

WHAT YOU NEED TO KNOW TODAY TO POSITION YOUR PRODUCTS FOR TOMORROW - AAM BRAND VIEW



SESSION 1 : JUNE 13, 2017

FEATURED PRESENTERS:

- Dan Schaub, Corporate Director of Audience Development McClatchy
- Shannon Wagner, President of Account Service, NSA media
- Kevin Rehberg, AAM Director of Client Development
- Moderator: John P. Murray, VP Audience Development NEWS MEDIA ALLIANCE

Monetizing with High Integrity Metrics – Changes in AAM Reporting and What You Need to Seize the Opportunity



WELCOME.

AAM and the News Media Alliance are working together on a summer webinar series to help publishers understand how AAM's new solutions can help position your AAM-verified products with advertisers.

The Series is titled:

Monetizing with High Integrity Metrics – Changes in AAM Reporting and What You Need to Seize the Opportunity

The strategy is to recruit leaders from around the industry to address the issues facing publishers and share success stories of what they can do to can stand out with advertisers.

There are fundamental changes underway at the Alliance for Audited Media, and this series is designed to help members understand and optimize AAM's marketing tools and data to better position their audiences and portfolio of products with advertisers.

Today's Session...



Session 1:

WHAT YOU NEED TO KNOW TODAY TO POSITION YOUR PRODUCTS FOR TOMORROW - AAM BRAND VIEW.



Dan Schaub, McClatchy's corporate director of audience development, who will describe the needs and opportunities behind the change to Brand View.



Shannon Wagner, NSA Media's president of account service, who will explain how buyers use AAM data in their decisions and what will catch their attention



Kevin Rehberg, AAM's director of client development, who will share tips from publishers who've been through the process to help you develop an all-star Brand

Audience Innovations and the Way Forward

Dan Schaub

Corporate Director of Audience Development

Today's Topics

- Transition from Circulation to Relationships
- Telling your Story
- Connecting Buyers and Sellers
- Protecting the Buyers' Investment



Modern Day Media Company

A Rich History – Newspaper Circulation



- Superior Brand Recognition
- Deep Community Roots
- Trust and Reverence

Modern Day Media Company

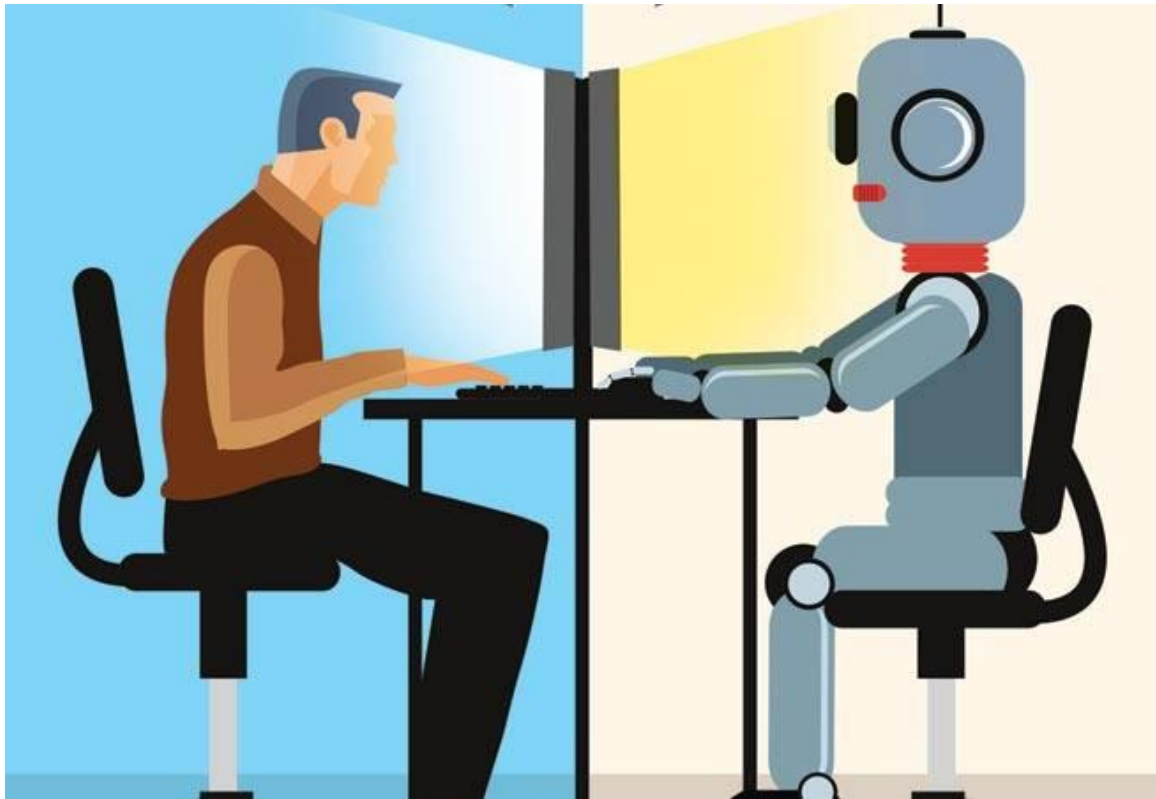
Transformation - Media Company and Audience



- Trusted Content Providers
- Multiple Product on Multiple Platforms
- Extended Reach – Mass and Targeted

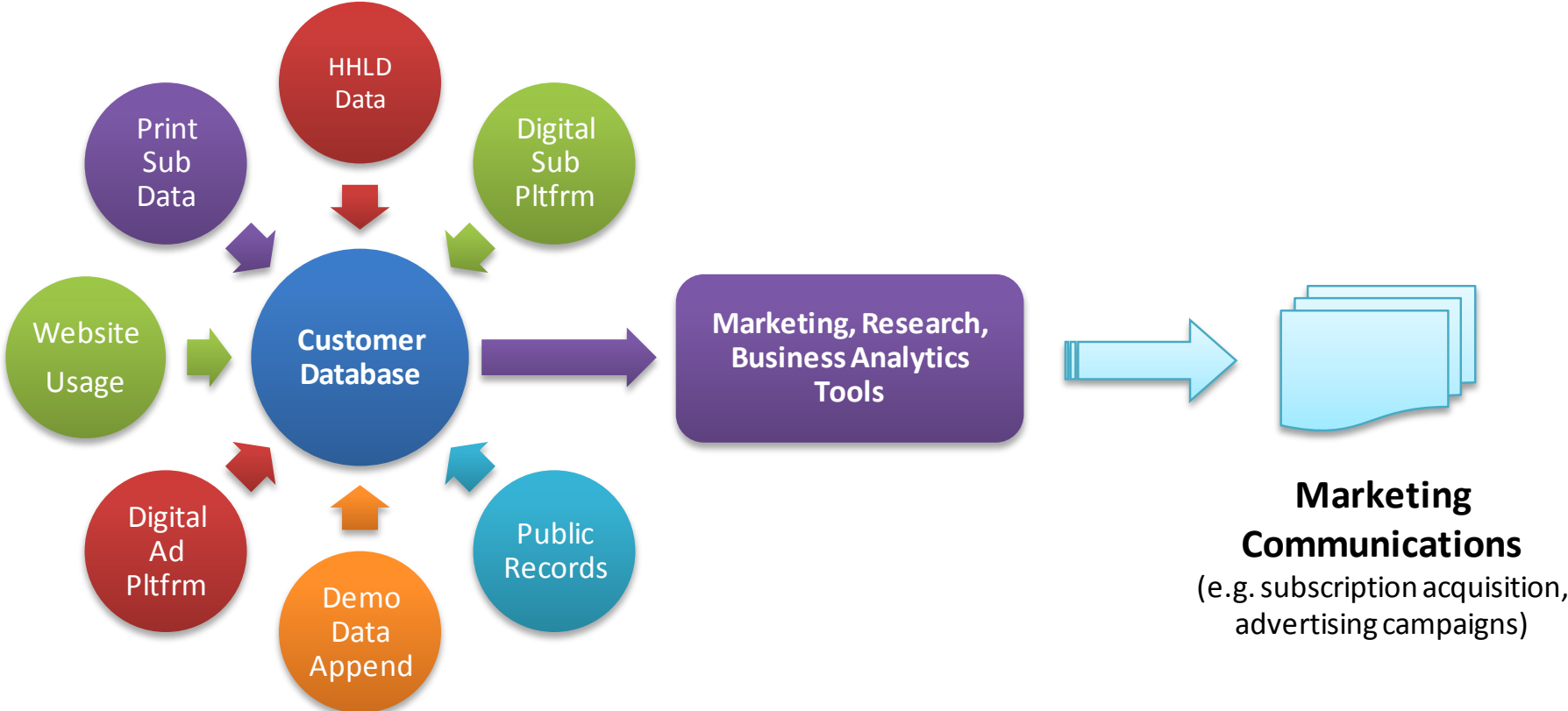
Modern Day Media Company

Leveraging Deep Connection - Relationships



- Real People Real Connection
- Local Business to Business Connections
- Local Business to Consumer Connections

Building Relationships



Building Relationships

Match Rate Single Breakout (Last 30) Totals Cross Breakout (Last 30) Avg Cross Breakout (Last 30) List Generator

List Generator (Last 30 Days)

	Page Views	Article Page Views	Unique Days	Cookies	Ad Impressions	Complaints	Avg Minutes on Site	Avg Price	Last Login	
12her@com	228	133	17	1	120.18	1,021	0	1,763	\$0.00	2016-08-20
1ef@sig@tr	120	44	14	1	98.62	628	0	101	\$0.00	2016-08-20
2obert@ew	275	114	22	3	116.56	1,641	0	876	\$0.00	2016-08-20
3yrt@bells	88	13	24	3	37.34	457	0	237	\$0.00	2016-08-20
6reow@p	881	272	30	2	39.37	793	0	4,656	\$2.82	2016-08-20
8RAMBARA	291	65	28	3	112.81	1,509	0	500	\$3.52	2016-08-20
ae@ep@er	183	0	1	5	\$0.00	0	0	0	\$0.00	2016-08-20
ABBY@OS	777	400	19	12	146.42	4,237	0	3,619	\$4.90	2016-08-20
ab@er@ndez	112	17	11	1	51.57	218	0	180	\$0.00	2016-08-20
ABCKY@TA	36	3	8	1	30.27	23	0	11	\$2.44	2016-08-20
AC@CS@M@L	1	0	1	1	\$0.00	0	0	0	\$1.38	2016-08-20
ac@st@n@si	5	5	5	1	35.55	28	0	48	\$0.00	2016-08-20
ac@sp@b@h	143	37	20	2	51.36	388	0	489	\$0.00	2016-08-20
AC@FER@D	208	75	21	3	110.11	1,102	0	479	\$0.00	2016-08-20
ad@em@n@e	111	56	24	1	37.23	659	0	558	\$0.00	2016-08-20
ad@tk@n@e	551	233	25	3	132.19	2,489	0	1,878	\$0.00	2016-08-20
ad@w@e@p@e	12	8	6	2	30.56	85	0	16	\$0.00	2016-08-20
AD@ELGAD@D	219	22	26	3	35.79	809	0	575	\$0.18	2016-08-20
ad@n@b@n@i	1,188	594	27	27	884.10	7,183	0	4,745	\$0.00	2016-08-20
ad@n@b@l@o@u	287	106	18	6	54.26	476	0	1,555	\$0.00	2016-08-20
AD@O@B@E@L	234	86	23	3	112.37	1,757	0	1,074	\$5.59	2016-08-20
AD@S@M@M@S	7	3	2	1	38.53	53	0	19	\$5.27	2016-08-20
ad@w@n@e@p@e	459	184	28	5	110.73	1,100	0	1,380	\$0.00	2016-08-20
AF@L@B@A@C@L	139	76	18	8	35.20	651	0	228	\$4.59	2016-08-20
af@w@n@e@p@e	240	97	24	1	111.06	1,246	0	1,424	\$0.00	2016-08-20
af@w@n@e@p@e	210	35	29	1	111.06	1,820	0	914	\$0.00	2016-08-20
aj@e@h@e@t@e	43	20	12	1	32.81	265	0	62	\$0.00	2016-08-20
aj@p@e@r@e@t	32	12	13	1	51.54	194	0	94	\$0.00	2016-08-20
AJ@M@E@N@E@Z@H	125	71	19	4	55.35	574	0	200	\$1.20	2016-08-20
aj@p@e@r@e@t	155	53	9	4	37.14	772	0	557	\$0.00	2016-08-20
ak@e@n@t@y@e	9	8	5	2	30.26	47	0	32	\$0.00	2016-08-20
al@e@n@h@e	348	68	24	1	\$0.00	0	0	1,109	\$0.00	2016-08-20
al@w@n@e@p@e	74	28	13	2	55.48	389	0	242	\$0.00	2016-08-20
al@w@n@e@p@e	164	148	29	4	126.26	2,573	0	2,631	\$0.00	2016-08-20

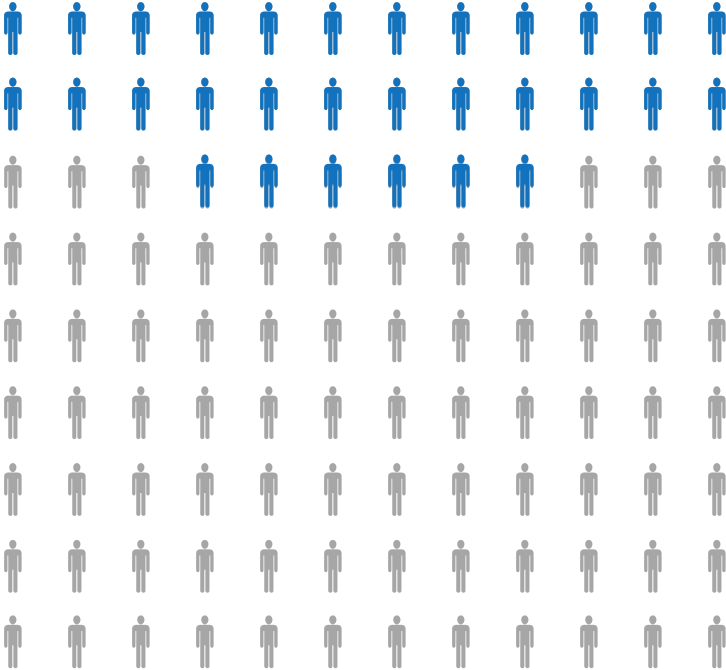
- Newsletter Recipients
- MVP Subscribers
- Digital-only Subscribers
- Press Club Members
- Sunday Select Opt-in
- Newspaper Subscribers

- Household Income
- Homeownership
- Employment Status
- Educational Achievement
- Children in the Home

- Website Users
- High Ad-Value Customers
- Video Viewers
- Facebook Likes
- Contest Entrants

Relationships +
Demographics +
Behaviors

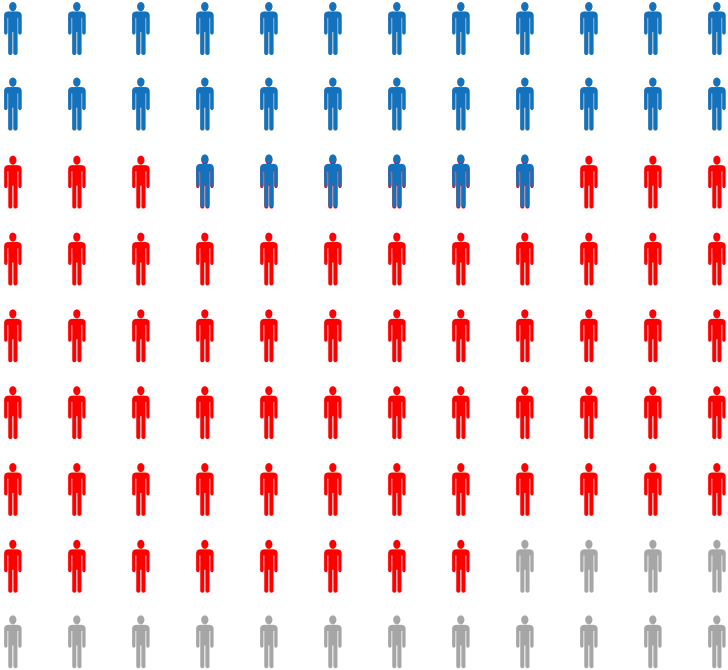
Filling in the Relationship Gap



Known Consumers:
Active print/digital subs and
Former subs

Anonymous Consumers:
Online users not registered or
linked to our databases

Building Relationships



Known Consumers:

Active print/digital subs and Former subs

Known Prospects:

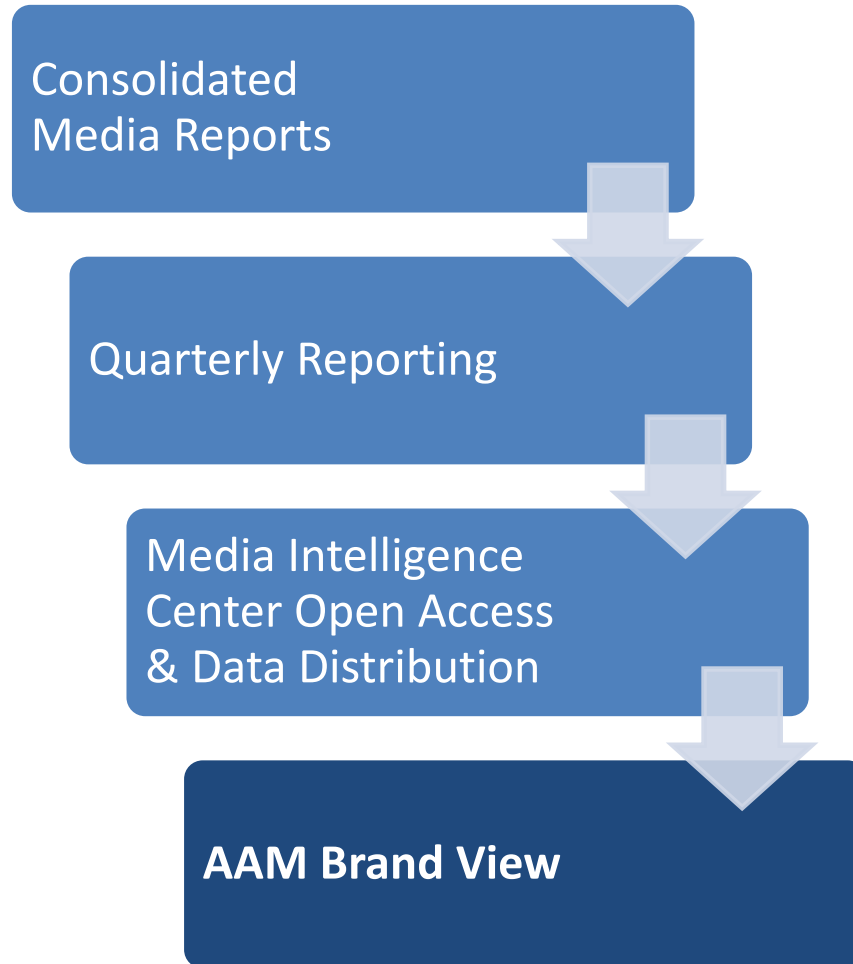
Users processed through ARD gateway are profiled by demos and usage behavior, shaping specific targeting recommendations

The Bull's-eye - Relationships



Relationships:
Making it Personal

Buyer + Seller Collaboration = Transformation



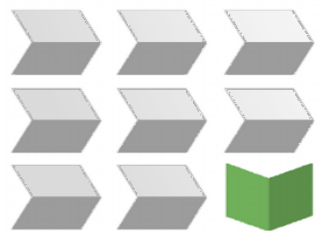
- Recognized need for more frequent data across news media channels
- AAM collaborated with buyers and publishers to create solutions
- Brand View delivers a new solution for news media companies

The Importance of Audited Media

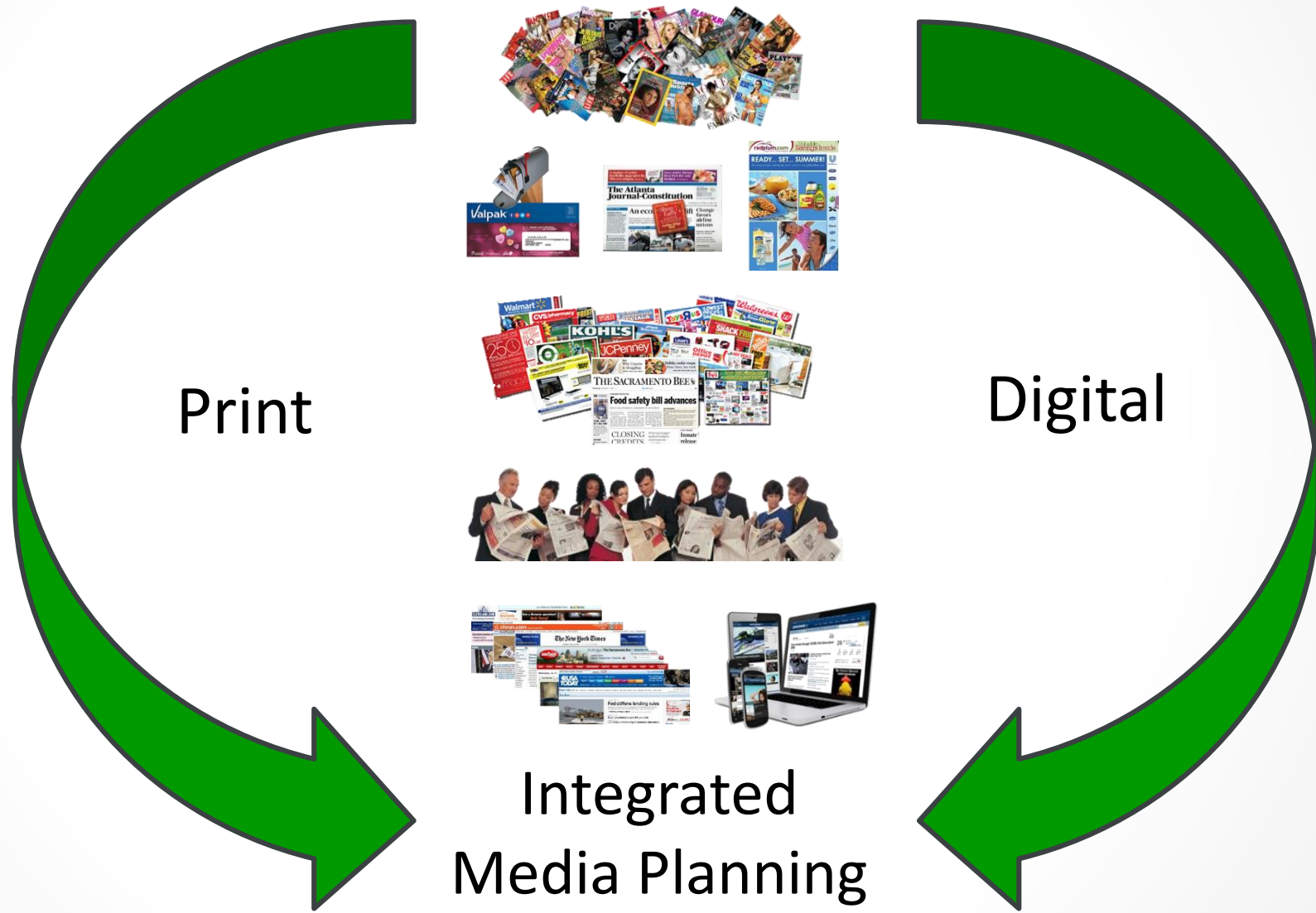


- 
- An aerial, black and white photograph of the Chicago skyline, showing a dense cluster of skyscrapers along the city's coastline. The Lake Michigan is visible on the left, and the city extends into the distance under a clear sky.
- We are part of Blackstreet Capital Holdings**
 - Based in Downers Grove, IL**
 - Manage media for the nation's largest brands and retailers**

Local Media Channels



Experts in Strategic, Location Based Media



Print

Digital

Integrated
Media Planning

- ▶ Local Media Agency
 - ▶ Print & Digital Channels
 - ▶ Evolving as the local media landscape changes
- ▶ Retail based clientele
 - ▶ Robust circular programs
 - ▶ Budget challenged



Speed & Scale

We deliver high-volume media execution with absolute precision



- ▶ Manage over **200** ZIP Code level footprints
- ▶ Place **700,000+** insertion orders per year
- ▶ Details on **10,000+** vendors in our database
- ▶ Utilize over **5,000** newspapers/shared mail vendors regularly
- ▶ Analyze over **25,000** retail locations per year
- ▶ Distribute in over **36,000** ZIPs
- ▶ Audit **100,000+** vendor invoices year



Vendor Info

Details on thousands of media vendors, all at our fingertips

- ▶ VI tool provides access to our database of over 10,000 media vendors (*Newspaper/Shared Mail/Digital*)
- ▶ A dedicated team focused on the up-to-date circulation and product data

Vendor Automation - Vendor/Product Search

Vendor: 000233 - Chicago Tribune (High)

Vendor/Product Search Vendors Circulation Lookups Tools Reports Log Off

Reset

Vendor Selection

NSAID	Vendor Name	Status	City	State	Owner
000233	Chicago Tribune	Active	Chicago	IL	Tribune Company

Product Selection

NSAID	Vendor Name	Product Name	Product ID	Pr
000233	Chicago Tribune	Chicago Tribune	39636	Pu
000233	Chicago Tribune	Local Values/RedPlum	93240	To Cc
000233	Chicago Tribune	Sunday Select	96265	Op Pa
000233	Chicago Tribune	www.chicagotribune.com	98240	W
000233	Chicago Tribune	Triblocal	99002	Cc Pu
000233	Chicago Tribune	Chicago Magazine	99011	Ne M

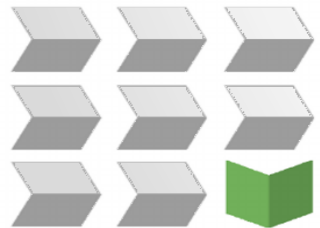
Circulation Set Selection

NSA ID	Vendor Name	Product ID	Product Name	Product Type	Source	Effective Date	Circulation Set Name	Release
000233	Chicago Tribune	39636	Chicago Tribune	Publication	Vendor Supplied	09/01/2015	2015 Circulation Set Q3	1
000233	Chicago Tribune	96265	Sunday Select	Opt-In Insert Package	Vendor Supplied	09/01/2015	2015 Opt-In Circ Set Q3	1
000233	Chicago Tribune	93240	Local Values/RedPlum	Total Market Coverage	Vendor Supplied	09/01/2015	2015 TMC Circ Set Q3	1
000233	Chicago Tribune	39636	Chicago Tribune	Publication	AAM Quarterly	06/30/2015	Q2 2015 AAM Circ Set	1
000233	Chicago Tribune	39636	Chicago Tribune	Publication	Vendor Supplied	06/01/2015	2015 Circulation Set Q2	1
000233	Chicago Tribune	39636	Chicago Tribune	Publication	AAM Quarterly	03/31/2015	Q1 2015 AAM Circ Set	1

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Quantity Management



Ongoing Process

Vendor reviews insertion order quantity

NSA Media investigates vendor modifications

Implement changes with Client approval

Quarterly Update

Circulation is verified & updated upon **Audience Views** release

Communicate updates to print vendor partners

Investigate modifications

Implement changes with Client approval

Annual Update

Compare **Audience Views** to the **Annual Audit**

Significant deltas are investigated & updated

Audited Media is Critical to our Clients

- ▶ AAM provides a reliable source of data that NSA and our clients trust
- ▶ Evolving marketplace requires diligence in managing quantities
- ▶ Non-Audited publications cause credibility concern
- ▶ Budget management requires accurate quantities
- ▶ ROI evaluation dependent on providing the correct data
 - ▶ Key to proving that the print industry is still incredibly effective for our clients





AAM Brand View Basics

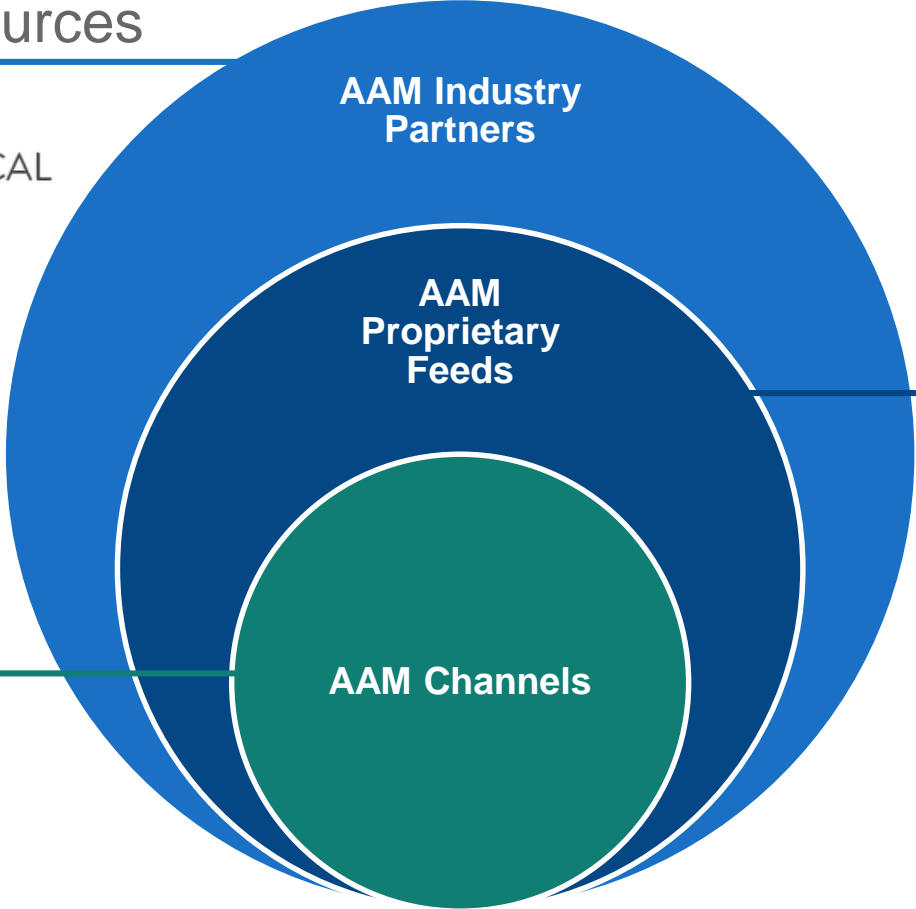
Kevin Rehberg

Director,
Client Development
Alliance for Audited Media

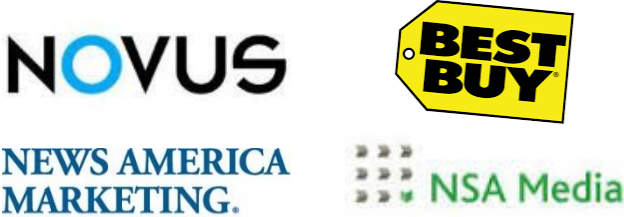
Almost all news media advertising is bought through the sources in AAM's data distribution network

YOUR AAM DATA IS:

Accessed in other industry sources



Integrated into media buyers' internal systems



Heavily used in AAM's channels

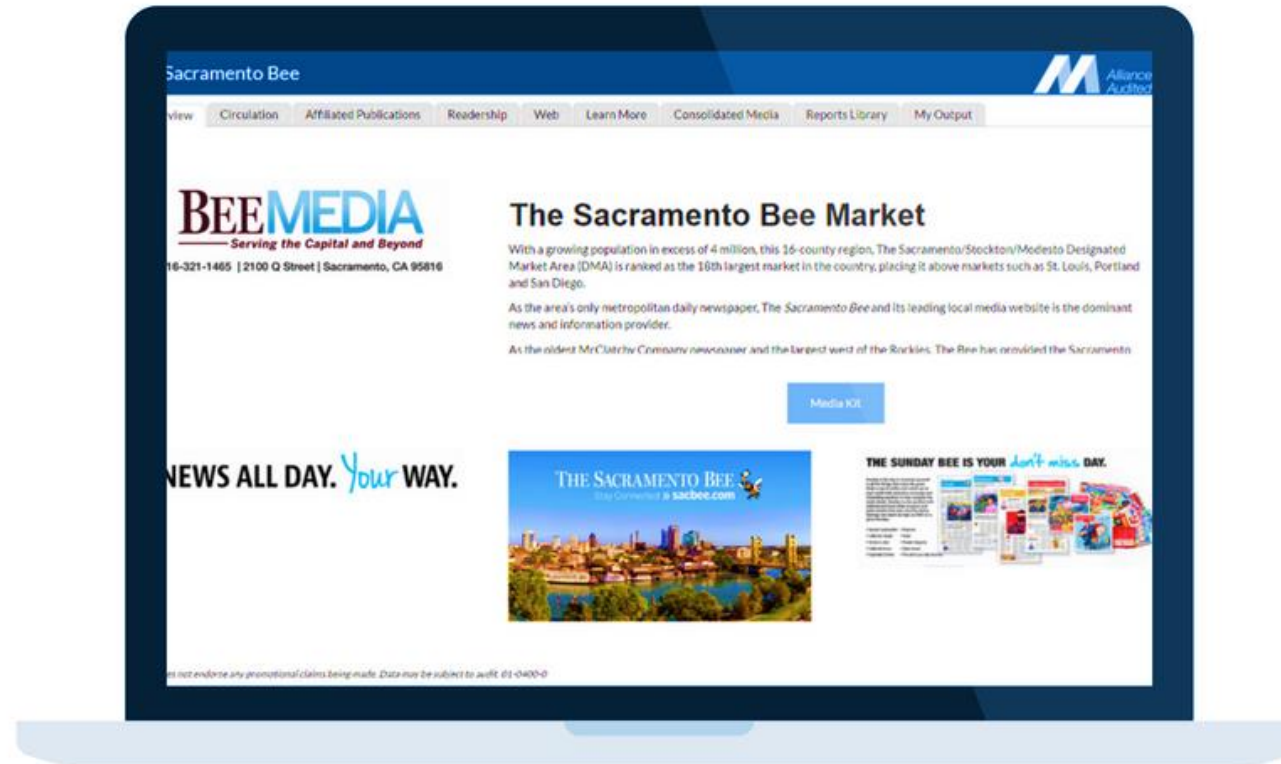
- Media Intelligence Center
- AAM Brand View

AAMPLIFY your Media Intelligence Center profile

Print

Newsletters

Social media



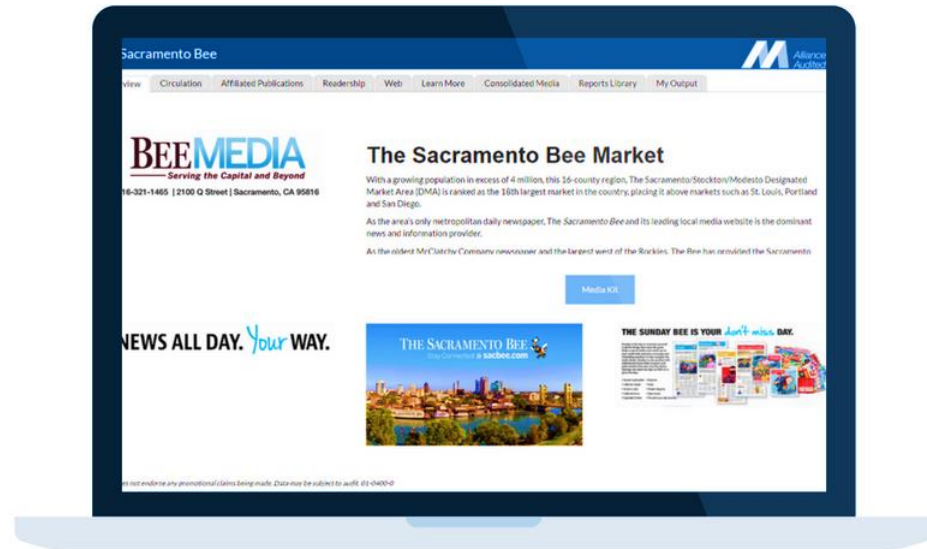
Website

Affiliated publications

Readership

AAM Brand View: Voice. Value. Visibility.

AAM Brand View



- ✓ **Voice:** Customize with your own images and text
- ✓ **Value:** New interface, no additional charge
- ✓ **Visibility:** Discoverable via AAM, sharable via unique link

- Overview
- Audience
- Print Distribution
- Affiliated Publications
- Digital
- Learn More
- Consolidated Media
- Reports Library
- My Output


THE KANSAS CITY STAR. MEDIA COMPANY

The Kansas City Star, based in Kansas City, Missouri, covers the entire Kansas City area and surrounding region (population 1,904,515), including issues from Missouri and Kansas. The KC area is well-known for its barbecue, its jazz heritage, and its many fountains that cover the area. The Kansas City Star is an avid supporter of the region, providing dedicated news coverage and producing products and events designed to enrich the lives of the people in the community. The Kansas City Star is one of the most historically rich publications in America, having served as the training ground for many individuals that left their mark in American history: <http://www.kansascity.com/customer-service/about-us/article7948.ece>

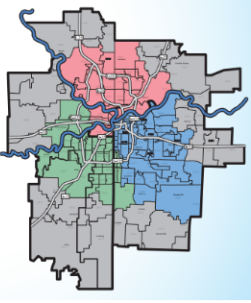


Media Kit

New AAM
interface
available for no
additional
charge

Kansas City Star


Overview
Audience
Print Distribution
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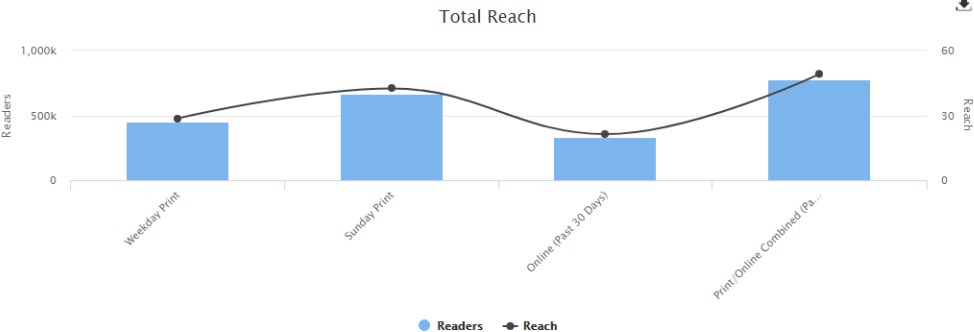
The Kansas City Star readers

With about 850,000 DMA readers - print and online - per week, the Kansas City Star reaches the greater Kansas City area. We have almost 5 million unique browsers per month.

Our population:

- Median age 37.3 years
- Median household income \$59,288
- Millennials 422,011; Gen X 507,628, Boomers 394,533

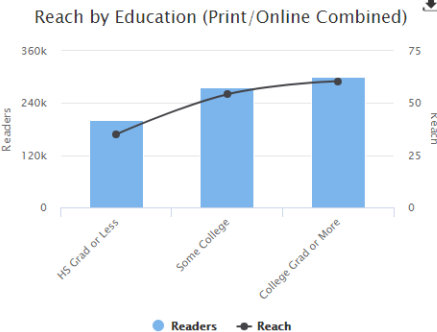
Total Reach



Category	Readers (k)	Reach (k)
Weekday Print	~450	~30
Sunday Print	~650	~45
Online (Past 30 Days)	~350	~25
Print/Online Combined (Past 30 Days)	~850	~55

Source: Nielsen Scarborough Report, 2016 Release 2. NDM.

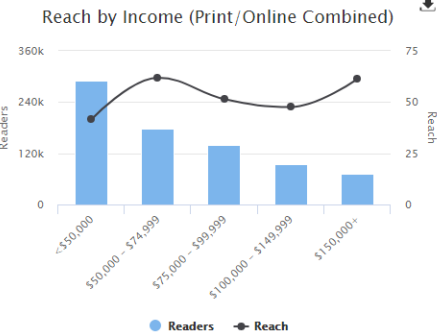
Reach by Education (Print/Online Combined)



Education Level	Readers (k)	Reach (k)
HS Grad or Less	~200	~40
Some College	~250	~50
College Grad or More	~300	~60

Source: Nielsen Scarborough Report, 2016 Release 2. NDM.

Reach by Income (Print/Online Combined)



Income Bracket	Readers (k)	Reach (k)
< \$50,000	~250	~45
\$50,000 - \$74,999	~180	~55
\$75,000 - \$99,999	~130	~45
\$100,000 - \$149,999	~100	~40
\$150,000+	~80	~50

Source: Nielsen Scarborough Report, 2016 Release 2. NDM.

Customize with
videos, images
and more

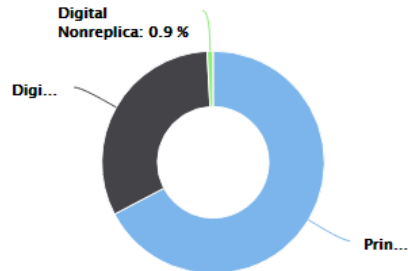


The Kansas City Star's reach

The Star was founded in 1880 by William Rockhill Nelson and Samuel Morss. It is the recipient of 8 Pulitzer Prizes. It is noted for influencing the career of President Harry Truman and also for employing Ernest Hemingway. The Kansas City Star was acquired by McClatchy in 2006.

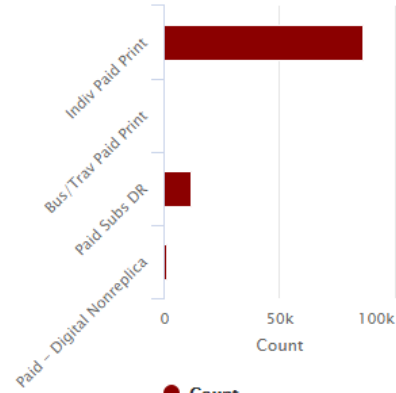
The Kansas City Star's reach covers the greater KC area. It is available seven days a week both in print and online (e-edition), and via an app. Read more here: <http://www.kansascity.com/customer-service/about-us/>

Total Circulation - Weekday



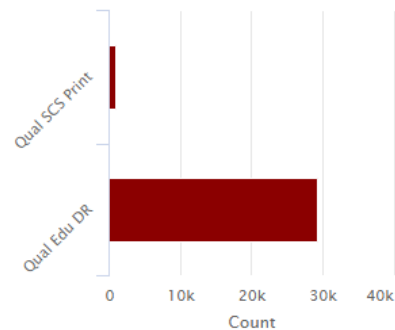
As of Date: March 31, 2017

Paid Circulation - Weekday




As of Date: March 31, 2017

Qualified Circulation - Weekday




As of Date: March 31, 2017

Show your portfolio of verified media channels

Kansas City Star 

Overview Audience Print Distribution **Affiliated Publications** Digital Learn More Consolidated Media Reports Library My Output




Kansas City Star-Ink Weekday Circulation: 9,219

Ink magazine and inkkc.com serve as Kansas City's premier lifestyle and entertainment publication and website for young professionals.

Integrates
seamlessly with
AAM-verified data

Kansas City Star
Alliance for Audited Media

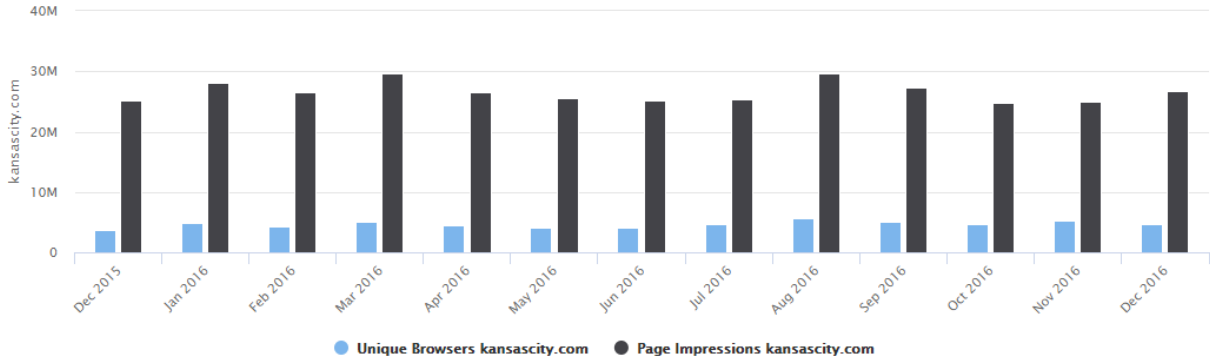
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kansascity.com

kansascity.com is Kansas City's leading news site for local and breaking news, sports, entertainment, business, weather and politics. The website is updated throughout the day. It features videos, photo galleries, blogs and polls.

Unique Browsers & Page Impressions



Source: Adobe Analytics

Unique Browsers & Page Impressions

	Unique Browsers kansascity.com	Page Impressions kansascity.com
Dec 2015	3,752,322	25,234,210
Jan 2016	4,796,573	28,086,925
Feb 2016	4,329,165	26,558,497

Shareable link
to view outside
of AAM

Kansas City Star

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Reports Library
My Output

How to contact us: starmediakc.com/connect/

or

David Boley, Advertising Fulfillment: dboley@kcstar.com

At the heart of the community we serve

We do more than cover stories that matter – our talented staff members work hard to be an essential part of the community. We created Ink magazine and inkkc.com to serve as Kansas City's premier lifestyle and entertainment publication and website for young professionals. Ink, along with The Star, is also the creator and producer of the [Middle of the Map](#) festival. The festival is dedicated to celebrating and cultivating the unique arts and creative culture of the Midwest, bringing together local and national talent.

We hold [KC Weddings Bridal Spectacular](#) twice a year.

With [Project Warmth](#), started by The Kansas City Star in 1982, we collect new and gently used coats and blankets as well as cash donations to help people in need during extremely cold weather.

Also - Focus, GastroClub, FirstBite?

Other publications

- Kansas City Spaces
- KC Weddings
- Lee's Summit Journal
- The Olathe News
- Ink Magazine
- The Phoenix
- Star Savings
- Sunday Spaces
- The Cass County Democrat Missouriian

McClatchy: Genuinely local, always relevant

The Kansas City Star is one of McClatchy's premier brands. McClatchy's markets span the nation, from California to Florida. Each market in the McClatchy family was selected for its strength and its potential. The communities we serve are growing, and we're proud to provide our readers and local businesses the tools they need to grow smarter, every day. For more information, please go to: mcclatchy.com/our-impact/markets

Add contact
information and
other unique
messaging



Show on any device with responsive design

What's Needed to Get Started with AAM Brand View?

- ✓ Logo
- ✓ Publication description (e.g. boilerplate)
- ✓ Link to media kit (optional)
- ✓ 3 promotional images for overview page
- ✓ 3 promotional images for audience page
- ✓ Additional images, descriptions for additional verified channels (web, social, etc)
- ✓ Collaborate with your marketing and sales teams to plan your profile

Email kevin.rehberg@auditedmedia.com with questions

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TOMORROW - AAM BRAND VIEW**



QUESTIONS?

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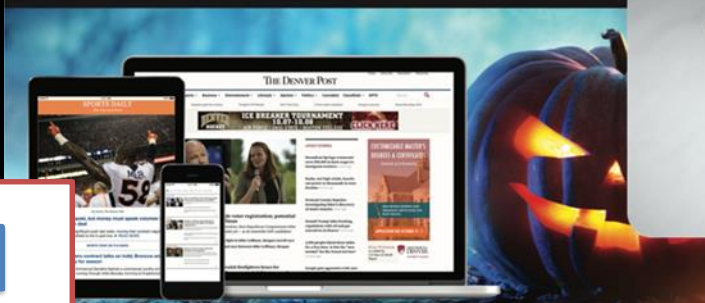
Monetizing with High Integrity Metrics –
Changes in AAM Reporting and What You
Need to Seize the Opportunity



Next Session in this Series:

AAM's Brand view: Preparing for Launch - July 22nd

Building Revenue and Growing Audience: Ideas That Work – 2017 !



Thursday June 22nd 2 PM
Registration Opens
Tomorrow!



*NMA's 2017 Summer Webinar Series :
Raising the Bar in Acquiring and Retaining Audience*

AUDIENCE DEVELOPMENT



**WHAT YOU NEED TO KNOW TODAY TO
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THANK YOU!

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