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HOW SMALL PUBLISHERS CAN HANDLE OBJECTIONS FROM POTENTIAL ADVERTISERS

THEY SAY THAT GOOD THINGS COME in small packages and this is true for small publications. Overcoming objections is especially important for a small-sized brand whose voice must be louder to be heard. It is a competitive market and swaying a media decision your way has become more of a challenge. This said, if you are prepared and knowledgeable you can arm yourself with a set of tools to overcome even the worst of objections. Below are some common objections along with advice on how to handle and tips. Go get them!

WE WANT MORE PEOPLE TO SEE OUR AD.

Your retort: Big is not always better. We may have fewer eyeballs but the ones we do have a deep relationship and better engagement with our publication and content – this high interest and engagement can spill over into your ad message. Plus, often a smaller reach magazine has a more pure audience – perhaps a higher propensity for a certain habit, high household income, etc. Mass reach may not always be speaking directly to as many qualified consumers within their demo targets. More is not always better.

WE WANT NATIONAL REACH.

If you are a regional or local publication you probably hear this. Before you begin to prove the value of your connection to the consumers in that market you must first prove the overall value of that region. E.g.: you publish in Calgary only. First, prove why Calgary is a desirable market for the prospect, and then show why your brand is their right choice as a media partner in that region.

WHAT TYPE OF RESEARCH CAN YOU SHARE IF NOT PMB OR ABC?

Your answer: Because we are small and niche it would be tricky to capture the true essence of our audience in a large national study. We are confident that our proprietary research best reflects the habits of our audience and circulation/readership trends. What else could assist here are reader testimonials, marketer referrals, or a formal letter pertaining to the audience strengths from the editor or publisher.

HOW WILL YOUR BRAND DELIVER SUCCESS FOR MY BRAND? Big or small, all magazines are being asked about measurability these days. While a brand ad would not have much measurability, you can suggest they include a special offer, coupon, event or website add-on as part of the campaign, so they can directly measure the response from your audience. If available, examples of successful past programs or case studies are useful tools.

WE ONLY HAVE THE BUDGET TO RUN IN ONE OR TWO TITLES AND WILL CHOOSE ONES THAT ARE CHEAPER AND BIGGER.

While you may not be able to drop your rates as low as a larger title that has less to lose, you can build a strong value package to compete. Ask the contact what would enrich the deal for them in the instance that you cannot change the rate. Is it positioning? Added value? Once they answer you can customize your package to look more attractive among your competition. Or perhaps the solution is to suggest they run in one larger title of their choice and add your book on for little extra spend – perhaps this presents less duplication compared to running ads in two larger titles and would be a lower overall spend for the advertiser.

WE WILL ADVERTISE IF YOU INCLUDE OUR ESTABLISHMENT IN YOUR EDITORIAL.

Small or local publications are often niche and include listing type features in the editorial – whether it be art galleries, shops, restaurants, schools or contractors. I believe that smaller publications will find prospects disrespecting the ad/edit separation even more so than for larger publications. Unless you are in the business of paid editorial the request above is typically not a feasible promise for a sales person to make. I like to say that editorial is never guaranteed plus if you get editorial coverage you cannot control the message. Our editors might say they love your steak but you want to be known for your seafood. The only true way to control one's message and brand positioning is with an advertisement created by the client themselves. In addition, would you want to read a publication that was bought by the sponsors? Would you believe and give weight to the content? Probably not! Credibility is key for consumers.

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