



Publisher's Guide to Understanding **Today's** Media Buyers

Up-to-date insights from a study in cooperation between Kantar Media and James G. Elliott Co.





350+

survey
respondents

92% have current responsibilities
for media planning



On average they recommended/helped
purchase **\$25.9 million** in advertising in
the past 12 months

65%

have current
responsibilities
for media
buying



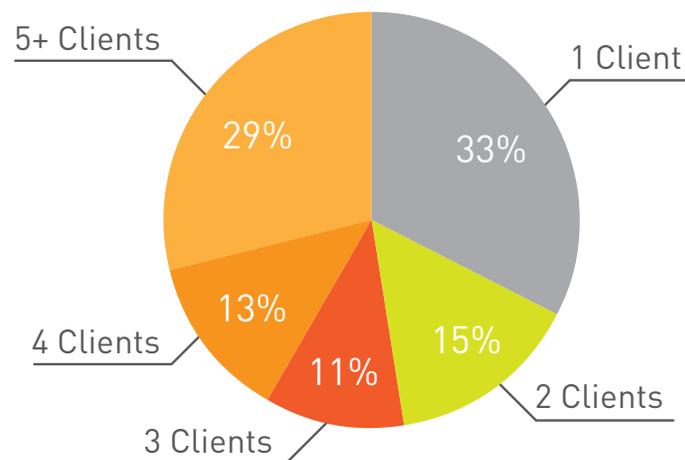
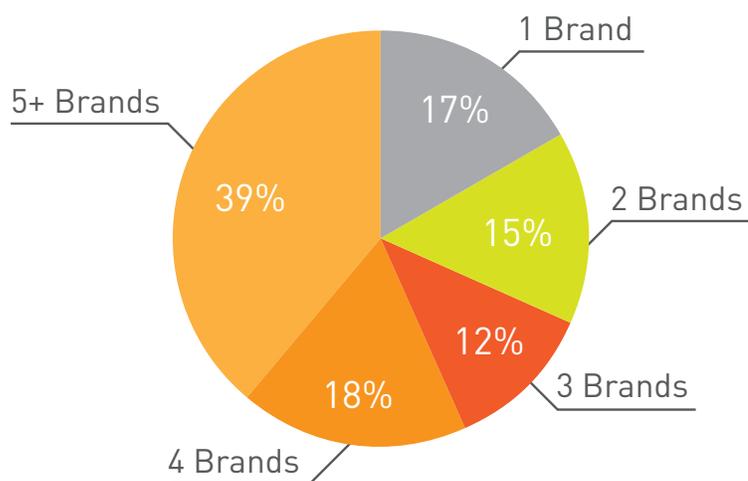
Getting to **Know** Planners & Buyers

Media planners and buyers are constantly reevaluating their next moves and they can be a very elusive audience to reach for publishers and sellers. However, The Study of Media Planning & Buying offers specific data on how they work and what they expect. We're here to bring you information to better approach this audience in ways that can lead to more successful sales conversations. "Publisher's Guide to Understanding Media Buyers" will give you an overview of the study and bring you current knowledge on an ever-changing Industry. Consider this your invitation to see for yourself.

This study is brought to you by two leading media companies, Kantar Media & James G. Elliott Co. As you may already know, Kantar Media has great relationships with media planners and buyers. Since 1919, SRDS has connected media buyers and sellers every day through essential tools. Agency users spend an average of 3,045 hours per month using SRDS to discover media planning and buying opportunities. The study pulls insights from **SRDS agency users with access to one of the following SRDS databases: Business Media Advertising Source, Consumer Media Advertising Source or Digital Media.** We can equip you with the knowledge you need to know your market. Read on for details.



How many **clients/brands** do they work with?



How Do Media Planners and Buyers **Spend Their Time?**

When selling to media buyers and planners it's critical to know where you stand in the bigger picture of their workday. How many clients are they working with? What do their buying schedules look like? On average, respondents work with 4 clients and 6 brands. More are even busier; our results show that **over half of the respondents work with 3 or more clients and 4 or more brands.**

Schedules

Schedules are changing. It's not easy to figure out when media buyers and planners are buying because it's done much more sporadically these days. While 53% of respondents said that they planned annual schedules, sporadic schedules are not far behind. 51% reported that they work on schedules with no set time. **The era of "planning season" appears to be on its way out and your opportunity to sell could come at any moment.** The problem here is that you may not know when to reach out to make a sale. Your prospects are extremely busy and unpredictable, so you need to find ways to consistently get on their radar.



96% use input from sellers/publishers always, often, or sometimes

*18% of respondents said that they always use info from sellers/publishers



61% always use input from the client

47%

always use information from the previous plan

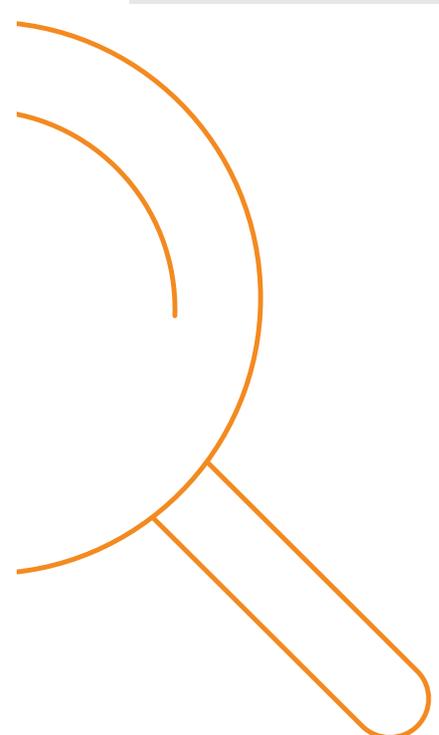
How Do Media Planners and Buyers **Choose?**

Media buyers and planners use a variety of resources when coming up with their advertising plans. Among those resources is input from you, the publisher. This should come as good news, but just how much input are media planners willing to receive from their sellers? Other resources used include input from previous plans and from their clients. So how exactly do you fit in?

Publishers are competing with more common influencers such as a general resistance to change, input from their clients and a variety of other factors. Almost half of our respondents use input from their previous plans when coming up with their ad strategies. You'll need to be prepared with an effective strategy to ensure that they don't revert back to their old plans. This includes being dynamic and developing new offers to meet the needs of their clients, as that is understandably the number one factor in their decisions.

But on the flip side, 96% of respondents are willing to use input from sellers to some degree often, sometimes, or always. There is hope, but it's far from a given that your pitch will be heard. 42% of respondents say that they only use publisher input sometimes. It's in your best interest to put your best foot forward each time you present to a client. Media planners and buyers are willing to listen, just make sure you don't squander the opportunity.

Other influences on buyer decisions: audit/statement of circulation, look and feel of a magazine/website, research, Comscore, PIB data



What do media planners and buyers **expect in the RFP process?**

RFPs Matter

- **83%** use RFPs **always or often** in their buying process
- **46%** **always** use RFPs in buying process
- Of those using RFPs, **79%** rate their **importance as extremely or very important**

Speed Counts

- **92%** typically allow **10 or fewer workdays** for RFP completion
- Only **19%** **always or often** give denied/excluded media a chance to **change their proposal**



Requests for **Proposals**

Over one third (42%) of respondents who use RFPs only allow 1 to 5 workdays for completion. It's fairly common for media buyers to want a fast response without a conversation and if you don't make the first round, you aren't likely to get a second chance.





Expected **discount** off rate card

99%

expect some discount off rate card

42%

expect at least a 30% discount

29%

average discount off rate card respondents expect

Frequency of approach with new or unique pricing practices by publishers

86%

are approached with new or unique pricing practices (always, often or sometimes)

What Do Planners and Buyers Expect from **You**?

Discounts

It's common knowledge that **a discount is universally expected from publishers**. You need to meet the pricing needs of your customers if you truly want to close these deals, and it helps when you can know more about what kind of discount is expected.

Cost Expectations

Times are changing and so are the values of print and digital media. Our survey data can be used to help you prepare your pricing plans for both of these media types. A large **majority of those surveyed (80%) think that print costs will go down or stay the same**. On the flip side, we can also see that **just a little less than half (40%) expect digital costs to increase**.

Be Unique

Buyers are looking to accomplish different goals and it's on you to meet their needs. This includes being able to provide specific pricing plans that are catered to what they want. If you can do that, you are much more likely to have a meaningful phone conversation with someone making decisions.

40%

expect digital costs to increase

80%

think print costs will go down or stay the same

55%

of respondents purchase programmatic through an Open Ad Exchange

92%

of media planners and buyers are familiar with programmatic buying

AND

67%

of those surveyed are involved with programmatic buying on some level

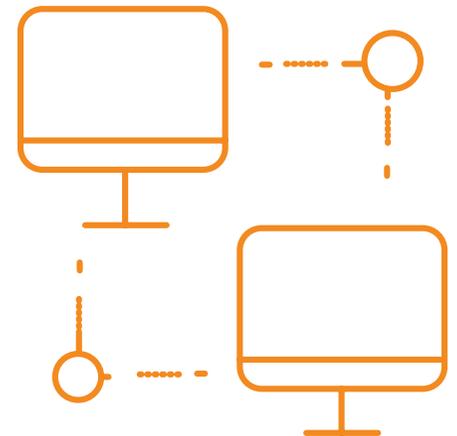


Media Planners and Buyers Expect Digital **Programmatic Options**

Programmatic advertising continues to be a growing part of digital media budgets in 2015. When selling to any media planner or buyer, it's important that you offer digital programmatic solutions if you don't want to miss out on future opportunities. The jury is out and the facts are in, programmatic buying is changing digital advertising. Artificial intelligence, data and the ability to target offers new opportunities for advertisers and publishers alike.

A lot of the names that you might associate with programmatic are million-dollar brands, agencies, and publishers, but it won't be that way for long. More and more small to mid-sized agencies and publishers will embrace programmatic buys soon because they bring purchasers a unique ability to reach specific demographics.

One concern we hear when talking about programmatic sales is that it undermines the work of your sales team. In these changing times, we urge you not to view programmatic like it's in competition with your sales force. Instead, view it as a tool to compliment your sales team because it could be the key difference between getting on a plan and missing out.



Learn more about the fundamentals of buying programmatic **here**.



Tips for success

1. Find ways to be exposed to buyers/planners throughout the entire year
2. Respond quickly to RFPs with new ideas and special pricing customized to the buyer's needs
3. Offer digital inventory programmatically
4. Offer discounts
5. Provide unique pricing that matches expectations year after year
6. Change structure/balance of your sales force



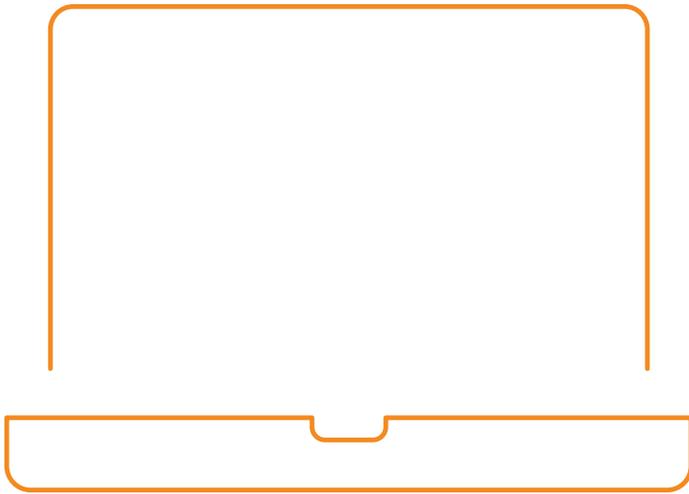
What Do You Need to **Do**?

As a media seller or publisher, there is a good deal of optimism to take away from the Study of Media Planning & Buying from Kantar Media SRDS & James G. Elliott Co. But there is probably nothing more optimistic than the fact that planners and buyers are very likely to work with new and unfamiliar publishers that play their cards right. The majority of media planners and buyers are open to working with previously unknown media when creating schedules. This means that your sales team needs to have everything ready to capitalize on a new inquiry quickly. Only 19% always or often give denied media a chance to change their proposal. **Get it right the first time** and you won't risk becoming a part of that group.

74%

of respondents have included a previously unknown magazine or website on a schedule

Tell your story to active media planners and buyers around the clock with **SRDS.com**



Why **Kantar Media**?

We Love Media

You know you can trust these insights because the Study of Media Planning and Buying surveys the exact decision makers and influencers that publishers want to reach. On top of that, SRDS has connected planners and buyers for over 95 years and we continue to build that tradition every day by promoting educated buying through our tools. Everyone at Kantar Media works to power informed decisions and provide the most comprehensive and accurate intelligence on media consumption, performance and value.



Keep Your Data Current

Are you making the most out of being listed in SRDS.com? Make sure media buyers can reach you quickly and easily, and that they know about your complete offering. You can do this by keeping your contact information up to date. Reach out to our data team to make sure your listing is current and that you don't miss any opportunities.



Promote Your Brand

An SRDS Premium Listing will get you noticed by media planners when they're comparing you to other media in your market. In fact, publishers who enhance their profile are engaged with 2.4 times more than those with a basic listing. Tell your sales story 24/7 at any moment by getting in contact with us **here**.

