

Positioning the Publication

Local weekly and monthly publications, community newspapers, and TMC/EMC products must coexist with larger daily newspapers that reach the majority of consumers in any local market.

To win a place in an advertiser's schedule, alongside daily newspaper and other media vehicles, these non-daily publications must be able to clearly and graphically illustrate the richness of their audiences and the value they add to a media schedule; in terms of audience membership, exclusive reach, and boosts toward the frequency required to leave consumer impressions. The greatest natural resource of any non-daily vehicle is its inherent or proprietary value, that is, the abundance of desirable advertising targets that cannot be reached elsewhere. The ability for non-daily media sales reps to prove this is the key to winning a place in the media schedule.

New and More Powerful Metrics

MediaSight's extensive media reporting system provides reps with more information about their audiences than ever before attainable. This includes extensive reader profiles, both quantity and quality comparisons with other media, exclusive audiences (compared to any other media vehicle), and improved coverage and sales collateral for the online components of these publications. New retail marketing intelligence for advertisers provides business insights available only through MediaSight. A dynamic sales engagement system arms sales reps with more powerful information and sales collateral than ever before.

Additional reporting features instantly provide a publication's greatest strengths and weaknesses, and methods of improving audience segments deemed as under-performing.



Greater Strength for Sales Engagement & Publication Marketing

Whether TMC, EMC, community newspaper or other weekly/monthly publication, MediaSight boosts marketing and management power with exclusive features and tools for print media.

