



# Maximizing Advertising Revenue in Tough Times

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*Dissolution Technologies*  
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# Overview of *Dissolution Technologies*

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- A niche scientific journal on an analytical regulatory test used in the pharmaceutical industry on pharmaceutical products—  
Dissolution Testing
  - Certain specialized equipment needed for the testing—major advertisers are manufacturers of this equipment
  - Advertiser based revenue
- Began in 1992 by Cindy Brown, the founder



# *Dissolution Technologies*

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- Website address  
[www.dissolutiontech.com](http://www.dissolutiontech.com)
- All back issues available to download
- On-line store with books *Dissolution Technologies* has published with Allen Press

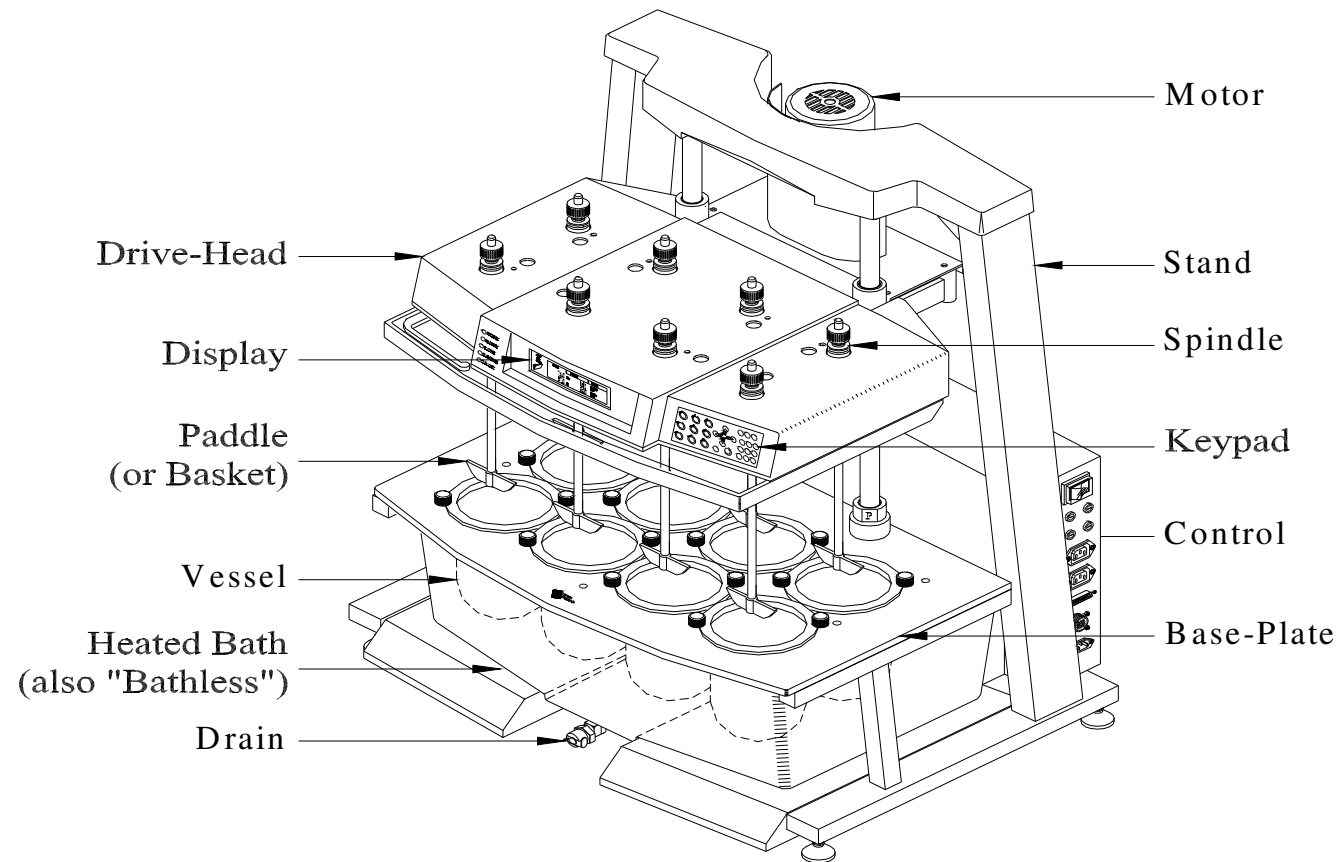


# Technical expertise

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- Working in the area of Dissolution for over 30 years
- Purchased the journal from Cindy Brown for \$200,000 in 2003.
- Became a consultant on the topic and thought additional revenue stream would be helpful and had expertise in the topic

# Tester Equipment





# Revenue Only from advertisers

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- There were some in place already
- Needed to cultivate my professional relationship with equipment vendors
- Already knew and even did training for two of the advertisers during the last 6 years



# Increased Credibility of Journal

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- Received indexing from several more places
  - Chemical Abstracts (CAS)
  - International Pharmaceutical Abstracts
  - Science Citation Index expanded
  - Journal Citation Reports/Science Edition



# Strengthening ties with Advertisers

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- Recommend having a technical liaison to interact with advertisers technical staff
- Treat advertisers as technical colleagues
- Be their consultant paid or not



# Visibility Beyond the Advertisements

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- Provide a forum for technical debates
  - Commentaries including the advertiser's opinions—have had vendor initiated discussion topics
- Make available a “Technical Notes” section for new technology material above press releases



# Visibility

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- Write technical chapters or articles that feature certain unique equipment. Call out the brand names if appropriate but don't leave any vendor out.
- Email them before every issue to ask for new ads or press releases



## Follow up

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- Send complimentary copies of each issue along with a letter thanking them for their support and telling them what will be the scientific topics in the next issue



# Visibility

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- Encourage the technical staff to submit science based articles that would be peer reviewed with the use of their products-encourage them to order reprints
- Distribute the journal at national meetings to increase the visibility of ads to people other than the subscribers



# Special Editions

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- Special Edition on Fiber Optics
  - Get them all to advertise
- Test variables and sources of errors
- Special Edition on a certain type of Apparatus
- Encourage contribution of articles in Special Edition



# Visibility

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- Distribute the Journal during training lectures-emphasize the technical assistance to be gained from reading the articles
- Website has advertiser links but only have the link available to hard copy advertisers



# Networking with Advertisers

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- Provide Heads up with new regulations or guidelines that involve the Dissolution Test
  - Direct communication-can be accomplished when normally communicating about the next ad....



# Networking

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- Inform the advertisers of upcoming meetings and workshops where they may want to exhibit
- Have a technical discussion at any opportunity



# Networking

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- Visit their booth at any opportunity
- Encourage them to join Technical groups—like a Focus Group where their customers will be members



# Deals

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- Provide deep discount for multiple ads
- Give deep discount for educational events plus be very proactive with Calendar of events section
- If Vendors are giving seminars, feature in Calendar of Events
  - Meeting report of seminar
- Press releases are free to any advertiser, unlimited number



# Mentorship

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- Encourage the technical people to talk to the customers as colleagues rather than a sales person
- Promotion of the journal is equal to promotion of the advertisers
  - Every improvement is persuasive to advertise