

Your Magazine Brand In The New Media World.



Ryan Dohrn, Founder, Brain Swell Media
Publisher, SalesTrainingWorld.com



@RyanDohrn - 360AdSales.com – SalesTrainingWorld.com



Print is NOT dead.



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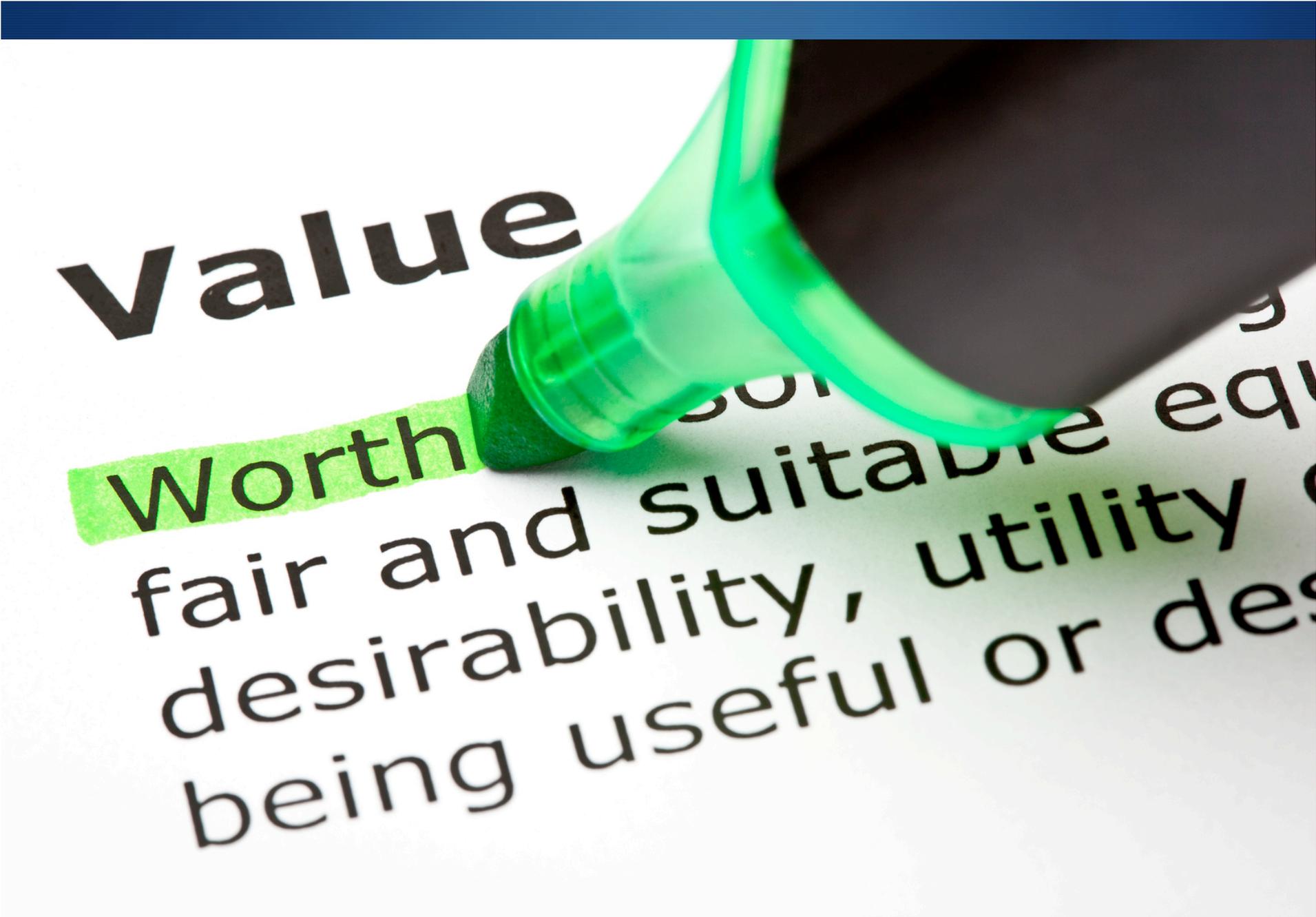
More magazines started in 2015 than shut down.

-source: Assoc. Magazine Media



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Value

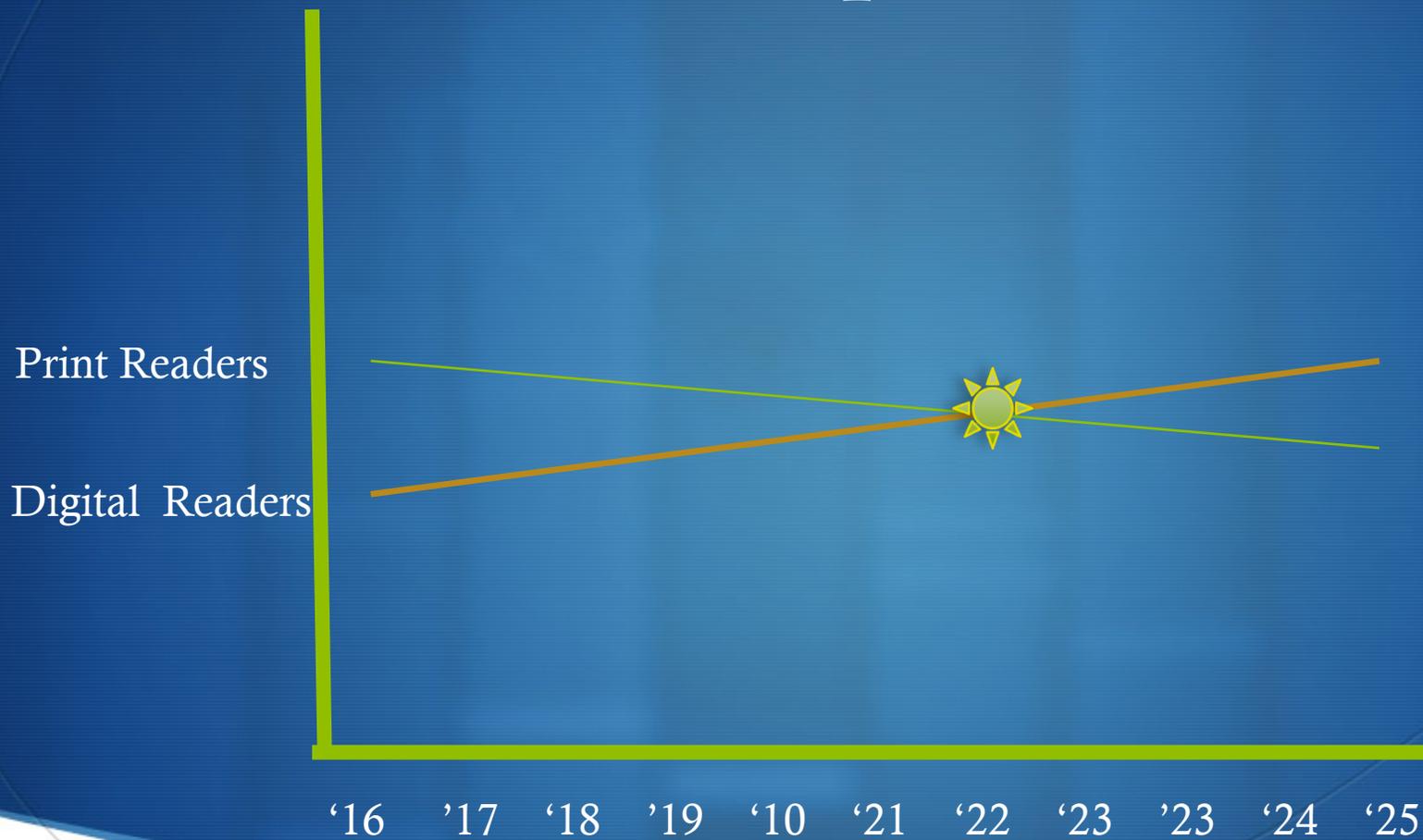
Worth

fair and suitable equ
desirability, utility
being useful or des

Focus on the total sale
and the total value of the
audience.



Readership Shift...



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Start selling the
value of a reader.



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	MAGAZINE	ONLINE DIRECTORY	SOCIAL MEDIA	WEB BANNER	NEWSLETTER
CHOOSE YOUR PACKAGE 					
SMALL BUSINESS Annual total value €2636 Price with discount €1476 Saving €1160 From €123/month					
VISIBILITY Annual total value €4652 Price with discount €2604 Saving €2048 From €217/month					
BRAND RECOGNITION Annual total value €9296 Price with discount €5208 Saving €4088 From €434/month					
<small>Creative Media Group, Ciutat 7, 2-4, 08002 Barcelona. Tel. 93 451 4486, ads@barcelona-metropolitan.com</small>					



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Programmatic does not
work in NicheLand.



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Programmatic de-values
our niche reader.



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Hire for growth.
Embrace millennials.



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By 2020 70% of your
staff will be millenials.



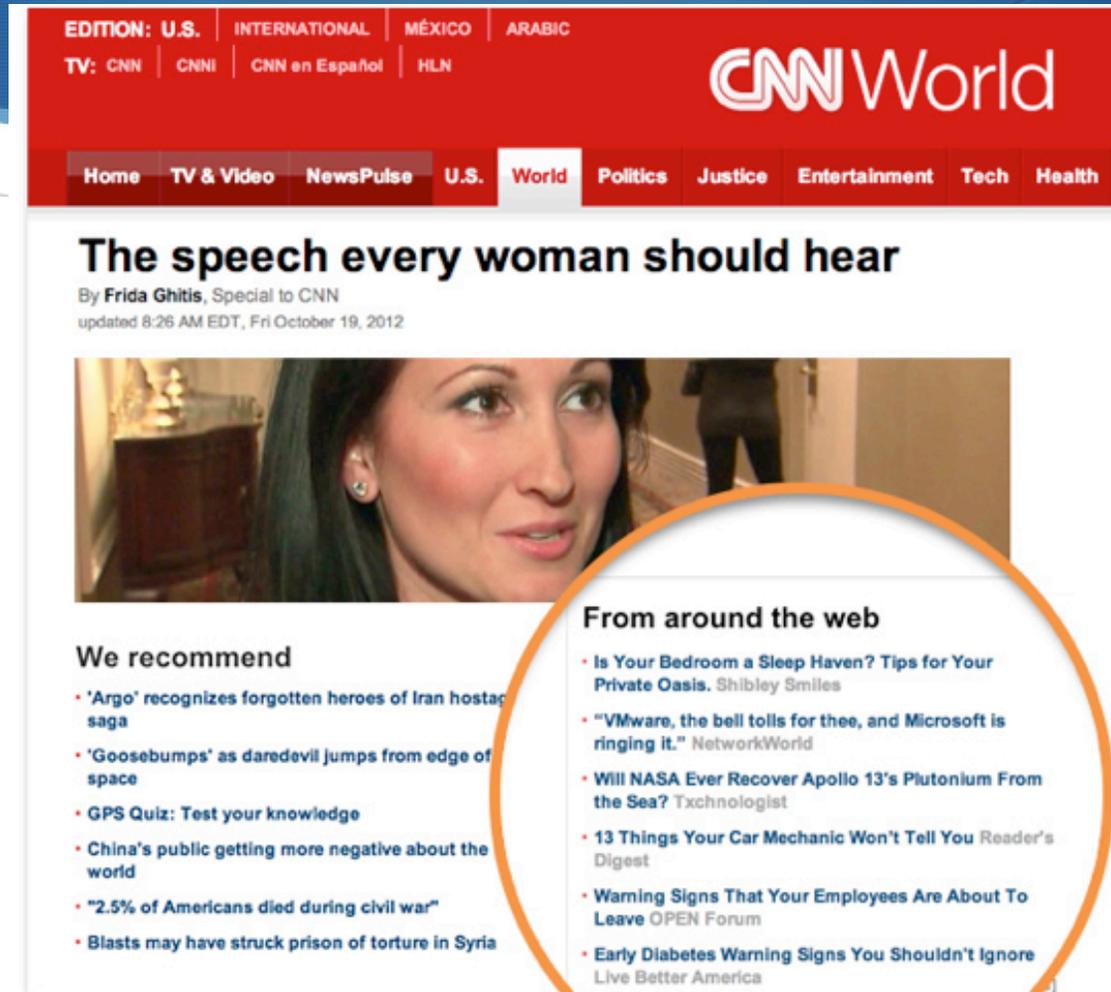
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Promoted Content
Advertising Brothel
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TV: CNN | CNNI | CNN en Español | HLN

CNN World

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The speech every woman should hear

By **Frida Ghitis**, Special to CNN
updated 8:26 AM EDT, Fri October 19, 2012



We recommend

- 'Argo' recognizes forgotten heroes of Iran hostage saga
- 'Goosebumps' as daredevil jumps from edge of space
- GPS Quiz: Test your knowledge
- China's public getting more negative about the world
- "2.5% of Americans died during civil war"
- Blasts may have struck prison of torture in Syria

From around the web

- Is Your Bedroom a Sleep Haven? Tips for Your Private Oasis. Shibley Smiles
- "VMware, the bell tolls for thee, and Microsoft is ringing it." NetworkWorld
- Will NASA Ever Recover Apollo 13's Plutonium From the Sea? Txchnologist
- 13 Things Your Car Mechanic Won't Tell You Reader's Digest
- Warning Signs That Your Employees Are About To Leave OPEN Forum
- Early Diabetes Warning Signs You Shouldn't Ignore Live Better America

Sample for example use only.



How to Protect
Workers From
the Rise of
Robots

'Sons o
and F
Where
React

Politics | Business | Tech | National | Global | Health | Sexes | Entertainment

Special Reports Video Photo Ebook Newsletters **JUST IN** Speak, Clarence, Speak! Andrew Cohen

SPONSOR CONTENT What's This?

David Miscavige Leads Scientology to Milestone Year

Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.

f Recommend 1.5k

in Share 5

🐦 Tweet 2,024

12:25 PM ET



Article on your web site...

The screenshot shows a web browser window with the URL www.policeone.com/police-products/training/simulator/articles/8721284-How-can-virtual-training-simulators-be-mc. The browser's address bar includes a search icon and the text "Search". Below the address bar, there are several extension icons: "Most Visited", "WHOIS Search", "Google AdWords...", "Keyword Density ...", "WP Engine", "BSM Gmail", and "eFax".

The article content is as follows:

How can virtual training simulators be more realistic for cops?

Virtual simulators can provide vital training to cops on how to handle a number of different scenarios – here are five ways they could be made more realistic

Aug 25, 2015

By PoliceOne Staff

Virtual simulators can provide vital training to police officers on how to handle a number of different scenarios — such as use of force incidents, traffic accident investigations, and hostage standoffs. As with any training exercise, the more realistic it is, the more beneficial it is.

We asked our Facebook fans to tell us how they think virtual training simulators could be made more realistic. Check out our summary of the most popular answers below and add your own suggestions in the comments.

1. Cover, concealment, and other physical dimensions

One of the biggest faults in many virtual training simulators, as

On the right side of the browser window, there is a vertical sidebar with several elements: a "TRAINI" button, a "LA S" logo, a "MEG" button, and a "TRAINI ARTIC" button. Below these are some partially visible text elements like "Las...", "Meggi...", "ALL TRAIN", and "How c more".

Sample for example use only.

Your article promoted 4 X on FB... Boosted too!

The image shows a screenshot of a Facebook post. At the top, a blue banner contains the text "Your article promoted 4 X on FB... Boosted too!". Below this, the Facebook interface is visible. The post is from "PoliceOne.com" and is dated "August 26 at 6:00pm". The text of the post reads: "Virtual simulators can provide vital training to cops on how to handle a number of different scenarios – here are 5 ways they could be made more realistic." Below the text is a video player showing a police officer in a dark uniform aiming a rifle at a virtual target in a hallway. Underneath the video, the post title is "How can virtual training simulators be more realistic for cops?" followed by the text "We asked, you answered!" and the URL "WWW.POLICEONE.COM". The post has received 478 likes, and the interface shows options to "Like", "Comment", and "Share". On the right side of the post, there is a "Create Post" button and a "Recent" list with years from 2015 down to 2008. Below that, there is a "Sponsored" section with an advertisement for "Insightly" CRM software.

Sample for example use only.

Article promoted in our weekly eNews sent to 55,000 readers.

[Click here to view online.](#)

INSURANCE PROGRAM
news
FOR INSURANCE AGENTS AND BROKERS

VOL 3 NO 1 NIP Programs develops and manages business insurance programs for industries with specialized requirements.

FROM THE PRESIDENT
Warmest Wishes for the Holiday Season

2013 has been a quite a year. Significant weather events around the world have shone a new light on the property and casualty insurance industry, and have had an impact on virtually every insurer and re-insurer in the market.

Looking ahead to 2014, we are optimistic, and you can rest assured that NIP Programs remains committed to developing and enhancing both our insurance products and providing passionate, highly-responsive customer service.

We truly value our partnerships with the brokers and agents who work to bring peace of mind to their customers. On behalf of the team here

PROGRAM NEWS
PetPro Provides a Professional Liab Alternative for Veterinarians

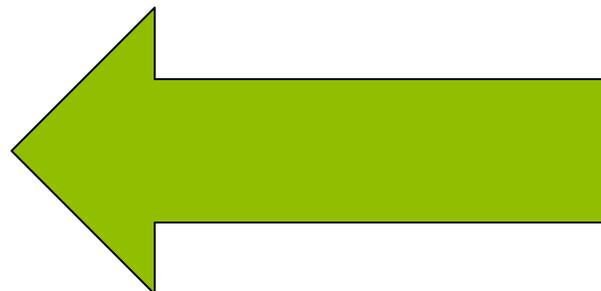
Unlike with General Liability coverage or a Business Owner's Policy (BOP), professional liability insurance provides valuable protection and defense against losses arising directly as a result of a veterinarian's professional service offering. Veterinarians need to carry individual professional liability insurance for adequate protection, and many veterinarians obtain this coverage through trade associations. This year, however, some vets have received an unwanted "surprise," in the form of a sizable, across-the-board rate

Virtual simulators can provide vital training to cops on how to handle a number of different scenarios – here are 5 ways they could be made more realistic.

How can virtual training simulators be more realistic for cops?
We asked, you answered!

Join us for one of our complimentary, 30-minute webcasts, during which we discuss a particular industry and current trends for specific business classes. Upcoming webcasts include:

Opportunities Insuring Site Preparation & Land Improvement Contractors
Thursday, Jan 9, 2014
2pm Eastern (11am PT)



Sample for example use only.

What you get one sheet... SPELL IT OUT!

1. Your article on RazrMag.com. We can help you write the article.
2. Lead gen form on the article. Leads sent to you weekly.
3. Your article featured on the main page of RazrMag.com.
4. Your article will live on RazrMag.com forever.
5. Three Facebook posts to promote your article.
6. Your FB post boosted to 20,000 each week for 4 weeks!
7. Two mentions in our weekly eNewsletter.

Links in sponsored content articles need to be no-follow. Also, all paid content needs to be clearly marked at the top.

Source: Google Support

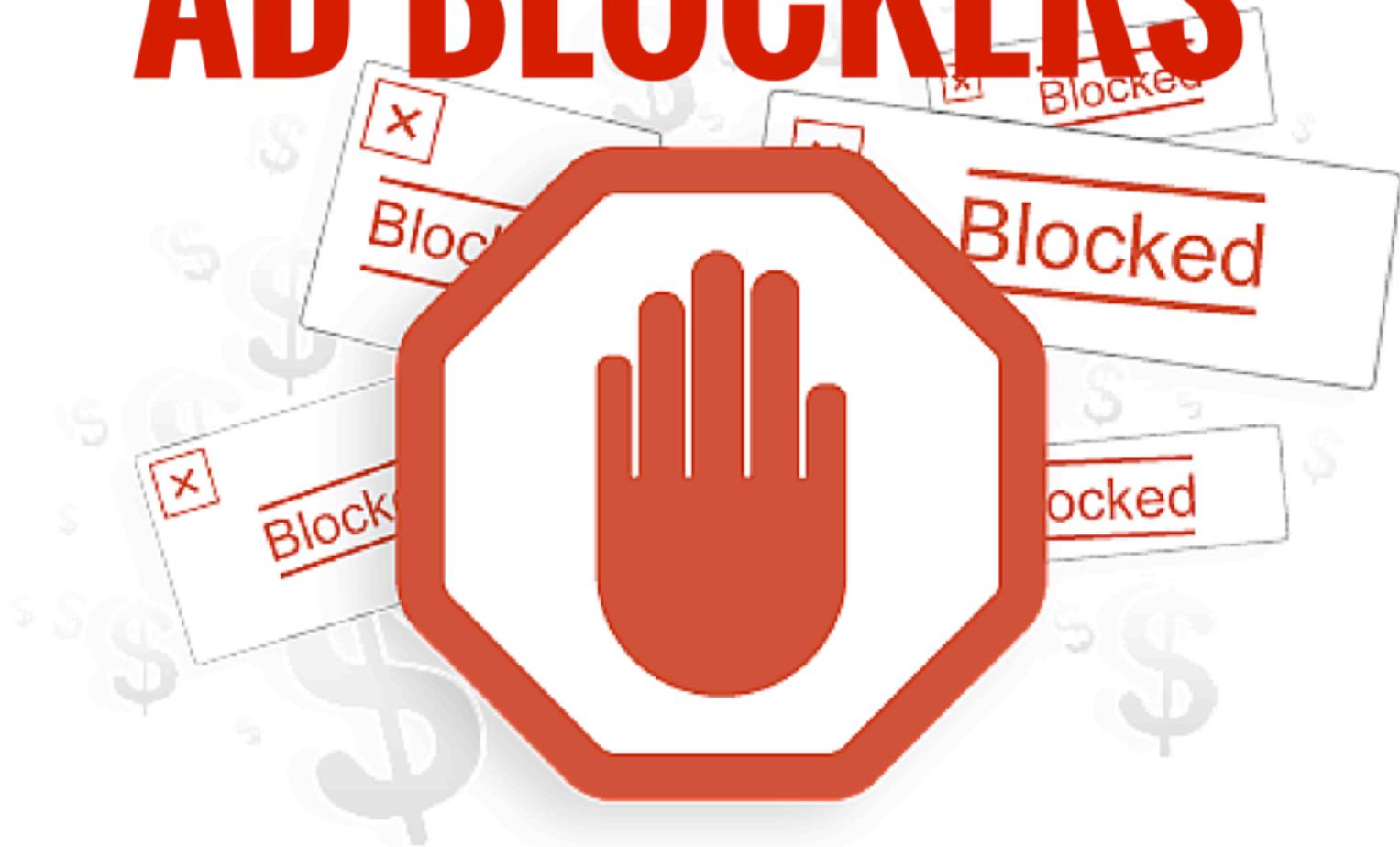




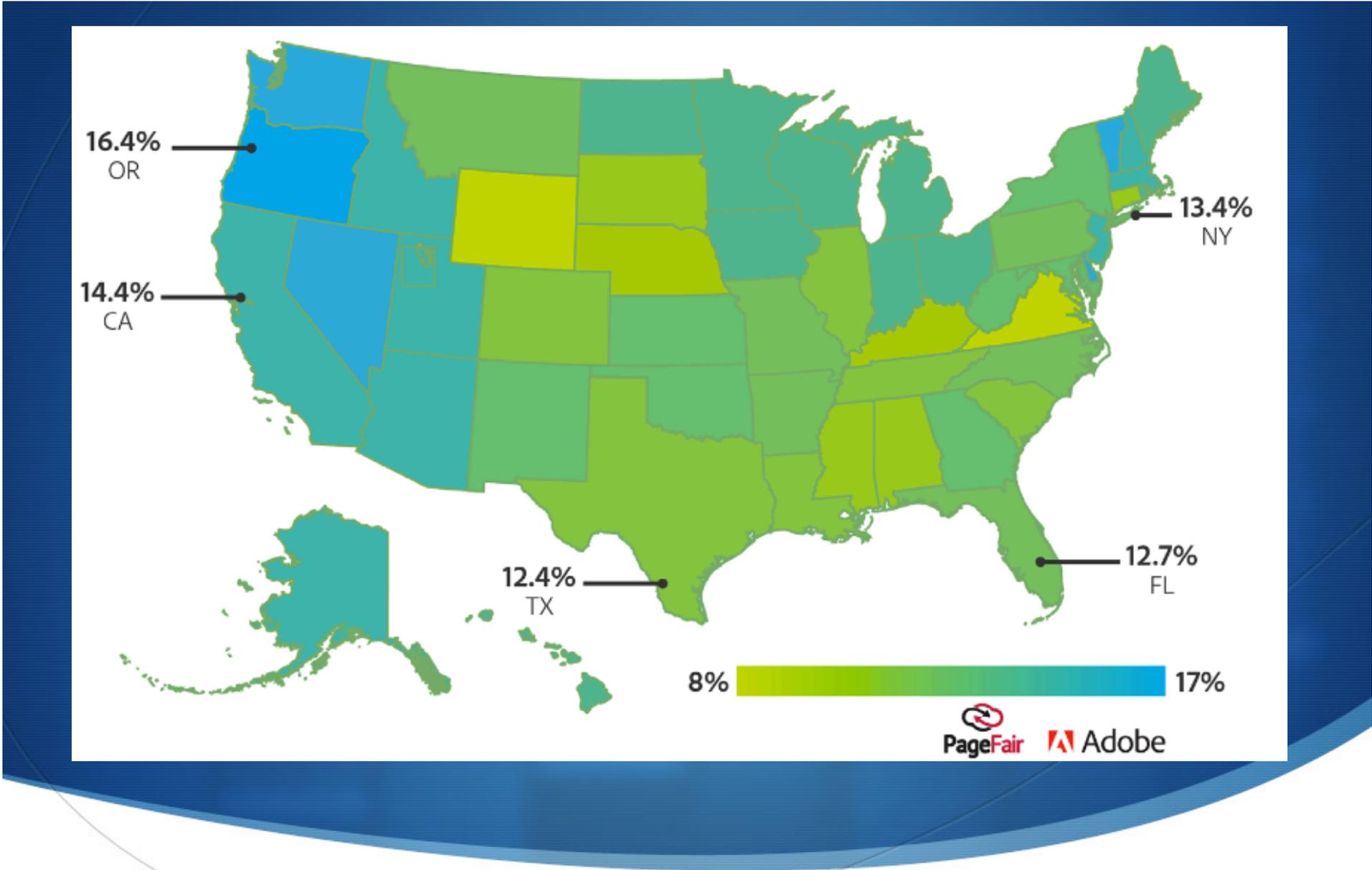
Page titles are critical.
SEO editorial plan is critical.
Word weight is critical.
Sitemaps must be perfect.



AD BLOCKERS



**SHOULD YOU BE
WORRIED?**



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“I was on Facebook to promote my watch dog service. But, I decided to go back to traditional media... barking.”

Social media is only
cheaper for an advertiser
if their time is worth
nothing.



Successful business owners that saw serious results from social media marketing spent 15-20 hours per WEEK dedicated to this task.

Source: Inc.com



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Boost Post

Edit Audience | Create New Audience

Location:

United States: Indianapolis Indiana

Interests:

Motherhood, Parenting, Parent, Indianapolis or Child ...

Age:

29 - 55

Gender:

Female

BUDGET AND DURATION

Total budget ⓘ

\$200.00

Estimated People Reached ⓘ

5,700 - 15,000 people

of 71,000

Refine your audience or add budget to reach more of the people that matter to you.



Terms & Conditions | Help Center

Cancel

Boost



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👍 Like Page

72 hours until our ad sales workshop and awesome sessions at Parenting Media Assoc. conference in Indy! <http://www.parentmedia.org>



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Boost Post

Edit Audience | Create New Audience

Location:

United States: Indianapolis Indiana

Interests:

Motherhood, Parenting, Indianapolis, Parent or Child ...

Age:

29 - 55

Gender:

Female

BUDGET AND DURATION

Total budget ⓘ

\$750.00



Your maximum budget is much higher than usual.

Estimated People Reached ⓘ

18,000 - 48,000 people

of 71,000



Terms & Conditions | Help Center

Cancel

Boost



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72 hours until our ad sales workshop and awesome sessions at Parenting Media Assoc. conference in Indy! <http://www.parentmedia.org>



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Being platform agnostic
does not have to be
expensive.



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Focus on function
over fashion.



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Having a unified
database is critical.



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What is your data
acquisition plan?



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What is your digital
transition plan?



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Create outbound
marketing plans for
your sales team.



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Not sure where to start?



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Advertiser advisory board
Reader advisory board.



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*Thank
you*

