

APRIL 17-19 | CHICAGO

**NICHE  
MEDIA**

CONFERENCE

## THE PROGRAM

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## THE MAGAZINE

**Call yourself a  
marketing advisor not  
a media salesperson**

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**Design is critical to  
delivering success  
after the sale**

PAGE 12

**3 DAYS  
24 SPEAKERS  
32 SESSIONS  
1 GREAT CITY**

# Turnkey Revenue Solutions



CRM+



Forums



Ad Server



Newsletters



App



Paywalls



Directories



Subscriptions



Events &  
Ticketing



Voting





# 2024 CHICAGO

WELCOME TO NICHE MEDIA CONFERENCE 2024

## Max your Niche time!



**Ryan Dohrn**, Owner  
Niche Media Events  
& Brain Swell Media

### WE ARE THRILLED TO SEE YOU IN THE "WINDY CITY"!

The next three days are packed with information, resources, and networking opportunities. Here are a few tips to max your Niche time:

- Kick off with us Wednesday at 1:00 p.m. for Niche intro, cash cube giveaways, and a secret Chicago celebrity!
- More Niche fun on Wednesday, 4:30-6:00 p.m., at Speed Publishing – fastest way to make new connections over a cocktail!
- Sit with strangers at meals or during networking – you could find your next biz partner or new idea!
- Take advantage of the amazing Sponsors on-site. They get niche media and have the tools to grow your revenue this year!
- Let your team know you're busy learning. Limit work messages and focus on YOU for the best Niche experience and takeaways.
- Plan your day with the detailed agenda (Pages 35-39).
- Need help? Stop by the Registration Desk between 8:00 a.m.-4:00 p.m. (Outside the main ballroom!)

Thank you for meeting us in Chicago this year. We are grateful for your support, and look forward to saying hello!

*Ryan & Team Niche*

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### NICHE MEDIA CONFERENCE 2024

#### Owner

Ryan Dohrn

#### CFO

André Dohrn

#### Marketing Director

Kristi Dougherty

Reach Consultancy

#### Program Coordinator

Nancy O'Brien

AIN International

#### Administration

Cristyl Escriber

032 Outsourcing

#### Production Design

Bill Ostendorf

Lisa Newby

Creative Circle Media Solutions

#### Photography/Video

Gabriel Dohrn & Andra Dohrn

Denver Film Company

#### On Site Operations

Zach O'Brien, Active Norcal

Brain Swell Media:

Brandon Dohrn

Melissa Dohrn

Brian Yarolem

#### Printer

Publication Printers

Find us online at: [NicheMediaEvents.com](http://NicheMediaEvents.com)

Sponsorship information: [Ryan@NicheMediaEvents.com](mailto:Ryan@NicheMediaEvents.com)

#### Niche Media Events

PO Box 404, Jackson, SC 29831, United States

ON THE COVER: Chicago skyline / iStock



### **Christine Shaw**

CEO/President, Naylor Association Solutions

### **History Repeats: Lessons from 24 Years in Media**

**THURSDAY, APRIL 18 | 9:15-9:45 a.m.**

*Christine Shaw began her career at Pennwell Publishing in 2000, and has held media leader positions since then with Future, InvestmentNews, and Farm Journal. She also hosted a weekly podcast series, Her Success Matters, focused on diversity, equity and inclusion with CEOs, industry leaders, and influencers. Christine is recognized for her expertise in turnaround strategy, business transformations, and C-suite leadership, driving organizational success through coaching and development initiatives. She is also a board-experienced executive with a data-driven and results-focused mindset, blending high empathy and curiosity to inspire teams and foster innovation. Christine holds certifications in Data Monetization and Executive Leadership from MIT Sloan School of Management.*



### **Andrew Davis**

Marketing Icon, Author & Professional Keynote Speaker

### **Artificial Influence: Unleashing the Magic of AI for Niche Publishers**

**THURSDAY, APRIL 18 | 1:00-1:45 P.M.**

### **Driving Customer Loyalty Through the Roof: The Loyalty Loop**

**THURSDAY, APRIL 18 | 3:30-4:30 p.m.**

*Andrew Davis is a bestselling author and keynote speaker. Before building and selling a thriving digital marketing agency, Andrew produced for NBC and worked for The Muppets. He's appeared in the New York Times and on the Today Show. He's crafted documentary films and award-winning content for tiny start-ups and Fortune 500 brands. Today, Andrew Davis teaches business leaders how to grow their businesses, transform their cities, and leave their legacy.*



## Audarshia Townsend

Content Director, Food & Beverage Insider

### Loving Life, One Media Moment at a Time

**FRIDAY, APRIL 19 | 9:15-10:00 a.m.**

*A lifelong Chicagoan, Audarshia Townsend is a veteran food and beverage journalist who serves as the content director for the Food & Beverage Insider brand. Her experience as a visionary editor and writer spans 30 years, with an emphasis in print and digital magazines. Her professional passion is to champion and amplify underserved business communities. She also appears regularly on local and national media outlets to discuss food and beverage trends, and is often called to serve as a judge for prestigious food, beverage and restaurant awards.*



## Ryan Dohrn

Owner, Niche Media Events, Brain Swell Media

### Unlocking the Growth Code: The top 10 secrets of BIG thinkers

**FRIDAY, APRIL 19 | 12:30-1:00 p.m.**

*Ryan Dohrn is the owner of Niche Media Events and the founder of media sales training firm Brain Swell Media. He has trained over 30,000 ad sales reps in 7 countries. Ryan sells media every day and has been a part of over half a BILLION dollars in media sales. He is a graduate of the Cornell Executive Leadership Program and his 30-year media sales and marketing career includes leadership roles at Disney/ABC TV, Sinclair Broadcasting and The NYTimes Company. He is an Emmy Award winner, multiple business book author and has been featured in USA Today and on Forbes.com. Ryan currently works monthly with over 50 media companies and their related sales and management teams.*

# 25 action-packed breakouts

## WEDNESDAY KICKOFF WORKSHOPS

### Audience Development and Marketing Super Session

Back by popular demand, and updated for 2024! Bring your social media, audience growth, and marketing questions and challenges! We'll spend the afternoon talking about efficient social media posting, new social channel stats and tactics, content sourcing and creation, quick hacks to save time (especially if you are NOT a graphic designer), how to drive audience engagement and conversion using marketing funnels, and more.

Led by Zach O'Brien of Active Norcal and media audience experts ready to share their tips!

### Media Sales Training Academy: Niche Media Sales Certification

Masterclass with Ryan Dohrn

For all media sales markets: Selling Value when Advertisers are Focused on Price; Proposal Secrets, Tips & Tricks; Hosting Shorter Advertiser Meetings that Close 40% Faster. Plus quick tactics presented by ad sales experts from SRDS. Bring your media sales questions and challenges to this fast-paced training!

Hosted by: MediaOS

### Consumer Publishers Roundtable

For consumer/hobbyist/city & regional publishers only! Bring your niche-specific questions, brainstorming, and venting to this "open mic" afternoon with your peers. Talk sales teams, staff hiring, remote work, print costs, digital tools, overhead, new revenue, inflation concerns, shifting readership, and more. Excellent way to get the ideas flowing and make peer connections to keep chatting with for the rest of the week.

Moderated by Mike Dragosavich, President/CEO of Spotlight Media.

### B2B Publishers Roundtable

For business audience publishers only! Bring your niche-specific questions, brainstorming, and venting to this "open mic" afternoon with your peers. Talk sales teams, staff hiring, remote work, print costs, digital tools, overhead, new revenue, market shifts, financing, events and more. Excellent way to get the ideas flowing and make peer connections to keep chatting with for the rest of the week.

Moderated by Chris Messer, Vice President & Group Publisher, Endeavor Business Media

### Editorial and Design Roundtable

New to the Niche Media Conference is an editorial and design focus. Based on your feedback we are inviting Editors, Designers, and their related staff to discuss and strategize around issues ranging from paying freelancers, copyright issues, custom content creation, finding graphics talent, outsourcing, writing amazing headlines, writing for Google/SEO, media kits, what great design means to revenue, balancing workloads, how to do more with less staff, and so much more.

Moderated by Bill Ostendorf, Owner of Creative Circle Media Solutions

## PUBLISHER STRATEGY TRACK

Hosted by: Publication Printers

### Google: Publisher's Friend, or Enemy #1?

Eric Shanfelt, Founding Partner, Nearview Media

Google has a growing presence in the publishing industry not only through technologies like Google Ad Manager, Google Analytics and Google Tag Manager, but through initiatives like Google News Initiative (GNI) and the funding it provides to publishers. Eric will walk through evaluating publisher reliance on Google services, and how to differentiate your brands by offering unique products and partnerships that Google's platforms can't replicate.

### Unlocking the Black Box of Magazine Distribution Revenue

Jeffrey Williams, CEO, Magazine Publisher Services

There is big money in larger scale magazine distribution, but most Publishers don't know how to harness the power within this revenue model. Distribution expert Jeffrey Williams will unlock the secrets and answer all your questions related to this often untapped piece of revenue for consumer and B2B media companies.

### Hiring Secrets of a Superstar Media Employment Recruiter

Robert Hawthorne, President, Hawthorne Executive Search

We all know how hard it is to find great talent for our teams. Veteran recruiter Robert Hawthorne will share the latest trends related to the hiring process. This will be a media company specific conversation that will allow you to map your human capital strategies going forward.

### The Great Media Kit Makeover

Jim Nissen, President & Creative Director, Command+Shift+Option

Will your company's media kit be featured? Most publishers put a ton of work into their media kits, only to find out they are confusing to buyers AND to the sales team! This fast-paced, interactive session will look at a real publishing media kit for a real-time, constructive makeover to "make it rain". Take notes for your media kit or bring a copy to show off and ask questions about — it can only get better! Additional tips include how marketing and sales can work together to create a useful, sales-closing media kit together, how to present print, digital and blended options, and more.

## SALES TRAINING TRACK

Hosted by: MediaOS

### Increasing Your Sales Credibility to Drive Your Sales SKY HIGH!

C. Lee Smith, CEO, SalesFuel

Only 1 in 4 U.S. adults views salespeople as credible in what they say and do [The American State of Credibility, 2020]. This means most salespeople start new business relationships from a position of weakness. Based on his 30+ years of research and proven success, Global Sales Credibility Authority C. Lee Smith will show you how to multiply your sales opportunities by attracting the high-value clients you want most, accelerating trust-building, and earning repeat business.

**BONUS:** First 50 attendees to the session will receive a copy of C. Lee Smith's Amazon bestseller SalesCred®: How Buyers Qualify Sellers

### Top Secret Tactics to Book Meetings with Decision Makers

Nancy O'Brien, Senior Director of Industry Affairs and Events, AIN Media Group

Multi-million dollar ad sales veteran Nancy O'Brien will dig deep and explore what you need to do to book more meetings using research, deep client knowledge, and other often untapped information. If you're looking to grow your Sales business, this is a session you don't want to miss!

### 5 Steps to Increasing Your Digital Sales & Closing Ratios

Shannon Kinney, Founder & Client Success Officer, Dream Local Digital and Board

## Member, Local Media Association

How can you differentiate your digital services from the competition and stand above the crowd? How can reps with varying levels of digital knowledge sell with confidence? Shannon Kinney will explain how to arm your sales team, understand how to bundle print and digital solutions together to serve your clients, how to generate leads, and ways to promote successful solutions.

## Multi-Million Dollar Media Reps Tell ALL!

Nancy O'Brien, Senior Director of Industry Affairs and Events, AIN Media Group, hosts an all-star panel of multi-million dollar media reps Barb Montagano – Chicago Style Weddings, Paul Hoefer – Fargo Monthly, and Zach O'Brien-ActiveNorcal. These four top media sellers will share their top three inside secrets to selling millions. Plus, they will answer your burning questions LIVE! This is one sales session you will not want to miss.

## AUDIENCE GROWTH TRACK

Hosted by: **Baxter Research Center**

### The GREAT Research Debate & Interactive Roundtable Discussion

Rick Schumacher, CEO Baxter Research Center, and Paul Sammon, VP of Media at MRI – Simmons

Ready to level up? Learn what other media companies, large and small, are doing to grow their audiences and revenue using top-shelf research. Industry icons Baxter Research and MRI-Simmons will show case studies and examples of what you need to do to leverage data to grow your media business's most valuable asset — your audience!

### The Top 5 Ways to Boost Audience Engagement and Subscriptions

Thomas Cousins, former VP at RR Donnelley, now with Kodi Collective

Learn the top strategies for transforming audience engagement and subscription numbers. Perfect for content creators, marketers, and publishers seeking immediate impact.

### The Post-AI Playbook for Publishers: 5 Moves for Remaining Relevant in an AI-Powered World

Kate Hand, VP, Operations, Gardner Business Media

As Google's Search Generative Experience torches the terms of its long-standing but informal deal with publishers (you make content; we send traffic; everyone sells ads) — how do we, as media

professionals, learn to work with and not against the inevitability of AI? Kate will delve into the evolution of Google that brings us to today, and shed light on why niche publishers are strongly positioned for the future.

## The Audience Development Funnel

Eric Shanfelt, Founding Partner, Nearview Media

Struggling with web traffic, email subscriptions, social media followers, or building your paid / controlled circulation? In this session, Eric will show you the audience development funnel ... a methodical approach to building your publication's audience at all levels. You will learn the best tactics for each stage of the audience development funnel and what pitfalls to look out for. You'll also learn what aspects of audience development are a waste of time and money.

## TECH TALKS TRACK

Hosted by: **032 Outsourcing**

### New & Emerging Technology Tools & Tactics for Revenue (Not a Sales Pitch!)

Meet the new technology and partners that can drive your revenue up! Save time by attending this "all in one" track for case studies, product overviews, and lots of Q&A with some of the top digital service providers in the media industry.

**The Magazine Manager:** Supercharging Your Sales Efforts Using AI.

**Expotrac:** Ramp up your events with super fast registration check-in and badges, on-demand and on-location.

**Parameter:1:** From lead gen to content management, see how this new tech can streamline your media operations.

**Rasa.io:** Keep your readers coming back for more with AI based highly customized content. See this new tool in action!

**OMEDA:** Delivering an Audience-First Publishing Model.

**WoodWing:** Streamline Your Production — New Tools & Ideas Used by Successful Media Companies.

**AdOrbit:** Finding hidden gems of revenue in your CRM.

**Quintype:** Using AI to create, distribute and monetize your content.

**AdCellerant:** Pre- and Post-Sale Tools to Sell and Retain More Digital Ad Dollars.

## DIGITAL STRATEGY TRACK

Hosted by: **January Spring**

### Turnkey Revenue Generation – Chicken Soup for the Exhausted Publisher

Chris Johnson, Publisher, Frisco Style

## Magazine and Publishing strategist at MediaOS.

The Publishing Industry isn't for the faint of heart. Print costs, hiring, content struggles, creative design, and a litany of challenges plague the publisher's everyday life. How does it get better? How do we achieve real traction, progress, and success? Turnkey Revenue Generation. Join Chris Johnson, owner of Frisco Style and Director of Publishing Strategy for MediaOS, for an entertaining and frank discussion about how technology can be the light at the end of the tunnel – or the oncoming train for those who aren't prepared.

## 5 Steps to Turn Great Digital Ideas into Money Makers

Kenny Katzgrau, Publisher, RedBankGreen.com

Digital media kits, ad products, new websites, audience engagement and revenue — you might have great digital ideas but you're unsure on executing and costs. Kenny shares his personal system of turning ideas into advertising and content products that any publisher can use, with real-world examples.

## Taking Your Media Website to the Next Level

Stephanie Carey, Former Publisher of The KC Pitch and currently Sales Director at BLOX Digital

Strategies, tips, and proven ideas to improve the usability and revenue model of your magazine website. See ideas from 30+ media websites that are bringing in big traffic and even bigger revenue!

## Increase Digital Profit Margins: Top 3 Trends that will Make or Break Your Digital Growth

Shannon Kinney, Founder & Client Success Officer, Dream Local Digital and Board Member, Local Media Association

Get ready to tackle the three main areas that you need to accelerate your digital business! Shannon will cover how to expand your revenue and market share growth beyond your own website and email list. Whether you have a mature digital business that you'd like to increase, or you're starting from scratch, this session will give you insights you can take back and implement immediately!

**SEE COMPLETE SCHEDULE, PAGES 35-39**

# 3 keys to make your next sales call a success



**Ryan Dohrn**  
Owner Niche Media  
Events & Brain  
Swell Media

In my media sales training sessions, a recurring question emerges: “How do you manage to achieve substantial sales while juggling numerous commitments such as speaking engagements, running conferences, and maintaining a marriage of 29 years with someone while overseeing multiple businesses?”

The answer, I believe, lies in becoming a time management ninja and also having a comprehensive “3D sales strategy” — three dimensions crucial for my success in the dynamic world of advertising sales. The first dimension involves effective prospecting, the second revolves around conducting impactful meetings with advertising prospects, and the third focuses on closing the deal with style and ease.

Before delving into the intricacies of my strategy, let me clarify a common misconception. I'm not inherently super-organized or strategically wired in my approach to media sales and ad sales training. Quite the contrary, I've found success by embracing simplicity and relying on the power of three. Three words in email subject lines, three sentences maximum in email bodies, three pricing proposals on each advertising sales calls, and follow-ups every third business day. It's a rhythm that keeps me focused and organized without overwhelming complexity.

Now, let's explore these insights further — three simple tweaks designed for individuals like you to incorporate into your advertising sales call strategy, enhancing business success.

**TWEAK #1: Identify Your Prospect's Unique Advertising Business Problem:** When you enter

meetings with the goal of securing lifelong customers in advertising sales, start by engaging your prospect in a conversation about their most pressing business problems related to advertising. Dive deep to uncover the scale and duration of the advertising issue, seeking to understand the steps they've taken to address it. This approach positions you as the solution provider and an advisor, aiming to alleviate their advertising pain and create a lasting impact.

Understanding the unique challenges your advertising prospects face is pivotal. Imagine asking them, “If I could wave a magic wand and eliminate one of the pain points your business has right now, what would that be? How could I be the biggest help to you?” This not only unveils their pain points but also positions you as the potential remedy, aligning your marketing products or services with their needs.

**TWEAK #2: Move from Seller to Advisor:** Building on the first tweak, the next step involves identifying the duration of your prospect's major pain points related to advertising or their business. How long has this issue persisted? Delve into the timeline, understanding the journey your prospect has taken in attempting to mitigate the advertising or business

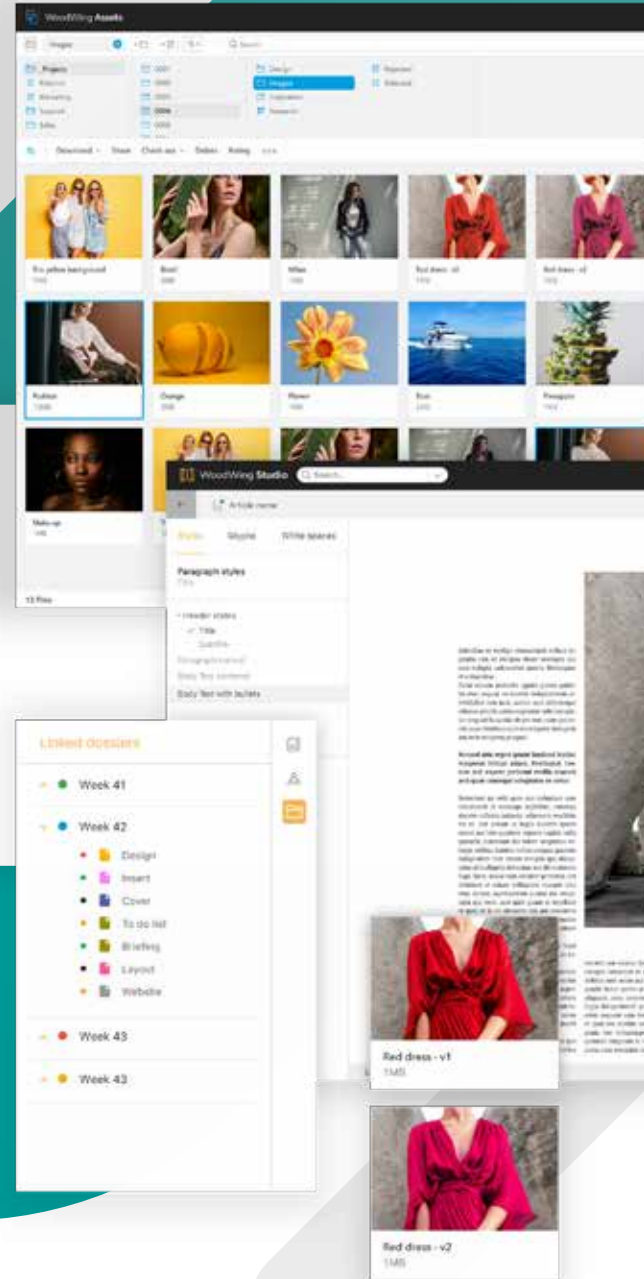
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WoodWing

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www.woodwing.com



## DOHRN: 3 Keys

*Continued from Page 8*

problem. What actions have they undertaken, and how effective have these measures been? This step provides valuable insights into their experience and sets the stage for you to move from being a seller to being an advisor. Salespeople sell stuff. Advisors get paid to recommend solutions.

Understanding the duration of your prospect's advertising problem is akin to understanding the context of their struggle. Have they been grappling with this challenge for a month, a year, or even longer? This information equips you to tailor your approach, recommending marketing solutions that not only address their current needs but also consider the longevity of their pain points. This is where you move into full time advisor role. Meaning you don't sell... you tell about your recommendations to relieve their pain. In addition, this is time of the sales call where you will also share the successes other advertisers have had with your media company. Stay ethical in what you share. Focus on longevity with your media brand rather than results of a specific campaign. Now, if you have case studies to share, do it. But, you do not need specific campaign data to share that an advertising client loves working with you and your company.

### **TWEAK #3: Make Closing the Sale Easy for You and the Advertiser:**

The third aspect of the 3D advertising sales strategy is psychological. After you have recommended marketing solutions based on the success of other advertisers, then it is time to close the sale. I like to use the 1-10 closing technique. You say, "On a scale of 1-10, where one means you are really not interested and 10, where you are ready to cut me a check, where are you?" Prompt your advertising prospects to admit where they are at with you and the sale. If they say five, then you answer their questions and try and get them to an eight or nine on the scale. If they are a four, answer their questions and try and get them to be a six or seven. This admission sets the stage for a winning scenario, especially if your advertising product or service aligns seamlessly with their needs and they just need a gentle nudge. In addition, this last tweak helps you as it is a natural way to close out a meeting.

During this last tweak, encourage your advertising prospects to voice their challenges aloud. Have them admit that this has been a problem for an extended period, and they've explored various avenues, but the issue still lingers. This admission not only reinforces the severity of their need but also positions you as the agent of change, the individual or entity capable of making a significant difference in their advertising and business endeavors.

Concluding each of these points, emphasize the necessity of having a systematic plan for every advertising sales call, advocating for a structured approach. Whether it's identifying

the customer's advertising problem, determining its duration, or assessing previous attempts at resolution, every advertising sales meeting should follow a similar plan. Adapt to the unique qualities of each advertising client, remembering the importance of flexibility within the overall strategy.

In media sales training, a common observation is the absence of a systematic approach on sales calls. Recognizing the need for a roadmap in advertising sales, understanding the significance of following

this 3D process is paramount. The objective is clear: build deeper relationships with advertising customers, providing actionable insights for immediate implementation.

Advertising sales is a challenging field. With these simple tweaks, I firmly believe you can utilize the 3D advertising sales strategy to not only achieve greater sales success but also identify repeatable patterns and position yourself as a problem solver AKA "advisor" in the ever-evolving landscape of advertising sales.

Never forget, if sales was easy, everyone would be doing it. They are not. You are a part of the chosen few selling and looking to impact the business of your clients for years to come.

*Ryan Dohrn has trained over 30,000 salespeople and works monthly with over 200 media sellers. Plus, he still sells media every day too. Learn more online at <http://360AdSales.com>*

*#MediaSales #AdSales #SalesTraining #MediaSalesTraining #AdvertisingSales #3DSalesStrategy #SalesTactics #SalesSuccess #BusinessStrategy #SEOKeywords #SalesBlog #AdvertisingTips*



**Three is an important number in nature, life and sales.**

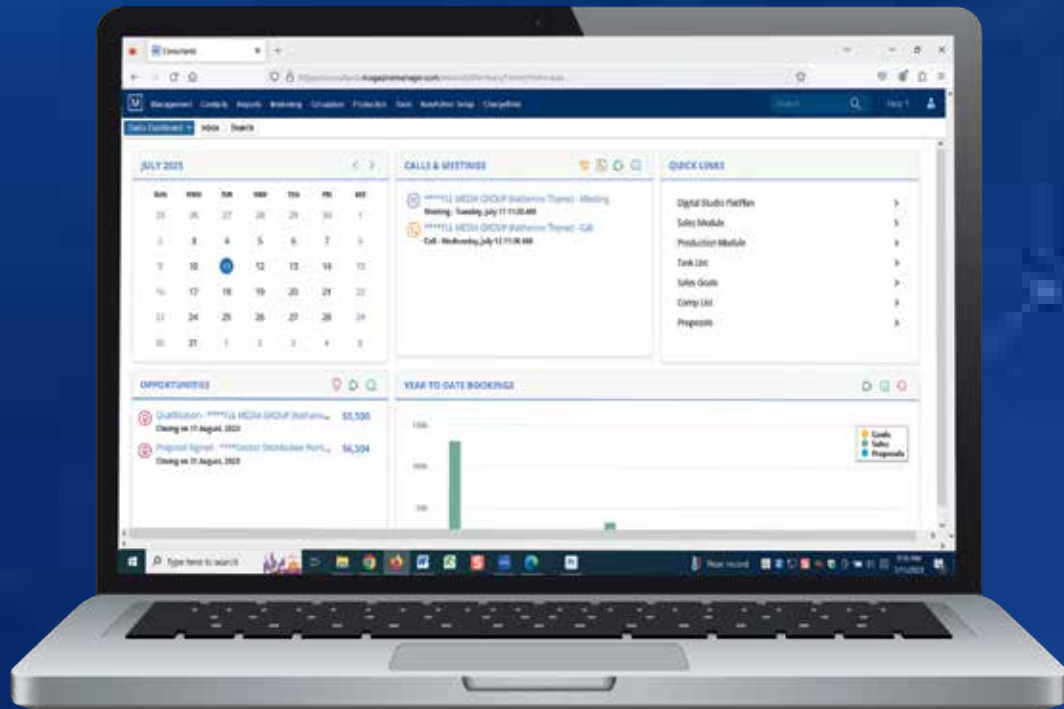


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# Are you delivering after the sale?



**Bill Ostendorf**  
President &  
founder, Creative  
Circle Media  
Solutions

It's great to close a sale, but that's not what we're here for. We don't sell ads or space or campaigns or impressions. We sell results.

And that means whatever you are selling has to deliver. It has to move the needle, raise awareness, sell product or drive traffic.

But pick up just about any magazine or go to any niche web site, and it's pretty likely you can find a lot of advertising and marketing that just plain fails.

Pay attention publishers, because bad advertising puts you in failure mode. If the things we sell don't deliver, too many of our sales will be one-offs. Short-term clients. And it's just too expensive to keep having to sell to new prospects. Churn stinks. No publisher thrives if they aren't growing their ad base.

It's time to upgrade the resources we apply to the actual design and messaging of the advertising and marketing we sell. Too often, advertising is sold by one team and designed and built by another. Few publishers invest money or talent in that second team. And communication from the client to sales reps and eventually to design/production teams is often terrible, sometimes limited to bad forms and few productive discussions.

Worse, many publishers have turned to cheap templates and overseas ad production to cut ad production costs.

There are really only three things publishers have to be really good at, and one of them is producing effective, high-quality advertising. If you don't do that job well, you are dead.

Here are seven ways to up your game:

- 1. Advertising and marketing has to be about the reader, not the advertiser.** Whenever you hear "But that's what the advertiser wanted!" you know you have a problem. YOU need to be the expert about what works in advertising, not your client. You can't let clients drive the train. You'd better be creating messaging that is better than anything they can even imagine. That's your job.
  - 2. Learn how to talk to advertisers.** The key is being curious and truly caring about helping them grow. What are their goals? What are they afraid of? What do they sell a lot of? What do they wish they could sell more of? What are their most profitable products or services? Who do they sell to? Who do they compete with? Why are they better? What's the most common complaint about them? You can't help an advertiser until you know their business. If you know about them, the messaging solution typically becomes clear.
  - 3. Understand the basics and pound away at them.** More than 100 years of ad research can't be avoided. Bigger is better. Size drives readership so avoid tiny ad sizes, especially online. Color dramatically increases readership and brand awareness. Strong visuals and headlines. Relevance to the buyer. Those are five of the six things that drive advertising readership. What's the sixth? You never use it. It's white space. To succeed, you've got
- Continues on Page 14*

# Where Media Decisions are Made<sup>®</sup>

SRDS collects data about advertising opportunities across the entire spectrum of media. We then standardize all that data to help agencies and marketers quickly connect with the best media for their plans and campaigns.

## Why SRDS?

- SRDS.com is the industry standard platform for media planning and buying, offering trusted data for informed decisions.
- Be found and considered by thousands of agencies and other channels.
- Tell your story and increase your brand awareness and expand your reach.
- Stand out from the competition with higher rankings and better visibility.
- Utilize display and targeted ads boosting visibility to highlight your unique value proposition.
- Part of Adwanted Group: Integrated into the Adwanted Group, SRDS.com leverages a broad network to serve advertisers, agencies, and publishers effectively.



### Research and Analysis:

At SRDS, we know a thing or two about media buyers and planners. Having conducted a study to get a better understanding, we are excited to share what we've learned.



### LET'S CONNECT!

Michael Forgash  
michael.forgash@adwanted.com

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### AMIZETTE

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Adorable cabin on the Rio Haondo in Amizette. 2 bedroom, 1 bath, 2nd bedroom is a loft. Cozy and cute with deck overlooking the river and set back from the road to provide plenty of privacy. Lots of animal commodes, no opportunities abound. In the meantime, enjoy this cute little ski cabin and the unmatched ambience life on the river. MLS # 9999 \$349,000

### DES MONTES

**A wood lover's paradise!**  
LEED Platinum-Certified on Des. Montes Rima Road, stunningly beautiful handcrafted super energy efficient home of 2300 sq. ft. in a 2 bedroom, 2 full bath with office or potential 3rd bedroom. Open floor plan with magnificent views and privacy features. MLS # 2121308 \$750,000

### ARROYO SECO

**A gardener's dream!**  
In view of the Sangre de Cristo Mountains, just outside the Village of Arroyo Seco and opposite Taos Pueblo gardens, this exceptional contemporary Adobe/Rustic 3 bedroom, 3 bath home. An apple orchard, mature trees and several gardens. Walking distance to Village. MLS # 201340 \$545,000

### TAOS

**Historic, flexible income option**  
A Taos classic, the "Hobby Horse Ranch", originally built in the 1930's by Taos artist and cowboy friend Paul Hutton. Historically used as horse ranch, now reconfigured and remodeled as an Adobe compound of 4 contiguous units. MLS # 101865 \$475,000

### TAOS SKI VALLEY

**Live the skier's life!**  
River frontage location on private Upper Twining Road with ski in and ski out access. Charming remodeled A-frame with sleeping loft. Cozy and cute and ready to rock. Open floor plan with kitchen living and dining areas. MLS # 101866 \$445,000

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Many of the ads in most publications are terrible. They don't sell. And that leads to poor retention and lost revenue.

You can't just sell space. You have to create ads that sell. That means making it about the reader.

## OSTENDORF: After the sale

Continued from Page 12

to be good at using all these elements. Want to know how far you need to go? Just flip through your book and see if you can find five ads that use white space effectively.

**4. Spend a LOT more time on the headline and the lead image.** Top ad agencies spend 90% of their time on the headline and image. How about you? Right. So change that. These two elements can't just be okay. They have to be excellent. Try coming up with 20 headlines for every ad before you choose one. And five images. And make them truly different. It's not that hard. And it's one of the best ways to start creating dramatically better ads.

**5. Stop being cheap!** Quality isn't cheap, and this is an essential part of your long-term success. Ditch the clip art. Find a good local photographer. Invest in better talent, more training and more time to do this work well.

**6. Get rid of silos.** Wherever I go, I see sales reps and design/production teams working separately. Communication is often poor and often these teams even resent each other. Bring these people together to talk about advertisers, ads, headlines and how to do this better. Do it every week. Buy

lunch. Put three ads on the wall and brainstorm how to make them better. It will be an hour well spent. Once you get this down, you can start bringing in advertisers. Having your client watch and join your team in brainstorming how to make their ads more effective is a beautiful thing to see.

**7. Provide multiple solutions.** I see publishers run the same ad over and over again. Long term, you might as well kiss that advertiser goodbye. Ads have to change regularly. Advertisers have more than one message or target audience. Whenever you present to a client, you should be showing them three appropriate, effective solutions. Then you can run them all. Rotate them. Now, you've got a campaign and you've just done this better than anyone they've worked with before. That's how you build relationships.

The good news is that you can do this. It's not brain surgery. We know exactly what works. We just have to remember, after we close that sale, that we've got to be great at delivering messaging that works.

*Bill Ostendorf is president and founder of Creative Circle Media Solutions, which has provided top-level design, training, consulting, outsourcing and software services to thousands of publishers. He has led the redesign of more than 750 print publications and has led thousands of workshops on three continents.*



# YOUR NICHE MAGAZINE. OUR END-TO-END SERVICE. A PERFECT FIT.

Your special interest publication deserves a highly specialized print partner. You need look no further than Sheridan. We have been producing high quality publications for generations, and our devotion to production excellence and serving our customers *to the utmost* has only grown over the years.

**We are well known and respected in the industry for a reason.**

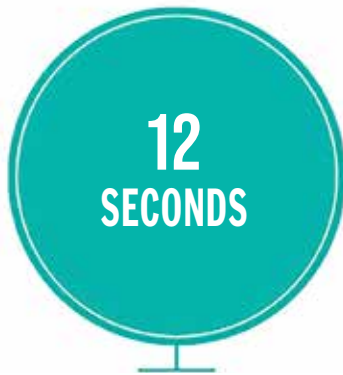
No print run is too great or too small. Our collaborative skills mean we work with you to find the perfect solution – whether it's a desired paper or finish, just the right co-mail solution, smart cost-savings options, or a specialty treatment – we understand this industry and we've weathered the challenges we've all faced over the last couple of years to come out stronger than before.

Sheridan has ten print locations across the country, each practicing the same exceptional level of performance and service as the other, yet each with strengths tailored to the industries we serve. This strength in numbers ensures we are able to meet every deadline, obtain the best inventories, and offer continuous service without interruption.

**Why would you trust your publication to anyone else?**

*Ready to start the conversation? Scan the QR code!*





THE AVERAGE ATTENTION SPAN OF A HUMAN IN 2000



THE AVERAGE ATTENTION SPAN OF A HUMAN NOW



THE AVERAGE ATTENTION SPAN OF A GOLDFISH

# How to break through the noise to reach your target audience



**Shannon Kinney**  
Dream Local Digital  
Founder, Client  
Success Officer

Since I started Dream Local Digital fifteen years ago, so many things have changed in online marketing. Social networks have come and gone, consumers' usage of the internet has skyrocketed, and we have helped 70,000 small businesses to learn how to successfully market themselves online.

One statistic that has also dramatically changed is the human attention span. In my early presentations, I showcased that humans had an attention span that was only slightly longer than a goldfish, with twelve seconds and nine seconds respectively. Now, in today's fast-paced world, the average human attention span is *shorter than a goldfish*. Think about the tremendous impact that has on your marketing. How can you make your message get through to your target audience and resonate? *The secret is in your delivery.*

Too many companies focus their marketing on the products and services they sell without making it relevant to their target audience. In a world with eight second attention spans, that means a lot of marketing is quickly scrolled past and tuned out.

In a previous post, we talked about narrowing down your target audience to really understand your "who". As we discussed, the more specific you can be here, the more effective your marketing can become. You need to deeply understand your target audience

*Continues on Page 18*





# Built for Magazine Publishers.

For generations, we've dedicated our craft to delivering magazine publishers with not just print, but a promise — the promise of service as exceptional as the quality we're known for. It's not just our niche. It's our commitment to yours.

Seaway Printing proudly operates in collaboration with our innovative partners.



**HEIDELBERG**



**MÜLLER MARTINI**

Chad Obermann  
VP Business Development  
chad.obermann@seawayprinting.com  
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Main: 920-617-7645

New state-of-the-art  
Seaway Printing  
headquarters and  
manufacturing facility.



## KINNEY: Target audience

*Continued from Page 16*

and the problem that you solve for them so that you can tailor your messages and offers specifically to them. Consider:

- What motivates them? How does your product or service help them get what they aspire to or the result they want?
- What keeps them up at night? How does your product or service help them avoid pain?
- How does your product or service make them feel?
- What do they do when they're researching to buy your product or service? What sites / tools / publications do they use?
- What do they think about — affordability? Looking for references / reviews?

From here, it's time to explore how you are uniquely qualified to serve your audience. Sell them on why you, why now in all of your marketing content. One of the ways you can be uniquely qualified to serve them is by showing how much you understand them and their needs, how you effectively solve their problems and/or help them achieve their goals and dreams. What other attributes make you uniquely qualified? Make a list and highlight those attributes regularly. They could include:

- Years of experience
- Retention rates, customer testimonials, reviews

• Any unique products or services that your competition does not have?

- Your service
- Geography
- Any awards or recognition you have received
- Method of delivery
- Ease of use, convenience

And finally, to ensure that you cut through the noise and reach the short attention spans of your target audience, be sure to use THEIR language, not yours. The first thing to check is to

make sure you aren't using industry or internal jargon to describe what you do that is different from how a customer would refer to it. The second thing to consider is tone and vernacular, is your

target audience conservative? Playful?

Make sure that you surprise and delight them by speaking directly to them in their language. As you prepare your marketing, tailor it to your who, describe how you are uniquely qualified to serve them, and deliver your messages in their voice and language. Taking this time to prepare will set you up for success!

If you have any questions about marketing your publications, digital sales training for your teams, or offering Digital Marketing Solutions for your clients let me know!

*You can reach me at [shannon@dreamlocal.com](mailto:shannon@dreamlocal.com), connect with me on LinkedIn at [LinkedIn.com/in/shannonkinney](https://www.linkedin.com/in/shannonkinney), and learn more at [DreamLocal.com](https://www.DreamLocal.com).*



# The secret is in your delivery.

# CELEBRATING 75 YEARS IN PRINT PUBLISHING

“We’ve built a strong, caring, and responsible company poised for future growth. We’ve had the pleasure of serving many great customers while also being supported by some incredible business partners. The print market continues to evolve and change, yet print remains a powerful and relevant medium. I’m bullish on the future of print and look forward to continue serving the publishing community for many years to come.”

*-Chris Carpenter, President & Owner*



**Royle is proud to be a sponsor of the 2024  
NICHE Media Conference**



Scan here for our  
75th Anniversary video

# What happens when your company uses LinkedIn networks?

## ... Business growth!



**Colleen McKenna**  
CEO/Founder  
Intero Advisory

**C**onsider your company's collective network a critical piece of your competitive advantage and part of your business growth.

A collective network extends your visibility, positioning, and influence. We tend to rely on salespeople to build the best networks and overlook someone else who, through tenure or access, talks with or knows the buyer or influencers within a current or potential client.

Our work shows that salespeople do not always have the most strategic network, especially if they have changed industries throughout their careers or have not thought about how they could use LinkedIn strategically. And, if you're thinking that you have all this data and information in your CRM, read Jim Cusick's blog, Leadership – 5 Need-To-Know Absolutes For LinkedIn And Business Growth, to understand how 1st party data and collective networks provide different and often far greater insight than the data within your CRM.

However, someone who has been in customer service, a partner in the company, and an operations leader with deep industry experience may have a far more valuable network than anyone expected. They may need to be encouraged or invited to share their networks.

### **Harnessing the Potential Within Your Collective Network**

The best salespeople, recruiters, and marketers understand the value of people – their networks

and communities – and strive to build meaningful connections with them. LinkedIn provides an ideal platform for this, offering firsthand data and filtering capabilities that allow you to view people, their companies, and their most important news and milestones at a glance.

Picture your organization as a network of connections—each employee, partner, customer, and stakeholder is a node linking to numerous other nodes. This web of relationships forms your collective network, a tangible asset that can significantly impact your bottom line.

According to LinkedIn, companies that leverage their collective networks are up to 58% more likely to outperform competitors demonstrating the benefits that businesses reap in terms of growth, innovation, and market dominance by harnessing the power of their collective network.

### **Turning Referrals into Revenue**

Referrals play a crucial role in business growth. LinkedIn says 84% of B2B decision-makers start the buying process with a referral. Each connection your employees create enriches your collective network, enhancing your business's growth potential.

Creating content and encouraging your employees to share it with their networks is essential because it helps position your message in front of the right people. When this happens, your content becomes more than just another post in the feed—it transforms into a

*Continues on Page 22*

# rasa.io

Save time and effort curating your

email newsletter with AI!



- » **Retain more subscribers**, increase email engagement, and strengthen your community relationships.
- » **Save 15+ hours** per month on newsletter production.
- » **Earn more ad revenue** with more opportunities for promotion and monetization in your newsletter.
- » **Drive more traffic** with AI-powered curation.

“With a **weekly unique open rate of 47%** and a **weekly click through rate of close to 10%**, we are able to easily attract advertisers, as well as drive traffic to our website by featuring our own content amongst daily, national, and local business news.”



– **Todd Matherne**  
CEO of Renaissance  
Publishing

**A FEW OF OUR HAPPY CUSTOMERS**



**Biz**  
NEW ORLEANS

**SECURITY**  
**MANAGEMENT**  
A PUBLICATION OF ASIS INTERNATIONAL

**RENAISSANCE**  
**PUBLISHING**

**GREATER BATON ROUGE**  
**BusinessReport**

**Longitude**  
**Media**

[rasa.io/demo](https://rasa.io/demo)

## McKENNA: Leverage LinkedIn

*Continued from Page 20*

conversation starter, a relationship builder, and a revenue generator.

### Bridging Connection Gaps with Digital Platforms

Despite the best efforts, gaps in connections often exist within an organization. However, digital platforms like LinkedIn can effectively bridge these gaps. LinkedIn's tools, such as LinkedIn Sales Insights, allow companies to filter down to specific personas within target organizations, showing exactly how connected you are to that particular company. This connectivity informs who you're marketing to, ensuring your efforts are targeted and effective.

### The Impact of Collective Networks: From Solopreneurs to Enterprises

Collective networks are scalable and beneficial, whether you're a solopreneur or running a large enterprise. Solopreneurs can establish a sense of connectivity within their groups or organizations, effectively building their version

of a collective network.

Meanwhile, enterprise-level organizations can leverage their collective network to foster a culture of collaboration, drive innovation, and accelerate growth.

### Final Thoughts

A collective network can be a competitive advantage for business development and recruitment for most businesses. It's about making the right connections, nurturing those relationships, and leveraging them to drive business growth. Cultivating and harnessing the collective network can significantly impact your organization.

Why wait? Start weaving your collective network together today and increase your business and recruiting opportunities.

**NOTE:** Colleen McKenna will be a keynote speaker at the 2024 Niche Leadership Summit, November 13-15, 2024 in Alexandria, VA. (Washington DC)

Check out our blog on Intero Advisory <https://www.interoadvisory.com/blog> or, our YouTube channel: <https://www.youtube.com/channel/UC00D1yNFn2y3DpSIOxOB-tQ/featured> to learn more about maximizing LinkedIn for your business outcomes.

## NICHE 2024 EVENT



**November 13-15**  
**Alexandria, VA (DC)**

**Discussion-focused strategy retreat for niche media Owners, Publishers, CEOs, C-Suites, and Revenue/Sales Directors**

# AI-powered Digital Newsroom Growth Platform



Our DXP empowers content creators to deliver high-quality experiences to their audiences



**AI-driven  
Solutions**



**Newsroom  
Management**



**Audience  
Engagement & UGC**



**Mobile  
Journalism**



**Innovative  
Storytelling**



**Content  
Insights**



**Syndication &  
Newswires**



**SEO &  
Performance**



**Omnichannel  
Distribution**



**API  
Integrations**



**SSO & Session  
Management**



**Reader  
Revenue Models**

# Google Postmaster tools are a must



**Eric Shanfelt**  
Founding Partner,  
Nearview Media

**G**oogle Postmaster Tools (GPT) is a free tool that any media company can use to see how well they are doing at delivering email to Gmail and Google Workspace users. Think of it like Google Search Console, but for email. It provides insights into email performance, sender reputation, and potential deliverability issues.

## Google Email Reputation Is Critical

As publishers, our email reputation and deliverability is critical. We rely upon email newsletters to keep our readers informed and drive traffic to our websites. Email is the best channel for driving subscriptions and event registration. And it's a major source of digital advertising revenue with newsletter ads, sponsored emails, and lead generation.

Apple may have the most popular email client<sup>1</sup>, but 53% of all emails in the United States are delivered to Gmail or Google Workspace<sup>2</sup> accounts. Even for B2B markets, Google has a bigger email market share than Outlook<sup>3</sup>.

Email reputation has become even more important since Google updated its email sender guidelines. You must ensure you have the proper email authentication and that your spam rate ... as reported directly by users to Google ... remains below 0.1%.

Bottom line ... all media companies should be monitoring their email reputation regularly using Google Postmaster Tools to ensure their emails are getting through to their readers.

## How to Get Started with Google Postmaster Tools

**1.** Make sure you have a Google account. If you use Google Workspace for your business, then you can

log in directly with your business email. If not, you either use a personal Gmail account, or create a Google account using your non-Google work email at accounts.google.com.

**2.** Go to postmaster.google.com and sign in with your Google account.

**3.** If this is your first time in Google Postmaster Tools you'll be prompted to enter your email sending domain. This is the domain used after the @ symbol in the FROM address for your newsletters, sponsored emails, and marketing promotions.

**4.** You'll then be asked to verify ownership of the domain. Have your web developer add the TXT record to the DNS for your domain.

**5.** If you're not ready to verify your domain right now, that's OK. You can come back later. But when you are ready, click the Verify link.

**6.** You will then see the domain listed in the main GPT home page. You may add as many domains as you'd like and can monitor them all from this page.

**7.** Click on a specific domain to look at the various reports.

**8.** You may also click the three dots to the right side of a domain and manage users. Here you can invite other people in your organization to Google Postmaster Tools so that they can also monitor your email reputation.

*Continues on Page 26*



# Reduce your mail spend with smart postal solutions

Combat the U.S. Postal Services' continued rate hikes with **Household Fusion by Quad** — the all-new mail bundling solution that allows publishers, marketers and retailers to combine magazines and marketing materials in one, recyclable polybag going to the same household.

As a Special Interest Publisher, you can save up to *thousands per year* on postage alone!

Regardless of your mail type, volume or region, Quad will partner with you to identify the postal optimization solution with the greatest end-to-end efficiencies and savings.



## The Evolution of Postal Saving Solutions

### Co-Mail

#### Multiple Publisher

Mail lists for the same in-home window combined into a *single mailstream*

### Doorfront Direct

#### Multiple Publisher

Periodicals, Onserts, and Catalogs combined into a single mail package going to *one person*

### Combo Poly

#### Single Publisher

Periodicals and Onserts combined into a single mail package going to *one person*

### Household Fusion

#### Multiple Publisher

Periodicals and Onserts combined into a single mail package going to the *same mailing address*

For more information, contact

**Shawn Pye**

sfpye@quad.com

**Mark Mccutcheon**

mmccutcheon@quad.com

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# SHANFELT: Email tools

*Continued from Page 24*

## Google Postmaster Tools Reports

There are 7 reports to help you monitor your email reputation with Google. Data is only kept in GPT for the past 120 days, but can be kept longer if you pull in the data into an external KPI dashboard.

### Spam Rate

This shows the percentage of your emails marked as spam by users. It's different from what your email service provider might show, as it reflects direct feedback from Gmail users. You want to make sure your spam rate is at or below 0.1%.

### IP Reputation

This monitors the reputation of the IP address from which you're sending emails. It's crucial for those using a shared IP address, as your reputation can be influenced by other senders using the same IP. There are four levels: high, medium, low and bad.

Obviously a high IP reputation is what you want, but there are times where the reputation may dip into medium and you'll still be OK. If your IP reputation ever gets to the low or bad levels, you've got serious problems that need to be addressed.

### Domain Reputation

This indicates the trustworthiness of your actual email sending domain in Google's eyes. This is the part after the @ symbol in your FROM address and represents your brand. A high domain reputation is vital for ensuring your emails are not marked as spam.

A medium domain reputation may not necessarily impact your email deliverability, but should be a warning sign. And if you have a low or bad reputation, you have issues that must be addressed immediately.

### Spam Feedback Loop (FBL)

This feature informs your email service provider about contacts who marked your emails as spam, allowing them

to take appropriate action.

## Authentication Reports

These reports track the success of your email authentication methods for DKIM, SPF, and DMARC. It shows you the percentage of email that passed these authentication methods with Google. Problems here could indicate that either your email authentication isn't properly configured, or there are 3rd parties that are impersonating your domain (spoofing).

## Encryption with TLS

This report confirms whether your emails are properly encrypted when sent. TLS is another key Google requirement for deliverability.

## Delivery Errors

This section highlights any issues that prevented your emails from being delivered successfully. For example, I have seen issues like "bad or unsupported attachment", "suspected spam", etc.

## Beyond Google Postmaster Tools

Email reputation management is complex. Publishers should implement a comprehensive email reputation management process that includes not only GPT, but email block lists, Microsoft email reputation (if you have a dedicated email sending IP) and DMARC enforcement and monitoring.

You should also monitor your sends and juxtapose deliverability KPIs with usage data like opens and clicks straight from your email system (HubSpot, ActiveCampaign, MailChimp, etc.)

But Google Postmaster Tools is a great place to start monitoring email reputation and protecting one of your most important digital media assets.

## References

1. Litmus Email Client Market Share
2. DemandSage Gmail Statistics For 2024
3. Statista Office Productivity Market Share 2024

*Read this article online at: [nearviewmedia.com/google-postmaster-tools](https://nearviewmedia.com/google-postmaster-tools) for additional details and graphics.*

# {parameter:1}

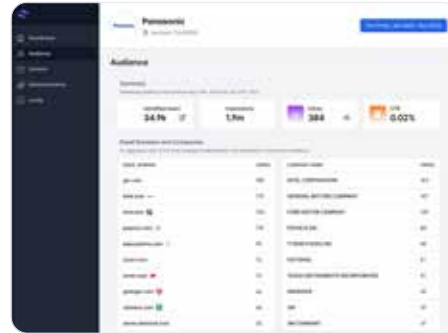
## Next-gen media platforms for growth

### Advertiser dashboard for automated reporting

Aggregate campaign reporting across digital advertising, email sends/clicks, and native ads.

Real-time reporting pulling data from multiple sources including ad servers, CDPs, and content.

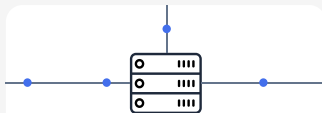
Demonstrate proof of performance through identified audience.



Product: Mindful

### Content management for Publishers

Integrated newsletter workflows, cross-site publishing, print magazine support, and more.



#### It's your data

Centralized approach to first party data and the relationships between audience, content, and advertisers.



#### Identity management

Export your identified users, integrate with popular CDP platforms.



#### Fast, accessible, seo-friendly

Industry leading performance scores for end user experience and page ranking.

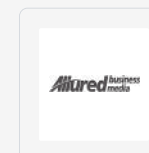
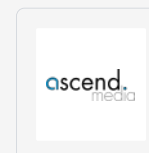
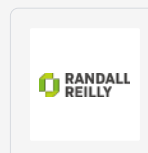
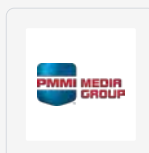
### Modern, open-source technologies

Hardened, scalable, cloud-native solutions built on open-source technology.



### Battle-tested, proven

Trusted by many of the biggest publishers in B2B media





### **Barb Montagano**

Director of Sales & Account Services, Chicago Style

*With a proven track record of exceeding sales targets and a reputation for delivering exceptional customer service, Barb's passion lies in helping wedding businesses flourish through innovative multi-platform media packages. Her approach centers on building rapport with clients, understanding their unique goals, and curating solutions that resonate with their target audience.*

*Currently immersed in planning her own daughter's wedding for later this year, Barb understands the dreams, desires, and dilemmas of both vendors and couples alike. This firsthand experience affords her an extra layer of empathy and knowledge, helping guide her clients towards success.*

SALES TRAINING TRACK

### **Multi-Million Dollar Media Reps Tell ALL!**

**FRIDAY**  
**10:30 A.M. - NOON**



### **Bill Ostendorf**

Owner, Creative Circle Media Solutions

*Bill Ostendorf has led thousands of training sessions for more than 2,000 publishers and journalists in 23 countries. His firm, Creative Circle Media Solutions, provides publishers with better design, more focused content, energizing training, high-end outsourcing and strategic consulting. He's led the redesign of more than 750 newspapers and magazines and has a long track record of growing readership and revenue.*

*He has also created an innovative software firm that hosts more than 600 media web sites using flexible, custom software.*

*Bill, a native Chicagoan, would be happy to offer Chicago eatery options or give you a few minutes of frank, free feedback on your advertising, design, web site or content. Text (401-316-3333) or email (bill@creativecirclemedia.com) him during Niche or drop by the Creative Circle booth.*

### **Editorial & Design Roundtable**

**WEDNESDAY**  
**2:00 - 4:15 P.M.**



### **C. Lee Smith**

CEO, SalesFuel

*With 30 years of sales and leadership experience, Lee is recognized as one of the Leading Sales Consultants in the world by Selling Power magazine. Lee is the author of the Amazon bestseller 'SalesCred — How Buyers Qualify Sellers.' He multiplies revenue opportunities for sales teams by elevating credibility with buyers.*

SALES TRAINING

### **Increasing Your Sales Credibility to Drive Your Sales SKY HIGH!**

**THURSDAY**  
**10:00 - 11:00 A.M.**

# YOU CAN'T HAVE GOOD AI WITHOUT GOOD DATA.

Hum gives you both.

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Unlock your audience's potential.  
Hum helps leading B2B media  
organizations harness data and AI to  
grow and develop their audiences.

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[www.hum.works](http://www.hum.works)



**Chris Johnson**

Publisher, Frisco Style Magazine and Publishing Strategist, MediaOS

*For the last two years, Chris Johnson has served as the director of Publishing Strategy at MediaOS, a prominent CRM and publishing solutions provider serving the media and association industries. In this position, he consults with media and publishing companies throughout the U.S. and beyond. Prior to MediaOS, Chris published the lifestyle magazine for Frisco, Texas, for more than 20 years. Prior professional positions include C-suite and senior roles at Wiredinn.com, TIV Operations Group, Bank of America and Sprint/T-Mobile..*

DIGITAL STRATEGY TRACK

**Turnkey Revenue Generation**

**THURSDAY**  
**10:00 - 11:00 A.M.**



**Chris Messer**

VP/Group Publisher, Endeavor Business Media

*Chris Messer is the VP / Group Publisher for Endeavor Business Media's Vehicle Repair Group and oversees industry-leading brands for Endeavor Business Media, one of the largest B2B publishing companies in North America. Having dedicated most of his professional career to publishing in the automotive aftermarket for 17 years, Chris has an incredible breadth of knowledge and experience in the industries he serves. He is passionate about meeting people, building relationships, and facilitating connections which elevate the industry as a whole, and create opportunities for success for the many amazing people that work within it. Chris resides in the greater Twin Cities area of Minnesota and enjoys spending time with his family at their lake cabin, and is a voracious reader.*

**B2B Publishers Roundtable**

**WEDNESDAY**  
**2:00 - 4:15 P.M.**



**Eric Shanfelt**

Founding Partner, Nearview Media

*For more than 26 years, Eric has worked with hundreds of B2B, consumer, and regional publishers to grow their digital audience and revenues, improve their platforms, and train their staff. He's been the Senior VP of Digital for several large B2B and consumer media companies, overseeing digital sales, marketing, editorial, production and technical teams. He has also functioned as a Chief Digital Officer helping with digital strategy, execution, training and support.*

PUBLISHER STRATEGY

**Is Google a Publisher's Friend, or Enemy #1?**

**THURSDAY**  
**10:00 - 11:00 A.M.**

AUDIENCE GROWTH TRACK

**The Audience Development Funnel**

**FRIDAY**  
**10:30 A.M.- NOON**

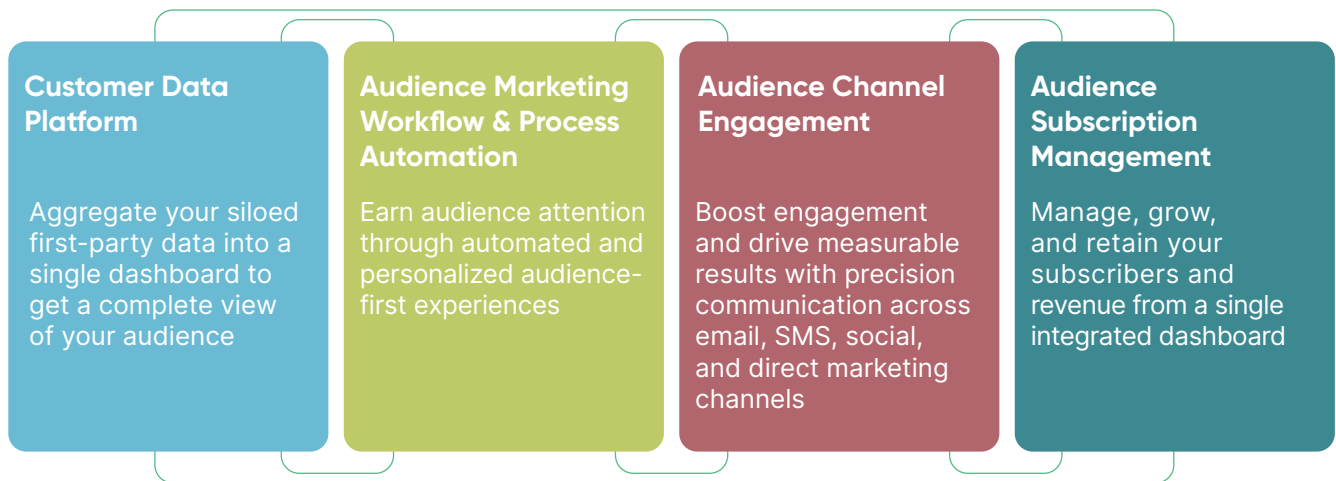


# Media Businesses Thrive When Audience is at the Core

When media businesses put their audience at the core, they drive revenue, scale, growth, and differentiation.

Omeda's Integrated Audience Data Platform - built for professional media businesses - streamlines disconnected technologies and processes into a single command-and-control center with the tools and expertise to aggregate, activate, and accelerate your audience and revenue.

## Integrated Audience Data Platform



## Specialty media brands trust and rely on Omeda to grow their audience and revenue.

"When you work with other [larger vendors], they're not focused on media companies, in turn, we've encountered challenges that they may not be equipped to address.

Omeda's familiarity with companies similar to ours is invaluable. We find that Omeda understands our concerns, as they are used to navigating similar issues with other clients. Our problems are not new to Omeda."



**Amanda Phillips**  
Vice President of Marketing,  
Active Interest Media

**Omeda.**  
**Because Audience Matters.**

Visit [Omeda.com](https://www.omedacom.com) to learn why niche media brands say Omeda is a game-changer



**Jeffrey Williams**  
CEO, Magazine Publisher Services

*Jeffrey Williams's teenage passion for magazines has resulted in industry expertise developed from a career which spans 40 years of magazine skill and experience including owning a 3,000-title newsstand, owning and running a national magazine distributor, wholesaling over 1,000 foreign and domestic titles, successful publisher services agencies, which fulfilled subscriptions, managed single copy sales and sold advertising, as well as database design and development.*

PUBLISHER STRATEGY

**Unlocking the Black Box of Magazine Distribution Revenue**

**THURSDAY**  
**11:30 A.M. - 12:30 P.M.**



**Jim Nissen**  
President/  
Creative Director of  
Command+Shift+Option

*Command+Shift+Option is an award-winning creative services firm specializing in publication design based in Los Angeles, CA. Over the past 30+ years Jim and his hired-gun creative teams have worked with more than 200 magazine titles across the country, and in every vertical, garnering over 130 design awards. He has presented, moderated and led reviews for FOLIO, AMA, HOW, AIGA, CRMA, SIIA, AM&P, and Creative Mornings.*

PUBLISHER STRATEGY TRACK

**The Great Media Kit Makeover**

**FRIDAY**  
**10:30 A.M. - NOON**



**Kate Hand**  
VP, Operations,  
Gardner Business Media

*Kate is a B-to-B media strategist with expertise in web strategy, publishing, project management, process optimization, staff organization, and - above all - rich, immersive Content, no matter the form.*

*Kate started her career writing for arts publications and B-to-B business journals, then attended Northwestern University's Medill School of Journalism, concentrating on the business of magazine publishing. From there, she worked in custom publishing in Chicago and then landed, back in her hometown of Cincinnati, at Gardner Business Media - the premier voice of the manufacturing industry. At Gardner, she leads the talented web development team and connects silos of industry-specific editorial teams.*

AUDIENCE GROWTH TRACK

**The Post-AI Playbook for Publishers**

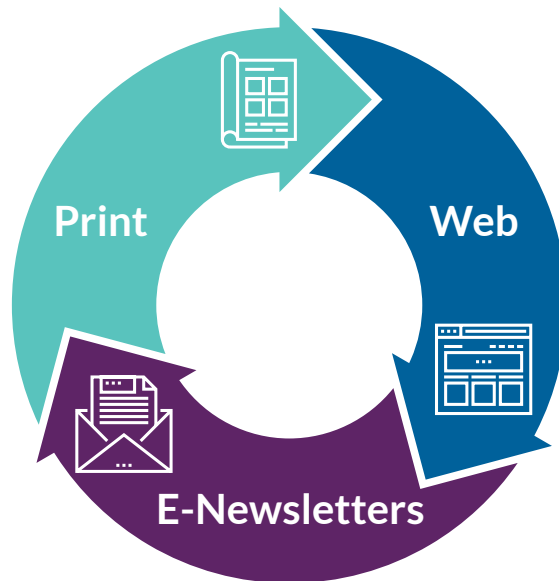
**THURSDAY**  
**11:30 A.M. - 12:30 P.M.**

BIOS CONTINUE ON PAGE 42



# Proving value and driving results starts with truly knowing your total audience.

A leader in consumer insights for over 60 years, MRI-Simmons' single-source, nationally representative data helps you demonstrate just how unique your total audience actually is!



Gain valuable insights for your ad sales, editorial/content and consumer marketing teams with MRI-Simmons

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[paul.sammon@mrissimmons.com](mailto:paul.sammon@mrissimmons.com)  
646-787-6449

# 10 WAYS

## for Niche attendees to make the most of spring in Chicago

By **LEENTJE De LEEUW**, Editor  
*Concierge Preferred Magazine*

**As you gear up** for a deep dive into the world of insights and innovations at the Niche Media Conference in Chicago, why not ride the wave of excitement beyond the conference walls? Take a break, soak in the vibrant spirit of the city, and perhaps extend your stay for some extra Windy City wonders.

We've brewed up ten handpicked ways for Niche attendees to relish the best of Chicago — a city as diverse as the insights you'll gather.

All served up with a dash of enthusiasm and brought to you by the dynamic minds at Ateema Media & Marketing, just like your host with the most, Ryan!

### 1. MICHIGAN AVENUE

Take a stroll along the iconic Magnificent Mile(R) and if Mother Nature was kind, enjoy the vibrant display of tulips in full bloom, adding a touch of color to the bustling cityscape.

### 2. SKYDECK CHICAGO

Elevate your experience by visiting the Willis Tower Skydeck. Enjoy breathtaking views of the city and beyond, a perfect way to appreciate the springtime transformation.

### 3. BIKE & SEGWAY TOURS

Embrace the pleasant weather with a bike or segway tour around Chicago. Explore the city's neighborhoods, parks, and scenic lakefront pathways.

### 4. TILT AT 360 CHICAGO

For an exhilarating experience, try the TILT at 360 CHICAGO. Lean out over the city from the 94th floor for a unique perspective on the Chicago skyline.

### 5. NAVY PIER

Visit Navy Pier for a variety of springtime activities, including the exhilarating Flyover—a virtual reality journey through Chicago's iconic landmarks.

### 6. BIG BUS TOURS

Hop on a Big Bus for a comprehensive tour of Chicago's landmarks. Enjoy the flexibility to hop on and off at your preferred attractions.

### 7. CHICAGO ARCHITECTURE CENTER (CAC)

Delve into Chicago's architectural marvels with a visit to the CAC. Take a guided tour to appreciate the city's diverse and iconic structures.

### 8. CHICAGO RIVER CRUISE

Cruise along the Chicago River with Shoreline Sightseeing, City Experiences or First Lady Cruises for a narrated architectural tour. Witness the beauty of the city's skyline against the backdrop of blooming spring.

### 9. LINCOLN PARK ZOO

Immerse yourself in nature at Lincoln Park Zoo. Spring brings new life, making it an ideal time to explore this free and family-friendly attraction.

### 10. ART INSTITUTE OF CHICAGO

Experience the city's cultural richness at the Art Institute. Wander through the galleries and enjoy the blend of art and the rejuvenating spirit of spring.

### HUNGRY FOR MORE?

Searching for unique restaurant ideas? Explore our specially curated list designed exclusively for Niche Media Attendees by your fellow conference participants at Ateema Media & Marketing, **Page 40**

**CLICK HERE** to see a map of these sites and the restaurants listed on page 40.

## WEDNESDAY, APRIL 17, 2024

### 8:00 a.m.–Noon **SPONSOR CHECK IN AND SET UP**

Set up in Atlantic Ballroom foyer on the 1st floor.

### 8:00 a.m.–4:00 p.m. **BADGE PICK UP OPEN**

Show Office and Registration Open on 1st floor, Atlantic Ballroom. **Pick up your badge here!**

### 1:00–1:45 P.M. **NICHE KICKOFF CELEBRATION:** CASH CUBE, CHICAGO CELEBS, AND MEGA PRIZE GIVEAWAY

Atlantic Ballroom, 1st floor. Get the information you need to make the most of your Chicago Niche experience. This is your first chance to meet other attendees and win over \$2,000 in cash and prizes. Will your name be drawn to enter the Niche Cash Cube?

### 2:00–4:15 p.m. **NICHE OPENING WORKSHOPS:** CHOOSE YOUR TOPIC! CHOOSE YOUR EXPERT!

Choose your focus for an afternoon full of revenue takeaways, brilliant hacks, and new ideas to make 2024 your best year ever! Set the stage for the rest of your Niche Media Conference experience + make connections to hang out with all week!

#### #1 ZACH O'BRIEN

#### **Audience Development and Marketing Super Session**

We'll cover efficient social media posting, new social stats and tactics, content creation, audience engagement and conversion, quick hacks to save time and more!

#### #2 RYAN DOHRN

#### **Media Sales Training Academy: Niche Media Sales Certification**

Hosted by: Media OS

This fast-paced session will help you sell faster and smarter and turn buyers from a price focus to value. Plus quick tactics presented by sales experts from SRDS. Bring your sales questions!

#### #3 MIKE DRAGOSAVICH

#### **Consumer Publishers Roundtable**

For consumer/hobbyist/city & regional publishers only! Bring your niche-specific questions, brainstorming, and venting to this "open mic" afternoon with your peers. We will talk about sales teams, staff hiring, remote work, print costs, digital tools, overhead, new revenue and more.

#### #4 CHRIS MESSER

#### **B2B Publishers Roundtable**

For business audience publishers only! Bring your niche-specific questions, brainstorming, and venting to this "open mic" afternoon with your peers. This is an excellent way to get the ideas flowing and make peer connections to keep chatting with for the rest of the week.

#### #5 BILL OSTENDORF

#### **Editorial and Design Roundtable**

You can't win without content! So up your editorial game with tips on creating better photos, design, headlines and stories. Bring your questions about editorial challenges, staffing, branded content, free content, photography, editing, freelancers, press releases and more.

More details about Workshops and Sessions on **Pages 6 & 7**. Find out more about the Speakers — Bios begin on **Page 28**.

### 4:30–6:00 p.m. **SPEED PUBLISHING NETWORKING EVENT AND PARTY**

A Niche attendee event favorite — think speed dating, with a unique twist. This is the ultimate game of networking, fun, and happy hour drinks. in the Atlantic Ballroom. **DO NOT MISS** this fun meet & greet game before you head out for dinner!

**HOSTED BY PUBLICATION PRINTERS!**

### 6:00 p.m.–Midnight **DINNER ON YOUR OWN**

Dine onsite at the FireLake Grill House, or embark on a culinary journey nearby. Check out the Dining Guide, **Page 40**. Afterwards, join your Niche Media Conference friends at the lobby bar at the Radisson Blu for local cocktails and great conversation.

## THURSDAY, APRIL 18, 2024

### 8:00 a.m.–4:00 p.m. SHOW OFFICE OPEN

Show Office and Registration Open on the 1st floor. **Pick up your badge here!**

### 8:00–9:00 a.m. CONTINENTAL BREAKFAST ROUNDTABLE CHAT SESSIONS

### 9:00–9:15 a.m. MORNING KICK-OFF WITH THE CASH CUBE, AND \$1,500 IN PRIZES!

### 9:15–9:45 a.m. OPENING POWER KEYNOTE

#### History Repeats: Lessons from 24 Years in Media

*Christine Shaw, CEO & President of Naylor Association Solutions*

Media is moving at the speed of light and the general feeling of most publishers and their teams can be summed up as overwhelmed. But all these things that are new often have common roots (and solutions) in things that were happening in media years ago! Christine will share her experiences and dig into some of the commonalities and truly new game-changers that are moving media forward — and how you can manage them. Take a deep breath, and take notes!

More details about Workshops and Sessions on **Pages 6 & 7**. Find out more about the Speakers — Bios begin on **Page 28**.

### 9:45–10:00 a.m. SPONSOR TOUR CARD BREAK

CRMs, marketing tools, data management, digital content, printing services and more! Meet each amazing Niche sponsor pro, and get your Sponsor Tour Card signed for a chance to win a free pass to Niche Media Conference 2025!

### 10:00–11:00 a.m. BREAKOUT SESSIONS: CHOOSE THE TRACK FOR YOU!

#### PUBLISHER STRATEGY

##### Is Google a Publisher's Friend, or Enemy #1?

*Eric Shanfelt, Founding Partner, Nearview Media*

There are a lot of powerful Google tools out there, but should you use them? Eric will walk through evaluating publisher reliance on Google services, and how to differentiate your brands by offering unique products and partnerships that Google's platforms can't replicate.

Track Host: Publication Printers

#### SALES TRAINING

##### Increasing Your Sales Credibility to Drive Your Sales SKY HIGH!

*C. Lee Smith, CEO, SalesFuel*

Only 25% of U.S. adults view salespeople as credible. Ouch. How do you overcome that? Multiply your sales opportunities by attracting the best clients, accelerating trust-building, and earning repeat business.

**BONUS:** First 50 attendees will get a copy of C. Lee Smith's bestselling *SalesCred®: How Buyers Qualify Sellers*

Track Host: MediaOS

#### AUDIENCE GROWTH

##### The GREAT Research Debate & Interactive Roundtable Discussion

*Rick Schumacher, CEO Baxter Research Center & Paul Sammon, VP of Media at MRI – Simmons*

Ready to level up? Learn what other media companies, large and small, are doing to grow their audiences and revenue using top-shelf research. Plus, live Q&A!

Track Host: Baxter Research Center

#### TECH TALKS

##### New & Emerging Technology Tools & Tactics for Revenue

*Meet the new technology and partners that can drive your revenue up!*

**The Magazine Manager:** Supercharging Your Sales Efforts Using AI.

**Expotrac:** Ramp up your events with super fast registration check-in and badges, on-demand and on-location

Track Host: 032 Outsourcing

#### DIGITAL STRATEGY

##### Turnkey Revenue Generation – Chicken Soup for the Exhausted Publisher

*Chris Johnson, Publisher, Frisco Style Magazine and Publishing strategist at MediaOS.*

The Publishing Industry isn't for the faint of heart. This will be an entertaining and frank discussion about how technology can be the light at the end of the tunnel – or the oncoming train for those who aren't prepared.

Track Host: January Spring

### 11:00–11:30 a.m. SPONSOR TOUR CARD BREAK

Meet your next resource partner & get those Sponsor Tour Cards signed for a chance to win a free pass to the Niche Media Conference in 2025!

## THURSDAY, APRIL 18, 2024

### 11:30 a.m.–12:30 p.m. BREAKOUT SESSIONS: CHOOSE YOUR TOPIC!

#### PUBLISHER STRATEGY

##### Unlocking the Black Box of Magazine Distribution Revenue

Jeffrey Williams, CEO, Magazine Publisher Services

There is big money in larger scale magazine distribution, but most Publishers don't know how to harness the power within this revenue model. Distribution expert Jeffrey Williams will unlock the secrets and answer all your questions related to this often untapped piece of revenue for consumer and B2B media companies.

Track Host: Publication Printers

#### SALES TRAINING

##### Top Secret Tactics to Book Meetings with Decision Makers

Nancy O'Brien, Senior Director of Industry Affairs and Events, AIN Media Group.

Multi-million dollar ad sales veteran Nancy O'Brien will dig deep and explore what you need to do to book more meetings using research, deep client knowledge, and other often untapped information. If you're looking to grow your Sales business, this is a session you don't want to miss!

Track Host: MediaOS

#### AUDIENCE GROWTH

##### 5 Moves for an AI-Powered World

Kate Hand, VP, Operations, Gardner Business Media

As Google's Search Generative Experience torches the terms of its long-standing but informal deal with publishers (you make content; we send traffic; everyone sells ads) — how do we, as media professionals, learn to work with and not against the inevitability of AI? Kate will delve into the evolution of Google that brings us to today, and shed light on why niche publishers are strongly positioned for the future.

Track Host: Baxter Research Center

#### TECH TALKS

##### New & Emerging Technology Tools & Tactics for Revenue

Meet the new technology and partners that can drive your revenue up!

**Parameter:1:** From lead gen to content management, see how this new tech can streamline your media operations.

**Rasa.io:** Keep your readers coming back for more with AI based highly customized content. See this new tool in action!

Track Host: Q32 Outsourcing

#### DIGITAL STRATEGY

##### 5 Steps to Turn Great Ideas into Money Makers

Kenny Katzgrau, Publisher, RedBankGreen.com

Digital media kits, ad products, new websites, audience engagement and revenue — you might have great ideas but you're unsure on executing and costs. Kenny shares his personal system of turning ideas into advertising and content products that any publisher can use, with real-world examples.

Track Host: January Spring

More details about Workshops and Sessions on **Pages 6 & 7**. Find out more about the Speakers — Bios begin on **Page 28**.

### 12:30–1:45 p.m. POWER LUNCH AND KEYNOTE: ATLANTIC BALLROOM

#### Artificial Influence: Unleashing the Magic of AI for Niche Publishers

Featuring marketing icon Andrew Davis

**12:30–1:00 p.m.** Lunch is served! Sit with a Sponsor and bring your Tour Card for more sign-offs!

**1:00–1:45 p.m.** Andrew Speaks

In this exhilarating 45-minute session, Andrew Davis will explain how to use AI today without destroying valuable audience relationships. Andrew will introduce you to the AI Decision Matrix, a simple framework designed to help you implement AI that works like magic and avoids the pitfalls of AI sorcery. You'll see the power of AI at work, LIVE, and experience its power to betray. More importantly, you'll walk away ready to help your team dive deeper into the enchanting world of AI without ruining your audience's trust.

### 1:45–2:00 p.m. SPONSOR TOUR CARD BREAK

Which vendor have you never heard of? Time to fix that! Walk up to their booth and learn about them. Be sure to get your Sponsor Tour Cards signed for a chance to win a free pass to the Niche Media Conference in 2025!

THURSDAY, APRIL 18, 2024

2:00–3:00 p.m. **BREAKOUT SESSIONS: CHOOSE YOUR TOPIC!**

PUBLISHER STRATEGY

**Hiring Secrets of a Superstar Media Employment Recruiter**

Robert Hawthorne, President, Hawthorne Executive Search

We all know how hard it is to find great talent for our teams. This will be a media company specific conversation that will allow you to map your human capital strategies going forward.

Track Host: Publication Printers

SALES TRAINING

**5 Steps to Increasing Your Digital Sales & Closing Ratios**

Shannon Kinney, Founder & Client Success Officer, Dream Local Digital

How can you differentiate your digital services from the competition and stand above the crowd? Learn how to arm your sales team, understand how to bundle print and digital solutions together, how to generate leads, and ways to promote successful solutions.

Track Host: MediaOS

AUDIENCE GROWTH

**The Top 5 Ways to Boost Audience Engagement and Subscriptions**

Thomas Cousins, former VP at RR Donnelley, now with Kodi Collective

Learn the top strategies for transforming audience engagement and subscription numbers. Perfect for content creators, marketers, and publishers seeking immediate impact.

Track Host: Baxter Research Center

TECH TALKS

**New & Emerging Technology Tools & Tactics for Revenue**

Meet the new technology and partners that can drive your revenue up!

**OMEDA:** Delivering an Audience-First Publishing Model.

**WoodWing:** Streamline Your Production – New Tools & Ideas Used by Successful Media Companies

Track Host: 032 Outsourcing

DIGITAL STRATEGY

**Taking Your Media Website to the Next Level**

Stephanie Carey, former publisher of The KC Pitch & Sales Director at BLOX Digital

Strategies, tips, and proven ideas to improve the usability and revenue model of your magazine website. See ideas from 30+ media websites that are bringing in big traffic and even bigger revenue!

Track Host: January Spring

More details about Workshops and Sessions on **Pages 6 & 7**. Find out more about the Speakers — Bios begin on **Page 28**.

3:00–3:30 p.m. **SPONSOR TOUR CARD BREAK**

Niche Sponsors are here to help, and want to learn about your challenges. Your solutions are at the Sponsor tables! PLUS: get those Sponsor Tour Cards signed for a chance to win a free pass to the Niche Media Conference in 2025!

3:30–4:30 p.m. **AFTERNOON POWER KEYNOTE: ANDREW DAVIS**

**Driving Customer Loyalty Through the Roof: The Loyalty Loop**

It turns out one of the most effective ways to grow our business isn't filling a funnel with low-quality leads. Instead, treat your loyal clients as your most valuable asset. The Loyalty Loop leverages your existing clients (or subscribers) to drive a steady stream of highly valuable, high-margin, new business. Andrew will help you learn how to build anticipation, harness the honeymoon period, and drive inspirational moments that result in new business.

Re-think the way you win over new clients and transform the way you service the customers you already own. Embrace the Loyalty Loop!

4:30–6:00 p.m. **NICHE HAPPY HOUR AT THE RADISSON. LOCATION TBA**

Keep those conversations going with some drinks and blues music!

**HOSTED BY 032 OUTSOURCING AND JANUARY SPRING!**

6:00 p.m.–Midnight **DINNER ON YOUR OWN**

Afterward, join your Niche Media Conference friends at the lobby bar onsite at the hotel for local cocktails and great conversation. Looking for a great place to eat? **See Page 40.**

The schedule, topics, and speakers are subject to change.

\*The TECH TALKS breakout track contains presentations by Publishers and Sponsors. These are NOT sales pitches! These are all proven ways to grow revenue with tools offered by our paid Niche sponsors and their clients.

## FRIDAY, APRIL 19, 2024

**8:00 a.m.–Noon SHOW OFFICE OPEN**

**8:00–9:00 a.m. CONTINENTAL BREAKFAST ROUNDTABLE CHAT SESSIONS**

Sit with your team, sit with new Niche friends, or sit with a stranger — it's all about making publishing connections!

**9:00–9:15 a.m. NICHE FRIDAY KICKOFF**

Featuring a **BIG TIME** celebrity blast from the past, the **CASH CUBE AND \$1,500 in Prizes!**

**9:15–10:00 a.m. MORNING POWER KEYNOTE**

### Loving Life, One Media Moment at a Time

Audarshia Townsend, Content Director, Food & Beverage Insider

Chicago media celebrity tells her tale of growing, living, and embracing media change in Chicago! Audarshia will share her lessons learned and give insights on the future of media around the world. Wake up and get ready to kick off the last day of the conference with some fun!

**10:00 –10:30 a.m. LAST CHANCE! SPONSOR TOUR CARD BREAK**

It's your final window to get those Sponsor Tour Cards signed - new vendor connections plus a chance to win a free pass to Niche Media Conference 2025 is a win/win!

**10:30 a.m.–Noon BREAKOUT SESSIONS: CHOOSE YOUR TOPIC!**

#### PUBLISHER STRATEGY

### The Great Media Kit Makeover

Jim Nissen, President & Creative Director, Command+Shift+Option

Most publishers put a ton of work into their media kits, only to find out they are confusing to buyers AND to the sales team! This fast-paced, interactive session will feature real-time, constructive makeovers.

Track Host: Publication Printers

#### SALES TRAINING

### Multi-Million Dollar Media Reps Tell ALL!

Nancy O'Brien, Senior Director of Industry Affairs and Events, AIN Media Group, hosts an all-star panel of multi-million dollar media reps. These four top media sellers will share their top three sales secrets!

Track Host: MediaOS

#### AUDIENCE GROWTH

### The Audience Development Funnel

Eric Shanfelt, Founding Partner, Nearview Media

Struggling with web traffic, email subscriptions, social media followers, or building your paid / controlled circulation? Learn the best tactics for refining your audience development funnel.

Track Host:  
Baxter Research Center

#### TECH TALKS

### New Technology Tools & Tactics for Revenue

**AdOrbit:** Finding hidden gems of revenue in your CRM.

**Quintype:** Using AI to create, distribute and monetize your content.

**AdCellerant:** Pre- and Post-Sale Tools to Sell and Retain More Digital Ad Dollars

Track Host: 032 Outsourcing

#### DIGITAL STRATEGY

### Increase Digital Profit Margins: Top 3 Trends that will Make or Break Your Digital Growth

Shannon Kinney, Founder & Client Success Officer, Dream Local Digital

Get ready to tackle the three main areas that you need to accelerate your digital business! This session will give you insights you can take back and implement immediately!

Track Host: January Spring

**Noon-1:00 p.m. FRIDAY LUNCH POWER KEYNOTE: RYAN DOHRN**

**Noon-12:00 p.m:** Lunch is served!

**12:30-1:00 p.m:** Ryan speaks

**Schedule a later flight, and DO NOT miss this closing session.**

### Unlocking the Growth Code

Ryan Dohrn, Owner, Brain Swell Media and Niche Media Events

Emmy-winning motivational speaker and media sales coach Ryan Dohrn shares the top 10 secrets of BIG thinkers and what you can do to harness the same power to grow your business and your life. Learn how to take what you learned at Niche and execute your new ideas with passion and a clear direction.

**1:00-2:30 p.m. SPONSOR GIVEAWAYS**

**DON'T MISS IT: Over \$5,000 in cash and prizes!** After the Friday Lunch Power Keynote, each sponsor will be giving away a prize valued at \$150 or more. 27 chances to win! Don't miss this exciting conclusion to the event! **You must be present to win.**

# Specially Curated Restaurant List

By **LEENTJE De LEEUW**  
Editor, *Concierge Preferred Magazine*

**Embark on a culinary journey** near Radisson Blu Aqua with our carefully chosen list of eateries, exclusively crafted for Niche Media Attendees. From the breakfast delights of Wildberry and Yolk to the seafood wonders

of Brown Bag Seafood and the Greek-inspired Avli on the Park, each recommendation is tailored to enhance your dining experience in tandem with the vibrant culinary scene of Chicago.

Explore culinary innovation at Le Petit Chef at the Fairmont, savor classic Chicago Italian

at Rosebud on Randolph, or enjoy sushi with a breathtaking view at Miru. Unwind at Stetson's or relish rooftop dining at Cindy's — these restaurants, thoughtfully selected by your fellow Niche attendees at Ateema Media & Marketing, promise to elevate your culinary journey in Chicago!

## WILDBERRY

130 E Randolph  
(312) 938-9777  
Breakfast | Lunch

Fuel your day at Wildberry, where breakfast becomes a culinary adventure. Known for its indulgent pancakes, inventive omelets, and a cozy atmosphere, Wildberry offers a perfect morning haven just steps away from Radisson Blu Aqua.

## YOLK

355 E Ohio  
(312) 348-1333  
Breakfast | Lunch

Yolk is where breakfast and lunch get a fresh and creative twist. From classic comfort foods to innovative dishes, Yolk's diverse menu, served in a lively setting and with great coffee, promises a delightful experience.

## BROWN BAG SEAFOOD

340 E Randolph  
(312) 496-3999  
Seafood | Lunch

Dive into a fresh seafood feast with a sustainable twist at Brown Bag Seafood. From flavorful fish tacos to the signature lobster roll, this casual gem promises a delightful culinary escape.

## CATCH 35

35 W Wacker  
(312) 346-3500  
Seafood | Lunch | Dinner

Located in the famed Leo Burnett building, Catch 35 lies in the heart of downtown business and financial districts, and serves many heading to live theater. Catch 35 is not only known for serving the freshest seafood but also has an impressive specialty wine list and live jazz music.

## AVLI ON THE PARK

180 N Field Blvd  
(312) 600-9997  
Greek | Lunch | Dinner

Enjoy a taste of Greece at Avli on the Park. This Greek-inspired restaurant combines traditional flavors with a modern twist, creating an experience that's as refreshing as it is delicious.

## MINGHIN CUISINE

333 E Benton Place  
(312) 228-1333  
Chinese | Lunch | Dinner

MingHin Cuisine is one of our favorite spots for authentic and delectable dim sum. Located just minutes away, MingHin is the perfect spot for those seeking a diverse array of Chinese culinary delights.

## EMERALD LOOP

216 N Wabash  
(312) 263-0200  
Irish Pub | Lunch | Dinner

Located in a landmarked building in the Loop steps away from the Chicago River, Emerald Loop features a large selection of Irish and local brews on tap. The menu consists of traditional Irish and American pub fare as well as innovations like baked naan flatbreads, chicken shawarma salad and elote mac and cheese.

## ROSEBUD ON RANDOLPH

130 E Randolph  
(312) 473-1111  
Italian | Lunch | Dinner

Indulge in classic Italian elegance at Rosebud on Randolph. Known for its timeless pasta dishes and warm ambiance, this restaurant with a view over Millennium Park provides a sophisticated setting for savoring the rich flavors of Italy.

## LE PETIT CHEF AT THE FAIRMONT

200 N Columbus Drive  
(312) 565-8000  
Fine Dining | Immersive Experience  
| Dinner

Elevate your dining experience at Le Petit Chef, right across the street at the Fairmont Chicago. This innovative dining concept combines culinary artistry with cutting-edge technology, offering a truly immersive and memorable dining adventure.

## THE PURPLE PIG

444 N Michigan Avenue  
(312) 464-1744  
Mediterranean | Lunch | Dinner

After extensive training in Italy, Greece, and the U.S., fourth-generation restaurateur Jimmy Bannos Jr. opened The Purple Pig in 2009, earning accolades such as the James Beard Award and Michelin Guide Bib Gourmand for its inventive Mediterranean-inspired cuisine, known for showcasing flavors from Italy, Greece, and Spain at its vibrant location on Michigan Avenue.

## STETSONS MODERN STEAK + SUSHI

151 E Wacker Drive  
(312) 239-4491  
Steak | Dinner

Unwind at Stetson's, located at the Hyatt Regency, where dinner becomes a sophisticated affair. With a menu featuring prime steaks and fresh seafood, this restaurant provides an elegant setting for a memorable evening.

## MIRU

401 E Wacker Drive  
(312) 725-7811  
Sushi | Lunch | Dinner

Miru, meaning "view" in Japanese, presents a culinary journey through Japan at its location in the St Regis. Explore a diverse menu featuring shareable delights like tempura and crispy rice, a rich array of seafood and beef options, and expertly crafted sushi—all against the backdrop of breathtaking views overlooking the Chicago River and Navy Pier.

## CINDY'S ROOFTOP

12 S Michigan Avenue  
(312) 792-3502  
American | Lunch | Dinner

Indulge in the pinnacle of rooftop dining at Cindy's, perched on the 13th floor of the Chicago Athletic Association under a glass atrium. With a seamless blend of ease and sophistication, this celebrated restaurant offers a memorable experience year-round, featuring sweeping views of Millennium Park, Lake Michigan, and an inspired menu crafted by Executive Chef Kaleena Bliss.

## SMITH & WOLLENSKY

318 N State  
(312) 670-9900  
Steak | Lunch | Dinner

Savor the allure of riverfront dining in Chicago's vibrant core, where every meal at this restaurant is a timeless delight. With a backdrop of the iconic city skyline, indulge in USDA Prime steaks, award-winning wines, and seasonal culinary offerings, creating an ideal setting for gatherings of all sizes and occasions.

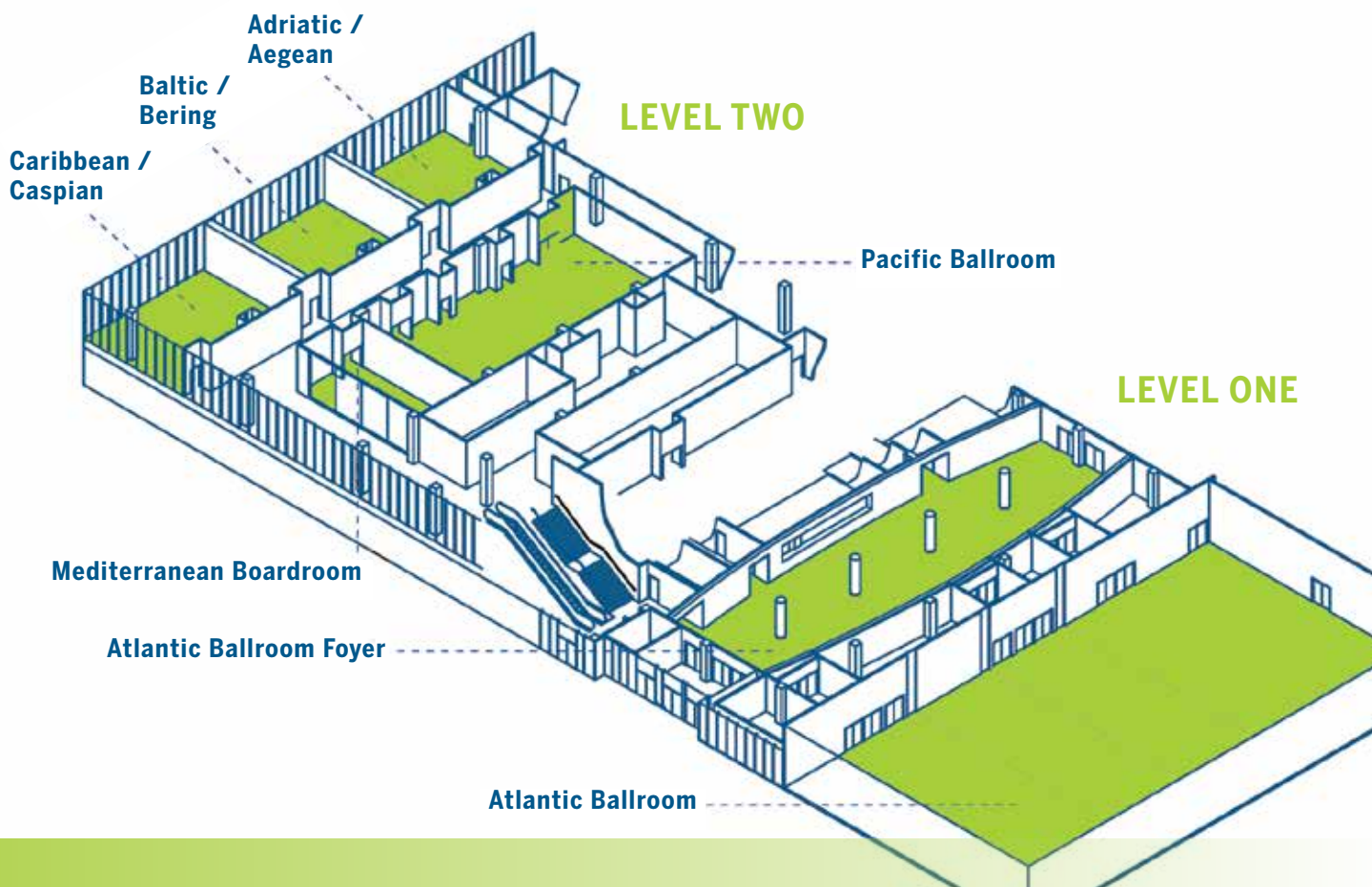
**CLICK HERE** to see a map of these restaurants and the sites listed on page 34.





# 2024

## NAVIGATING THE HOTEL



### RADISSON BLU AQUA HOTEL

221 North Columbus Drive, Chicago, IL 60601

#### MEETING SPACE

General Sessions meet in the Atlantic Ballroom. Check signs and ballroom announcements for Track Rooms.

#### QUESTIONS?

The Registration Desk will be open between 8:00 a.m.-4:00 p.m. in the Atlantic Ballroom.

**CLICK HERE** to see a map of the restaurants and sites listed on pages 34 and 40.



**Kenny Katzgrau**

Publisher,  
RedBankGreen.com

*Kenny Katzgrau publishes the local news site RedBankGreen.com and is the CEO and creator of Broadstreet, an award-winning alternative to Google Ad Manager, built for niche publishers. Kenny has a long history of software development, digital processes and digital advertising strategies, including stints at LTech, HUGE, Yahoo!, and Mozilla. He began advising Red Bank Green in 2011, and acquired it in 2023.*

DIGITAL STRATEGY TRACK

**Publisher Innovation  
Playbook: 5 Steps  
to Turn Great Digital Ideas  
into Money Makers**

**THURSDAY  
11:30 A.M. - 12:30 P.M.**



**Mike Dragosavich**

President/CEO,  
Spotlight Media

*Mike attended North Dakota State and spent 3 years in/out of the NFL as a punter. Once he hung up the cleats, he started Spotlight Media at age 24 with one magazine. Spotlight now publishes 7 regional publications in North Dakota and Minnesota. They are also a full-service marketing agency: in-house videography, web design, digital marketing services & more. Mike takes pride in being a bootstrap entrepreneur: he designed and delivered magazines, sold advertising, kept the books, and everything else, all while never taking out a loan.*

**Consumer Publishers  
Roundtable**

**WEDNESDAY  
2:00 - 4:15 P.M.**



**Nancy O'Brien**

Sr. Director, Industry Affairs  
& Events

*Nancy O'Brien is a 35+-year veteran of advertising sales, starting with B2B publications in oil and gas as well as aerospace. Her career has included both consumer and B2B, currently serving as Sr. Director of Industry Affairs & Events at Aviation International News and Partner/Owner of a consumer regional media company, Active NorCal. She has been teaching sales training and publisher courses worldwide since 2005. In the past 20 years Nancy has averaged \$3 million in ads sales per year.*

SALES TRAINING TRACK

**Top Secret Tactics to Book  
Meetings with Decision Makers**

**THURSDAY  
11:30 A.M. - 12:30 P.M.**

**Multi-Million Dollar Media Reps  
Tell ALL!**

**FRIDAY  
10:30 A.M. - NOON**



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**Paul Hoefler**

VP, Business Development, Spotlight Media

*Celebrating 10 years at Spotlight Media, Paul has helped the company grow tremendously. Paul believes in being human while selling—in a world of AI, go all in on being real! Paul says of his headshot: “Why this photo? First off this jacket is awesome (This is my Dad’s jacket from the 90s... he wants it back if he can fit back into it), and who doesn’t love a good Sell It Like Dohrn shirt?... I’m not afraid to be myself and I encourage you to embrace that mentality as well!” Paul is also father to 4 daughters, Emma who is 19, then Addison, Brielle, and Gracie who are 15...yes triplets.*

SALES TRAINING TRACK  
**Multi-Million Dollar Media Reps Tell ALL!**

**FRIDAY**  
**10:30 A.M. - NOON**



**Paul Sammon**

VP, Media Sales, MRI-Simmons

*Paul manages MRI-Simmons’ custom media research work, providing magazine media brands with insights into their audience’s behaviors, preferences, and attitudes. Paul joined MRI-Simmons in 2015, after having been a client of the firm for 20+ years. He manages all the custom media research work across print, digital and social media brands. He has held previous roles at DJG Marketing, Magazine Publishers of America, DDB Needham, Reader’s Digest, Automobile Magazine, and Premiere..*

AUDIENCE GROWTH TRACK  
**The GREAT Research Debate & Interactive Roundtable Discussion**

**THURSDAY**  
**10:00 - 11:00 A.M.**



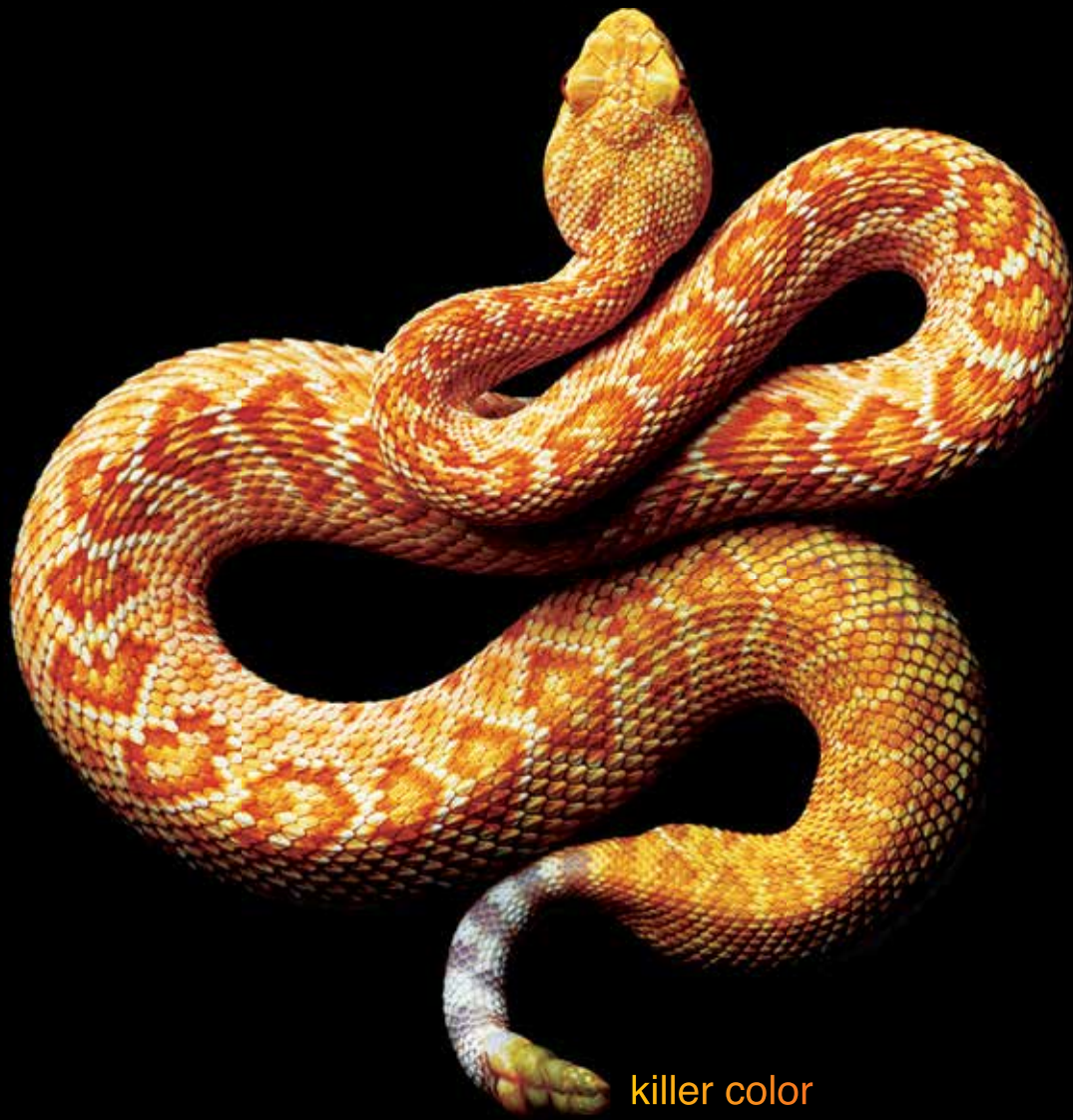
**Rick Schumacher**

Executive Editor & Publisher, LBM Journal, and President & CEO, Baxter Research Center

*Rick began his career in 1990 by securing a two-month editorial stint with Building Material Dealer magazine. In 2003, after that magazine abruptly closed its doors, Rick recruited three colleagues to launch an underfunded adventure called LBM Journal to serve the same market. In 2005, looking to give fledgling LBM Journal an edge over its much larger competitors, Rick signed on for quarterly ad studies with Baxter Research Center. Rick is proud of the small-but-mighty teams at LBM Journal and Baxter Research Center (acquired in 2020), both of whom do incredible work serving their markets and consistently punch above their weight..*

AUDIENCE GROWTH TRACK  
**The GREAT Research Debate & Interactive Roundtable Discussion**

**THURSDAY**  
**10:00 - 11:00 A.M.**





## **Robert Hawthorne**

President, Hawthorne Executive Search

*Robert Hawthorne is President of Hawthorne Search, a leading national recruiting firm that has worked with companies in publishing, advertising and media for over twenty years. Twice recognized as a Forbes Magazine Top 250 Recruiting Firm in America recipient, Robert and his team have helped companies find top talent nationally in sales, operations, marketing, digital and leadership. Well networked with over ten thousand industry connections, Robert often produces white papers on talent trends in media, identifying hot buttons that potential candidates are looking for in their next role.*

PUBLISHER STRATEGY TRACK

### **Hiring Secrets of a Superstar Media Employment Recruiter**

**THURSDAY**  
**2:00 - 3:00 P.M.**



## **Shannon Kinney**

Founder & Client Success Officer, Dream Local Digital and Board Member, Local Media Association

*Shannon Kinney is a seasoned startup Founder and Executive with over 29 years of experience in digital marketing. She has been at the forefront of digital transformation for media companies since 1995, and has consulted with and presented to media companies large and small worldwide. She is considered a thought leader in the online space, and is a highly sought after keynote speaker, advisor and consultant.*

SALES TRAINING TRACK

### **5 Steps to Increasing Your Digital Sales & Closing Ratios**

**THURSDAY**  
**2:00 - 3:00 P.M.**

DIGITAL STRATEGY TRACK

### **Top 3 Trends that will Make or Break Your Digital Growth**

**FRIDAY**  
**10:30 A.M. - NOON**



## **Stephanie Carey**

Former Publisher, The KC Pitch and currently Sales Director, BLOX Digital

*Stephanie has a 24-year journalism career that began as a daily newspaper reporter. Prior to joining BLOX Digital, she was the owner and publisher of The Pitch, an alternative publication in Kansas City.*

DIGITAL STRATEGY TRACK

### **Taking Your Media Website to the Next Level**

**THURSDAY**  
**2:00 - 3:00 P.M.**

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### **Thomas Cousins**

Sr. Sales Representative,  
Kodi Collective

*Tom Cousins has over 30 years of experience in the publication print industry through various sales and management roles. From VP at RR Donnelly to his current role in business development with Kodi Collective, Tom brings a world of experience to this topic. Based in Chicago, Tom is also proud parent to two children.*

AUDIENCE GROWTH TRACK

### **The Top 5 Ways to Boost Audience Engagement and Subscriptions**

**THURSDAY**  
**2:00 - 3:00 P.M.**



### **Zach O'Brien**

Founder/Editor-in-Chief,  
Active Norcal

*Zach O'Brien is the founder and Editor-in-Chief of Active NorCal, a digital media company covering outdoor lifestyles in Northern California. Through social media marketing, Active NorCal reaches 15+ million people each month, funneling them to digital ads and sponsored content, along with their online shop, podcast and email newsletter. Zach has been attending Niche Media events for more than 10 years.*

### **Audience Development and Marketing Super Session**

**WEDNESDAY**  
**2:00-4:15 P.M.**

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Email: [astrong@salesfuel.com](mailto:astrong@salesfuel.com)  
Phone: (614) 318-3771  
Website: <https://salesfuel.com/admall/>



Formerly known as MagHub, **Ad Orbit** helps hundreds of publishers worldwide sell, deliver, and bill for advertising revenue. The contract-to-cash platform combines a Customer Relationship Management (CRM) and Order Management System (OMS) to enable revenue teams to reach maximum effectiveness.

Developed over the last ten years to optimize publisher operations, the solution has evolved from a simple CRM tool to one that spans areas as diverse as: Ad Inventory Management, Electronic Signatures, Client Portals, Ad Reminders/Proofs/Uploads, Billing, Accounts Receivable, Built-in Business Intelligence (BI)

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While originally designed for Magazine Publishers, the platform has continued to adapt with the industry to support omnichannel advertising campaigns. Whether your ad runs on owned and operated channels like print, web, newsletters, webinars, OOH, events, and broadcast or via a programmatic distribution network – Ad Orbit helps your team keep everything organized.

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Email: [nick.pataro@aysling.com](mailto:nick.pataro@aysling.com)  
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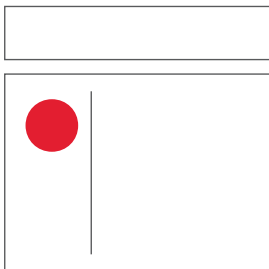
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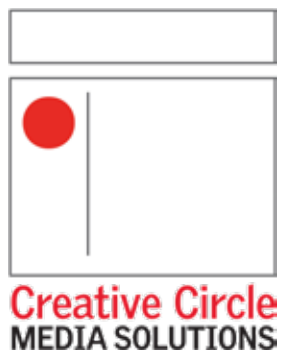
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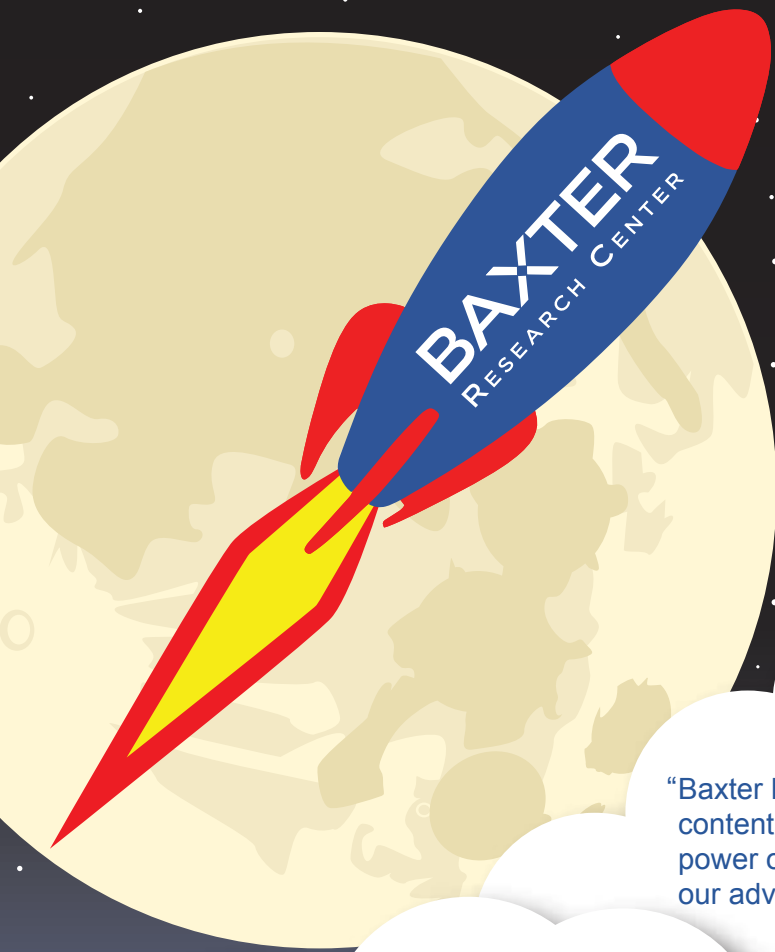


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*Continues on Page 64*



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**Expotract** continued from Page 62

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