



Penton Media
Manufacturing & Supply Chain Group
Conversations with Media Buying Influences

Introduction

During the month of May 2009, telephone interviews were conducted over both agency and advertiser contacts provided by representatives of Penton Manufacturing & Supply Chain Group publications. Out of a total of 28 attempted phone interviews, 15 were completed, for a success rate of 54%. This did exceed our goal of a half-dozen interviews in each category.

	<u>Total</u>	<u>Completed</u>	<u>%</u>
Agencies	11	7	63.6%
Advertisers	17	8	47.1%
Total	28	15	53.6%

Successful interviews are very heavily skewed toward NED clients, both agency and advertiser. This is primarily due to the fact that many are (or have in the past) advertised in NED as well as another Manufacturing & Supply Chain Group publication. On the advertiser side, it was split 50/50 as to whether they were a one book buy advertiser or were currently, or had in the past, used more than one publication in the group. On the agency side, 4 of the 7 buyers are using more than one publication in the group, but they do not necessarily have one client using multiple books.

Multi-Media Buying Habits

Every agency buyer and advertiser interviewed is incorporating multi-media in their communications mix. Most (87%) are incorporating integrated media through their print buys; banners, webinars and e-newsletter advertising/sponsorships are the most popular among agency buyers, followed by search directories and pay-per-click for their clients with search engines such as Google, e-mail blasting and events. On the advertiser side, e-Newsletter ads and sponsorships and banner advertising are most common. A few are doing pay-per-click advertising on search engine sites such as Google and e-mail marketing, while just one mentioned incorporating webinars, and one has delved into the social media arena. Two advertisers indicated they like to use all vehicles offered by a publication for maximum impact.

Philosophical Approach to Overall Media Selection

Among agency buyers, the philosophy for overall media selection has a lot to do with the client's target markets and goals and objectives. Nearly half said they start by looking at the vertical-market or vertical-function publication that will reach the target industry the best, and once maximum exposure is achieved there, they turn to supplementing that buy with a broad industry publication such as NED. Only one said they take the approach of making the primary buy a horizontal anchor publication such as NED supplemented with appropriate verticals when budget allows. One said they go broad by industry but vertical by job function/responsibility, and one uses print media to reach across markets, supplemented with online media buys to target more vertically.

The vast majority of advertisers start with a buy that will provide them the best coverage of their market or markets, then supplement that buy with publications that will penetrate secondary targets, when budgets allow. The primary buy may or may not be a horizontal publication across markets such as NED – it could also be broad across buying influences within a specific industry, or a publication targeted to a specific function, such as EHS.

Philosophical Approach to Buying Digital/E-Media

For the most part, both agency buyers and advertisers take a different approach to buying emedia than print, although the underlying theme is that both have to meet the goals and objectives set forth. In general, it would seem audience and content are important when looking at both print and e-media, but each serves a different strategic purpose. The majority said they look at the two types of media differently, while some felt the approach is “the same, yet different.”

Taking the Same Approach to Print and E-Media

For those who said they approach the two mediums the same, one reason was the underlying objective is the same – to drive traffic to your web site and generate sales leads. The other indicated that even though she tries to approach them the same, it can be difficult because there are few, if any, online viewer audits, and you can't necessarily control who has access to a site, so you could be buying a ton of waste and not even know it.

The only advertiser interviewed who feels print and e-media should be approached in the same manner believes that audience is key, and he looks for the most effective way to reach his audience.

Taking a Different Approach to Print and E-Media

There are many different opinions that surfaced here. On the agency side, buyers feel e-media provides more measurability and immediate response, whereas print delivers better for branding and product introductions. Editorial content is more relevant when buying print. The audience “reads” print, spends more time with it. E-media is more time-sensitive and eye-catching. The audience interacts differently with e-media – and there are more creative options than with print.

Among advertisers, it is believed that email is driven more by the number of individual exposures than print advertising, e-media is best for lead generation and driving traffic while print remains the stronger choice for branding. E-media can take a more detailed message to market – you can get more information into it than a print ad, and it is much more targeted than print media. You can hone in on specific segments whether by market, job function, etc. with different messages.

Changes in Philosophy – Print vs Electronic Media

On the agency side, there is one underlying theme: print and e-media must work hand-in-hand. Print is still relevant and is not going anywhere, at least in the near-term, while an online presence and e-media is becoming more and more relevant. So, in general, philosophies among agency buyers will not change in terms of buying print versus electronic media. They will buy what fits their clients' goals and objectives and their budgets, with the optimum strategy incorporating a print media buy that can perform branding objectives with a call to action leading to online, whether a landing page, a web site, etc., and e-media developing the actual sales leads.

On the advertiser side, most don't see things changing much from the current philosophy. They will continue to turn to online more for leads. They feel it is cheaper and quicker, and is more trackable than print. It has more immediacy and is more customizable. You can't really tie ROI to a print ad, but you can to e-media. Print remains relevant, more so in some markets than others, and is still the best vehicle for building awareness.

Restructuring the Business of Media Selling and Buying

Overall, both agencies and advertisers are open to new ways of doing business. Some indicate the economy is forcing them to rethink how they do business, and is changing everything. And, as one would expect, agencies like to take the high road in terms of putting goals and objectives, and making the most solid buy ahead of buying based on “the best deal”, while advertisers are much more agreeable to looking at anything that will affect the bottom line. However, all agree that times are changing, and although underlying philosophies of buying media may not be changing to any great extent, strategies used to meet goals and objectives certainly are. And the process is more complex. The key for Penton becomes, how to present a new way of selling and buying to your customers.

Interest in a Cross-Media Buy Developed Around Lead-Generating Goals

All agency buyers interviewed are interested to some degree in a cross-media program that is based on lead-generating goals. Some are already doing this and one said he feels that is the way things are going. One who expounded a bit, said this is a good option, because the Internet has created an elusive prospect. Potential customers can stay anonymous because of the web, and it's harder and harder to find the selling opportunity.

Advertisers agree as well. All are interested in a lead-based program although one would consider it under a trial basis, and another voiced a concern about the lead quality – probably thinking in terms of the “product category” lead programs out there.

How Media Companies Can Help Assure Value

On the agency side, accountability and marketing expertise seem to be the main themes in terms of how media companies can help assure value. Measurability and accountability through value-added studies being offered. Accountability for audience in both print and online circulation and traffic statistics. Providing tools and statistics to help sell the concept of advertising in down markets. Reps handling print and online – and understand both vehicles would go a long way. Media needs to stay ahead of the trends – know them and bring them to the table. Don't be order takers and listen – bring real ideas that match up to the goals and objectives. Help advertisers track conversions – that's the Holy Grail.

Advertisers were a little more varied in their thinking, but most are concerned with getting leads, and the quality and speed of getting those leads. Other comments include providing checks and balances on e-media, so advertisers can be assured they are getting what they were promised; developing a strong understanding of the customer and their markets; helping the advertiser with integrated media; and providing good solid audience information.

Conclusion

For anyone deeply involved in business-to-business media over the past 10 years, the attitudes expressed by those surveyed are not a huge surprise. Whether we had successfully contacted 15 people or 50, the response trends are so consistent that we truly believe in the results we are sharing with you today.

Our survey confirms that everyone involved in selecting media understands the benefits and complexities of today's expanded media landscape. No longer is the world made up of printed magazines that sell value-added lists, listings and trade show space.

For one thing, putting ink on paper is about as mature a communications craft as you can find today, and today's younger, more savvy media buyer wants something better and newer. They want the total package – the ability to assemble a coordinated, comprehensive family of print and electronic tools to reach a specific audience with a range of angular approaches, addressing specific jobs in the mix and effectively interfacing to accomplish critical goals.

Even before the economic meltdown, the pressure was on media to find more and better ways to present the right mix. Only now, under pressure to accomplish more selling with fewer people, has the media finally addressed what the buyers wanted all along: a more comprehensive product that can measurably achieve higher expectations using a variety of quality tactics coordinated by fewer sources, i.e. media reps.

Other major media companies – also under pressure to cut costs – obviously have taken similar paths, but nearly every one of them presents their programs in a way that unnecessarily tarnishes their chances for success: they issue an internally focused news release saying they're sending out fewer reps with more products, when actually, they should be announcing a new effort to more efficiently address the longtime wants and needs of their advertisers.

Which brings us to why we have worked hard to positively market a cross-selling program for Penton's Manufacturing and Supply Chain Group. Media buyers are more than a little aware of the pressures on all media — and everyone else — to do more work with fewer people. But that doesn't negate their consistent preference for quality. The ability to deliver a high-quality, comprehensive marketing communications program, aimed squarely at the audience needs of the media buyers, is absolutely the right course of action.

Getting the buyers' positive attention through this website and other promotional programs for the Manufacturing and Supply Chain Group is only one component in this complex equation.

Another internal challenge in the equation goes back to quality. While the economy has put a major squeeze on the page count and editorial product of various publications, the fact exists that the highest quality editorial products will always deliver the highest quality audiences — something the good media buyers know will transcend the lure of cheap media deals. As such, to sustain the value of the new media presentation, the media must be able to marry the advertising messages with top notch, objective editorial.

At Penton Media and the Manufacturing and Supply Chain Group, we have taken media quality, strategy and analysis very seriously for many years, we are delighted with the challenges and opportunities brought on by new media technology. Our survey shows many of our peers in agencies and in in-house media buying functions share our enthusiasm.

That's the leadership position that Penton has strived for over the years, and one that will pay dividends for our customers long after today's economic twists and turns become only a bad memory.

On behalf of all of us at Penton Media, we want to thank you for the opportunity to work with you. Understanding media is one of our basic strengths and passions, and as such, we look forward to continuing our business relationship with you for many, many years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "John DiPaola". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

John DiPaola
V.P. and Group Publisher,
Manufacturing and Supply Chain Group

Agency Interview #1:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This agency buyer has multiple customers running both print and online with NED. They also currently use EHS, American Machinist and have used Material Handling Management in the past.

Primary and Secondary Target Audiences

This agency's clients currently target a broad industrial base. Feels NED is best for to reach the horizontal industrial base, then use complementary vertical buys to catch other diversified markets, such as Tooling or Environmental.

Multi-Media Buying Habits

Yes, they are currently making multi-media buys. In addition to Integrated Media buys with trade media, search marketing such as Google, Thomas, and Global Spec, both horizontal and vertical buys.

Underlying Philosophy for Overall Media Selection

There are certain publications used that are specified magazines for a certain group – primary market supplemented by NED. Basically, they buy specific vertical publications first, then supplemented by NED.

Philosophical Approach to Buying Digital/E-Media

Philosophy is different from buying print media. Feel e-media provides more measurability, immediate response, and more accessibility than print, while print is better for branding, and new product launches and messages.

Changes in Philosophy – Print vs Electronic Media

Search marketing is becoming more dominant and is taking up more budget. Also using more online directories, such as ThomasNet.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Clients' Media Dollars

Media companies should be providing as much measurability as possible such as value-added studies to assure media buyers are getting the greatest value for their media dollar.

Agency Interview #2:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This agency is currently using Industry Week, NED, Material Handling Management, and Logistics Today Digital, and has used Metal Producing in the past.

Primary and Secondary Target Audiences

This agency's clients' primary targets are Design Engineering, Production, Material Handling, Purchasing, Warehousing, Stock Picking, Facility Maintenance, Warehouse Management, Logistics. Some secondary targets include Plant Managers, Purchasing, Facility Managers and Maintenance Professionals.

They are currently making multi-media buys, which includes banners, webinars, e-newsletter advertising and sponsorships, search engines, organic search

Multi-Media Buying Habits

This buyer is currently making multi-media buys at this time. Primarily banners, webinars, e-newsletters, sponsorships, search and organic search.

Underlying Philosophy for Overall Media Selection

This agency takes the approach of starting vertical, targeting key markets first, then supplementing with more broad horizontal media buys, and does not focus on maximum exposure with a single media buy.

Philosophical Approach to Buying Digital/E-Media

This buyer likes to try to keep the approach/philosophy to buying digital media the same as for print. However, there are very few, if any, audits online, and you can't allow only certain users to a site, so you have the potential for paying for waste. However, you can track online much easier, and have a certain expectation of what you are going to get.

Changes in Philosophy – Print vs Electronic Media

She does not think print is going away, or should go away, and there is such strength in audited circulation, and people still rely on print. However, online is easy to track. They need to work hand-in-hand. Print boosts online, gives a reason to go online. Big call of action in print.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Clients' Media Dollars

Leading media companies should be very open about their circulation [print] and site visitors, sharing any type of statistics and providing the tools and information to help educate their clients about continuing to advertise – not to be afraid to advertise in the down economy.

Agency Interview #3:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This agency has a client using Industry Week. They have considered American Machinist, and also use Machine Design.

Primary and Secondary Target Audiences

Their client's primary target audience is Manufacturing Management, with Design Engineers being a secondary target.

Multi-Media Buying Habits

They are currently making multi-media buys, using print, banners, webinars, events and newsletter sponsorships.

Underlying Philosophy for Overall Media Selection

The underlying media buying philosophy for their clients is a broad-horizontal approach, supplemented by verticals.

Philosophical Approach to Buying Digital/E-Media

Print and digital media buying is approached the same, yet different. When looking at print, editorial content and circulation audits are most important. With digital, there are more creative options. It's not just a print ad on a page. Audience interacts differently. So, when looking at options, quality of audience and message is important in both print and digital, but they just have different things to offer.

Changes in Philosophy – Print vs Electronic Media

In terms of changes in thinking in regard to the value of print vs electronic, this person feels print is important. You need your message to be seen 5 to 7 times for someone to become aware. It is still important. The two need to work together. Print advertising should lead to online, it drives them to where you want them to go. They definitely see web traffic spike after a print ad is released. Feel that senior level management still reads print.

Agency Interview #4:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This agency has a client using Material Handling Management.

Primary and Secondary Target Audiences

Their client's primary target audience is Upper Management at Warehouses. Secondary target is Middle Management, same market.

Multi-Media Buying Habits

She is currently making multi-media buys incorporating ads on web pages, e-newsletters and print.

Underlying Philosophy for Overall Media Selection

The underlying media buying philosophy for her clients is to make the primary buy and then supplement it with more targeted secondary markets.

Philosophical Approach to Buying Digital/E-Media

When looking at digital/e-media buys, opt-in is more relevant for e-mail, while page views and click-throughs are highly relevant as well, whereas with print, circulation is important.

Changes in Philosophy — Print vs Electronic Media

In terms of changes in thinking regarding the value of print vs electronic, this person feels print is still very relevant, and will remain so, but you also need e-media to keep up with what's hot. They work hand-in-hand.

Consideration of an "Extended Network Buy" vs Traditional Media Strategy of Number One Publication

When they look at options for secondary targets, or for deeper penetration into a primary market, she would not be open to a supplemental budget-stretching buy. She prefers the #1 buy. However, she would be interested in multi-faceted, cross-media plans based on expected audience reach, and would possibly be interested in a media plan that has specific lead generation goals.

This agency buyer does see her media buying philosophy changing in the future, and there are a lot of different factors.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Clients' Media Dollars

She feels that if media companies would have their print reps also deal with online – AND understand it, it would go a long way in assuring media buyers are getting the greatest value for their media dollars.

Agency Interview #5:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This agency has a client using EHS, but has used NED, MHM and American Machinist in the past.

Primary and Secondary Target Audiences

Their client's primary target audience is Safety Managers, while Plant Managers are a secondary target.

Multi-Media Buying Habits

They are currently making multi-media buys, using print and online advertising, webinars, searches and e-blasts.

Underlying Philosophy for Overall Media Selection

The underlying media buying philosophy for her clients is maximum exposure – she tries for as much ownership of safety management as possible.

Philosophical Approach to Buying Digital/E-Media

Both have to meet the goals and objectives of the program. Print delivers differently than online but you get faster results from online.

Changes in Philosophy — Print vs Electronic Media

This agency buyer does not see her philosophy changing in the future, but does see online becoming more important. She feels print is best used as the branding vehicle, while online is the lead generator.

Consideration of an "Extended Network Buy" vs Traditional Media Strategy of Number One Publication

When looking at options for secondary targets, or for deeper penetration into a primary market, she wants the leading publication, but if there was a compelling offer, she would definitely consider it.

In addition, this buyer would be interested in multi-faceted, cross-media plans based on expected audience reach, as well as a media plan that was based on specific lead generation goals.

A common closing date for a cross-media buy could be of benefit, but could also be crazy at times.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Clients' Media Dollars

In order to assure media buyers are getting the greatest value for their media dollar, this buyer feels that the media needs to stay ahead of the trends — know them and bring them to the table. They need to have a willingness to work as a consultant, and listen – not be an order taker. Should have real ideas, not just bring "ideas" to sell and get out the door.

Agency Interview #6:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This agency has various clients using NED. Also use Machine Design – out of group.

Primary and Secondary Target Audiences

Their client's primary target audience is broad industrial, with secondary targets being design engineers.

Multi-Media Buying Habits

They are currently making multi-media buys but did not expound.

Philosophical Approach to Buying Digital/E-Media

Print vs Digital philosophy is definitely handled differently. With print, editorial content is more relevant than with digital. Audience is "reading" it - spending more time with it. Emedia – timing is more relevant with e-media, you have to be more aware of holidays, things like that and is more "eye-catching".

Changes in Philosophy – Print vs Electronic Media

This agency buyer does see their media buying philosophy changing in the future. She will buy what makes sense. She already takes advantage of cross-media/integrated media buys. Doing electronic more and more, due to the nature of the beast and the trackability.

Agency Interview #7:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This agency has a couple of clients using NED, Material Handling Management and American Machinist, as well as the Industrial Product Demo.

Primary and Secondary Target Audiences

Their client's primary target audiences are industrial based, focusing on machine shops and manufacturing. By function they are targeting maintenance and plant management.

Multi-Media Buying Habits

They are currently making multi-media buys, but did not answer as to what vehicles they are currently using.

Underlying Philosophy for Overall Media Selection

Overall, they tend to use print to reach the broadest audience, and supplement with online media for more vertical targeting.

Philosophical Approach to Buying Digital/E-Media

He feels that the basic approach to buying digital or e-media is the basically the same as print. You want to drive traffic to your web site and generate leads.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Clients' Media Dollars:

This buyer feels that media companies need to help advertisers track conversions – that's the Holy Grail.

Advertiser Interview #1:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This advertiser uses or has used New Equipment Digest and NED online.

Primary and Secondary Target Audiences

Their audience is very broad, but primarily targets engineers in manufacturing, automotive and wind energy markets.

Multi-Media Buying Habits

Yes, they are currently making multi-media buys, focusing on print, e-newsletter sponsorships/advertising and web site advertising.

Underlying Philosophy for Overall Media Selection

This advertiser takes a broad reach, horizontal approach to the media buy. Then once the desired impact is achieved, they would focus on penetrating other markets.

Philosophical Approach to Buying Digital/E-Media

Philosophy is different from buying print media, primarily because they now look to online for lead generation.

Changes in Philosophy – Print vs Electronic Media

They are turning more to online for lead generation. It is cheaper, reaches more people and is quicker. Feel that you need sort of a balance between the two, although online is becoming more and more relevant.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Media Dollars

This advertiser feels that the best way media companies can provide the greatest value for their media dollars is by generating leads.

Advertiser Interview #2:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This advertiser uses New Equipment Digest and has used Industry Week in the past.

Primary and Secondary Target Audiences

This advertiser is a distributor, and they don't really target by industry. Key audience targets are design engineers, electrical engineers and those involved in automating a process.

Multi-Media Buying Habits

They are currently making multi-media buys, including print, direct mail, sponsorships, Google (search engine marketing), e-newsletters, literature reviews, etc. They try to use all vehicles offered by a publisher for maximum impact.

Underlying Philosophy for Overall Media Selection

This advertiser looks for publications that reach a broad spectrum of markets, and focus on specific functions. Budgets just really don't allow for a vertical approach.

Philosophical Approach to Buying Digital/E-Media

In terms of digital/e-media, they are putting their dollars toward driving traffic to their web site. There are so many online options to look at they are each different. With print, you look primarily at the circulation effectiveness.

Changes in Philosophy – Print vs Electronic Media

Traditional print media needs to be delivered differently to stay in the game. In this advertiser's mind, that basically means digital. For example, suggests more e-media options to go with print, such as supplying catalogs on CD or online. She looks for a trustworthy source when looking at e-media.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Media Dollars

This advertiser feels the media must understand what value means to everyone (each buyer). Full contact information should be delivered in a lead. Need checks and balances to be sure e-media is doing everything they say. There is definite value in full contact information leads.

Advertiser Interview #3:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This advertiser uses New Equipment Digest very heavily.

Primary and Secondary Target Audiences

This advertiser targets advertising primarily by responsibility. They are interested in individuals with responsibility for capital purchasing and maintenance up-keep. Primarily in all industrial markets, with an emphasis on food manufacturing and regulated pharmaceuticals. Secondary target markets would be healthcare, food service and retailers.

Multi-Media Buying Habits

Multi-media is being used, and includes print, direct mail, trade shows, e-mail blasts, any and all e-media opportunities.

Underlying Philosophy for Overall Media Selection

This advertiser looks first for the primary media buy that will best deliver their audience. Then they supplement it with more targeted buys to secondary markets – typically.

Philosophical Approach to Buying Digital/E-Media

In terms of digital/e-media, the approach is the same as that taken when looking at print. The key is who is the audience, and what is the best way to reach them for the dollars spent.

Changes in Philosophy – Print vs Electronic Media

This advertiser feels that print is still key to the process a buyer goes through when making a decision. It provides the ability to discover something or a need.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Media Dollars

This advertiser feels that the media needs to do a better job of understanding what the businesses they are working with are trying to achieve — what is going on within that business, what is important to them, what their target markets and audiences are, and understand what the business NEEDS to do.

Advertiser Interview #4:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This advertiser uses Material Handling Management and Logistics Today Digital.

Primary and Secondary Target Audiences

Primary targets are grocery, wholesale, pharmaceuticals, retail, automotive, and operations managers within those markets. Secondarily, they target lumber and steel industries and the federal government.

Multi-Media Buying Habits

They are currently making multi-media buys, using print, direct mail and banner ads.

Underlying Philosophy for Overall Media Selection

This advertiser looks for broad reaching media supplemented by verticals.

Philosophical Approach to Buying Digital/E-Media

In terms of digital/e-media, they feel they can put more information into emedia.

Changes in Philosophy – Print vs Electronic Media

Will keep about 3/4 of budget in print because they feel their target audience uses magazines.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Media Dollars

He believes the media must be more specific, should be able to provide quick leads, and he wants information on how leads would be sent and how much each lead would cost.

Advertiser Interview #5:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This advertiser uses Industry Week.

Primary and Secondary Target Audiences

They target small- to mid-sized manufacturers and wholesalers. Secondary targets are planners at the mid-level manager level.

Multi-Media Buying Habits

Multi-media is being used extensively, and includes print, direct mail, text ads, web ads, white papers, PPC campaigns, e-newsletter sponsorships and various lead-generating programs.

Underlying Philosophy for Overall Media Selection

When it comes to overall media selection, this advertiser takes the approach of focusing on a broad reaching horizontal buy, supplemented with verticals.

Philosophical Approach to Buying Digital/E-Media

This advertiser has really embraced e-media. They are only using print if they have to, as part of a total program. They feel there is better value in e-media for their money.

Changes in Philosophy – Print vs Electronic Media

This advertiser feels that print achieves branding and awareness goals best, while online is the choice for lead generation. They have a small budget and cannot afford focusing just on brand awareness – so they currently spend it all on lead generation.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Media Dollars

This advertiser feels that media should be focused on advertisements geared toward blogs – rich commentary.

Advertiser Interview #6:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This advertiser uses American Machinist.

Primary and Secondary Target Audiences

This advertiser's primary target is metal manufacturing – metal cutting only.

Multi-Media Buying Habits

Multi-media is being used, focusing on print, direct mail and e-mail marketing.

Underlying Philosophy for Overall Media Selection

This advertiser looks first for the primary media buy. Then they supplement it with more targeted buys to secondary markets.

Philosophical Approach to Buying Digital/E-Media

In terms of digital/e-media, vs print, e-media is a better lead generator, whereas print is used more for branding.

Changes in Philosophy – Print vs Electronic Media

E-media has more immediacy and is more trackable. It is difficult to tie an ad to ROI. Emedia is also more customizable.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Media Dollars

This advertiser feels that the media needs to do a better job helping media buyers to integrate.

Advertiser Interview #7:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This advertiser uses New Equipment Digest and has used EHS in the past.

Primary and Secondary Target Audiences

The primary target is safety professionals involved in purchasing.

Multi-Media Buying Habits

Multi-media is being used, and includes print, direct mail, e-media, social media, PR and white papers.

Underlying Philosophy for Overall Media Selection

This advertiser goes for the broad-reaching horizontal media buy first, supplemented by verticals.

Philosophical Approach to Buying Digital/E-Media

She feels e-media is much more targeted than print advertising.

Changes in Philosophy – Print vs Electronic Media

This advertiser feels electronic is definitely better than print now, in terms of results and the fact that it is quicker.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Media Dollars

She believes that the media can best provide value to advertisers by supplying solid information on whom they reach and how they could reach if they aren't currently.

Advertiser Interview #8:

Media in Penton's Manufacturing & Supply Chain Group Currently Used

This advertiser uses EHS and has used Welding in the past.

Primary and Secondary Target Audiences

The primary target is safety professionals and distribution channels. Secondary markets include construction, glass and metal (manufacturing or handling)

Multi-Media Buying Habits

Multi-media is being used, and includes print, direct mail, e-newsletters, webinars, broadcast e-mail, and web banners.

Underlying Philosophy for Overall Media Selection

This advertiser goes for the broad-reaching horizontal media buy first, supplemented by verticals.

Philosophical Approach to Buying Digital/E-Media

He feels e-media is driven more by the number of exposures.

Changes in Philosophy – Print vs Electronic Media

This advertiser feels his target audience still relies on print very much, so it still has a large place in their advertising program.

Ways in Which Media Companies Help Assure You are Getting the Greatest Value for Your Media Dollars

He feels media companies can best create value for advertisers by enhancing the quality of leads, and adding any additional process to help advertisers identify the levels of urgency and prospects.