



Target
Media
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Case Studies in Niche Product Creation and Expansion



Product Extension

Truck Buys Profile



1993 Status

- 2 Car Photo Ad Products
- 8 General Classified Products
- Trader Publishing has 3 Truck magazines in LA market



1993-1994 Initiatives

- Run “til it sells” for trucks
- Truck “up sell” telemarketing
- Assigned truck sales representatives

August 1994: 90 pages of truck advertising



August 1994

- Photo Ad Paper containing Trucks, Vans, and SUVs
- 90 Pages
- \$.50 per copy
- 1200 copies sold

January 1998

- \$1.55 per copy
- Weekly circulation of 8,200 copies
- 270+ pages
- \$30,000+ weekly advertising volume
- New edition, *Big Truck Buys* in planning and launched later that year
- Trader Publishing down to 2 truck magazines (and now 1)



Geographic Extension

Orange County Auto Buys Profile



Summer 1996 Status

- Several thousand copies of LA photo ad book being sold in neighboring of Orange County
- Strong independent local Auto Trader franchise



1996-1998 initiatives

- September 1996 new edition with Orange County and South LA private parties
- Dedicated Sales Representatives
- Strong print runs
- Focus on selling Southern LA car dealers into new, desirable market

January 1998 Status

- Circulation over 3000+ copies per week
- 200+ pages
- Growing 2+ pages per week
- \$15,000 advertising sales volume

Brand Extension

AutoFocus Profile: Special Edition



2003 Status

- Dominant used car publication in Chicago market
- No share of massive new car advertising market
- Ad agencies not buying used car book advertising or new car advertising in them



2003-2004 Initiatives

- New car banner ads in AutoFocus
- Sold below “radar screen” of ad agencies
- Sold to new car departments only of used car advertisers meeting minimum revenue requirements

2004 Results

- \$10,000+ weekly new car revenue in AutoFocus
- 40+ regular new car dealer advertisers
- Auto Show specials edition
 - 56 pages
 - \$100,000 extra revenue
- Ad agencies now forced to be on board by their customers, the dealers



Case Studies: Lessons Learned

- Take your time
- Identify a unique opportunity in the market
- Make it someone's ONLY job
- Protect the project from internal opposition
- Be willing to change it as it grows and matures



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