

Five Tips to Effectively Market Your Brand Reach

The Kansas City Star shares how they're telling their big-picture brand story to advertisers.

News media brands face competitors of all shapes and sizes, complicated issues such as fake news and ad fraud, and challenges connecting with readers across print and digital channels. So how can publishers market and monetize their brands in today's complex and uncertain media landscape?

Sharpen your pitch and open new conversations with advertisers by giving them a holistic, verified view of your brand. To help give you some ideas on how to do this, here are five tips from The Kansas City Star, a McClatchy media brand and long-time client of the Alliance for Audited Media.

1. **Show advertisers your brand's extensive influence** by explaining how your media company connects with readers in your local community.

"Our main focus is getting the news and stories to readers, whether that be via our print or digital channels," said Bethany Turner, marketing and events manager at The Kansas City Star. "Advertisers like that we're providing readers with good content. Knowing that we're there for the community makes them feel good about advertising with us."

2. Highlight the different types of content delivered through your core and targeted print products that **nurture unique relationships with readers**.

"Our content is what drives us as a newspaper and a media company," Turner said. "We focus on more than hard news with products like [Ink Magazine](#) that cover lifestyle and entertainment issues. We believe it's important to show the community our different channels."

3. Share how you **keep your quality audiences informed and engaged** by posting up-to-date stories and images across your digital channels.

"We take advantage of our digital products as well, including our website and social media channels to distribute content," Turner said. "Ultimately, we want to tell advertisers about our many options and different demos so they can find the channel that fits their needs."

4. Pair your greater brand story with verified data to **show advertisers a complete picture of your audience** to earn their trust and win their business.

"It's all about our reach," added Turner. "If an advertiser is trying to reach millennials we'll tell them about Ink Magazine our millennial publication, which also has a daily newsletter and a strong social presence in the community. When an advertiser is looking to target an older demographic, we suggest print ads in The Kansas City Star, digital ads on [kansascity.com](#) or our affluent publication Kansas City Spaces Magazine. It really depends on who the advertiser is trying to reach. Our wide variety of products makes us unique as a media company."

5. But most importantly, be sure to give all of this information to your advertising partners in a way that's easy to understand and **connects them directly to your sales teams** to seal the deal.

"On the Learn More tab in our AAM Brand View profile, we included a link to our general contact page because we want to make sure that all requests are addressed and directed to the right person immediately," Smith said.

Flip the page to learn more about Brand View, AAM's colorful, responsive interface that helps you market your brand to local advertisers and be easily discovered by national media buyers. >>

Introducing AAM Brand View

"With Brand View we have the framework we need to tell our story to buyers," said Dan Schaub, corporate director of audience development at McClatchy. "Now when a buyer asks to know more about our video options or the reach of our digital readership, we can give them that picture in a way that's easy to understand. It's a tool that your sales teams can take to meet with local businesses. But most importantly, it gives added credibility to your sales pitch because it comes from an audited source."

The screenshot shows the 'Overview' tab of the Kansas City Star's AAM Brand View profile. It features the Kansas City Star logo and a brief description of the publication's reach and history. A 'Media Kit' button is visible on the right side of the page.

This screenshot displays the 'Audience' tab, titled 'The Kansas City Star readers'. It includes a map of the Kansas City area and a list of demographic statistics:

- Median age 37.3 years
- Median household income \$59,288
- Millennials 42.01%; Gen X 50.7%; Boomers 39.4%; 53.3%

This screenshot shows the 'Reports Library' tab, titled 'The Kansas City Star's reach'. It contains three charts:

- Total Circulation - Weekday:** A donut chart showing Digital Nonprint at 0.9% and Print at 99.1%.
- Paid Circulation - Weekday:** A bar chart showing counts for Paid Print, Non-Paid Print, and Total Paid Print.
- Qualified Circulation - Weekday:** A bar chart showing counts for Qual. Paid Print and Qual. Non-Paid Print.

All charts are dated as of March 31, 2017.



This screenshot displays the 'Reports Library' tab, titled 'Unique Browsers & Page Impressions'. It features a bar chart showing the number of unique browsers and page impressions for kansascity.com from December 2015 to December 2016. The Y-axis represents the count, ranging from 0 to 400.

Want an easy solution that gives you the framework to tell your big-picture story and earn trust with advertisers? Ask kevin.rehberg@auditedmedia.com how you can start gaining credibility and visibility for your company's channels with a free [AAM Brand View](#) profile.