Webcasts
- Digital Edition Advertising
- Print Advertising
- EMS Today



**JEMS**  
JOURNAL OF EMERGENCY MEDICAL SERVICES

Journal Jobs Products Webcasts White Papers Videos

HOME NEWS PATIENT CARE ADMINISTRATION & LEADERSHIP TRAINING OPERATIONS MAJOR INCIDENTS MOBILE INTEGRATED HEALTHCARE

HOME >> VIDEO ADVERTISING

## Video Advertising

Did you know?

**79%** of B2B marketers are using video for content marketing.\*

**62%** of users are more likely to purchase a product after watching a video.\*

\* Source: B2B Content Marketing Trends - North America: Content Marketing Institute/Marketing Profs

### CUSTOM VIDEO CHANNEL

The Custom Video Channel extends the reach of video you have created (or we custom-produce) with an exclusive landing page on our website providing exposure to your target audience. Included banner advertising on the landing page provides a branding opportunity for your company and/or products. A targeted email promotion to our audience drives viewers to your content. Direct links to your site from the Channel page provide a boost to your site's search ranking, which will drive incremental traffic.

### SPONSORSHIP BENEFITS

#### Branding

Elevates your brand's visibility to an audience of industry professionals and aligns your message with relevant and respected content.

#### Traffic Driver

Video content and links in your ads push decision-makers directly to your website or other online offerings.

#### Thought Leadership

Check out our 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.

**FOLLOW US**  
Join the leaders in EMS!

f t in

**EMS2018 COPENHAGEN**  
16-18 APRIL 2018  
TIVOLI HOTEL & CONGRESS CENTER

**Leaderboard Banner Ad 728x90**

**JEMS**  
HOME TOPICS SECTIONS BLOGS COMMUNITY EMS TODAY EMS WEIDER PRODUCTS JOURNAL

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and/or products. A targeted email promotion to our audience drives viewers to your content. Direct links to your site from the Channel page provide a boost to your site's search ranking, which will drive incremental traffic.

### Company Name

**Video Player**

Company Description

For more information go to [www.360ad.com](#)  
Subscribe now to our newsletter program to get all the latest news on the market!  
360 Ad Sales and 360 Systems - Get a quote or 7 day demo - [info@360ad.com](#) or [info@360systems.com](#)

**Company Logo**

**Leaderboard Banner Ad 728x90**

### CONNECTION OPPORTUNITIES

Check out our 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
- Video Banner Ads
- Welcome Page Ads
- eNewsletters Ads
- Video Advertising
- Native Advertising
- Social Media Advertising
- Technical Digests
- White Papers
- Webcasts
- Digital Edition Advertising
- Print Advertising
- EMS Today

### SEO

Increases your site's ranking among search engines by taking advantage of a linking strategy that associates your website with the keyword-rich landing page and video transcripts on our ranked industry site.

### SPECS

#### Includes

- Up to 3 videos with title and description
- "About Us" introductory paragraph
- Top & Bottom Leaderboards
- Top Leaderboard for targeted

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**DEDICATED TO THE IMPROVEMENT OF**

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THE CONFERENCE FOR HTM PROFESSIONALS

# MD EXPO

GET INSPIRED. LEARN SKILLS. HAVE FUN!

Orlando, FL, October 5-7, 2017

[VIEW PRE-SHOW PLANNER](#)

35  
CLASSES

presented by  
industry leaders

100+  
VENDORS

showcasing cutting  
edge technology

3  
DAYS


of advancing your  
career to the next level

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**“The MD Expo was excellent. The content was on point and relevant for the attendees. The networking opportunities were excellent.”**

— Christopher Nowak, Corporate Director Universal Health Services, Inc.

Experience MD Expo!



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## IDEA #4

Make “The Promise”  
then, gate your  
media kit.

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You will be granted IMMEDIATE access  
to our complete media kite including  
rates by completing this simple form.

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If you call a lead in the first 5 minutes after they've submitted a web form, they're 100x more likely to get on the phone. — [InsideSales](#)

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## IDEA #5

Keep Proposals  
Simple Too

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**Option #1: MAXIMUM EXPOSURE PLAN.**

- ¾ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large top banner ad (728x90) on Inspire.com for one month
- One inclusion in the Inspire eNews sent to 5,700 readers
- 4 text mentions on the Inspire Facebook® feed
- Total Value, \$2400
- **MULTI-MEDIA DISCOUNT = - \$500**
- Actual Cost, \$1900 / month\*

**Option #2: SMART BUSINESS PLAN.**

- ½ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large right banner ad (320x250) on Inspire.com for one month
- One inclusion in the Inspire eNews sent to 5,700 readers
- 2 text mentions on the Inspire Facebook® feed
- Total Value, \$2000
- **MULTI-MEDIA DISCOUNT = - \$300**
- Actual Cost, \$1700 / month\*

**Option #3: BASIC MARKETING PLAN.**

- ½ page 4 color ad in Inspire Magazine. Ad created free of charge.
- Large right banner ad (320x250) on Inspire.com for one month
- Total Value, \$1800
- **MULTI-MEDIA DISCOUNT = - \$200**
- Actual Cost, \$1600 / month\*

**\*IMPORTANT:** These highly discounted prices are offered to partners running for three consecutive months. Please call me ASAP to get locked in! (222)-555-1212.  
Ryan Dohrn



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LOGO		ADVERTISING PACKAGE				
DEMO/STATS HERE		MAG COVER				
Contact Info		MAG COVER				
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