

# How To Use Your CVC Audit To Increase Revenue

**A Handbook for Publishers and Ad Sales Representatives**



Our data speaks  
**volumes.**





# Our data speaks volumes.

Now it's time to make sure it's heard.

## Dear Publisher,

**Congratulations** on the completion of your Circulation Verification Council circulation audit! You now have validated printing, distribution, circulation and readership figures that you can share with media buyers, agencies and your readers.

At CVC, we make it a top priority to help you use your audit to its fullest revenue-generating potential. Your audit contains a wealth of information you can tap to market your publication, generate advertising leads, and close deals with local, regional and national advertisers. We created this handbook to show you just how easy it is to use your audit data to identify prospects and increase revenue.

As you're reading this handbook or working with your audit, please call us if you have any questions or if we can provide you with any assistance.

Sincerely,

A handwritten signature in black ink that reads "Tim A. Bingaman" with a long horizontal flourish at the end.

Tim Bingaman  
President and CEO  
Circulation Verification Council





# How To Use Your CVC Audit To Increase Revenue

A Handbook for Publishers and Ad Sales Representatives

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OUR DATA SPEAKS VOLUMES

# First Things First: Market Your Audit

Your audit is complete, and the most important part of your audit process is about to begin – using the results to close ad sales! To get the biggest return on your investment, start by letting potential customers know that your circulation and readership figures have been confirmed by CVC. Promoting your audit makes it easier for buyers to find you and for advertising staff to approach new prospects.

## What CVC Already Does To Promote Your Audit – FREE!

At CVC we're committed to helping you promote your audit. In fact, the completion of your Audit has already increased the visibility of your publication at no additional cost to you. Here's what we've already done to promote your publication in the media buying community:

### Standard Rate and Data Service listing

All CVC-audited publications are listed in the SRDS print and online directories, the primary source of media information for media buyers. In addition to basic information about your publication, SRDS online directories include a link to a complete copy of your most recent audit.



### Two listings

CVC-audited publications receive two listings in SRDS, making it even easier for buyers to find you. Your publication is listed based on the address that appears on your audit and then also by a city of your choice located within your publication's designated marketing area (DMA). You can change which city your publication is listed under by contacting CVC at **(800) 262-6392**.

### Classified listing

CVC publications with a strong classified section may qualify for a classified listing in the SRDS Newspaper Advertising Source online and in print. Contact CVC at **(800) 262-6392** for details on classified listings.

### Online access to complete audits

CVC is one of only two audit companies to provide media buyers with complete access to audits through SRDS online directories. Having instant access to your full audit report

### **Your CVC Audit Promotion Kit CD Includes:**

- CVC logos in a variety of formats
- List of buyers/agency contacts for your state
- List of national buyers/agency contacts
- Sample in-house ads

makes buyers' jobs quicker and easier, letting them compare options and plan buys without having to first request additional information.

### **Nationwide agency/ advertiser notification**

In addition to SRDS, CVC promotes your audit through AdWeek Directories and other national media listing firms. CVC also directly supplies more than 4,900 advertising agencies throughout the country with information about your publication. Each quarter, CVC releases audit summaries to these agencies. Information includes your publication name, city, contact information, audit dates and circulation summary information.

### **Access to in-depth audit information via the CVC Web site**

CVC provides free, instant access to audit data at [www.cvcaudit.com](http://www.cvcaudit.com) through our publication search. In addition, authorized media buyers are given access to in-depth data for all CVC-audited publications.

### **E-mail newsletter promoting CVC-audited publications**

We profile our clients in our own e-mail newsletter, By The Numbers, which is sent to media buyers and publishers six times a year. The newsletter is an effective, direct avenue we use to educate buyers on the value and effectiveness of buying space in CVC-audited publications. Make sure you are on our e-newsletter mailing list by signing up at [www.cvcaudit.com](http://www.cvcaudit.com).

## **7 Easy Ways You Can Market Your Audit**

**T**here are many easy ways to build on the audit promotions CVC already does for you. Here are a couple of key ways to make sure current and potential advertisers know you are audited by CVC:

**1. Display the CVC logo.** Your Audit Promotion Kit, which is sent to you on CD along with this handbook upon completion of your audit, includes the CVC logo in a variety of different sizes and formats. After your printed audit report has been issued, prominently display the logo in your publication, on your rate card and in all of your marketing materials, including your letterhead and Web site.

### **Don't Miss Your FREE CVC Conference Call Training Session!**

CVC is here to help you get a return on your investment. Call **(800) 262-6392** to schedule training on analyzing your personalized CVC audit report and readership study. Training sessions take 30 minutes and can be scheduled during your regular sales meetings. You will leave the call armed with sales tips you can use right away!

**2. Educate your staff with a free training call.** With each audit, CVC offers free, personalized training via teleconference for you and your staff. During a 30-minute review, CVC will point out the positive points of your audit and prepare your advertising representatives for possible questions from clients. CVC can also analyze and share any available comparative data between your company and other media in your market. Call **(800) 262-6392** today to schedule your free training session!



**3. Use CVC's free custom mailing service.** Supply CVC with 25 pre-addressed mailing labels for potential and current advertisers, and CVC will mail these buyers your audit report plus a letter outlining important points that might interest the advertiser. At no cost to you! Then, your salespeople can follow up with a phone call or visit. Imagine the impact a personalized CVC audit marketing kit might have on that big account you've always wanted.

**4. Use CVC's advertising database to generate targeted mailings.** Your Audit Promotion Kit CD also contains a list of national and state advertising agency contacts for you to use at no additional cost, making it easy for you to prepare targeted mailings directly to every agency in your state. Please call CVC for a quote if you would like assistance producing targeted mailings.

### Content Ideas for Promoting Your Audit Via In-House Ads

Here are a few ideas ...

- Total distribution or circulation
- Increases in circulation from previous audits
- High penetration into ZIP codes or counties
- High receivership
- High readership
- Verification of distribution
- Reader demographics compared to market demographics
- Numbers of motivated buyers (see pages 19-22)

**5. Use our 1-800 number.** Encourage your advertisers and employees to call CVC at **(800) 262-6392** for more information about your audit. CVC staff members are happy to answer questions about the audit process or your individual circulation and readership numbers.

**6. Use CVC's free in-house audit promotion ads.** In-house advertisements allow your publication to set local and regional standards for audited circulation. CVC provides a variety of excellent sample ads on your Audit Promotion Kit CD and online at [www.cvcaudit.com](http://www.cvcaudit.com). You can use them today! Just drop your name and logo into these ads, or feel free to create your own!

**7. Display a CVC "Power Poster" at your office.** Make sure your staff and visitors know about the power of your CVC audit. CVC's "Power Poster" is free and looks great in offices, conference rooms and training areas. Order your free poster today by calling **(800) 262-6392**.

*For more details, please refer to your CVC Audit Promotion Kit.*

# Next Up: Put Together a Killer Sales Kit!

Does your media kit contain the information media buyers really want? To help you answer this question, CVC's Board of Advisors, many of whom represent national advertisers, reviewed media kits from CVC-audited publications. Here are the "Dos and Don'ts" based on what they had to say:

## The Dos:

- Include your CVC audit report in your sales kit.
- Make sure your rate information is prominent and easy to read.
- Use a chart to graphically organize rate information.
- Rate sheets should include retail, classified and insert rates.
- Rates should be labeled "gross" or "net."
- Include effective dates on all rate sheets.
- Place your ad sizes and rate sheet together in your media kit. Ideally, your comprehensive rate sheet should be printed separately on standard 8.5" x 11" paper. Buyers said they sometimes file the rate and size information and toss the rest of the kit.
- Include insertion deadlines.
- Include all specifications. Note any differences between actual specifications and billed specifications.
- Provide submission directions that include contact information and an after-hours contact who is available in case problems arise close to deadline.
- Include a picture of your publication in your sales kit. For newspapers, show a picture of all your sections and inserts. A picture of them fanned out is a good presentation. For a magazine, show a high-quality color image of your cover.
- Clearly identify your market. Many publications have names without a geographic reference. Make it obvious to a buyer where your market is located.
- Include distribution maps with ZIP code breakouts.
- Use media comparisons, so buyers understand how your publication compares to others in your market.
- Include your editorial calendar.
- Create a header or footer for each page – especially your rate sheet – that includes your contact information. Remember, buyers rarely keep your entire kit.
- Make sure your media kit is well-organized, free of errors and professional-looking.



- Have a Web presence. Post your rate card data on your Web site. The actual Web page containing this data should include your publication's name and city. This is helpful for buyers who "bookmark" the page directly.

## The Don'ts:

- Don't include a sample of your publication in your media kit. If buyers want a sample copy, they will request it. A picture should suffice.
- Avoid big folders or binding. An 8.5" x 11" sales kit slips easily in and out of buyers' files. Anything larger than that risks a one-way trip to the trash can.
- Avoid cute die cuts, fluorescent colors and clip art.
- Omit the fluff. Reviewers said your sales kit shouldn't read like a Chamber of Commerce brochure.
- Don't risk insulting national buyers by including a credit application in your sales kit.

## Media Comparisons: The Evidence You Need to Close a Sale

A detailed media comparison packs a powerful punch at a sales call. Buyers want to see exactly how your publication compares to others in your market, so be sure to include side-by-side data in your sales kit.

### ZIP code data

ZIP code data is the most sought-after information and the foundation of most CVC audits. Audits conducted by CVC and other audit companies always include distribution by ZIP code, and even most unaudited publications include this information as part of their media kit. If your competition does not disclose this information, call CVC to discuss your comparison options.

### Purchase intention data

Purchase intention numbers tell prospects how many readers you have who are *motivated* to buy their products. Add this information to your sales kit, and your media comparison doubles in value. A detailed comparison of your publication's data alongside your competitor's provides your prospect with all the evidence needed to make an informed decision. It converts your sales talk into facts because your data has been validated. (See pages 10 - 16 to learn more about purchase intention numbers and how to calculate them.)

**Know Where Your Advertising Dollar Is Going.**

**The Shopper/The Free Press** Market Penetration in Pierce County **98.7%**

**The Pierce County Herald** Market Penetration in Pierce County **26%**

Towns	Zip	Circulation*	Towns	Zip	Circulation**
Beldenville	54003	400	Beldenville	54003	116
Elisworth	54010-11	2,779	Elisworth	54011	1,655
Hager City	54014	725	Hager City	54014	329
Bay City	54723	485	Bay City	54723	197
Elmwood	54740	881	Elmwood	54740	306
Maiden Rock	54750	380	Maiden Rock	54750	186
Plum City	54761	450	Plum City	54761	185
Spring Valley	54767	1,065	Spring Valley	54767	498
Prescott	54021	2,020	Prescott	54021	278
River Falls	54022	6,028	River Falls	54022	209
		15,233			3,899

**Be an informed buyer! Know exactly where your money is being spent.**

**The Shopper/The Free Press** Entertainment that saves you money

\*Circulation Verification Council Audit      \*\*Pierce County Herald Sales Figures Not Audited.

**Sample Media Comparison:**  
**The Shopper/The Free Press in Pierce County, Wis., created a simple, effective media comparison using CVC's basic circulation by ZIP code map, and a competitor's circulation information.**

### How to create your comparison

Your CVC audit gives you the tools you need to create that comparison with ease. First, use the color map provided with your CVC audit to show clients where your publication is distributed. Under the map, list your actual distribution by ZIP code and the distribution of your closest competitors. For an even more powerful presentation, include your publication's readership and buyer intention information on your media comparison. (Read more about purchase intention numbers beginning on page 10.)

## Circulation Maps: Showcase Your Sales Potential

They say a picture is worth a thousand words. If that is true, a CVC circulation map can save your sales representatives breath by quickly illustrating where your publication is distributed.

A map allows a media buyer to see a distribution area graphically and relate where a publication is in the state. This is a particular benefit when you're working with a national or regional media buyer who is not familiar with your location.

Your audit already includes a basic circulation map showing state, county and ZIP code boundary lines. Major cities are identified on the map, and ZIP codes located within a publication's distribution area are highlighted, making it easy for media buyers to quickly see where the publication is distributed. Be sure to include this map in your media kit.

### Detail zone locations and carrier routes with a custom CVC map

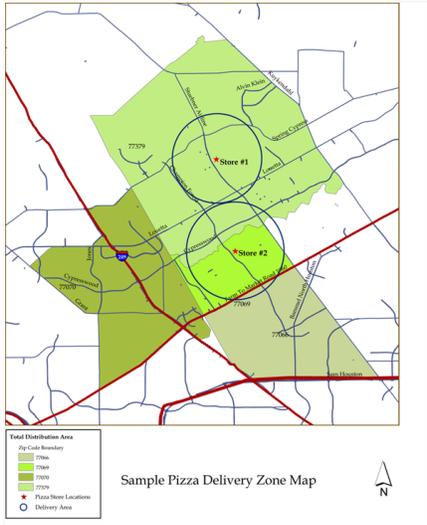
Often there's a need for more sophisticated distribution maps, and CVC can help. For an additional charge, we will develop custom maps for you based on the specific needs of the publisher or advertiser. For example, CVC can generate maps that show street boundaries of zoned editions, major cross streets within the zone and individual carrier routes. CVC can even overlay retail locations of a potential client to help you land a new sales contract.

### Targeting specific demographics

You may find customized maps useful for quickly illustrating circulation and readership information for media buyers who are interested in targeting a certain demographic. For example, CVC can create maps that show average household income or even buying habits by the ZIP codes in which your paper is distributed.

#### Custom Media Comparisons That Get Results

If you would like CVC to create a custom, map-based media comparison for your publication, please call CVC at **(800) 262-6392** for a free estimate.



**Custom map targeting specific retail locations: pizza delivery zones**

**Targeting retail locations**

Maps can be used to overlay a publication’s distribution area with retail locations and delivery areas. For example, if a publisher is soliciting advertisements from a pizza delivery company, a map showing that the company’s delivery area is entirely within the publication’s distribution area could better illustrate the effectiveness of an advertising purchase.

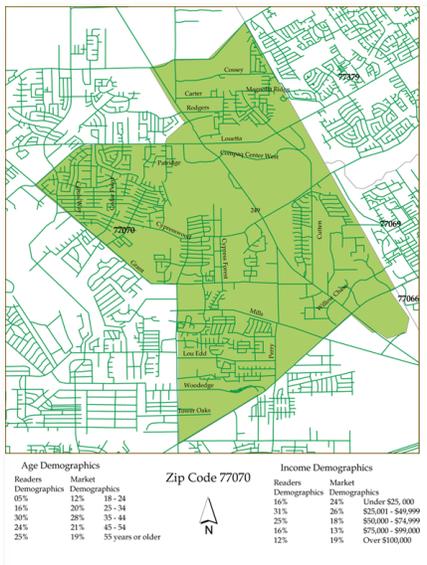
**CVC maps have no limits**

Custom CVC maps are 100 percent personalized! Each map is based entirely on the advertiser’s or publisher’s needs.

CVC’s customized maps can also:

- Illustrate zone or edition coverage area
- Illustrate carrier route boundaries
- Be used in media kits and advertiser presentations

Fees for custom maps vary based on the scope of the individual project. For more information on our mapping services, call **(800) 262-6392**.



**Custom map targeting specific demographics: ZIP codes with age and income overlay**

**Combine circulation maps with receivership, readership and purchase intention numbers**

Combining any map with your receivership, readership and buyer intention numbers makes a solid presentation because most other media do not provide this critical information. (Read more about purchase intention numbers and how to calculate them on pages 10 - 16.)

## The Testimonial: A Powerful Selling Tool

Testimonials illustrate the effectiveness of your publication in someone else's words beside your own. A media kit that contains both your CVC audit and a few relevant customer testimonials will wow media buyers. Here's why:

National media buyers sift through thousands of publications. While they may know your basic circulation and readership figures, they don't automatically know that your publication is a treasured part of the local community. Appropriate testimonials illustrate how well-received your publication is in your clients' words, not yours. And that is powerful.

Your media kit should include a variety of testimonials, broken out by retail and service categories. Testimonials mean more to a potential buyer when they are from a familiar or related type of business, so gather testimonials from as many categories as possible. For example, if your potential client represents a car manufacturer, then a testimonial from a local car dealer would be an ideal addition to the kit your sales rep takes along for that meeting. If your client buys on behalf of a restaurant, show them testimonials from local restaurant owners.

### How do you acquire testimonials?

CVC recommends the following process for collecting these valuable customer stories:

- Begin every company sales meeting by asking your sales staff, "Did anyone say anything good about us this week?"
- Write down what your sales staff reports.
- Call your client and ask him or her if it's okay for you to use a compliment he or she paid as a testimonial to share with prospects.
- Then, e-mail or fax the statement to your advertiser to make sure he or she is comfortable with the wording.
- Thank your client for helping you get new business!

### What format should you use?

Now you're ready to include these new testimonials in your media kit. The easiest way to do this is to design an 8.5" x 11" flyer with a couple of quotes and the corresponding advertisers' logos and/or photos, if available.

### The Power of Testimonials

Appropriate testimonials illustrate how well-received your publication is in your clients' words, not yours. And that is powerful with media buyers.

Joni d hair salon  
443 W. Warner St.  
Ellsworth, WI 54011

August 28, 2006

Independent Marketing  
Mr. Milt Helmer  
N6356 740th St.  
Beidenville, WI 54003

Dear Milt,

Thought I would take a few minutes to inform you concerning the results of our 1st thrust of the r

We increased our business for the 6 week promotional period. Equally important is the amount increased by 80%. The exposure to new people, our future outlook.

In addition, this increase in new customers, we see and experience the professionalism of Joni's facilities that are available.

# Delivering Motivated Buyers: Purchase Intention Numbers 101

## Step-By-Step Instructions for Calculating Readers' Buying Intentions

The most important thing an advertiser wants to know is “Can you produce buyers for me?” They want to know whether your publication is read by motivated buyers of their particular product or service. Car dealers, for example, would love to hear how many of your readers plan to purchase a car in the next 12 months. If you could tell jewelers the exact number of readers who plan to buy jewelry in the next year, they would be interested in your publication.

Your CVC readership study provides this information! **With some simple arithmetic, you can tell potential advertisers exactly how many of your readers plan to make a particular purchase in the next 12 months.** Just get out your calculator, and we'll show you how.

## Household Purchases vs. Individual Purchases

First, it's important to understand the difference between household and individual purchases, because you will calculate your purchase intention numbers differently depending on the type. A household purchase is for a product that typically is shared by more than one member of a household. An individual purchase, by contrast, is typically for use by one person. Here is a breakdown:

### Household Purchases:

Antiques/Auctions  
Art and Crafts Supplies  
Automobile (*new*)  
Automobile (*used*)  
Automobile Accessories  
(*tires, brakes and service*)  
Boats/Personal Watercraft  
Carpet/Flooring  
Childcare  
Children's Apparel  
Cleaning Services  
(*carpet, air duct, or home cleaning*)  
Financial Planner  
(*retirement, investing*)  
Furniture/Home Furnishings

Home Computers  
Home Heating/Air Conditioning  
(*service, new equipment*)  
Home Improvements/Supplies  
Lawn and Garden  
Lawn Care Service  
(*maintenance and landscaping*)  
Major Home Appliance  
Men's Apparel  
Real Estate  
Tax Advisor/Services  
Television/Electronics  
Vacations/Travel  
Veterinarian  
Wedding Supplies  
Women's Apparel

### Individual Purchases:

Athletic/Sports Equipment  
Attorney  
Cellular Phone  
(*new/update Service*)  
Chiropractor  
Dining and Entertainment  
Education/Classes  
Florist/Gift Shops  
Health Club/Exercise Class  
Jewelry  
Legal Gambling Entertainment  
(*lottery, casinos, racetracks, bingo*)  
Pharmacist/Prescription Service  
Weight Loss

## Calculating Purchase Intention Numbers for ... Home-Delivered & Mailed Publications: Household Purchases

### The following are household purchases:

Antiques/Auctions	Childcare	Home Improvements/Supplies	Television/Electronics
Art and Crafts Supplies	Children's Apparel	Lawn and Garden	Vacations/Travel
Automobile ( <i>new</i> )	Cleaning Services	Lawn Care Service	Veterinarian
Automobile ( <i>used</i> )	Financial Planner	Major Home Appliance	Wedding Supplies
Automobile Accessories	Furniture/Home Furnishings	Men's Apparel	Women's Apparel
Boats/Personal Watercraft	Home Computers	Real Estate	
Carpet/Flooring	Home Heating/Air Conditioning	Tax Advisor/Services	

Home-delivered or mailed publications can calculate the number of interested buyers for a **household purchase** by category using figures directly from a CVC audit. Let's use the following figures to determine a publication's purchase number for new automobiles, a **household purchase**:

- Net circulation (section 5E): 10,988
- Receivership (section 11): 97.1%
- Readership (section 11): 71.4%
- Percent of readers who plan to purchase new automobiles in the next 12 months (purchase intention score, typically question 8 from your readership study\*): 20%

To find your total potential buyers of any **household** good or service, multiply net circulation (10,988) by receivership (0.971) and again by readership (0.714). The total number of potential buyers is 7,618. To figure how many readers intend to buy new cars in the next year, multiply the number of potential buyers (7,618) by the percentage of those who report they'll purchase a new car in the next 12 months (0.20). You'll be anxious to tell car dealers they can reach 1,523 *motivated* new car buyers by advertising in your publication!

### Example Purchase Intention Number Calculation for a Household Purchase, Home-Delivered & Mailed Publications

10,988	X	0.971	X	0.714	=	7,618
<b>Net Circulation</b>		<b>Receivership Score</b>		<b>Readership %</b>		<b>Total Potential Buyers</b>
7,618	X	0.20	=	1,523		
<b>Total Potential Buyers</b>		<b>Purchase Intention Score</b>		<b>Purchase Intention Number (Motivated Buyers)</b>		

\* "Which of the following products or services do you plan to purchase during the next 12 months?"

## Calculating Purchase Intention Numbers for ... Home-Delivered & Mailed Publications: Individual Purchases

### The following are individual purchases:

Athletic/Sports Equipment	Dining and Entertainment	Jewelry
Attorney	Education/Classes	Legal Gambling Entertainment
Cellular Phone	Florist/Gift Shops	Pharmacist/Prescription Service
Chiropractor	Health Club/Exercise Class	Weight Loss

Home-delivered or mailed publications can calculate the number of interested buyers for an **individual purchase** by category using figures directly from a CVC audit. Let's use these figures to determine a publication's purchase number for a new cell phone, an **individual purchase**:

- Net circulation (section 5E): 10,988
- Receivership (section 11): 97.1%
- Readership (section 11): 71.4%
- Readers per edition (first bullet of readership study): 1.54
- Percent of readers who plan to purchase a cell/mobile phone in the next 12 months (purchase intention score, typically question 8 from your readership study\*): 26%

To find your total potential buyers of an **individual** good or service, multiply net circulation (10,988) by receivership (0.971) and again by readership (0.714). Again, the total number of potential buyers is 7,618. To figure how many readers intend to buy a new cell phone in the next year, multiply the number of potential buyers (7,618) by the percentage of those who report they'll purchase a new cell phone in the next 12 months (0.26). Then, multiply that number by the readers per edition (1.54). You'll be able to tell cell phone companies they can reach 3,050 *motivated* new cell phone buyers when they advertise in your publication!

### Example Purchase Intention Number Calculation for an Individual Purchase, Home-Delivered & Mailed Publications

$\frac{10,988}{}$	X	$\frac{0.971}{}$	X	$\frac{0.714}{}$	=	$\frac{7,618}{}$
<b>Net Circulation</b>		<b>Receivership Score</b>		<b>Readership %</b>		<b>Total Potential Buyers</b>
$\frac{7,618}{}$	X	$\frac{0.26}{}$	X	$\frac{1.54}{}$	=	$\frac{3,050}{}$
<b>Total Potential Buyers</b>		<b>Purchase Intention Score</b>		<b>Readers Per Edition</b>		<b>Purchase Intention Number (Motivated Buyers)</b>

# Calculating Purchase Intention Numbers for ... Controlled Bulk Publications: Household Purchases

**The following are household purchases:**

Antiques/Auctions	Childcare	Home Improvements/Supplies	Television/Electronics
Art and Crafts Supplies	Children’s Apparel	Lawn and Garden	Vacations/Travel
Automobile ( <i>new</i> )	Cleaning Services	Lawn Care Service	Veterinarian
Automobile ( <i>used</i> )	Financial Planner	Major Home Appliance	Wedding Supplies
Automobile Accessories	Furniture/Home Furnishings	Men’s Apparel	Women’s Apparel
Boats/Personal Watercraft	Home Computers	Real Estate	
Carpet/Flooring	Home Heating/Air Conditioning	Tax Advisor/Services	

Publications that use rack or other controlled bulk distribution can calculate the number of interested buyers for a **household purchase** by using figures directly from a CVC audit. Let’s use the following figures to determine a publication’s purchase number for home computers, a **household purchase**:

- Net circulation (Section 5E): 8,925
- Readers that plan to purchase home computers in the next 12 months\*: 9% (purchase intention score, typically question 8 from your readership study\*)

To find your total number of motivated buyers of this **household** good or service, multiply the net circulation (8,925) by the percentage of readers who report they’ll buy a home computer in the next 12 months (.09). Now you can tell your prospects in the electronics business that your publication reaches 803 *motivated* home computer buyers!

**Example Purchase Intention Number Calculation for a Household Purchase, Controlled Bulk Publications**

8.925	X	0.09	=	803
<b>Net Circulation</b>		<b>Purchase Intention Score</b>		<b>Purchase Intention Number (Motivated Buyers)</b>

\* “Which of the following products or services do you plan to purchase during the next 12 months?”

## Calculating Purchase Intention Numbers for ... Controlled Bulk Publications: Individual Purchases

### The following are individual purchases:

Athletic/Sports Equipment	Dining and Entertainment	Jewelry
Attorney	Education/Classes	Legal Gambling Entertainment
Cellular Phone	Florist/Gift Shops	Pharmacist/Prescription Service
Chiropractor	Health Club/Exercise Class	Weight Loss

Publications that use rack or other controlled bulk distribution can calculate the number of interested buyers for an **individual purchase** by using figures directly from a CVC audit. Let's use the following figures to determine a publication's purchase number for jewelry, an **individual purchase**:

- Net circulation (Section 5E): 8,925
- Readers per edition (first bullet in readership study): 1.6
- Readers that plan to purchase jewelry in the next 12 months\*: 24%  
(purchase intention score, typically question 8 from your readership study\*)

To find out how many readers intend to buy jewelry in the next year, multiply the net circulation (8,925) by the percentage of readers that report they'll buy jewelry in the next 12 months (0.24). Because jewelry is an **individual purchase**, multiply your result by the readers per edition (1.6). Now you can tell jewelers they can reach 3,427 *motivated* jewelry buyers by advertising in your publication!

#### Example Purchase Intention Number Calculation for an Individual Purchase, Controlled Bulk Publications

8.925	X	0.24	X	1.6	=	3,427
<b>Net Circulation</b>		<b>Purchase Intention Score</b>		<b>Readers Per Edition</b>		<b>Purchase Intention Number (Motivated Buyers)</b>

## Purchase Number Worksheets

You can calculate a purchase number for every product and service category listed in your readership study! Please see Appendix A for Household Purchase Intention Number worksheets and Appendix B for Individual Purchase Intention Number worksheets.

# Using Purchase Intention Data To Identify Prospects

## How to Use Purchase Intention Numbers To Sell More Display Ads

**P**lain and simple, media buyers want to know if your publication can produce buyers. The purchase influence of your paper can turn even the toughest prospect into a buyer. By calculating your purchase numbers for each product and service category listed in your readership study, you're prepared to dazzle buyers.

The first step is to determine which purchase categories carry a strong purchase number. Use the worksheets on pages 19 - 22 to calculate your purchase intention numbers for each product category. Then look for the largest purchase numbers listed on your purchase number tables.

Let's say your purchase intention number for home furnishings is substantial. If they haven't been doing so already, your advertising sales staff should be sharing your purchase intention number, or the total number of *motivated buyers*, with furniture retailers. One approach is to share your purchase number with a furniture dealer and ask them what their average sale is. Have the dealer calculate your readers' total spending on furniture. The dealer will find a rather dramatic figure. This means if they are not advertising with you, they are missing, at the very least, a percentage of this amount of sales. Offer an advertising package, and close the deal!

This process can be repeated for every product and service category listed in your readership study. In addition to landing new customers, you'll also become the primary source of valued buying information in your market. Since the readership study information comes from CVC, customers will know the figures are accurate.

## Using Purchase Intention Data To Drive Content for In-House Ads

**H**ere's another idea! Let's say you have a substantial number of readers who plan to purchase a major home appliance in the next year. Use your appliance purchase intention

**YOU HAVE 15,195 PROVEN CUSTOMERS READY TO EAT ...**

Recent circulation audit and survey information from Circulation Verification Council<sup>®</sup> has revealed that 15,195 people who read The Eureka Reporter plan to make dining and/or entertainment purchases in the next 12 months.

That's real buyers. Buyers you can have by having your ad message in The Eureka Reporter.

So act now! Call your newspaper representative. They will show you how to get your share of this valuable buying potential.

**CIRCULATION VERIFICATION COUNCIL**

HIGHEST DAILY CIRCULATION IN HUMPHREYS COUNTY

100 North Street, Santa Fe, NM 87501 (505) 476-2622

**The Eureka Reporter calculated the number of readers who report they plan to dine out in the next 12 months to create this compelling ad, urging advertisers to tap into their market.**

### Browse Sample Purchase Intention Ads Online

Visit [www.cvcaudit.com](http://www.cvcaudit.com) for sample advertisements about readers' purchasing intentions. You'll find them in the "Promote Your Audit" section under the "Publishers" tab on our home page.

number to create in-house advertisements touting the number of readers who plan to purchase home appliances. After your ad has appeared in your publication, print out a copy of the advertisement and mail it with a pitch letter to all the appliance dealers in your community. Follow up with a phone call to explain what a great opportunity your publication provides to dealers.

## Ideas for Publications With Classified Ads

In the past, promoting classifieds in community publications was often limited to a few clever filler ads run to fill odd spaces in the paper. Today, the classifieds are facing increasing competition from the Internet as well as countless other options. Countering this competitive pressure and preserving your niche in this valuable market calls for a more effective promotion based on your purchase intention data. Classified ads are purchased

by two distinct groups, regular readers and commercial businesses.

### Reaching regular readers

The best way to reach regular readers is through your own publication. Convert readers into buyers by sharing your purchase intention numbers! In addition to creating in-house display ads regarding your purchase numbers, be sure to display these numbers throughout your classified section. Compare the retail and service categories in your readership study to those listed in the index of your classified and/or product and service directory. When available, include your purchase intention numbers in each classified header! For example, in a used auto header, say, "1,445 used autos will be purchased by our readers this year. Call 555-1212 to place your ad!"

### Reaching commercial clients

One of the best ways to target the commercial client is using a direct mailer that includes your purchase number. If you're sending the mailer to a car dealer, you could send them a postcard saying, "1,445 cars and trucks will be purchased by our readers this year. Call 555-1212 to place your ad!" Car dealers are just one example. You can structure a campaign for each of the survey classifications in your readership study. Direct mail is most effective if done in flights of three impressions over a 2-4 week period, followed by a phone call for an appointment.

### Something to consider...

If your paper does not group all of your national, state and regional classified ads on your classified pages, you might want to consider doing so. This alone will strengthen the readership of all of your ads because all are in one easy-to-find location.



# Selling to Big Chain Retailers and Corporate Media Buyers

Just being the best in your market is not good enough when it comes to selling advertising to big corporations. You need to understand their business before you can convince managers to direct the media buy your way.

## A Two-Pronged Approach for Working With Local Managers and Corporate Media Buyers

1. Talk with the local store's manager and assistant manager to learn about their business. You should also talk with several employees to get their view of the market and the business. Do not sell your publication at this stage!
2. Follow up by providing a media kit to the store's manager, requesting that the manager send the kit on to the corporate office. Since you already know about their business, your media kit should contain relevant information, including a full copy of your CVC audit and readership study and relevant purchase intention numbers. You are strictly providing information. Do not sell your publication at this stage!
3. Contact the corporate office and ask the same questions you asked the store manager. This will confirm much of the information you received locally.
4. Send a copy of your media kit to corporate headquarters, or better yet, call and make an appointment to deliver the media information in person. A personal delivery gives you the opportunity to share extra insights into the local market that corporate employees may not glean from your audit. The trip may be an investment in time and money, but the payoff is worth it.
5. A corporate employee will normally contact the local manager for their viewpoint on the local advertising market, and because you've already talked to that manager, corporate should receive confirmation that the information you've shared is accurate. Don't be surprised if a corporate employee calls you back for more information. Now you have their attention!

### Use CVC's Database of Advertisers to Generate Sales Leads

CVC has an extensive database of media buyers that we are happy to share with CVC-audited publications. A list of advertising agencies and companies in your state was provided to you on CD along with your Audit Promotion Kit. Please call **(800) 262-6392** if you did not receive your CD. We recommend you sort this list by ZIP code and establish a sales plan to approach a specific number of accounts per week or per month using the strategies we've outlined in previous sections of this handbook.

6. Finally, present how the store will benefit from advertising in your publication versus the competition.

Corporate media buyers will use local store research to help in their decision-making. This usually involves asking local employees what publications they read and use. If your market penetration and readership is strong, you stand a good chance of getting a good reference.

## How to Organize a Sales Presentation for Corporate Buyers

A typical sales presentation to corporate media buyers might follow this format:

- Share your CVC audit information and highlight sections that are most important to the client. Refer back to your conversations with the store manager and corporate media buyer to determine what this important information is.
- Show the potential advertiser the ZIP codes you cover.
- Tell the potential advertiser about local traffic and buying patterns that do not show up in other studies and information.
- Be prepared to offer a long-term rate.

## Partnering with Ad Agencies Can Lead to Sales

More and more mid-sized companies are seeking out agencies to help them create and place advertising based on a clearly defined market strategy. By striving to meet the needs of these agencies and their clients, you'll position yourself as a vital partner.

Agencies need good, sound information on your publication to make informed buying decisions. Most successful publications will spend up to a year asking questions and learning as much as possible about agencies' client rosters. Do not attempt to sell your publication during this discovery stage.

Once the goals and objectives of the clients are known, present a clear, calendar-based program with information that will help agencies' clients reach their goals. We suggest you leave out purchase intention numbers; just provide basic demographic numbers that directly fit

the strategies of the client. An agency is most interested in your publication's ability to deliver an age and income group, plus an annual calendar proposal, complete with any special editions that fit their clients' needs.

### Want more sales tips?

Make sure you are on the list for CVC's free *By The Numbers* e-newsletter. Sign up now at [www.cvcaudit.com](http://www.cvcaudit.com).

Remember, agencies work a full year in advance. Last-minute opportunities, regardless how tempting, usually cannot be considered by agencies.

# Purchase Intention Number Formulas for Household Product/Service Purchases

Use the following formulas to calculate the total number of motivated buyers for each **household** product or service purchase. Then, use the table on the next page to compile all of your results. *TIP: Photocopy these pages for future use.*

## For Home-Delivered and Mailed Publications

### Step 1: Fill in the following data from your audit

Net circulation (section 5E): \_\_\_\_\_

Receivership (section 11): \_\_\_\_\_

Readership (section 11): \_\_\_\_\_

Purchase intention category: \_\_\_\_\_

Purchase intention score for category (typically question 8 of readership study\*): \_\_\_\_\_

### Step 2: Calculate your total potential buyers. Formula:

$$\frac{\text{Net Circulation}}{\text{Net Circulation}} \times \frac{\text{Receivership Score}}{\text{Receivership Score}} \times \frac{\text{Readership \%}}{\text{Readership \%}} = \frac{\text{Total Potential Buyers}}{\text{Total Potential Buyers}}$$

### Step 3: Calculate your purchase intention numbers by category. Formula:

$$\frac{\text{Total Potential Buyers}}{\text{Total Potential Buyers}} \times \frac{\text{Purchase Intention Score for Category*}}{\text{Purchase Intention Score for Category*}} = \frac{\text{Purchase Intention Number (Motivated Buyers)}}{\text{Purchase Intention Number (Motivated Buyers)}}$$

## For Controlled Bulk Publications

### Step 1: Fill in the following data from your audit:

Net circulation (section 5E): \_\_\_\_\_

Purchase intention category: \_\_\_\_\_

Purchase intention score for category (typically question 8 of readership study\*): \_\_\_\_\_

### Step 2: Calculate your purchase intention number by category. Formula:

$$\frac{\text{Net Circulation}}{\text{Net Circulation}} \times \frac{\text{Purchase Intention Score for Category*}}{\text{Purchase Intention Score for Category*}} = \frac{\text{Purchase Intention Number (Motivated Buyers)}}{\text{Purchase Intention Number (Motivated Buyers)}}$$

\* "Which of the following products or services do you plan to purchase during the next 12 months?"



# Household Purchase Intention Numbers Table

## Household Product/Service Purchase Intention Numbers

**Purchase Intention Number (Motivated Buyers)** = Total number of readers who plan to purchase a particular product or service in the next 12 months. *Keep track of all of your purchase numbers here.*

Purchase Intention Category	Total Potential Buyers	x	Purchase Intention Score	=	Purchase Intention Number
Antiques/Auctions					
Art and Crafts Supplies					
Automobile (New)					
Automobile (Used)					
Automobile Accessories (tires, brakes and service)					
Boats/Personal Watercraft					
Carpet/Flooring					
Childcare					
Children's Apparel					
Cleaning Services (carpet cleaning, air duct cleaning, home cleaning)					
Financial Planner (retirement, investing)					
Furniture/Home Furnishings					
Home Computers					
Home Heating/Air Conditioning (service, new equipment)					
Home Improvements/Supplies					
Lawn and Garden					
Lawn Care Service (maintenance and landscaping)					
Major Home Appliance					
Men's Apparel					
Real Estate					
Tax Advisor/Services					
Television/Electronics					
Vacations/Travel					
Veterinarian					
Wedding Supplies					
Women's Apparel					

# Purchase Intention Number Formulas for Individual Product/Service Purchases

Use the following formulas to calculate the total number of motivated buyers for each **individual** product or service purchase. Then, use the table on the next page to compile all of your results. *TIP: Photocopy these pages for future use.*

## For Home-Delivered and Mailed Publications

### Step 1: Fill in the following data from your audit

Net circulation (section 5E): \_\_\_\_\_

Receivership (section 11): \_\_\_\_\_

Readership (section 11): \_\_\_\_\_

Purchase intention category: \_\_\_\_\_

Purchase intention score for category (typically question 8 of readership study\*): \_\_\_\_\_

Readers per edition (first bullet of readership study): \_\_\_\_\_

### Step 2: Calculate your total potential buyers. Formula:

$$\frac{\text{Net Circulation}}{\text{Net Circulation}} \times \frac{\text{Receivership Score}}{\text{Receivership Score}} \times \frac{\text{Readership \%}}{\text{Readership \%}} = \frac{\text{Total Potential Buyers}}{\text{Total Potential Buyers}}$$

### Step 3: Calculate your purchase intention numbers by category. Formula:

$$\frac{\text{Total Potential Buyers}}{\text{Total Potential Buyers}} \times \frac{\text{Purchase Intention Score for Category}}{\text{Purchase Intention Score for Category}} \times \frac{\text{Readers Per Edition}}{\text{Readers Per Edition}} = \frac{\text{Purchase Intention Number (Motivated Buyers)}}{\text{Purchase Intention Number (Motivated Buyers)}}$$

## For Controlled Bulk Publications

### Step 1: Fill in the following data from your audit:

Net circulation (section 5E): \_\_\_\_\_

Purchase intention category: \_\_\_\_\_

Purchase intention score for category (typically question 8 of readership study\*): \_\_\_\_\_

Readers per edition (first bullet of readership study): \_\_\_\_\_

### Step 2: Calculate your purchase intention numbers by category. Formula:

$$\frac{\text{Net Circulation}}{\text{Net Circulation}} \times \frac{\text{Purchase Intention Score for Category}}{\text{Purchase Intention Score for Category}} \times \frac{\text{Readers Per Edition}}{\text{Readers Per Edition}} = \frac{\text{Purchase Intention Number (Motivated Buyers)}}{\text{Purchase Intention Number (Motivated Buyers)}}$$

\* "Which of the following products or services do you plan to purchase during the next twelve months?"



# Individual Purchase Intention Numbers Table

## Household Product/Service Purchase Intention Numbers

**Purchase Intention Number (Motivated Buyers)** = Total number of readers who plan to purchase a particular product or service in the next 12 months. *Keep track of all of your purchase numbers here.*

Purchase Category	Total Potential Buyers	X	Purchase Intention Score	X	Readers Per Edition	Purchase = Intention Number
Athletic and Sports Equipment						
Attorney						
Cellular Phone New/ Update Service						
Chiropractor						
Dining and Entertainment						
Education/ Classes						
Florist/ Gift Shops						
Health Club/ Exercise Class						
Jewelry						
Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)						
Pharmacist/ Prescription Service						
Weight Loss						



3  
18  
96  
912  
418  
43  
245  
8



**OUR DATA SPEAKS VOLUMES**

**338 S. Kirkwood Road, Suite 102  
Kirkwood, MO 63122  
Toll Free: (800) 262-6392  
Fax: (314) 822-0666  
[www.cvcaudit.com](http://www.cvcaudit.com)**