

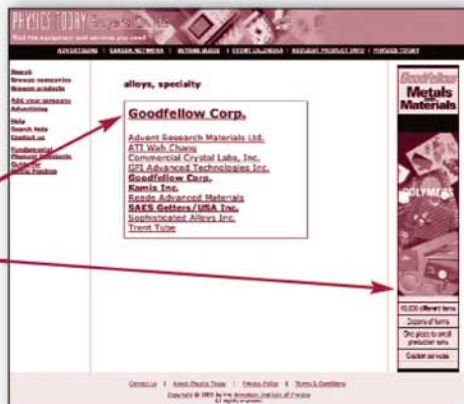
Improving Sales with
Smarter Advertising

advantage

Search advertising in the Buyers Guide

The *Physics Today Buyers Guide* has recently added a search advertising component to its online offerings.

Companies that are listed in the *Buyers Guide* can appear as the **top listing**, or as a **skyscraper**, for any of 2,600 product categories.



In the *Buyers Guide* example pictured above, Goodfellow chose to have their skyscraper appear every time a potential buyer searches for suppliers of "alloys, specialty". The Goodfellow name can also appear at the top of the list.

The prices for these search options were reduced for 2006, so that companies can affordably enhance their listing in many categories. With both a top listing and skyscraper, you can essentially "own" a product category for \$360 per year—less than \$1 per day.

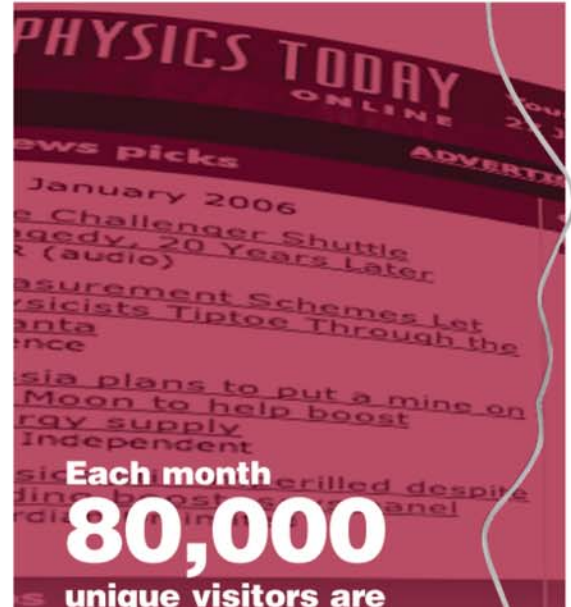
At the time of this writing, 2,500 of the 2,600 product categories are still

available for skyscrapers and/or top listings. Skyscrapers and top listings are available on a first-come, first-served basis at www.physicstoday.org/buyersguide/listing.

Looking to hire scientists and engineers?

The *Physics Today* job board can help your company to recruit and hire the best employees. Use Career Network's **targeted** job board to find the skill sets YOUR company needs. There are thousands of top-quality resumes to search, and you can refine your search by state/country, type of organization, and more. For more information, contact Bonnie Feldman at 301-209-3188, or bfeldman@aip.org.

www.physicstoday.org/jobs



Each month
80,000

unique visitors are

using www.physicstoday.org

to find out about the latest devel-

opments in physics. Traffic has

increased 25% since this time

last year; the site is averaging

500k impressions/month in

2006. Nearly 70% of the online

traffic uses table-of-contents

alerts and RSS feeds to view

online content. The sophisti-

cation of our web users will

continue to increase as some

Physics Today content migrates

exclusively to the web. Visit

www.physicstoday.org

to learn what scientists and

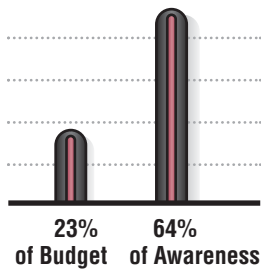
engineers—your potential

customers—are looking for.



Quantify This!

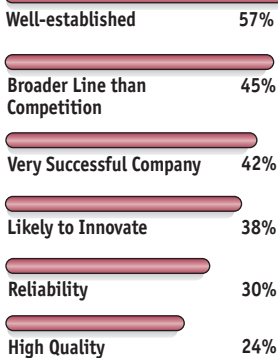
There is a payback beyond ROI. Marketers must quantify the value of achieving their objectives.



While publications received only 23% of advertising funds, they contributed to 64% of market awareness. Awareness is part of the payback of print.



Publications are consistently ranked number one as a means of building, reinforcing and redefining a brand. Branding is part of the payback of print.



Buyers exposed to consistent publication advertising have positive perceptions of the advertiser and advertised product. Positioning is part of the payback of print.

ROO Gets Lost in the Accountability Craze

It's an accountability-crazed marketing environment. The advertising investment must generate a profitable payback. Every activity must pull its weight and only the strong will survive. Any marketer who has carefully looked at the numbers understands that publications are among the most profitable media. Magazine advertising generates a hefty return on the original investment while simultaneously increasing the return generated by other media in the mix.

But, there's more to consider than just the dollars generated from the original investment.

Marketers must also consider ROO...return-on-objectives. ROO answers a simple question... Did we achieve our objective and what was the value of doing so? When that question is asked and honestly answered, the payback from publications is significant because the advertiser realizes the value of meeting the established advertising goals.

The Challenges.

While most marketers and organizations have very detailed and distinct advertising objectives, it is enlightening to realize that often these goals are common among many companies in the marketplace. In a recent "Marketing Trends Survey," Patrick Marketing Group asked marketers what they consider their greatest marketing challenges. Among those challenges are:

- **Market Awareness...**
Getting our name/word out there;
Getting heard; Obtaining "mindshare."
- **Branding...**
Brand identity; Brand image/building;
Redefining the brand.
- **Competition...**
Differentiating company/products from competitors; Maintaining a leading position.

While these marketing challenges ultimately influence the organization's ROI, they first should be measured in terms of ROO...return-on-objectives. The simplistic strategy is to determine where the lead came from and if the buyer purchased the product or not. But, would the buyer have bought if he/she was not first aware of the product? Would the purchase have been made or remade if the brand had not been a solid entity in the mind of the buyer? How long did it take to build that brand identification, anyway? And, why did the buyer choose the product and not the competitor's?

Publications outperform other media in key areas of ROO.

When it comes to the major marketing challenges that advertisers confront daily, publications outperform other major media in terms of the results generated from a consistent advertising campaign. While there are dozens of studies that prove the power of print in terms of awareness, branding and competitive differentiation, several recent ones get right to the point.

Buyers themselves claim that they read magazines to become aware. Eight out of ten read them to become aware of new products. Sixty-four percent read them to become aware of new vendors. In a study conducted by Millward Brown entitled, "Contribution to Total Awareness," only 23% of the budget was allocated toward publications yet they contributed to 64% of total market awareness. Through their extensive, yet targeted reach, publications provide the most cost-effective means of achieving high awareness levels.

Marketers must consider the return from awareness, branding and product differentiation.

Additionally, few would dispute that there is any better means of building a brand than through the high quality, full-color reproduction of magazines.

One study entitled, "Branding Survey Finds Insights into Marketing's Ultimate Buzzword," puts print on top as a brand building tool. Publication advertising was found to be far superior to the next ranked media, which in order included trade shows, the Internet, direct marketing and broadcast media. For decades, magazines have transformed products into leading brands.

The beauty of the marketplace is that the buyer always has a choice. The advertiser must understand why the buyer chooses one product over another. Publication advertising is often the reason. Buyers consistently have positive reactions to well-done, ongoing magazine advertising. According to an American Business Media white paper, business publication readers typically believe that the products of companies that advertise are consistently more innovative, higher quality and more reliable. The companies are viewed as more established and successful with broader lines than the competition. Publications shape buyer perceptions and these positive perceptions lead to more sales.

Look at the *entire* return.

The return on the advertising investment must be monitored closely, but to understand the true value and payback generated by a medium, advertisers must also look at ROO. Why did the buyer buy? Was it one exposure at one moment? Probably not. Was it instead due to a consistent message in the marketplace? Most likely so! ■

Sources: "Marketing 2004: Reemerging After a Tough Time," Patrick Marketing Group; "It Pays to Advertise: Effects of Business-to-Business Advertising on Decision-Makers," American Business Media; "Branding Survey Finds Insights into Marketing's Ultimate Buzzword," Patrick Marketing Group; "Advertising in the 21st Century," conducted by Martin Akel & Associates for Cahners Business Information.

The Front Line... Support for the Sales Team.

Sales has become complicated in recent years and as products become more competitive, the sales team becomes more important. It takes talent and extensive manpower to follow-up on the leads generated by campaigns, to meet with multiple buying influences at organizations, to track prospects and new business in the marketplace, and, most important, to negotiate and close sales. That's why today's salesperson, more than ever before, needs extensive support from the marketing team.

Marketers realize that support is critical.

The marketing team in most organizations understands that a sales professional cannot be sent out alone. A Patrick Marketing Group survey asked marketers what they believe is the major mission or role of marketing. The vast majority of marketers replied sales support. Typical responses included, "sell, sell, sell; serve the sales team; support the sales team; sell product." In today's competitive marketplace, marketing and sales have found common ground.

Publications provide optimum support.

Publications and personal selling are a partnership. Advertising works in the earliest stages of the sales process, laying the groundwork for the salesperson to step in and negotiate and close the sale.

According to a Reed Business Information study, out of five different major media, publications had the greatest impact during the earliest stages of the sale. Salespeople had the greatest impact during the latter stages. Advertising in specialized and business publications was most effective at

establishing contact with buyers--generating new prospects--creating awareness, branding and providing information and details. Salespeople stepped in later to negotiate and close the sale and for aftersales follow-up and support.

Salespeople are typically blocked from 20% of the marketplace. Additionally, about one-third of buyers claim they have less time to meet with the sales team, yet 70% indicate they are looking at more options before finalizing their purchase decision. That's less time to sell and more competition to sell against.

Publications have the answer. Buyers claim they read specialized and business publications primarily to learn more about new products and vendors. These magazines reach the most elusive buyers and deliver your sales proposition in a vehicle in which the buyer prefers advertising. Even the most difficult-to-reach buyer is approachable when they have prior knowledge of the product and the company. Ninety-three percent of buyers claim they are more likely to grant an appointment to a salesperson after exposure to the company and its product. Publications are the best means of ensuring that exposure.

Every marketer's goal.

Every chief marketing officer and every marketing team member have one goal in common...more sales. According to one study, eight out of ten buyers claim that when print provides prior knowledge of the company and its products, the sales process is shortened. Shorter sales process... more sales. ■

Why Add Advertising to Personal Selling?

4.08

Average number of personal sales calls to close a sale (across industries).

\$292

Average cost of a personal sales call.

6%

Percentage of customers who say a sales representative would have very likely called recently. 70% say it is unlikely one would have called.

70%

Percentage of salespeople who credit advertising as a critical support to their sales efforts.

Publications and Personal Selling...a Partnership!



Advertising lays the groundwork early in the sales process so that the salesperson can step in and finalize the sale.

Sources: CARR Reports; "Advertising Effectiveness in Business-to-Business Markets," Reed Business Information; "Advertising in the 21st Century" conducted by Martin Akel and Associates for Cahners Business Information; "Marketing 2004: Reemerging After a Tough Time," Patrick Marketing Group;

PHYSICS TODAY

- March 1: Art due for April issue of **Physics Today**
- March 25: Reservations due for May issue—bonus distribution at CLEO
- April 28: Last day to update your Buyers Guide listing

Smart advertisers follow the buyer.



Eight out of ten buyers follow publications for information on new products.

Advertising Works... for the Advertiser

While many still believe that advertising and marketing are more art than science (they're not!), everyone agrees that what works for the buyer works for the seller. That's why publications are preferred by successful advertisers.

Advertisers go where buyers buy.

Buyers consistently use publications as a purchasing tool. Eight out of ten buyers claim that publications alert them to the availability of new products. Ninety-seven percent agree that publications offer information that is often not readily available in other media.

Advertisers want to be believed.

The most credible environment available to advertisers is in the pages of print. Virtually every buyer (96%) believes what they read in magazines. A study entitled, "Executive Voice: Listening to the Business Executive on Media," ranked business publications as the most objective and believable of the major media. In fact, trade journals received a credibility index of 350 beating out The New York Times, The Wall Street Journal and many other major national publications.

Advertisers want to be liked.

They don't want buyers to avoid them. That's why publications are the best advertising choice. Publications boast the least advertising avoidance rankings of all the major media including the Internet. According to buyers, the advertising in magazines is considered more acceptable than other media advertising and they have the most positive attitudes toward publication ads.

Advertisers want to be heard.

And buyers want to hear from them... in the pages of print. Don't let them down. Publications are the best place to go for advertisers looking for popularity...and more sales! ■

DID YOU KNOW?



Recall of the advertiser's name is 300% higher for advertisers who commit to 12 exposures during the year as compared to those who commit to only one. It pays to be seen in the pages of print.

Sources: "The Changing Dynamics of Buyer Response to Advertising," conducted by Martin Akel & Associates for Cahners Business Information; "Executive Voice: Listening to the Business Executive on Media," Siegel & Gale; Study conducted by Wirthin Worldwide and reprinted in SalesEdge, MPA; Roper ASW (2003); "AdReaction 4" conducted by Dynamic Logic (2005).