

Local Press in Communication Campaigns



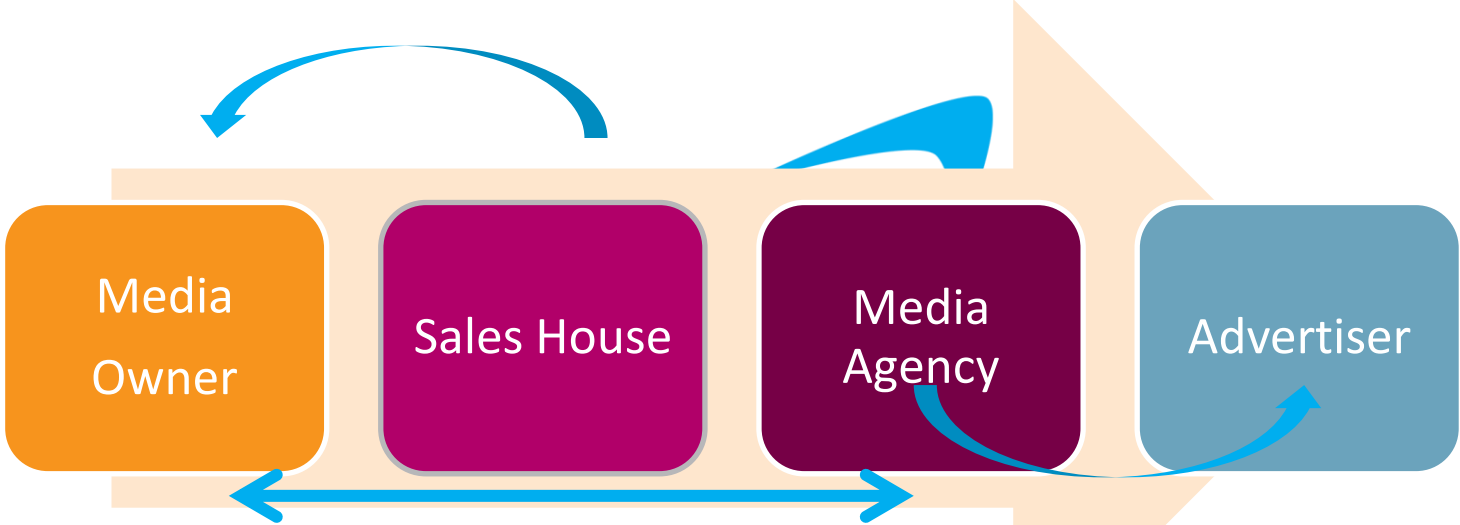
PROUD OF OUR CLIENTS. AND LONG-STANDING RELATIONSHIPS.



How do we work?



Media Trading Chain & Working Process

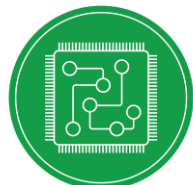


The Media Trading Chain.
Without Being a Linear One-Direction Process.

Campaign Mix



TV



Digital



OOH



Radio

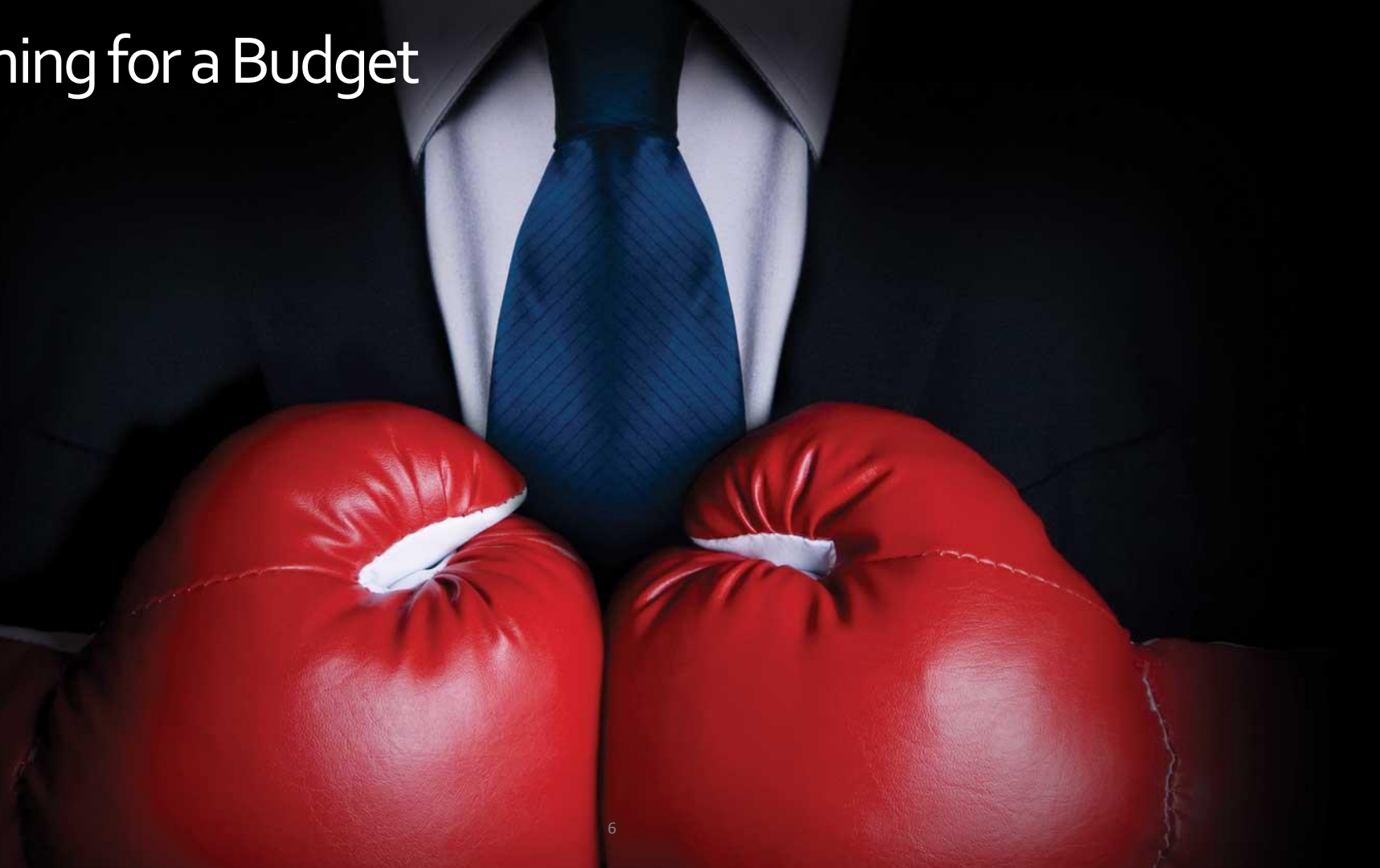


Magazines

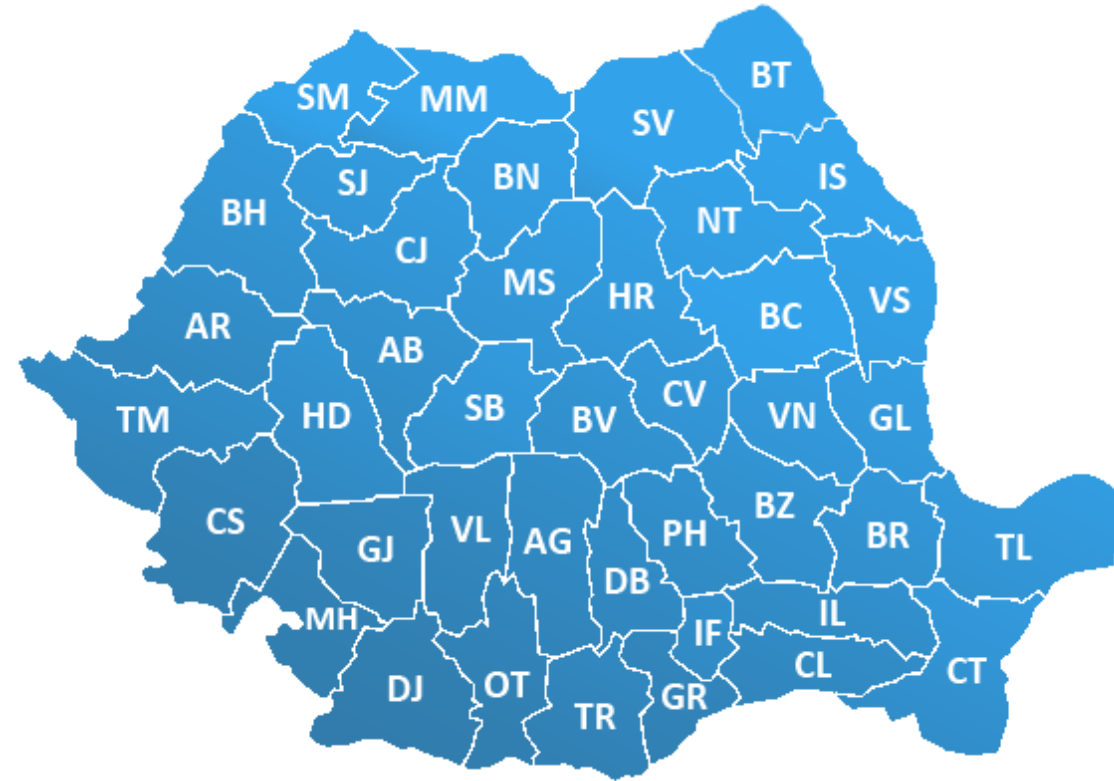


Newspapers

Fighting for a Budget



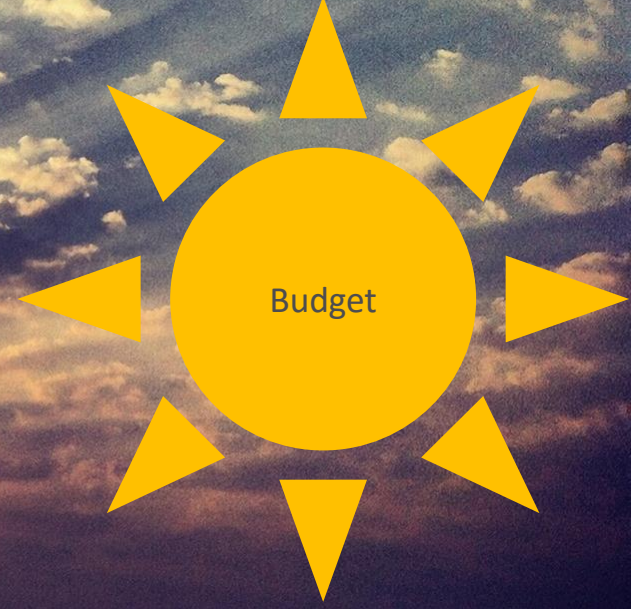
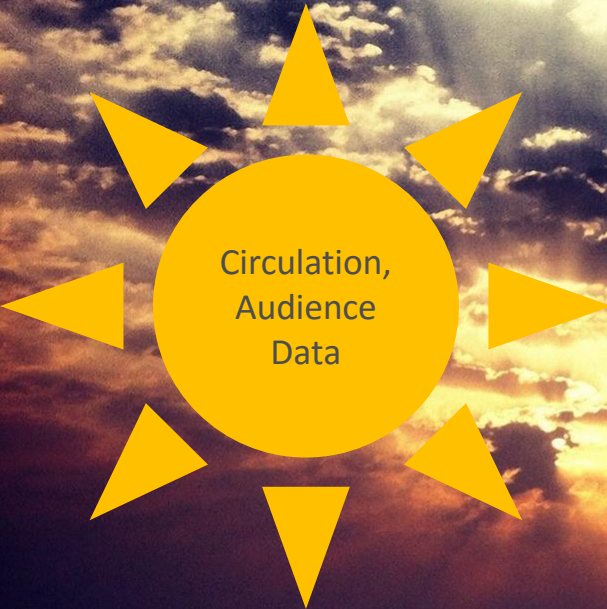
National or Local?



Title Selection/Example for Sibiu



Reason why/arguments



Instead of Conclusion

Audit Data & Monitoring

To show Local Press contribution in a communication campaign

Let's
Talk

Transparency: same Info for whole market: Circulation, Distribution, Sold Copies & Rate Card

Targeted Distribution
splited on cities & villages

Quality Product
(content, people, paper etc.)





Thank You!