

THE STATE | OF | MEDIA SALES

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Key Executives Mega-Conference
February 22, 2015



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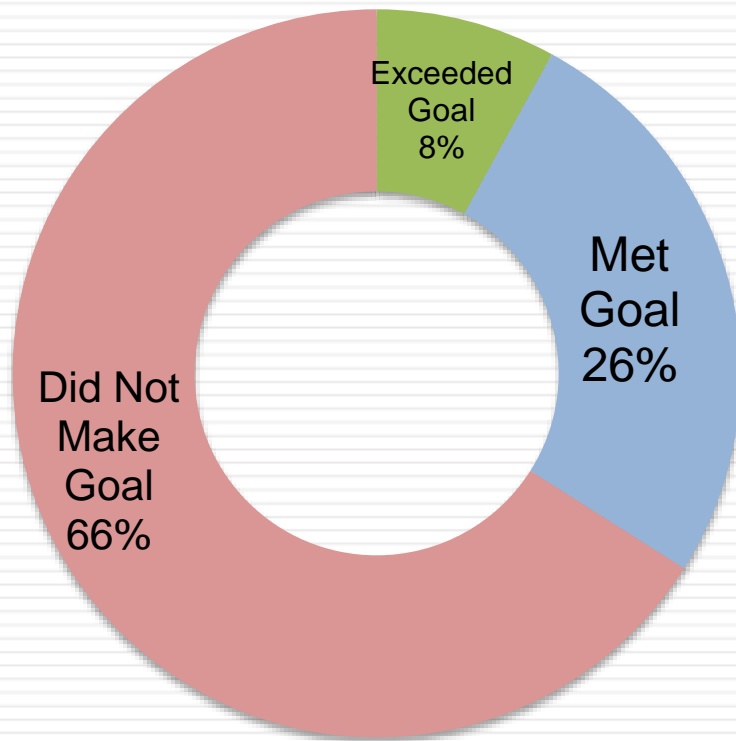
The State of Media Sales in 2015

- **6th annual study** conducted by the online publication *Media Sales Today*
- **305** Media Sales Managers and Executive Managers in the United States
- **December 18, 2014 - January 15, 2015**
- **Announcing the first 10 findings here today...**

What's Your Guess?

**What percentage of U.S.
newspapers surveyed **did not**
make goal in 2014?**

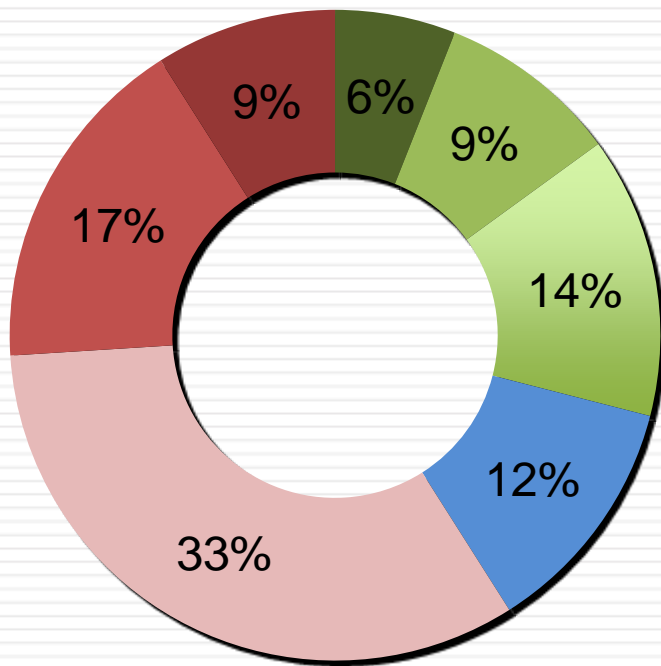
1. The Not-So-Good News



66% of U.S. newspaper managers surveyed did not make goal in 2014.

2. The Good News

41% of U.S. newspaper sales managers surveyed were either flat or had a revenue **increase in 2014 vs 2013.**



- Up 10+%
- Up 6-10%
- Up 1-5%
- Flat
- Down 1-5%
- Down 6-10%
- Down 10+%

What's Your Guess?

**What percentage of U.S.
newspaper revenue came from
digital (on average) in 2014?**

3. The Good News

Average percentage of U.S. newspaper revenue from digital

13%

2013

15%

2014

>20%

2015 Forecast

How do you compare?

4. More Good News

1 in 3

**says it's getting easier to sell
online/digital advertising.**

of U.S. newspaper sales/executive managers surveyed

5. The Not-So-Good News

43%

of U.S. newspaper sales/executive managers surveyed

**say it's getting harder to
compete with Google,
Facebook and pureplays.**

What's Your Guess?

How many hours (on average) do newspaper sales managers spend on reports or in internal meetings each week?

6. The Not-So-Good News

Average hours spent on reports and in internal meetings weekly

17:06

U.S. Newspaper Sales Managers Surveyed

They spend 9:39 helping reps plan and prioritize their sales efforts.

What's Your Guess?

**What is the average sales staff
turnover at U.S. newspapers?**

7. The Not-So-Good News

Average media sales staff turnover in 2014

30%

U.S. Newspapers

23%

Other U.S. Local Media

**Not just a newspaper problem,
but a bigger problem for newspapers.**

7. The Not-So-Good News

Media sales staffing concerns...

- **The #1 frustration of media sales managers is “lack of sales talent/competency.”**
- **77% say it has gotten harder to hire high quality salespeople in the past year.**
- **#1 method of new rep onboarding (by far) is “learn on the job.” (61% of media companies!)**

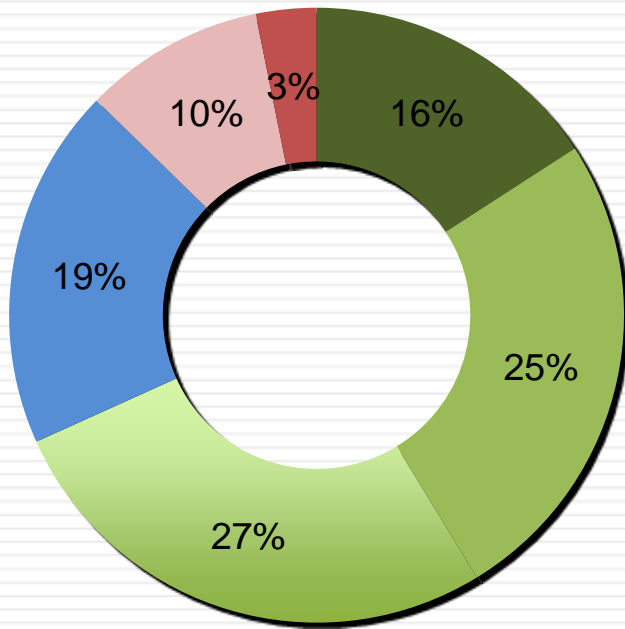
8. The Not-So-Good News

Nearly 1 in 3

**media sales reps say it has
“gotten harder to make money in
my current position.” (2014
study)**

9. The Good News

**2/3 of U.S.
newspaper sales
managers
surveyed expect a
revenue **increase**
in 2015!**



- Increase 10+%
- Increase 6-10%
- Increase 1-5%
- Flat
- Decline 1-5%
- Decline 6-10%

10. The Good News

Revenue gains are most likely to come from...

- **Small businesses (not major accounts)**
- **Healthcare (dentists, cosmetic surgery)**
- **Recruiting/Employment**
- **The return of real estate**
- **Native advertising/Advertorial**

What's Your Guess?

What percentage of U.S. newspaper managers say it's harder to overcome advertiser churn than it was a year ago?

10+1. The Sobering News

1 in 3

U.S. newspaper sales managers surveyed say it's harder to overcome advertiser churn than it was one year ago.

Today's 10 Takeaways

1. If you didn't make goal in 2014, **you're not alone.**
2. Newspapers can **still make money** in this marketplace.
3. **Digital revenue is increasing**, but not as fast as some managers and forecasters expect.
4. It IS getting **easier to sell** digital.

Today's 10 Takeaways

5. Google and Facebook are a **bigger concern** to many sales managers than other local media – and for good reason.
6. Spend less time in **meetings**, more time **coaching** and **on-boarding** new sales reps.
7. You win (and lose) with people. If you can't hire good reps, you have to **develop** them.

Today's 10 Takeaways

8. Focus on how you can make it possible for your **good** reps to **make more money**.
9. Most newspaper sales managers are expecting a **good 2015!**
10. Growth will come from **local-direct**, not majors.
- 10+1. Finding ways to **slow or reverse churn** is critical to revenue and profitability.

Free Whitepaper!

**Get more insights from
The State of Media Sales
2015 Whitepaper
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