

A few simple reasons why Weinreb Partners should plan and buy your media.



In an increasingly complex world, we like to keep things simple. So here are:

**Four** simple reasons why Weinreb Partners should plan and buy your media.

**Three** simple ways we will create great media plans for you.

**Two** simple reasons why we are the best choice for your media planning.

**One** very simple secret weapon (and one equally simple way to get the ball rolling.)

## Four simple reasons why Weinreb Partners should plan your media.

### **We understand your business.**

We specialize in media planning for companies and organizations which offer products and services that are unsurpassed in their segment. These products and services are sought out, specified, and even cherished (or will be) by their consumers.

### **We know your consumer.**

We know how to find those consumers who seek out your products. We have reached consumers in every key demographic, and we are proud of our ability to find even the most difficult to reach audiences. We understand what they look at, where they shop, and how they gather information.

### **We possess deep relationships with your key media.**

Our relationships with media leaders have been forged over 30 years, which gives us unmatched access. Conversely, our “flat structure” allows a free flow of ideas and the ability for the media to present opportunities and offers directly to decision makers. A perfect match.

### **We have a track record of success.**

Large companies and small. Iconic brands to start-ups. Re-launches and introductions. Across all demographics and via all types of media. And most importantly, for companies with large or small budgets.

## Three simple ways Weinreb Partners will create great media plans for you.

### **We know the simple truth about great rates.**

Great rates are more than just a discount off the rate card. Great rates are a combination of price, positioning and value-added opportunities. How do we obtain these great rates? Through long-term relationships, mutual respect with the media, and a relentless pursuit of great opportunities.

### **Effectiveness is our only goal.**

A great media plan delivers maximum impact against your target. It may do so by carefully choosing the best traditional, non-traditional, or digital media - or often - a combination of all. While we have a reputation of creating innovative media plans, we're most proud that we deliver plans that provide the highest return on your media investment.

### **A media plan is a living thing.**

For us there is no "planning season." While it is important to create a road map for the year ahead, the best media plans remain dynamic. This allows us to pounce on great opportunities as they present themselves, constantly refining media plans to maximize impact and stretch your budget.

## Two simple reasons Weinreb Partners is the best choice for your media planning.

### **We are media planners, not global media executives.**

While all media agencies promise attention by senior executives, we have no other choice. In fact, it gets even better. We don't offer you senior people, we offer you the "name on the door." Simply put, when you use Weinreb Partners, Andrea Weinreb is your media planner.

### **We will be an advocate for your company.**

More than just planning media, we will use our reputation and industry-wide contacts to be your advocate. Creating media "buzz" for your brand and bringing your unique qualities to the attention of influential media leaders.

## One very simple secret weapon (and the simple way to get the ball rolling).

### We are nice.

That should not be a secret weapon, but apparently it is. Being nice infuses everything we do. Not only to clients, but to the media. It not only pays dividends, but makes our daily lives much more enjoyable.

### Call Andrea.

914.238.2700

Be prepared to talk to a real live person.  
(most likely Andrea.)

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We respond to all e-mails - quickly!

[www.weinrebpartners.com](http://www.weinrebpartners.com)



Since 1991, we are proud to have created media plans for the following companies:

- Liz Claiborne, Inc.
  - Dana Buchman
  - Liz Claiborne
  - Claiborne Men's
  - Sigrid Olsen
  - Liz Home
  - Ellen Tracy
  - Juicy Couture
  - MEXX
- Liz Claiborne Cosmetics
  - Usher
  - Curve
  - Realities
- Visiting Nurse Services of New York
- Robert W. Baird
- Lalique Crystal
- Frederick Goldman Bridal Jewelry
  - Keepsake Diamonds
  - Diana
- eZiba.com
- Dr.Drew.com