

# MEDIA KITS - A KEY TOOL TOWARDS ADVERTISING SALES

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## What is a Media Kit?

A media kit is a custom, pre-packaged resource of publisher specific materials for potential clients. Media kits are produced by publishers intended for clients who need information about a publication for the purpose of making decisions around advertising. Clients use media kits to source information related to your publication's brand, distribution, reach, audience profile, editorial schedule, production specs and costs. All of this information contributes to media planning and purchase decisions being made.

When media kits were only available in printed form, they would often sit in piles on the desk and floors of media buyers for quick reference during key planning periods. With the proliferation of digital assets over the past decade and a half, media kits are now extremely easy to find, store and access, creating even more opportunity to get on the consideration set of key decision makers. Digital media kits also mean that finding the most recent information about a publication is easier to do than having to re-request kits once the one a client has on file is out of date.

While media kits may still be shared as hard copies, choosing to send them over email or even posting them on your website makes them easily accessible no matter when your client needs them.

## Why should you have a media kit?

Due to the fact that media kits allow potential clients to find important information they need about your publication in order to make advertising decisions, they are often the first resource most buyers look to when they begin to plan. That initial planning stage includes collecting information on publishers in a certain category or with a certain audience that align with their plan's objectives. Having a media kit you can share, ensures your publication can compete for the advertiser's consideration and advertising budget.

Media kits also set the tone for your brand, share the details of how your brand publishes content and where, as well as who your brand's audience is. This is the type of information needed for clients to decide if a publisher is the right fit for their target group and objectives.

When key decision makers are planning, media kits can save a lot of time going back and forth having to speak to a person to get all of the information they need. Clients may be working under tight timelines or prefer not to have to call someone for every last stat. Media kits become a reference in the planning phase not only for putting together a recommendation but also to help answer client questions as they come up. Having one hard working kit full of the standard information to refer back to, is far more efficient for a client than having to call or email you with every single question as it comes up.

## **How is a media kit a sales tool?**

Having a media kit can be an incredibly valuable sales tool in multiple ways. Some publishers may choose to ask clients to exchange contact information and in return receive a media kit. This may include having a client provide their email address before having access to the file. Asking someone to share their name, email, name of company and role provides sales reps with a direct lead to follow up with as well as some context of what the new contact works on.

For sales reps, media kits are also a great presentation material when meeting with clients on sales calls. Media kits provide reps a direction on your brand narrative and makes sourcing opportunities quickly for client consideration. The visuals also help bring your brand to life to prospective clients providing a sense of theme, quality, and content coverage.

## **Media kits aren't just for print, they are an opportunity to showcase your whole offering!**

In today's diverse media landscape many publishers produce more than just a printed hardcopy of their publication. Publisher content can be built and consumed across many platforms including:

- Digital replicas of the printed publication
- Websites
- E-newsletters
- Videos (web hosted and published on social channels like YouTube)
- Social platforms such as LinkedIn, Instagram, Facebook, TikTok, and Twitter

Even if you don't sell advertising on each channel you publish content on, showcasing the breadth of your offering to prospective clients can help legitimize your brand as well as create the optic of scale. If you do sell advertising opportunities on these channels, media kits provide the chance to educate potential clients on the entire offering with price points.

## **Key components to media kits**

\*See chart on next page for reference

## **How often should you revisit/revise your media kit**

At minimum it is important to revisit and update your media kit at least once a year. Ideal timing for an annual update would be August/September since most clients tend to plan on a calendar fiscal. You should validate your distribution and audience numbers are still accurate, your editorial calendar is up to date and contact information is still correct. Be sure to update all of your sourcing as well if you are changing stats with more recent data.

This does not mean you cannot update your media kit throughout a given year as well. If you have had a positive and significant increase in your audience numbers, be sure to update your kit to showcase the most positive sales story with the higher figures.

## **Additional Tips:**

- Source every stat you share including the source and the date which the data was captured
- Include your contact information clearly within the content so prospective clients are clear on how to reach out for more information.
- Use graphics and imagery to bring your Media Kit to life and convey the look and feel of your publication's brand.
- Be consistent with typefaces and fonts, ensure information is easy to read and key takeaways stand out.
- Showcase your best work! If you have client testimonials, great results you can share on past programs, highlight them in your Media Kit

# KEY COMPONENTS TO MEDIA KITS

Component	What it is	Why you need it	Where you source it
<b>About Us</b>	<p>The About Us page is a summary of who the publisher is, your purpose, your brand and potentially a bit about your history if it's part of your story.</p>	<p>Clients unfamiliar with your brand and publication may need an introduction of who you are and what your goals are for your publication. Information such as being independent, Canadian owned/produced, a leader in your category, led by certain well known names may all be factors that help build a client's interest in hearing more about your offering.</p>	<p>You develop this yourself, drawing from your expertise about your publication's place in the market and purpose for their clients and readers. Try to write it with the goal of getting a client interested in hearing more about your publication and it's offering.</p>
<b>Brand Footprint/ Reach</b>	<p>An single page overview of all of your channels including their circulation numbers, measured audience, frequency of distribution. This part can help showcase to clients more than just your immediate print offering. i.e Website, E-newsletter, Social following, Membership can all create opportunities to expand your brand's presence against your audience.</p>	<p>Many clients will not have the time to research all of the ways your publication connects with its audience. Gone are the days of a publication having only their printed copies available to disseminate content and engage their readers. Showcasing how broad your channels are can also help garner both attention and potential investment. Seeing all of your channels in one place can create the sense of a bigger brand impact for your brand and its potential advertisers.</p>	<p>Building this page requires multiple sources including but not limited to: Audit statements, Publisher Sworn Statements of Circulation, Website analytics such as Google Analytics, E-newsletter platforms, and your social channels. Be sure to include a list of your sources and the date at the bottom of this page so your clients are clear on where the numbers and stats come from.</p>

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<p><b>Audience Profile</b></p>	<p>An overview of who your audience is for both your print publication and any additional channels such as web, e-news and social.</p>	<p>This information helps bring your reader to life for potential clients. Sharing how your audience breaks down against key demographic qualifiers helps prospective clients see how your publication can help them reach their target audience. Many clients are looking to align target audiences on age breaks, household income, education, professional status and geography. This information may also include information around audience hobbies and interests, shopping habits, family dynamic, or information specific to your category. i.e Travel habits if you are a publisher in the travel space.</p>	<p>This information can come from a variety of sources including third party measurement such as industry leaders like Vividata. If investment in a third party measurement source is not possible, proprietary reader surveys can be an excellent and cost effective way to gather valuable information to help build this out. Platforms like Google Forms or Survey Monkey can help you curate a list of questions to share with your audience over social, web or even your e-newsletter database (ensuring CASL compliance for any e-newsletters).</p>

<p><b>Editorial Calendar</b></p>	<p>An overview based on your publishing schedule (i.e.month by month) outlining the anchor themes your publication will cover and a short summary of what clients and readers can expect to see. Often the Editorial Calendar also includes space close and material close dates so clients are aware of how far in advance lead times are if they want to be part of a particular issue.</p>	<p>This is a chance to get advertisers excited about the great content your publication is going to cover. Clients love to see what your topics will cover because it allows them an opportunity to place ads in content more relevant to their product. i.e. If you are covering home renovations in March, a brand selling appliances will be more interested in aligning their ad in March.</p>	<p>Your editorial team should be able to provide a high level overview looking forward. If your team does not plan a full year in advance, you can showcase schedules less than 12 months, or re-cap themes from last year (if evergreen) and note that schedules are subject to change so clients should confirm in advance what the final direction is for any given issue.</p>
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<b>Rates</b>	<p>A list of your rates by channel and format. For print this would include rates for each size of print page you offer including fractionals, as well as positions. Covers often coming at a premium should be listed as such. If you offer discounts based on frequency that should also be included. Rate Cards can also include your digital rates if you offer ad space across your digital properties. It is also important to note if your rates are Net or Gross (Gross being agency rates with the 15% commission structure traditionally referenced).</p>	<p>Clients will often use published rate cards to help set their budgets at the early planning stages. Sharing them upfront helps speed this process up for potential advertisers alleviating them having to go back and forth with a rep.</p>	<p>This is produced internally at the publisher level.</p>
<b>Production/ Specs/ Delivery Instructions</b>	<p>A summary of each ad format by platform with the corresponding dimensions and file sizes the client will need to build their creative to. Production specs should include production details by format and size for both print and digital advertising opportunities. For print including trim size, bleed are important details for clients to account for when production print insertions to run in your publication. For digital it is important to include the size of the ad unit as well as the max file size you can accept. File size can have an impact on your ability to serve the ad properly to your users. Delivery information includes detailed instructions on how the clients should send creative to your publication.</p>	<p>This information is incredibly important for clients who will need to develop creative to fit the ad sizes they wish to buy as part of their media plan. As part of the planning process, often creative costs are a factor. Potentially advertisers will want to see if they need to create ad sizes that align across other buys on their plan, or if they need to create something unique to a specific publisher. The latter of the two can mean incremental production costs they will need to consider and budget for.</p>	<p>This is sourced internally at the publisher level.</p>