

# WHAT ADVERTISERS NEED TO KNOW ABOUT MEDIA AUDITING

[www.stars-adria.com](http://www.stars-adria.com)

**Media auditing is a discipline that ensures your media investments are transparent, efficient, and delivering the value you expect and pay for, it is not cost cutting.**



## ABOUT STARS & STARS ADRIA

We are the regional arm of STARS, dedicated to supporting advertisers in Southeast Europe with global expertise and local insight.

From our offices in Ljubljana, we help brands navigate complex media challenges — from agency pitches and auditing to advanced analytics and marketing mix modeling.

With a senior team that understands the local market dynamics and speaks the language of both marketers and CFOs, we bring clarity, control, and measurable impact to your media investments.



**Barbara Modic**  
Managing Partner

Barbara Modic is an experienced Marketing and Media professional. She has worked on all three sides of the advertising triangle and has managed more than 200 media pitches in the Adriatic. With a track record of building companies, earning industry awards, and serving as a Global Effie Awards judge, she brings deep expertise and perspective to the industry.



**Vesna Mardonović**  
Managing Partner

Vesna is an experienced professional with over 30 years of expertise in leadership, marketing, media, and negotiations. She brings a hands-on approach to media strategy, auditing, and leadership—ranging from building a successful media agency as CEO to enhancing investment effectiveness for a global healthcare leader.

# MEDIA AUDITING CONSISTS OF THREE EQUALLY IMPORTANT AREAS



## PRICE BENCHMARKING

Compare your media buying costs against industry benchmarks to ensure competitiveness.



## CONTRACT COMPLIANCE

Verify that your agency adheres to the contract: fees, rebates, bonuses, and reporting.



## QUALITY & VALUE ASSESSMENT

Review delivery against KPIs, transparency, and added-value commitments.



## MEDIA AUDITING IS IMPORTANT:

- Ensures fair value for every EUR invested in media.
- Improves transparency in how agencies buy and report media.
- Identifies contract gaps and helps strengthen agreements.
- Creates a baseline for pitches and future negotiations.

# HOW TO GET BEST VALUE FROM MEDIA AUDITING:

01

Use independent, qualified auditors with no media buying ties.

02

Align the audit strictly with your agency contract.

03

Ensure confidentiality (NDAs) and data use only for audit purposes.

04

Look beyond price—evaluate strategy, innovation, and delivery quality.

05

Make auditing a regular process, not just a one-off before pitches.



## PAY ATTENTION NOT TO:

01

Treat audits only as a tool for cost cutting.

02

Review the contract regularly. New developments in media bring different commitments and quality KPIs.

03

Use auditors without proprietary tools, clear standards or independence.

04

Act only after problems arise, auditing regularly keeps the agency, media and client on their toes..

## WHAT TO REMEMBER:

Media auditing helps keeping accountability, transparency, and continuous improvement. It empowers advertisers to maximize media value and build stronger, more trusted partnerships with their agencies.

## FINAL WORDS

Media auditing is not about cost cutting — it is about ensuring transparency, accountability, and continuous improvement. By combining independent expertise, proprietary tools, and clear standards, auditing safeguards every euro invested in media.

Done regularly, audits create stronger, more trusted partnerships with agencies, reveal new opportunities for efficiency, and set a solid foundation for pitches and future negotiations. With the right approach, media auditing empowers advertisers to maximize value and achieve measurable impact.



## CONTACT US



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