



#KEYINSIGHTS | How can publishers and agencies start working closer together?

- A good place to start would be to stop trying to sell us off your rate card, rather talk directly to us about creating new concepts/avenues for us to engage with you and our client base on.
- Keep the media buying division in the loop, in fact improve communications between the agency/media buyers and publishers and help us come up with new creative avenues to work together as opposed to just trying to sell space – understand your space and the market you want to engage in this space and then look at how you can assist in offering a platform for this engagement.
- Often publishers will approach agencies from their set publication perspective, which is niche and not necessarily broad enough for the agencies clients, but if they come with a better understanding of the clients business, and offer a different approach that works with the clients approach to market, then perhaps this playing field will change, but to date we are seeing publishers just trying to sell off the rate card with a one approach fits all – and this in today's converging world just does not cut it.
- When we are all playing in a truly converged space then right from the outset of a campaign the publishers will be part of the initial development team.