Welcome back. This is Video #5. Now that you understand how to figure out the exact demographics by utilizing the Alexa.com tool, the Facebook Ads Audience Insights tool, if you can find a magazine for your particular niche. With magazines, they always have what we call media kits. Within the media kit itself, generally speaking, it will tell you the exact demographic. So, you might get some data from these media kits that you might not get from these other tools and that’s why we’re using this route in addition to everything else that I have taught you.

Finding a media kit is fairly easy to do. All you have to do is go to Google.com. You want to type in the niche – in this case, it’s ‘garden’. After that, you type in the word ‘magazine’ then you type in ‘media kit’. Now, obviously like I said earlier in the previous video, you want to make sure that you visit the site and make sure that the magazine fits your products and services. Because if it doesn’t, then you might be getting the wrong data.

So, we could see Fine Gardening Media Kits. If we go and click on Images here, we can actually see what the magazines look like so we have a better idea of what we’re dealing with. So, for example, if we were to click on Better Homes and Gardens, it’s not directly related but we could see that it is somewhat related, but this gives us a better idea. I've been seeing Garden Design lately a lot too. Actually, the past three websites, I saw garden design. I don’t know if that contains blueprints or anything but that might be a potential product right there. So, just by going through here and finding your perfect buyer and who they are, you could figure out other things as well.

We can see Garden, Magazine Media Kit … we’re going to go through here. I'm going to go back to all. I'm going to go ahead and click these here. We've got Better Homes and Gardens Media Kits; Garden and Gun Media Kit, which is probably not exactly directly the same. Organic Gardening Media Kit. Let's just take a look at what we found here.

So, Fine Garden Media Kit – basically a media kit for a magazine is a page that tells you how much it costs to advertise on their magazine, but in addition to that it will also tell you the demographics as well. I'm not a hundred percent if that’s the case for this one. Let's take a look real quick. So, Rate Card Fine Garden – 1.2 Million unique visitors. Online demographics – aha! See, there we go! Nice! So, this is what we wanted. Gender: 80% Female – that confirms what we’re talking about; graduated from college – that confirms it as well; medium income – about $100,000; age: 59 – so we can see that’s kind of more on the older scale (59 years old); married: 69%; how big is their garden; how big is the garden that is edible … that’s really, really deep. Their average amount spent per year on gardening related activities – so they're willing to spend up to about $935. That gives us a good idea of who we’re dealing with, right?

Let's check out these other media kits. Sometimes, if you go to the main website and you scroll all the way down and you see a button that says ‘advertise’ or anything like that, you'll be able to get the media kits from there. So, we can see here media kit. I guess this whole thing is the media kit. So, Research – adult readers, women readers, tablet demographics … I'm going to click on Women Readers. The question is, does it compare to what we have been looking for in the past? For example, we can see that the majority here is about 18-49 but it jumps … no, actually 16,000 is up here so that confirms it’s 50 years and older. The majority earns more than $50,000. They are definitely married, they own a home, graduated college, and they have children under the age of 18 or their children are parents. So, their children could be parents and they're retired or they have children under 18 so they can be in that life bracket as well. So, that confirms a lot of information. So, these are essentially kind of shortcuts that you can take. But in my opinion, I would do these in addition to Alexa and Facebook Ads Audience Insights. That pretty much confirms a lot. That is really good information.

So, I'm going to jot this down here. As you can see, that confirms a lot of information that we have already dug up and the pattern is consistent throughout, which is a plus because now, we know that this is for sure our perfect buyer is within this specific age range, specific education, and more.

Now that you have this right information, we can move onto the next video.