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Advertising in Ezines

By David Callan

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Advertising in Ezines has to be one of the best mediums for advertising your product, free ebook or website.

If you want to reach an audience which is highly targeted and cost effective then advertising in ezines is the way to go. You can never be accused of spamming as all the recipients have subscribed to the ezine.

They are a great way of launching a product, say you have just written an ebook, that sells for \$19.99, you can easily have the profits rolling within a 2 or 3 day period by purchasing an ad in a targeted Ezine with 100,000 subscribers. If your ad is any way good you could sell a couple of hundred+ ebooks, that's a great return for an ad that would cost about \$250-\$500, maybe less. Ezine ads come highly recommended by all the top gurus.

Among the main advantages of advertising in Ezines are:

Highly targeted audience.

There are so many Ezines out there covering so many different topics that it's easy to find HIGHLY TARGETED ones to advertise in. So if you've matched the Ezine to the product you're selling, you've reached your target audience to a tee. Not only can you reach your target audience, you reach them by the thousands. And you should know that the more you target the better response you get, that's why Ezine ads will nearly always bring good results. You could receive tens and maybe hundreds of enquires about your product or service.

Advertising in Ezines

Free Exposure

Almost all Ezines are archived, thousands of people read these archives, your ad will be seen by these people at no extra cost. Which can bring in exposure and extra sales on a long term basis.

Test you ad immediately

Ezines allow you to test different ads almost immediately, if an ad works multiply that ad across the web for massive profit. With offline publications you usually have to wait 90 – 120 days before you can receive any feedback on your ad.

Users trust the Ezine publishers

Ezine publishers have developed a trust between themselves and their

readers. Just by placing your ad in an ezine, it's more likely to be read because it appears in a publication they like and trust. It works even better when the publisher/editor adds a personal endorsement! All this equals more sales for you.

Competition less fierce

Ezines offer a "level playing field" for advertisers. In ezines, every advertiser works within the same set of rules, so the odds of your success are much greater. The best ad writers make the most money in the ezines, regardless of ad production costs. Most quality Ezines have 5 or so ads at the most, whereas offline publications could have up to a hundred, and even then, the advertiser with the biggest budget and therefore biggest ad always wins.

Very cost effective

Ezine advertising is not only effective, it's cheap as well. A 5 line ad in an ezine that goes to 3000 people will cost you between \$5 and \$25 per issue. Very little risk is involved as you should always break even, but most times you will make lots of profit.

Free content for your website and/or ezine:

Just a quick note to let everyone know that if they would like to publish this Advertising in ezines article on their website or in their ezine, they can as long as the following bio is placed at the end of the article.

David Callan – admin@akamarketing.com David is the webmaster of <http://www.akamarketing.com>. Visit his site for free internet marketing articles, advice, ebooks, news and lots more.

How To Properly Use Ezine Advertising – Part Two

By Joe Bingham

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SELECTING TARGETED EZINES

In part one of this series, we discussed the two options available for advertising in ezines. The first of those involved buying ads in bulk with the goal of getting exposure to as many subscribers as possible without regard to targeting the advertising.

The second option, which will be discussed here, involves a little more work, but should bring back better results per subscriber view. This option requires targeting your advertising in ezines that are more specifically related to the product or business you are promoting.

The first step in targeting ezine advertising involves selecting the right ezines.

Ezine directories are excellent places to start. A good ezine directory will allow you to look through ezines by entering key words into a search. By entering words that relate to your product or opportunity, you then will be led to ezines that cover similar subjects. Since not all ezines are listed in ezine directories, however, it's a good idea to conduct a web site search as well and then look into the ezines associated with web sites that are related to your product or business.

>From there, look closer into the ezines your search uncovers by looking at a sample issue, if the ezine directory provides one, or by visiting the web site of the ezine, or simply by subscribing.

Definitely subscribe to those ezines you think will be best suited for your ad. Get to know the kind of content the ezines usually run. The fastest way to accomplish this is by searching through archived issues if the ezine in question provides this. If not, subscribe and read a few issues to learn more about the usual topics the ezine covers.

After you get to know some good ezines, see if they have a recommended reading section that will lead you to other good ezines. Many ezines put a recommended reading or equivalent section right in the ezine. However, be sure and judge them for yourself. Don't just follow the recommendations blindly.

At this point, you will be able to make a short list of ezines to further

examine. That's right, you still have some more examining to do

before you will be ready to purchase advertising.

One thing to realize, however, is that subscriber count is not necessarily that important. Sure, it's great to find a large ezine that fits your ad perfectly and doesn't cost too much to advertise in, but quite often small ezines will represent just as good of a value.

The next article in this series will go further into analyzing an ezine's subscriber base, the type of ezine it is, and the actual cost of buying an ad.

Joe Bingham, Editor of the NetPlay Newsletters
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