

Creating New Online Revenue Streams at Journal Publications, Inc.



Journal Publications – Success Snapshot

- **Objectives:** More effectively monetize unsold inventory and existing online audience of business decision makers
- **Strategy Deployed:** Unsold inventory and audience off-site monetization
- **Results:** Incremental, ramping monthly online revenue stream

“Bizo is helping us to monetize our online audiences in some meaningful new ways, delivering revenue streams that are truly incremental.”

– Lawrence Kluger
President
Journal Publications, Inc.

On the hunt for superior audience monetization

Journal Publications, Inc. (JPI) is a multi-title publishing and events management company with operations in Pennsylvania and New Jersey. Founded in 1984, JPI publishes award winning business journals, consumer magazines and custom publications. JPI also plans and manages dozens of events annually and adds value to the business community through its subsidiaries like Best Companies Group, which coordinates "Best Places to Work" surveys nation-wide.

Like most business publishers, JPI continues to learn and adapt its business to extract increasing value from its growing online audience which consists primarily of business decision makers. “Our digital business will be a key engine of growth for us going forward so we’re always looking for new ways to monetize the audiences that visit our web properties,” commented Larry Kluger, president of JPI. In June 2011, JPI teamed with Bizo to begin tapping more deeply the value of its online audience.

Earning “found money” through Bizo

JPI turned to Bizo to more effectively monetize its audiences in two key ways:

- **JPI is earning more on their unsold inventory.** Advertisers use **Bizo’s Audience Marketing Platform** to target prospects by specific business demographics (e.g., industry, company size, job function, seniority) so Bizo is able to sell JPI’s secondary ad inventory at 2-3x higher CPMs than a traditional ad network.
- **JPI can now monetize its audience, off- site.** Bizo has opened the door to an entirely new revenue stream by enabling advertisers to anonymously target JPI’s audience after they leave one of JPI’s web properties via the Bizo’s platform.

“Without any effort on our part, Bizo is starting to deliver new revenue streams that are truly incremental. And, since ads that Bizo delivers are audience targeted (vs. site targeted), there’s no conflict with our direct sales effort,” said Kluger.

About Bizo

Bizo is the answer to taking your digital strategy to the next level where you can create value in entirely new ways for your advertising clients and generate new revenue streams in the process. Join over 1800 of the top business publishers who have already turned to Bizo to better monetize their audiences both on and off-site. To learn more about how Bizo can help take your digital media strategy to the next level, visit www.bizo.com, email bizdev@bizo.com or call us at 1-866-497-5505.