

OM

only media ltd
events online print

Growing your Advertising Revenue

2023

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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 individual advertising management

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.



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

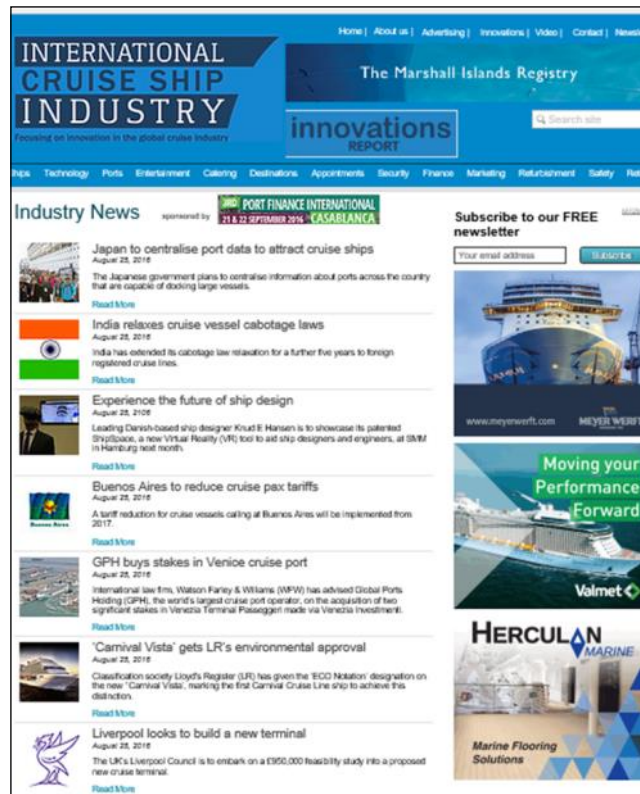
Added value

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

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.



John Finder – Sales Manager

John Finder is responsible for driving event sponsorship and online revenue for Only Media clients. With over 30 years commercial sales experience in the travel and finance industries in the UK and overseas John is ideally suited and brings with him invaluable experience.

In addition, after several years as Advertising Sales Manager for the EMP Group John moved into ad sales within the Energy and Education sectors. He is currently selling across a diverse portfolio of Only Media clients in the Carbon Capture and oil exploration industry.

A strong negotiator and networker, John has involvement with the music industry and contemporary art world.



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.



Sara Rashid – Marketing and Communications Executive

Sara Rashid is a crucial member of the Only Media family.

With valuable experience in the hospitality sector and NGO's, and a recent first-class honours graduate, Sara brings a fresh perspective to the team.

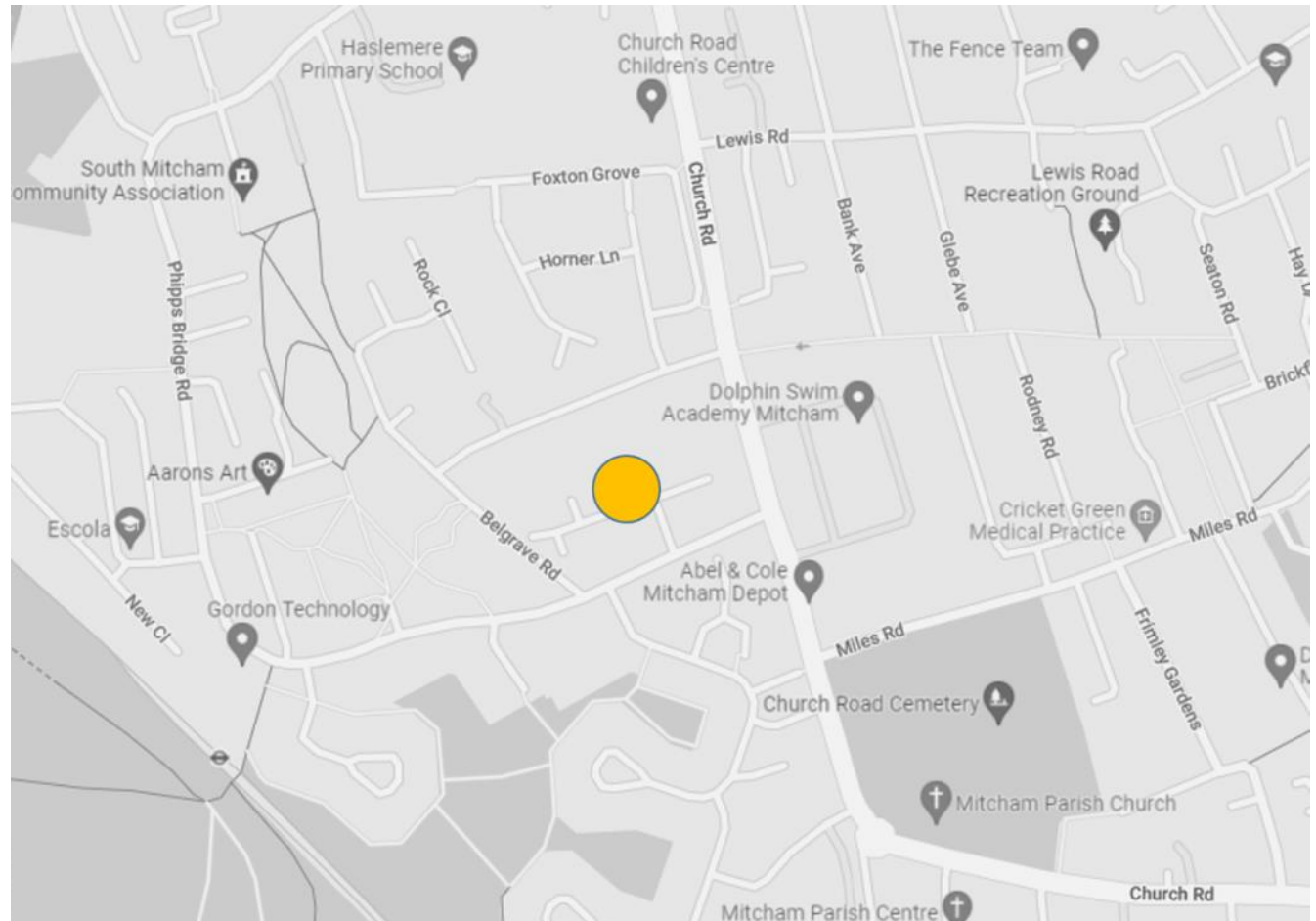
Highly focussed, with a strong analytical mind Sara works to develop new ideas for product development at Only Media Ltd.

Sara's knowledge of social media and her international experience in Africa and Asia combined with her strong communication skills makes Sara a perfect fit to work alongside Only Media clients and team members.

8: Where you can find Only Media

Only Media Ltd
48 Goodwin Close
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9: Your Notes

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

OM

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