

# OM

only media ltd  
events online print

**Growing your Advertising Revenue**

# 2017

OMM

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'This brochure highlights how you can benefit from Only Media's experience and grow your advertising revenue. I think you will be pleasantly surprised'.

*David Jeffries – Managing Director  
Only Media*

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## 1: Introduction



David Jeffries - Managing Director

### Welcome to Only Media

Only Media deals exclusively with raising advertising and sponsorship revenue for clients. We are a sales agency committed to providing the most consistent and professional representation of client's media and to securing strong results.

Our business is to help your business. Founded on the core strengths of commitment, energy, experience,

quality of service and reliability we deliver what we say we will. If we think we can help we will say so, never overstating our capabilities and always ensuring we work to your brief.

We are a specialist company and acknowledge that each client has specific aims and goals. With a combined sales experience of over 80 years pitching and closing to director level in the UK and overseas, we work closely as a team and make it our business to know your business inside out, which guarantees that your interests are best served.

With the rise of social media and the spread of digital formats alongside the continued success of traditional media, we make sure we talk to advertisers with the right message on your behalf in print, online and at events.

Working in newsstand titles, membership journals, international business-to-business magazines, online, at exhibitions and conferences, Only Media focuses on delivering

solutions and growing clients' advertising and sponsorship revenues.

Importantly Only Media owns and continually updates extensive databases in the Arts, Lifestyle, Energy, Consumer and Maritime sectors.

Usually we work on a commission only basis after having agreed an initial set up fee. If you are planning a new start-up then we shall probably require a fixed retainer at competitive rates, thereby enabling us to deliver a tangible ROI for you.

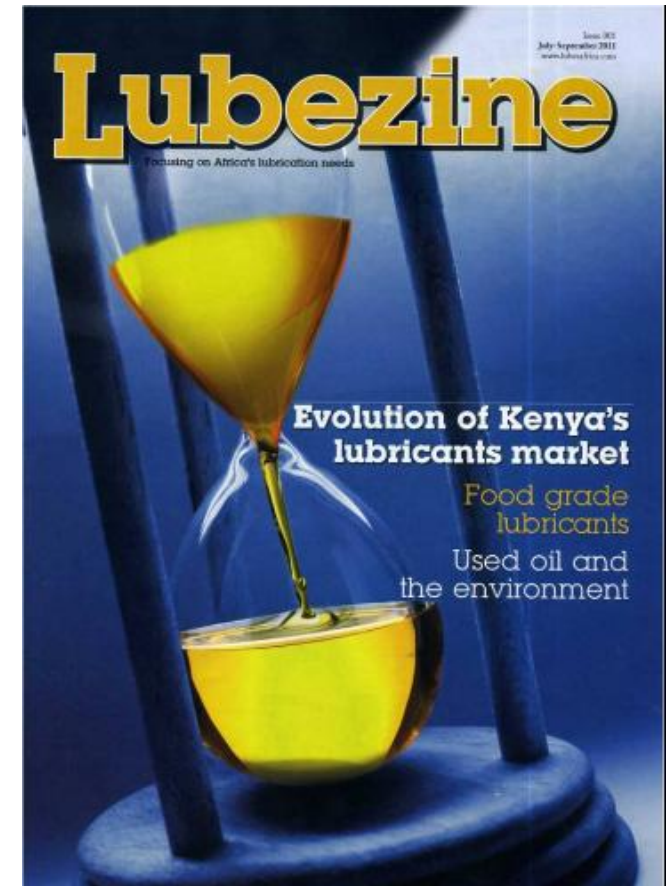
Should you want to know more about us I would be delighted to talk to you.

**David Jeffries, Managing Director**

## 2: Why companies need advertising sales agencies

There are many benefits to be had from using an independent advertising sales agency.

1. **Make Money:** generate revenue on your behalf.
2. **Save Money:** Reduce your overheads, and consultancy at no extra charge to help review your advertising strategy as part of an overall service.
3. **Save Time:** one less thing for a publisher to worry about, freeing your time and resources so you can concentrate on what you do best, publishing.
4. **Minimum Fuss:** an experienced, successful advertising sales agency can slot into an existing publishing structure and provide either a short term fix, help build an advertising sales team or function as the main provider of advertising revenue.
5. **Maximum Flexibility:** Only Media will agree a suitable commission fee structure which reflects the job required.
6. **Competitive Edge:** If you are a publishing unit, or a start-up company an established advertising company can immediately give you the professional advantage.
7. **Limited Risk:** Only pay for results, allowing you to test a new approach.
8. **Results Delivered:** The rationale is that the more an advertising sales agency can act in partnership with a client the more the likelihood that realistic objectives can be identified and the required end results delivered.



### 3: What we offer

Only Media provides individual advertising solutions and sponsorship management solutions for publishers.

We can save you the cost of employing full-time experienced sales people and we are paid only for our successful performance.

#### Display advertising sales

1. A small team with combined sales experience of over 80 years.
2. Knowledge and contacts at all major advertising agencies.
3. An extensive UK and international database in arts, consumer, energy, lifestyle, and maritime.
4. Fast and efficient response times.
5. Continually assess industry sectors.



#### Evaluation and Support

Before a contract is agreed we assess realistically the extent to which your targets can be achieved by us.

This enables us to offer a deliverable solution with which you can plan your business.

Our aim is to deliver more than we say we will

#### Sales training

Whether you have a mature sales team who require original workshops to refresh their techniques, or less experienced sales staff who need basic training, coaching and mentoring, we can provide tailored solutions.

#### Media literature and design

Our pool of designers can work with you to agree a specific brief to produce highly visual and professional media packs for you. We can also provide advertising copy and artwork.



## 4: The right solution for you

If you are undecided about the need for an advertising sales company, let us clarify the benefits.

1. Advertising sales adds to the bottom line and has the additional ability to enhance your product. Only Media can help you.
2. In today's economy, publishers need to know if the advertising will, in fact, increase turnover. Furthermore the costs of managing a good advertising sales operation can be prohibitive, both in terms of administration and the resource to market your product's benefits to a potential advertising client base. Only Media can help you.
3. Our flexible approach enables us to fit around your individual requirements. In addition to the most basic requirement of



attaining our clients' targets, Only Media encourages qualitative feedback both from our publishing clients and also from our advertising clients who support the magazines. This enables us to assess, improve and grow a successful relationship between the magazine owner and their advertisers.

Only Media aims to make you money, save you money, and save you time. But because success is not measured in money alone we target suitable advertisers for you. The better the fit of advertiser the more likely they will get a good uptake from your customers who will want to use your product again and consequently advertisers and sponsors will come back to you for Repeat business.

## 5: Advertising sales case studies

Since Only Media was established in 2005, we have consistently been part of our client's successes.

### Increase advertising revenue by 40%

Our client, an established business-to-business printed magazine, needed an advertising sales operation to 'hit the ground running' and make up for lost sales due to staff departures in a challenging market. Over a twelve month period Only Media regained the lost ground, and increased the advertising by 40% introduced new clients and re-built relationships with previous advertisers.

This growth enabled the publisher to invest the additional advertising revenue into new parts of their publishing business.

**TANKEROperator**  
MAY 2016 www.tankeroperator.com

**becker marine systems**

Visit us at Pozzobon, Metropolitan Expo, hall 1, booth 1.327, Athens, Greece, 6<sup>th</sup> - 10<sup>th</sup> June 2016

**FUEL SAVER**

The energy-saving Becker Mewis Duct® for vessels with a high block coefficient is your best choice to significantly reduce fuel, NO<sub>2</sub> and CO<sub>2</sub>. The efficient device is placed in front of the propeller, has no moving parts and reduces fuel by 6% on average – 8% or higher is possible in combination with a Becker Rudder.

Also: Mewis Duct® Tanker • hull 2081 • LOA 183.21 m • 30,781 dwt  
Its Becker Mewis Duct® saves 697 t CO<sub>2</sub> per year

697 Becker Mewis Ducts® have reduced CO<sub>2</sub> by > 2.3 million t (May 2016). 365 more have been ordered.

Manoeuvring Systems Energy-Saving Devices LNG Hybrid Concepts www.becker-marine-systems.com

### New launch success

A fledgling publisher required a reliable and experienced sales company to inform, promote and sell its original magazine-website-newsletter service into an already highly competitive marketplace. We developed a database for lead generation.

This resulted in forward bookings for six months ahead enabling them to plan confidently and build upon their initial enthusiasm.

'Only Media has delivered consistently good advertising for the last ten years'

Karl Jeffrey – Publisher Tanker Operator



## Added value

Established, mature products present special opportunities for revenue growth. We created a bespoke sponsorship package and approached an existing client's advertisers with convincing proposals to sponsor international conferences. The additional revenue ensured that the events were underwritten and thereby contributed to the overall success of the year's programme of events, and increased the client's profile within their industry.

## Waking the sleeping giant

We have worked with three organisations each with well established and loyal memberships, but whose main objective was clearly not to develop advertising revenue. With one title alone we found new

The screenshot displays the homepage of the International Cruise Ship Industry website. The main header features the title 'INTERNATIONAL CRUISE SHIP INDUSTRY' and a sub-header 'The Marshall Islands Registry innovations REPORT'. Below the header, there is a navigation menu with categories like 'Home', 'About us', 'Advertising', 'Innovators', 'Video', 'Contact', and 'News'. The main content area is titled 'Industry News' and lists several articles with dates and 'Read More' links. The articles include:
 

- 'Japan to centralise port data to attract cruise ships' (August 23, 2016)
- 'India relaxes cruise vessel cabotage laws' (August 23, 2016)
- 'Experience the future of ship design' (August 23, 2016)
- 'Buenos Aires to reduce cruise pax tariffs' (August 23, 2016)
- 'GPH buys stakes in Venice cruise port' (August 23, 2016)
- 'Carnival Vista' gets LR's environmental approval' (August 23, 2016)
- 'Liverpool looks to build a new terminal' (August 23, 2016)

 On the right side, there is a 'Subscribe to our FREE newsletter' form and several advertisements, including one for 'HERCULAN MARINE' and another for 'Valmet' with the slogan 'Moving your Performance Forward'.

advertisers and dealt with all the invoicing and reconciliation. We achieved this without compromising editorial integrity and independence, and by complementing the business and cultural areas in which they operate.

## 6: Clients



## 7: Who we are



### **David Jeffries – Managing Director**

**David Jeffries** assists many companies achieve their advertising sales goals. He has over 30 years commercial experience selling advertising and sponsorship, working with consumer newstand titles, business media including conference organisations, membership magazines and national press.

Having founded Only Media in 2005, David works with major UK contract publishers, and directly with a diverse range of UK and international companies and organisations. He is currently involved with Audi, LNG Journal, The Catholic Times and Iraq Business News. This active experience continues to give David and his clients the competitive edge and a continuing strong understanding of the world of media sales.

As well as an honours degree in Music from Sussex University, David has a Certificate in Management from Ashridge Business School.



### **Melissa Skinner – Sales Manager**

**Melissa Skinner** has been with Only Media since 2009 and has considerable experience and a wealth of media contacts. As Sales Manager she is responsible for growing print advertising sales.

With 23 years media sales success both in the UK and internationally at IPC Magazines and Informa Group, Melissa has worked in a broad range of lifestyle and business titles and consistently delivers strong results for Only Media's clients.

She is currently growing the business for Tanker Operator magazine, Lubezine and International Cruise Ship Industry.



**Clare Bradley – New Media Manager**

**Clare Bradley** is an Arts Graduate who has contributed to the success of Only Media and its clients by assisting in researching new advertising opportunities internationally, Cloud management, database and online development.

With a strong background in new media Clare has also created digital content for Only Media following on from her previous success with digital projects at The Fine Arts Museum of San Francisco and The Natural History Museum, London.

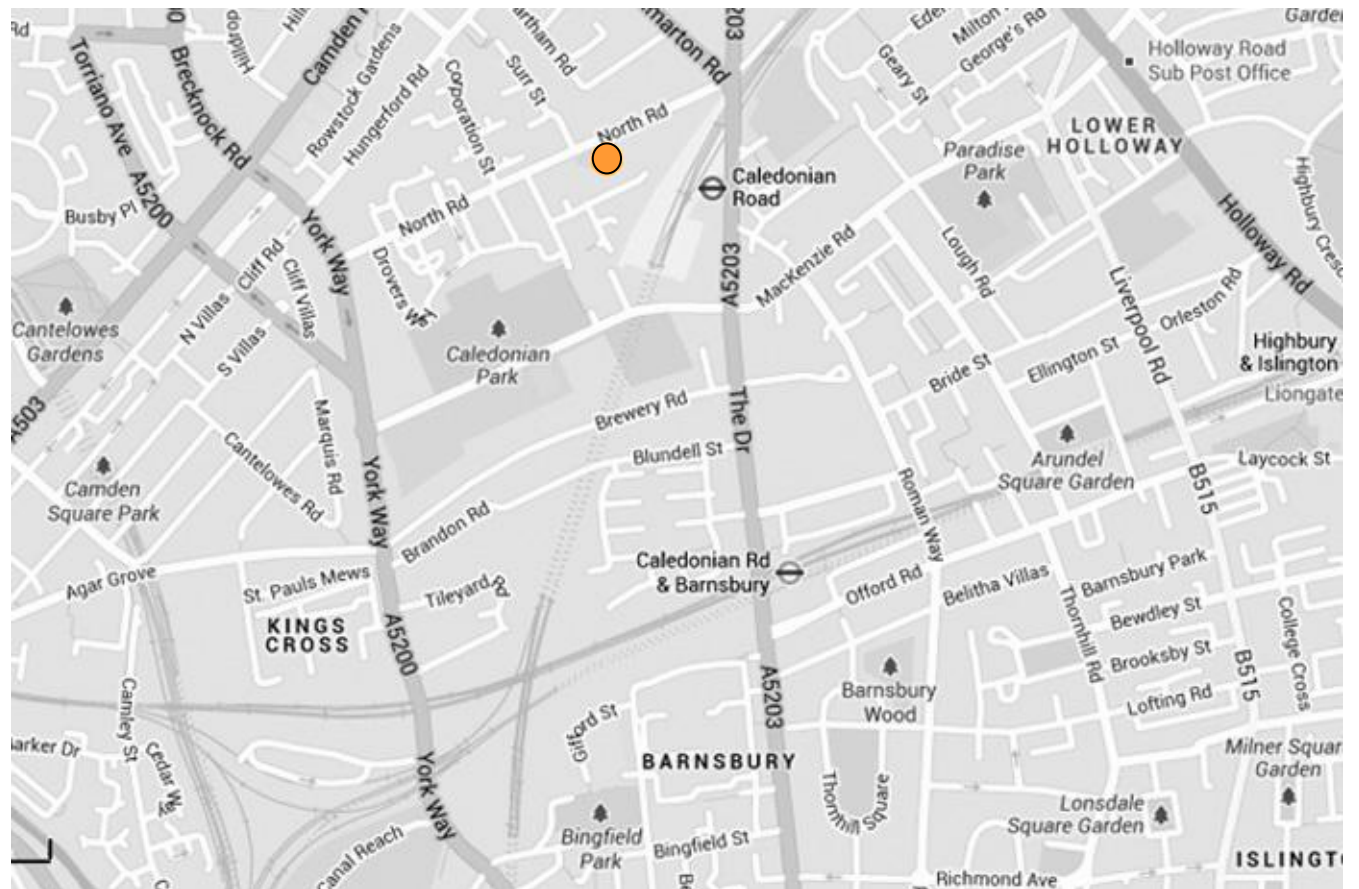
Clare is highly valued for her consultancy work, her creative input into each project, and especially her understanding of the latest innovations available to companies on the World Wide Web.

## 8: Where you can find Only Media

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39-41 North Road  
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E: [djeffries@onlymedia.co.uk](mailto:djeffries@onlymedia.co.uk)



## 9: Your Notes

*The bad news is time flies. The good news is you're the pilot.* **Michael Althsuler**



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