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Business-to-Business Media Selection

Much more than just a "dart board"

Most of us know the obvious criteria for selecting business-to-business publications...like choosing the publication that delivers the largest target audience for the dollars spent. But there are many other criteria that are also very important and that might suggest a consideration of other competitive magazines.

1. Delivery of qualified circulation

- are readers in the job functions that influence the purchase of our product?
- are they in the industries we sell to?
- is the circulation verifiable?
- do these readers request the publication?

2. Editorial content

- does it address our agenda?
- are articles staff-written or contributed?

3. Cost efficiency in reaching qualified audience

- cost per thousand qualified readers?
- volume-buying efficiencies?

4. Geographical reach

- how well does the publication reach all corners of a selling arena; i.e., counties, states, countries, continents?

5. Actual response to ads in that publication

- quantity?
- quality?

6. Measurement tools

- reader service number ("Bingo Card") response mechanism?
- inquiry follow-up study?
- ad readership study?
- brand awareness study?

7. Value-added program

- measurement tools?
- direct mail lists?
- market research?
- sales helps?

8. Service orientation

- sales representative?
- production people?
- bookkeeping people?
- editorial staff?

9. Editorial interest in the advertiser

- contributed articles?
- product and press releases?

10. Use by competitors

As you can see, the selection of business-to-business publications is more than just a "dart board" exercise. If business-to-business media serves your advertising needs, think about these criteria and their impact on your media selections.