



## Partnership

Project Kookaburra is an independent research program designed and run by Megan Brownlow and Simon Crerar, with participation from Mediality (formerly AAP Studio), in partnership with the Google News Initiative. Megan Brownlow is a strategy consultant and non-executive director, and Simon Crerar is a journalism startup founder who was the founding editor and general manager of BuzzFeed Australia. Project Kookaburra worked with five independent regional publishers across Australia to pilot five new business models over a six-month period, from April to September 2020. The results were shared with publishers and journalists in a series of free 'lunch and learn' webinars in November 2020, hosted by the [Walkley Foundation](#), Australia's leading organisation for celebrating and supporting Australian journalism.

## Overview

[Forty South](#) is a 25-year-old premium quarterly magazine that launched a new website in August 2020. It covers science, environment, history and the arts, differentiating through top-quality writing and photography. *Forty South* has a strong Tasmanian identity, drawing its name from the island's latitude. *Forty South* earns revenue on subscription sales, single-issue sales and advertising. In addition to subscribers, half of whom are outside Tasmania, the magazine is distributed via luxury accommodation, airports and newsagents.

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## Using data to make a better pitch to advertisers

### *How to showcase your website and use data in a cross-platform media kit for advertisers*

## The Project

*Forty South* worked with Project Kookaburra to create a cross-platform advertising sales strategy and media kit.

The goal was to use audience data to develop a compelling narrative for advertisers showing that the *Forty South* brand has grown beyond its print product and to capture that narrative in a media kit.

**Kookaburra used the SMART (Specific, Measurable, Achievable, Realistic, Timely) framework to design the pilot project with the *Forty South* team.**

### **Specific**

- Develop a new media kit to demonstrate the strength and cross-platform nature of the *Forty South* brand. Develop a go-to-market strategy for sharing the new media kit with advertisers.

### **Measurable**

- Meet weekly milestones in the planning and creation of a cross-platform brand narrative and media kit.

### **Achievable**

- Do we have the resources we need and if not, how will we get them?
- Do we need any specific training or tools?

### **Realistic**

- Does the plan fit with key goals?
- Will these insights help drive business forward?
- Is it a worthwhile use of team time?

### **Timely**

- What's the deadline for each task? For example, when will the content, distribution and sales plans be completed?
- Ensure the new media kit is ready for the launch of the new site.

