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## From Print to Online

Internet based Marketing concepts and Possibilities  
for Magazines

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## Agenda

- Online market of Magazines
- Marketing Methods
- Survey

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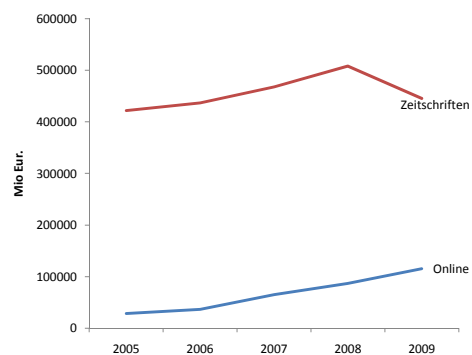


## Surveys

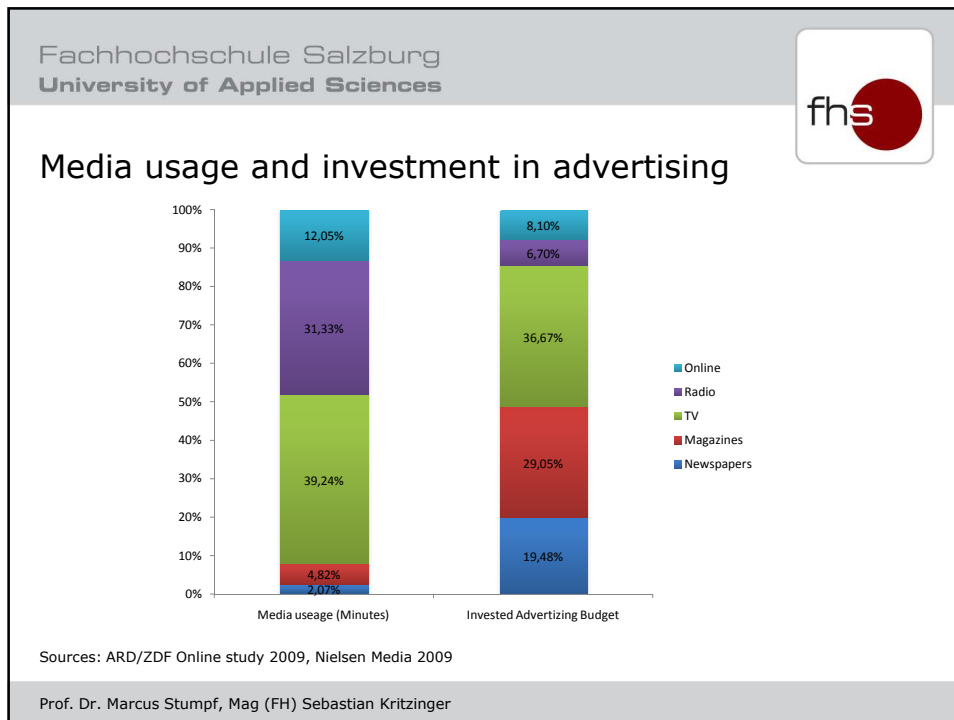
- 2003: Survey about media companies in the future (VDZ, BCG)
- 2008: Growth under new circumstances (BDZV)



## Online-Advertising Growth



Source: [www.at.focusmr.com](http://www.at.focusmr.com)



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### Conclusion

- 20%-40% of incomes are done with advertising and there is a big potential in the online market
- Increasing media usage of the Internet
- Increasing advertising investments in the Internet
- The usage of online advertising in contrast to the media usage has potential to increase


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## Marketing Practices

- Advertising
  - Banner-Ad



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## Marketing Practices

- Advertising
  - Banner-Ad
  - Video Ad



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## Marketing Practices

- Advertising
  - Banner-Ad
  - Video Ad
  - Search Engine Advertising

[Suche bei Amazon.de](#)  
Größte Auswahl an Büchern.  
Jetzt portofrei bestellen.  
[Amazon.de/buecher](#)

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## Marketing Practices

- Advertising
  - Banner-Ad
  - Video Ad
  - Search Engine Advertising
  - Affiliate Marketing




1) Kunden

2) Affiliates

3) Merchants

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## Marketing Practices


- Advertising
- Content
  - Paid Content
  - Content Syndication

THE WALL STREET JOURNAL.

Frankfurter Allgemeine  
**FAZ.NET**

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## Marketing Practices

- Werbung
- Content
- Services
  - Dating
  - Online shop for special-interest topics (e.g. chefkoch.de)
  - Licensing (e.g. Geo, Playboy)

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## Conclusion

- Many possibilities of online marketing
- New possibilities with online marketing for search engines
- Embed services in online marketing
- Usage of paid content, with the with the reduction to exclusive paid content



## Survey

- Tele-interviews based on a questionnaire
- Contacted: 31 persons
- Number of cases: ten persons
- Departments:

- Media research
- Marketing research
- Marketing

**DER SPIEGEL**

**TOMORROW  
FOCUS AG**




MEDIA GROUP




**axel springer**

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## Collaboration between print and online




| Response       | Percentage |
|----------------|------------|
| Ja, zum Teil   | 70%        |
| Ja vollständig | 20%        |
| Nein           | 10%        |

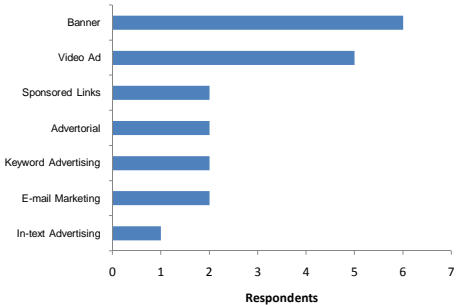
Different content creation for print and online

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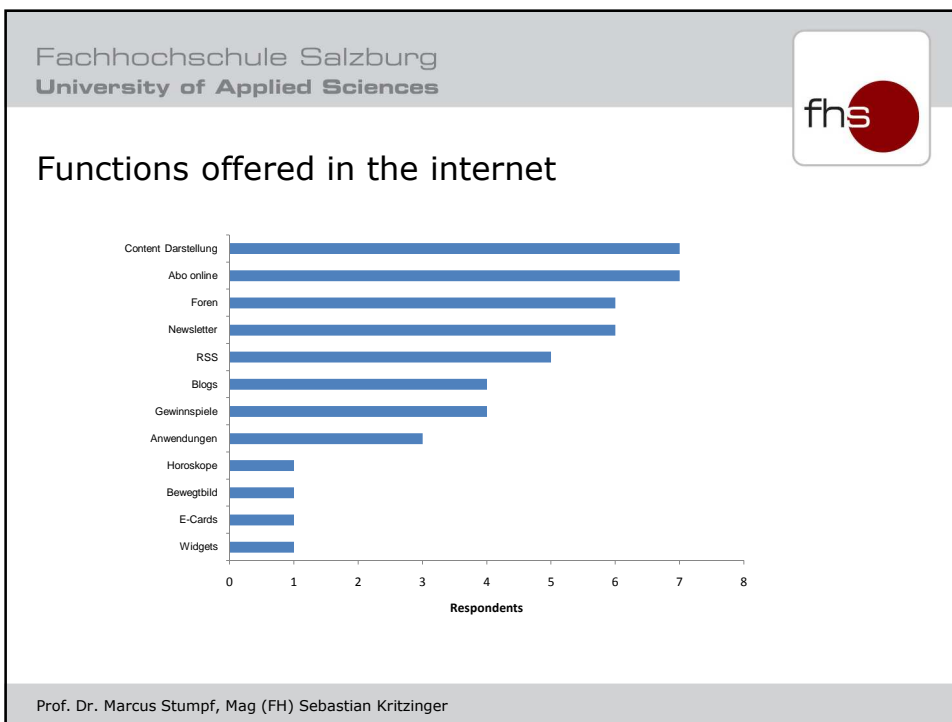
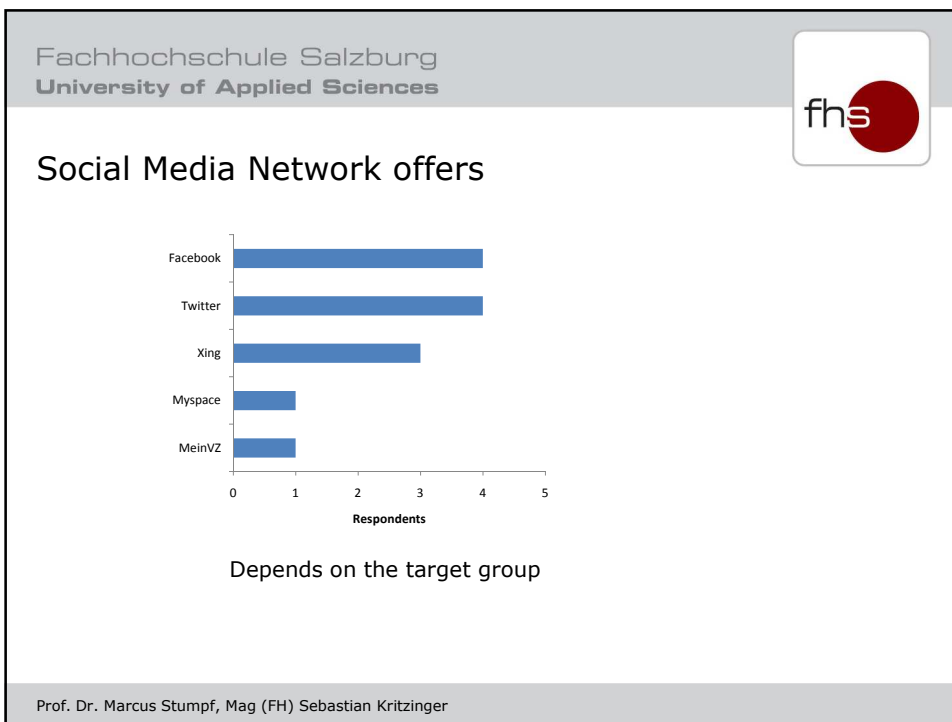
## Advertising services offered




| Advertising Service | Number of Respondents |
|---------------------|-----------------------|
| Banner              | 6                     |
| Video Ad            | 5                     |
| Sponsored Links     | 2                     |
| Advertorial         | 2                     |
| Keyword Advertising | 2                     |
| E-mail Marketing    | 2                     |
| In-text Advertising | 1                     |

Depends on the offer of special interest portals or sponsored subsites

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## Paid Content

- Implementation:
  - This year
  - Between two and five years
- How much paid content
  - Between five and 20 %

*"difficult question because the company strategy would be answered"*

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## Online investment

| Investment Range | Proportion |
|------------------|------------|
| 0%-20%           | 20%        |
| 20%-40%          | 30%        |
| 40%-60%          | 10%        |
| 80%-100%         | 10%        |

Proportion of investments invested in online marketing

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## Tendencies

- E-Papers (Kindle)
- iPhone
- Paid Content
- WebTV
- Social Networks



The image shows two electronic devices: an iPhone and a Kindle e-reader. The iPhone is shown in two orientations, one upright and one lying flat. The Kindle is being held by a hand, displaying text on its screen.

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## Conclusion

- Publishing companies invest in online but can do more
- Measure method of online advertising can be improved
- Market trends have to get observed and included in the portfolio (e.g.: Kindle, iPhone)

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## Summary

- Publishing companies increase their activities in online activities
- Paid Content will be an important part of media companies
- Tendencies of the market must be followed
- Increase of measuring methods for online advertising