

THIS COMPLIMENTARY ANNUAL EDITION IS BROUGHT TO YOU BY:

# Nuclear News Radwaste Solutions



Publications of the American Nuclear Society

# 2009 Advertising & Marketing Guide



Phone: 1-800-682-6397  
or 708-579-8226  
E-mail: [advertising@ans.org](mailto:advertising@ans.org)  
Web: [www.ans.org/advertising](http://www.ans.org/advertising)

Published by Marketing Resource Group, Inc.

This Guide was developed expressly for this publisher and its advertisers. Any reproduction or duplication without authorization is strictly prohibited. © 2008 Marketing Resource Group, Inc.

- Learn how print builds awareness, brand preference, purchase intent and volume.
- Discover how print impacts buyers and strengthens other media in the mix.
- Find out why print advertising is such a productive investment in terms of ROI and in shortening the sales cycle.
- Excellent year-round resource to help plan, budget and execute more successful marketing programs.



**Celebrating 50 years of Nuclear News!**

Thirteenth Annual Edition

## What drives media success in 2009?

### Partnership

Media integration will be critical to success in 2009.  
Print is the key to a successful integrated program.

### Payback

Every advertising dollar is scrutinized more than ever before.  
Print continues to generate the returns demanded by leading advertisers.

### Performance

Print is a priority for advertisers because it continues to outperform other media as well as enhance the performance of these media.

### Prominence

Prominent advertising leaders prefer print as do the buyers these advertisers need to reach.



**The 2009 Advertising & Marketing Guide explores the special advantages that print advertising offers throughout the coming year.**

### Section 1 **Print as a Partner** ..... Pages 4 & 5

Print remains the powerhouse of the integrated program, enhancing the effectiveness of the other dynamic media options that advertisers use.

### Section 2 **Print as a Producer** ..... Pages 6 & 7

Print generates a significant payback to advertisers and numerous studies document that it warrants a significant investment.

### Section 3 **Print is the Priority** ..... Pages 8 & 9

Buyers continue to read publications extensively and engagement with the medium is at a highpoint.

### Section 4 **Print Builds Prominence** ..... Pages 10 & 11

Publications excel at optimizing advertiser prominence and influence during all stages of the purchasing funnel.



## Welcome to the 2009 Advertising & Marketing Guide...

---

You have been selected to receive the 2009 Advertising & Marketing Guide, a comprehensive media resource documenting why print advertising continues to work in this ever changing integrated media world. If you're looking for facts to support your 2009 media decisions, you'll find them among the findings

from the more than a dozen studies cited in this year's Guide. If you have questions related to how to best support the integrated communications program, the 2009 Guide is packed with information and insight. If you simply want more guidance on today's changing media options, check out the research in this thorough advertising resource.

### **If you've ever thought about any of the following questions, the 2009 Guide is ideal for you.**

---

- How many different media should be part of the integrated advertising program? ..... See page 4
- How do I enhance the effectiveness of my online marketing program? ..... See page 5
- What is the difference between search and qualified search? ..... See page 5
- How can I ensure that buyers are receptive to contact by salespeople? ..... See page 5
- How can I ensure that new prospects in the market learn about my products? ..... See page 6
- How often do buyers who claim they intend to purchase the product, actually make that purchase? ... See page 7
- What is the number one influence on business and personal online purchases? ..... See page 7
- Am I investing the "right" amount of funds in print advertising? ..... See page 7
- During which purchasing stages do publications have the greatest influence? ..... See page 8
- With the many changes impacting advertising media options,  
has the amount of time buyers spend reading publications increased or decreased since 2001? ..... See page 9
- Do higher level buyers and executives have time to spend with print? ..... See page 9
- What is the purchase funnel? ..... See page 10
- Do publications score well on engagement dimensions? ..... See page 11
- Why are buyers receptive to advertising in publications? ..... See page 11

# Print as a Partner

**Tradition** Print has long been the preferred medium for buyers and decision makers.

**Integration** Print not only delivers a powerful payback to advertisers, it actually enhances the performance of other media in the integrated program.

**Performance** Even with the emergence of online and digital marketing options, print remains the powerhouse of the integrated communications program.

## Print advertising partners with all the major media to optimize the effectiveness of the integrated program

While the impact of online and digital media continues to grow, it still remains a small portion of the entire integrated communications program. Print remains the powerhouse of the integrated program, supporting and enhancing the effectiveness of trade shows, the Internet, events, e-newslet-

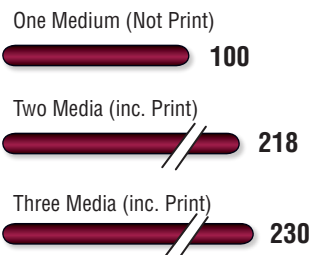
ters, direct mail, and all the other dynamic media options that advertisers use. Print remains the energy source upon which all other media plans are built. In this time of extensive online advertising, a successful online strategy still begins with a hard-hitting, offline print campaign.

## More is better than less.

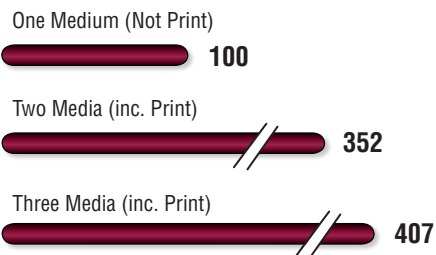
It's a proven fact. Two media outperform one. Three outperform two. This holds true for the areas of awareness, brand favorability, and purchase intent. In fact, according to a series of Crossmedia Studies conducted between 2004 and 2007, whenever publication advertising was added to the integrated program,

the impact was significantly favorable.<sup>1</sup> Cohesive, integrated programs reach more buyers, influence more decision makers, and result in the sale of more products. The key to success is to make print the lead medium in the integrated program.

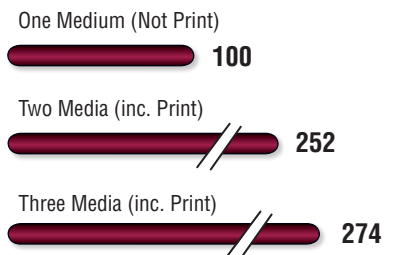
### Awareness



### Brand Favorability



### Purchase Intent



# Partnership

## Integrated campaigns are more memorable and recognizable.

When publication advertising is integrated with other media, nine out of ten buyers and marketers agree that the advertising message is remembered and recognized.<sup>2</sup>

### Marketers Agree

“Our firm gets more qualified buyers when we integrate industry specific media like print with online media like Web ads and sponsored links.”

85% of marketers agree



### Buyers Agree

“It’s easier for me to recognize or remember a company’s brand or products/services when I see messages in multi-media such as publications, online, or at events.”

91% of buyers agree



### Online success starts offline.

According to an American Advertising Federation survey, marketers ranked publications the number one, most effective vehicle for driving buyers online...more than eight percentage points higher than the second-ranked medium. BIG Research uncovered similar findings in a study that ranked publications number one of the top 10 media that drive buyers to search online.<sup>3</sup> Publications prompt more searches, more often.



### Print ads stimulate Web visits.

A series of nine studies analyzed the difference in Web traffic among buyers exposed to print advertising compared to those not exposed to the ads. The findings were significant! Advertisers enjoyed a 40% lift in Web traffic among buyers exposed to the print ads.<sup>4</sup> While publications build Web traffic, publication advertising does so dramatically.



### URLs Send Buyers Directly to Your Site.

Publications and publication advertising are consistently the top triggers sending buyers online, regardless if the advertising included a URL. Findings indicate that including a URL in an ad actually triples the percentage change in visits.<sup>5</sup>



### Top sources that drive qualified traffic



### Qualified search means better prospects

A study conducted by Jupiter Research documented offline sources that drive qualified traffic to Websites. Qualified traffic is comprised of buyers that make a purchase after conducting an online search. The study found that publication ads were the number one offline source to drive qualified traffic to Websites. Print ads scored seven percentage points higher than the second-ranked medium.<sup>6</sup>

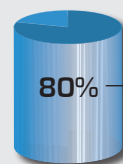
Sources: <sup>1</sup>Dynamic Logic/Millward Brown CrossMedia Research, 2004 – 2007. <sup>2</sup>Study conducted by Forrester Research for ABM, 2007. <sup>3</sup>ICOM, American Advertising Federation, 2006; BIGResearch for the Retail Advertising & Marketing Association, 2007. <sup>4</sup>Nine studies conducted by Marketing Evolution, 2004 – 2007. <sup>5</sup>Study conducted by Jupiter Research, 2007. <sup>6</sup>Study conducted by Forrester Research for ABM, 2007. <sup>7</sup>The Corporate Decision Maker's View of Business Media, Harris Interactive, Inc

### Print and salespeople...a powerful team

Print supports the ongoing efforts of the sales team, too. Eight out of ten buyers agree that they are more receptive to salespeople when they first learn about the product through advertising.<sup>7</sup>

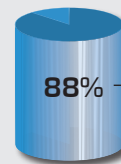
The two leading media for helping buyers become aware of new products are print and trade shows. Additionally, marketers agree that print and Websites should be a part of the sales initiative to support the efforts of the sales team.<sup>8</sup> Publication advertising introduces your product offering to qualified prospects, so that salespeople can return to the business of closing sales.

#### Buyers demand information



80% of buyers want to learn about the product before talking to a salesperson. Print initiates that conversation.

#### Marketers respond



88% of marketers say that publications and Websites should be a part of the sales initiative. Print supports the sales team.

# Print as a Producer

## Scrutiny

Never before has the advertising dollar gone under such tough analysis. Every dollar invested in advertising is observed, examined, researched, and reconsidered. Print continues to produce, even under tough scrutiny.

## Results

Publication advertising generates leads, builds purchase intent, and remains the number one influence on making a purchase.

## Commitment

While print advertising is generating results and producing more, recent findings reveal that marketers are allocating much less to print than is warranted by its performance.

### Print advertising is a proven producer that warrants a significant investment from advertisers.

Marketers demand even greater returns from advertising today, and print continues to meet those high demands and generate significant returns. Advertisers would typically experience an even greater payback from print, if they invested the funds

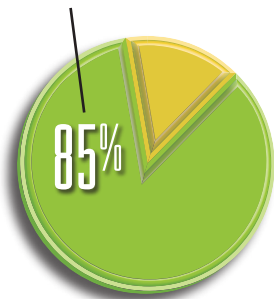
as recommended by leading independent media studies that call for a greater print allocation. Print generates significant returns, and it warrants a significant investment.

## Leading the Way!

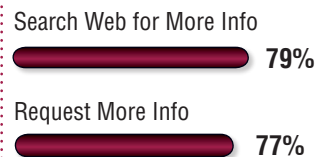
Print effectively reaches decision makers in the market and motivates them to action. Nine out of ten claim they took some type of action (from requesting more info to buying the advertised product) after exposure to advertising.

Eight out of ten go to the Web to find out more, or they use another means to request more information. Print was ranked number one as the source most often used to learn about new products.<sup>1</sup>

85% take some action after exposure to print advertising



After exposure to print advertising



Top 5 sources where buyers first learn about new products

### Top 5 sources

- #1. Business Publications
- #2. Business Websites
- #3. Trade Shows
- #4. Conferences
- #5. E-Newsletters

# Payback

## The stage when buyers take action



When it comes to building purchase intent – the stage in which the buyer is most likely to buy the product – publication ads are far superior to other advertising options. In fact, a Marketing Evolution study revealed that publications increased purchase intent more than double the next highest medium.

A follow-up study analyzed if these buyers were seriously “intent” on making a purchase. Eighty-four percent actually purchased the *product category*; 61% purchased the *actual brand/product*.<sup>2</sup> That means that publications not only stimulate buyers to seriously consider the product, but that they motivate the vast majority to actually make the decision to buy the brand or a “like” product.

## #1 for business and personal online purchases

Readers are loyal to their publications. The number one influence driving online business purchases is publications. The number one influence driving online personal purchases is publications.<sup>3</sup> Publication readers are heavy online users, and they are influenced by what they read in the pages of each issue.

**#1 Influence on Business Online Purchases:**  
**Publications**



**#1 Influence on Personal Online Purchases:**  
**Publications**

**86%**  
of buyers used  
publications  
in the past  
month

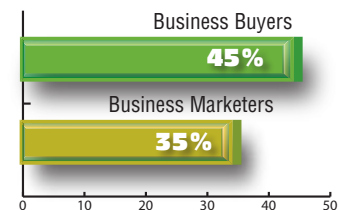


## The ends *more* than justify the means

Marketers are not allocating to print the funds warranted by the returns generated. Print delivers sizeable returns, yet marketers are allocating their budgets to media that buyers rely on far less.

Nearly half of all buyers claim they will increase their use of business/specialized publications during the coming year. (Eighty-six percent already claim to use them on a regular basis.) But, only 35% of marketers plan to increase their use of print during the coming year.<sup>4</sup> This is a sizeable differential and proves that publications are underutilized.

## Significantly Increase/Increase Use of Publications



## Accountability studies recommend more print spending

Dynamic Logic analyzed thirty-two studies to determine the equity of media spending. The overall conclusion was that publications accounted for a greater contribution to the overall effort, yet received a significantly smaller percentage of the budget.<sup>5</sup> The investment in print should be increased.

Marketing Evolution analyzed a series of 16 accountability studies, the vast majority of which also indicate that marketers should invest greater dollars



in print advertising. It was determined that the publication investment should increase as much 30 points in 11 of the 16 studies. Seventy percent of the studies recommended a reallocation of spending in favor of publications. This compares to 44% of studies recommending a reallocation for online spending.<sup>6</sup>

## Increases generate 23% return

Follow-up studies measured the results when marketers implemented the recommended budget increases in publication advertising. The average ROI increased a dramatic 23%.<sup>7</sup> When marketers match their budgets to coincide with the practices of buyers, returns are optimized. Publications are proven producers.



Reallocation  
of Spending in  
Favor of Print:

**23% Higher ROI**

Sources: <sup>1</sup>"Business Media Study" conducted by Harris Interactive for ABM, 2006. <sup>2</sup>Marketing Evolution, 2006. <sup>3</sup>MRI, Fall 2006. <sup>4</sup>The Power of Industry-Specific Business Magazines, Forrester Consulting, 2007. <sup>5</sup>Dynamic Logic Cross-Media Research Studies, 2007; <sup>6,7</sup>Marketing Evolution, 2006

# Print is the Priority

## Reliance

Buyers rely on publications to evaluate purchases, grow professionally and personally improve their businesses.

## Engagement

Buyers are highly involved with their publications. Engaged readers are better prospects.

## Preference

Buyers prefer publications over other media, and they prefer that they carry advertising. This preference makes publications a priority for advertisers, too.

### **Publications are the number one priority for both buyers and advertisers...**

Buyers need and use print on a daily basis. They read publications consistently and engagement with the medium is at a highpoint. Decision makers at all levels rely on print, but studies reveal that the highest level executives are more likely to read and rely on

publications more often. The extensive engagement and interaction with print provides advertisers with a unique selling opportunity. Print should be the priority.

## A job well done

Business publications ensure that buyers get the job done and done well. Top executives claim that business publications are the number one medium they rely on to help build their businesses and to perform their jobs better. This reliance on business publications has been consistent since 2001.<sup>1</sup> Building businesses and careers makes print a priority.

### **Publications Work in All 5 Stages of Buying Process**

- Start thinking about purchase
- Begin researching
- Narrow down choices
- Make final decision
- Review After Purchase

## From start to finish

Buyers use business publications in all stages of the buying process from beginning to end. In fact, publications were selected as one of the two most helpful media in all 5 buying stages. Fourteen different media were analyzed.<sup>2</sup> While print is typically considered important in the early stages of the buying process, research now reveals that it is also important during the later stages when the product is bought and the purchase validated.

## Involved and engaged

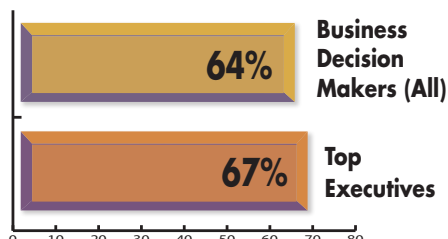
### Top 5 Most Engaging Sources Among Top Executives and Buyers

- #1 Publications
- #2 Trade Shows
- #3 Salespeople
- #4 Conferences/Seminars
- #5 Websites

Buyers still prefer print because they are more engaged and more involved with publications than they are with any other medium. Buyers rank salespeople and business publications as the “most engaging and involving information sources.” This rank has been consistent since 2001. Among the highest level executives, print is ranked the number one most engaging and involving source, far outpacing the other 12 media and sources ranked.<sup>3</sup> Engagement makes print a priority.

### More issues, cover to cover

#### Read 3 or More Publications Last Month



Think of the time it takes to read three publications per month. Sixty-four percent of business decision makers claim they read three or more titles in the last month. Top executives covet their publications as much or more. Sixty-seven percent of the highest level decision makers claim that they read at least three issues during the past month.<sup>5</sup> Readership makes print a priority.

### Valuable time invested

While buyers claim they are time-strapped and pressured, they still invest plenty of time reading publica-

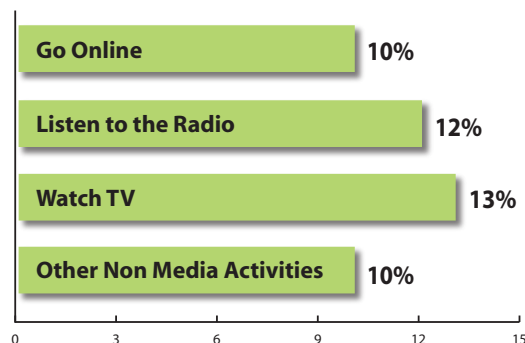
tions. Four out of ten buyers claim they have less time to spend with sales representatives, yet the number of buyers who spend three or more hours per week reading publications has doubled since 2001.<sup>4</sup> Today – more than ever before – time really is money, and buyers invest that commodity in reading publications. Value makes print a priority.



### Readership and Focus

Advertisers can be assured that buyers are exposed and attentive to their print advertising messages. Fewer readers interact with other media (radio, online, etc) when reading publications than do users of other media. Also, fewer readers engage in other non-media activities while reading publications.<sup>6</sup> Focus makes print a priority.

#### Readers Who Engage in Activities While Reading



And, while readers are focused and attentive, they actually prefer that publications carry advertising. Publication readers are 35% more likely to agree that the advertising adds to the enjoyment of the media experience.<sup>7</sup> Publications provide a unique opportunity for advertisers to reach, connect, and build a long-term relationship with key buyers in the marketplace.

Sources: <sup>1,2,3</sup>“Business Media Study” conducted by Harris Interactive for ABM, 2006. <sup>4,5</sup>“The Power of Industry-Specific Business Magazines”, Forrester Consulting, 2007. <sup>6,7</sup>BIGresearch Simultaneous Media Usage Study, 2007.

# Print Builds Prominence

## Trust

When a buyer establishes a relationship with a medium, the opportunity for the advertiser is exceptional. Publications and readers have a relationship based on trust, a relationship on which smart advertisers capitalize.

## Value

Readers value both the editorial and advertising content of publications. Publications provide value and value-added.

## Performance

Publications retain their prominence because they consistently deliver results across all stages of the sales process.

### Print builds prominence and optimizes advertiser influence.

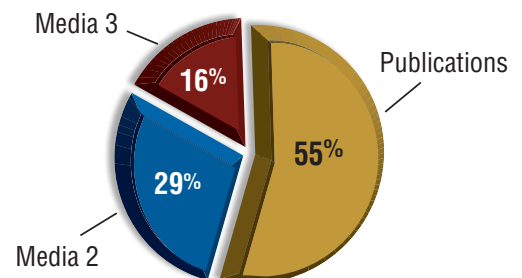
Print advertisers are the prominent force in the marketplace. Buyers believe these advertisers are the most influential, knowledgeable, and capable suppliers in their respective industries. Publications excel at optimizing advertiser

prominence and influence during all stages of the purchasing funnel, the sequence of events that begins with awareness and concludes with the actual purchase of the advertised product.

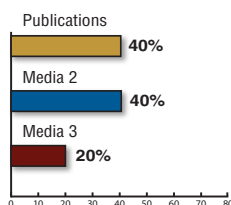
### All stages of the purchasing funnel

Publications excel at influencing buyers during all stages of the purchasing funnel. At the widest end of the funnel, print builds awareness among the greatest number of buyers. As the funnel narrows, publication advertising shifts attitudes among qualified buyers by building brand familiarity and favorability. The narrow bottom represents those prospective buyers who seriously consider the purchase of the product. In all areas of the purchasing funnel, print was the most influential and effective medium, particularly at influencing purchase intent. Publications performed the most consistently across 15 different studies.<sup>1</sup>

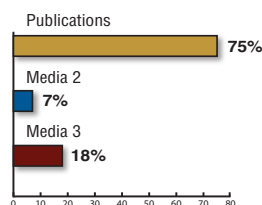
### Effect of Media Across Purchasing Funnel (3 Major Media)



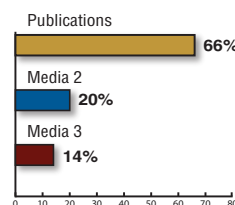
#### Awareness



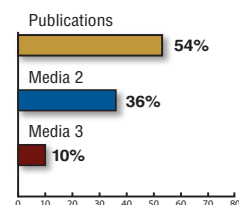
#### Message Association



#### Brand Favorability



#### Purchase Intent



# Prominence

## Trust and Objectivity



# PRINT

With all the changes impacting the world of media, one thing has stayed the same: buyers believe the printed word. Print is still considered the most credible and trustworthy medium, an advantage that extends to the advertising messages in each issue. Buyers responding to a Forrester Consulting study ranked business publications number one for “providing information that I can trust.” A related study asked buyers to name the top strength of publications, and the overwhelming response was trustworthiness. A Simmons study compared major media on a number of engagement variables including trustworthiness. Print was far and away ranked the most trustworthy of all the media studied.<sup>2</sup>

### #1 “Provides information I can trust”

Ranked most trustworthy medium

Top strength of publications: Trust



### Ranked number one in engagement:



### Engaging

A Simmons Engagement study compared major media on a series of engagement dimensions. Publications scored on top in key areas including providing social interaction, life-enhancing, inspirational, and personal time-out.<sup>1</sup> The scores on these engagement dimensions document the involved relationship between readers and their publications.

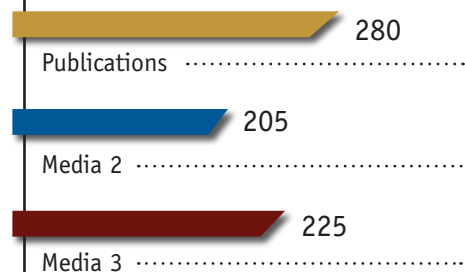
### Preference for Advertising

The unique affinity that buyers have for publication advertising is evidenced in a Starcom study in which buyers were asked to pull the ten best pages in one of their favorite issues. Three of the ten pages were advertising pages. According to Dynamic Logic, buyers believe advertising in publications is more relevant and interesting than advertising in other media.<sup>5</sup>

## Ad Receptivity

Publications build prominence for advertisers because the strengths of the editorial content extend to the advertising messages. Buyers are more receptive to advertising in publications than to advertising in any of the other media. In fact, publications scored nearly 25% higher than the next major medium in the area of ad receptivity.<sup>4</sup>

### Ad Receptivity

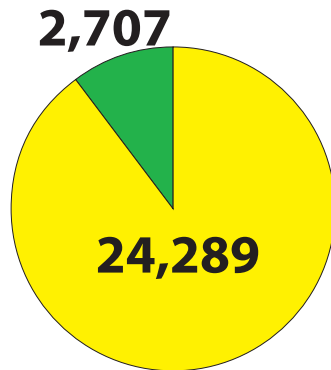


Sources: <sup>1</sup>Dynamic Logic/Millward Brown CrossMedia Research Studies, 2007.

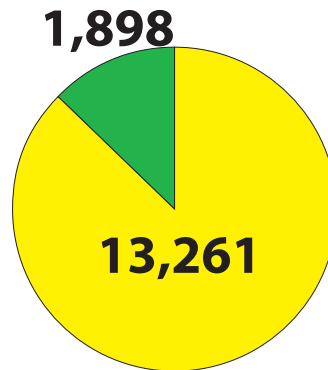
<sup>2</sup>The Power of Industry-Specific Business Magazines, Forrester Consulting, 2007; “Business Media Study” conducted by Harris Interactive for ABM, 2006; Simmons Multi-Media Engagement Study, 2007. <sup>3,4</sup>Simmons Multi-Media Engagement Study, 2007. <sup>5</sup>Study conducted by Starcom; Dynamic Logic AdReaction Study, 2007.



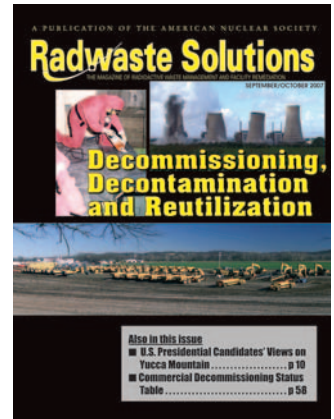
## Direct Answer—Your Ad Dollars at Work for You!



**Nuclear News**



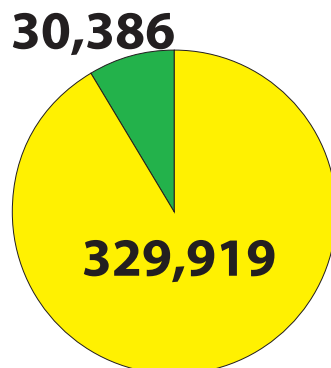
**Radwaste Solutions**



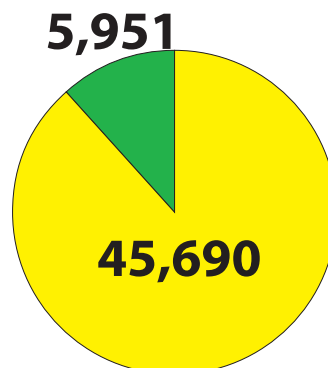
**Averages Per Issue**

**Views**

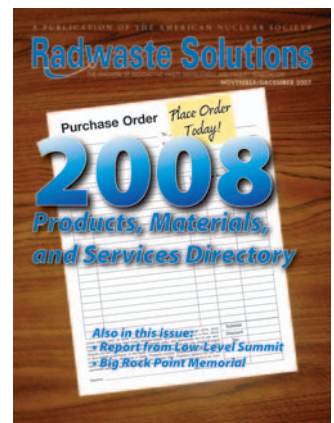
**Links**



**Nuclear News BG**



**Radwaste Solutions BG**



The monthly statistics above are a 12-month average for the July 2007-June 2008 issues. They reflect the number of times advertiser contact information was accessed through the Direct Answer/Index to Advertisers link on the ANS Web site. Contact your regional sales representative to obtain your custom results report.

**Talk to us—we can be helpful.**

**1-800-682-6397 • [www.ans.org/advertising](http://www.ans.org/advertising)**

## ANS Banner Opportunities

For the American Nuclear Society (ANS) site overall, we've had 1,978,240 unique visits over the past 12 months (July '07 through June '08), corresponding to 8,047,465 page views and 37,585,461 hits. During that same time frame, there have been 1,059,949 views of the banners and 26,598 direct links through the banners to the web sites of advertisers. Thus far, the following companies below have placed a banner ad on the ANS Web site — we thank them for their support and wonder...why haven't you?

- Ansys, Inc. WebEx
- AREVA NP
- Arizona Public Service (APS)

- Bechtel
- Dassault Systemes
- Excelsior College
- Flowserve

- GE Energy
- IBM Corporation
- Lockheed Martin
- NFS

- Northrop Grumman
- Progress Energy
- Swagelok
- Unitech Services Group

- U.S. NRC
- Westinghouse
- Winsted Technical Interiors

### Unique visitors per month—

**Jan: 47,355**

**Feb: 43,721**

**Mar: 49,645**

**Apr: 51,662**

**May: 56,082**

**Jun: 60,689**

### Total views/impressions per month—

**Jan: 83,062**

**Feb: 70,386**

**Mar: 77,478**

**Apr: 95,241**

**May: 97,069**

**Jun: 109,849**

Note: The entire ANS Web site is in the midst of a redesign and the banners will appear on all pages throughout the site by the end of 2008 providing an even greater reach and impact.



imagination at work

[gepower.com/nuclear](http://gepower.com/nuclear)



**Westinghouse**

**You can be sure...  
if it's Westinghouse**

**AREVA NP**  
Click here to learn more.

**AREVA**