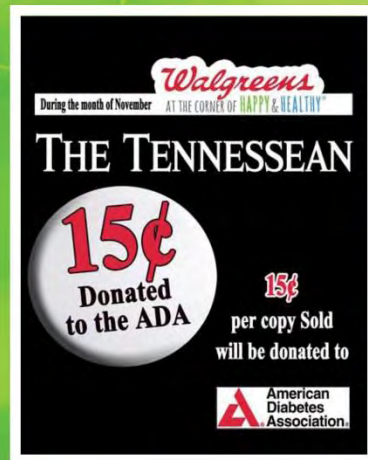
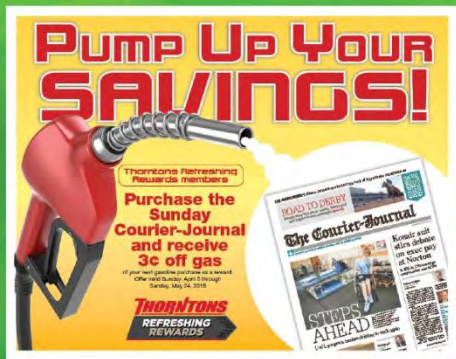


Winning with Retailers

Partnerships & Strategies at Work



Sales Programs

Strategy

- Sell More
- Increase awareness
- Additional value
- Store traffic
- Frequency
- Relationships
- Positions



Retailers

Environment & Challenges

- Space Constraints
- Newspaper relevance / declining category
- Drive loyalty programs
- Drive customers into their stores / pay at the pump
- Minimal marketing dollars
- Time-crunched customers

Sales Programs

Approaches

- New Sales
- Bundling
- Cause Marketing
- Discounting
- Content Marketing

Sales Programs

Menards

- Menards as a Saturday and Sunday retailer:
- Wisconsin markets: Marshfield, Stevens Point, Fond du Lac, Sheboygan, Manitowoc, Oshkosh, Appleton & Green Bay
- Paperwork process for permission
- Match the lowest retail price in your market
- Avg sales: 5 Saturday; 20 Sunday
- In-house scan system



Sales Programs

ALDI



- **Atlanta Journal Constitution**
- 40 locations
- Sales per outlet: 10.6
- Bulldog editions sold: 223
(Saturday is ALDI's high traffic day)
- Sunday Final Sales: 161
- Displays: custom panels, money box



Sales Programs



Discounting

- **Louisville Courier Journal**
- 8 week Sunday promotion, 44 Thorntons locations
- Improved trend line by 13.3 percentage point
- Sunday secondary positioning secured/cash wrap area
- Promotional channels:
 - Three (3) eblasts to 268,400 reward customers
 - In-store signage
 - ROP



Sales Programs

Discounting



- **Wegmans 4-week promotion**
- Gained 20 additional positions in high volume stores
- Improved current display positions
- 1st promo in Wegmans in 5 years
- +6.5% trend line improvement



Sales Programs

Bundling



- **Chicago Tribune**
- 64 Home Depot locations as Sunday only retailers
- Average sales per location: 10
- Annual Spring promotion - FREE Seed Packet promotion
- Trick or Treat Bag promotion

Sales Programs

Refreshing Deal

Purchase any
20oz Pepsi product and
The daily Indianapolis Star —
(Monday – Saturday)

Offer valid 12/1/14 – 1/24/15

THE INDIANAPOLIS STAR

MIGHTY MONDAY

PAYING FOR SCHOOL BUSES

GOOD FOOD

FOR ONLY \$1.99

* 20oz Pepsi sold separately is \$1.79



Bundling

- **Indy Star**
- 8 week daily promotion, 42 Village Pantry locations
- Improved trend line by +5%
- Pepsi covered % of discount
- Promotional channels:
 - Village Pantry social media channels
 - In-paper, online and TMC
- Long-term successes
 - New display re-racking initiative, w/ Sunday secondary positioning

Sales Programs



Bundling

- Chicago Tribune
- Chicago Bears Fathead Tradeables
- Free with purchase of Sunday Chicago Tribune
- Results have varied from 11% - 16% lift



Sales Programs

Bundling



- **Washington Post**
- Double Deal Sales
- 2 Sunday papers for \$5.00
- Sold separately is \$3.00
- 9.4% of total retailers sell these packages
- 900 units or 1,800 copies sold or 2.5% of total Sunday sale
- Program in place for 15 years

Sales Programs

Bundling



- **Washington Post**
- 4 week Double Deal promotion
- Normal Double Deals price – 2 Sunday papers for \$5.00
- Sold separately is \$6.00
- Manufacturer coupon for an additional \$1.00 off/ \$4.00 promotional price
- Coupons available at point of sale
- Cardboard display at pre-checkout



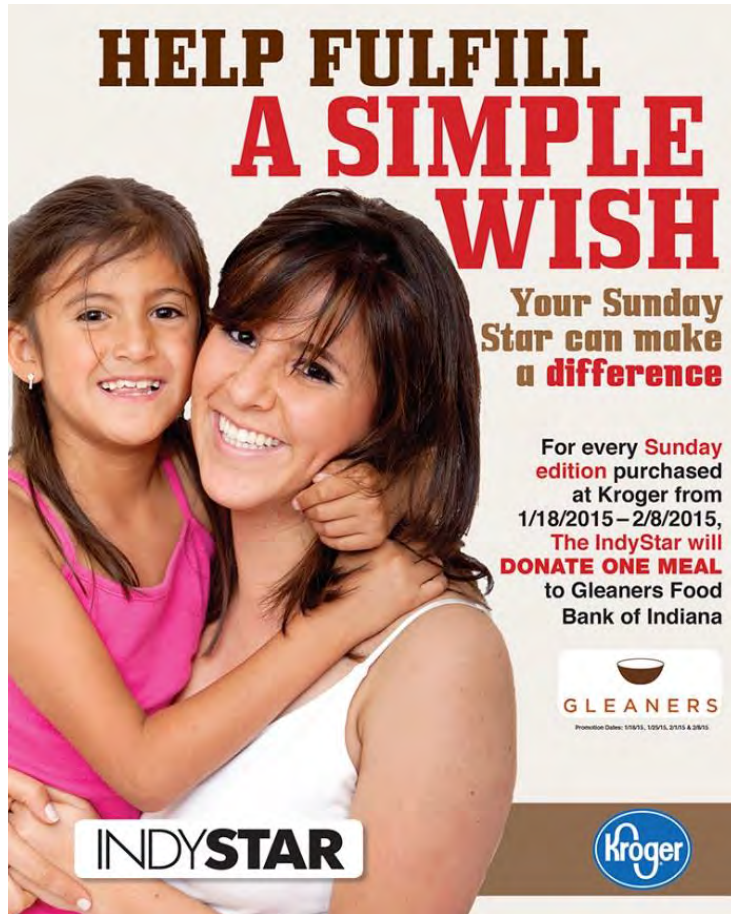
Sales Programs

Retailers & Stik It Notes



Sales Programs

Cause Marketing



- **Indy Star**
- 4 week Sunday promotion, 46 Kroger locations
- \$.25 donation for every Sunday purchase
- Extended Sunday Sales
- Promotional channels:
 - ROP, online, in-store POS
 - Gleaner's Food Bank social media channels and website

Sales Programs

Cause Marketing

**One Paper
One Meal**



One meal will be donated to the FoodBank of Monmouth and Ocean Counties for each **SUNDAY ASBURY PARK PRESS** purchased at participating ShopRite locations.

Donations will be made for purchase of the Sunday Asbury Park Press from March 9 through April 13th.




Walgreens
During the month of November AT THE CORNER OF **HAPPY & HEALTHY™**

THE TENNESSEAN

15¢
Donated to the ADA

15¢
per copy Sold
will be donated to



The Dallas Morning News



HUNGER IS REAL
1 FOR 1
YOUR SUNDAY PAPER
CAN MAKE A
DIFFERENCE



A Member of Feeding America

For every Sunday edition purchased at Albertsons, until Dec. 14th, The Dallas Morning News will donate one meal to the North Texas Food Bank.

Sales Programs

Direct Mail

LOOK WHAT YOU
MISSED!

- Appleton, WI
- \$1 discount coupon /mailed to former home delivery subscribers / TMC distribution
- Coupons in homes 3 to 5 days before offer date
- 8% redemption



12 APPLETON AREA LOCATIONS

\$1.00 OFF
one Sunday Post-Crescent

Limit \$1.00 off any one Appleton Post-Crescent Newspaper per person, per coupon, per visit. Coupon may not be transferred, copied, duplicated or faxed. Must be presented to cashier at time of purchase. Not good with any other offers, discounts or combos. No cash value. Good at Appleton Area, WI Kwik Trip stores only. Valid Sunday, July 20th, 2014 ONLY. Lookup #5729

12 APPLETON AREA LOCATIONS

One FREE package of Kwikery®
Buns (any variety) with any
Premium Meat Purchase.

Reg. \$1.99. DOES NOT INCLUDE KASER ROLLS. Limit one free package of Kwikery Buns (any variety) per person, per coupon, per visit. Coupon may not be transferred, copied, duplicated or faxed. Must be presented to cashier at time of purchase. Not good with any other offers, discounts or combos. No cash value. Good at Appleton Area, WI Kwik Trip stores only. Valid SUNDAY, JULY 20th, 2014 ONLY. Lookup #5728.

12 APPLETON AREA LOCATIONS

\$1.00 OFF
fresh meat with
Sunday Post-Crescent purchase.

Limit \$1.00 off any fresh meat with Sunday Post-Crescent purchase per person, per coupon, per visit. Coupon may not be transferred, copied, duplicated or faxed. Must be presented to cashier at time of purchase. Not good with any other offers, discounts or combos. No cash value. Good at Appleton Area, WI Kwik Trip stores only. Valid Sunday, July 27th, 2014 ONLY. Lookup #5729

Sales Programs

Holiday Contests

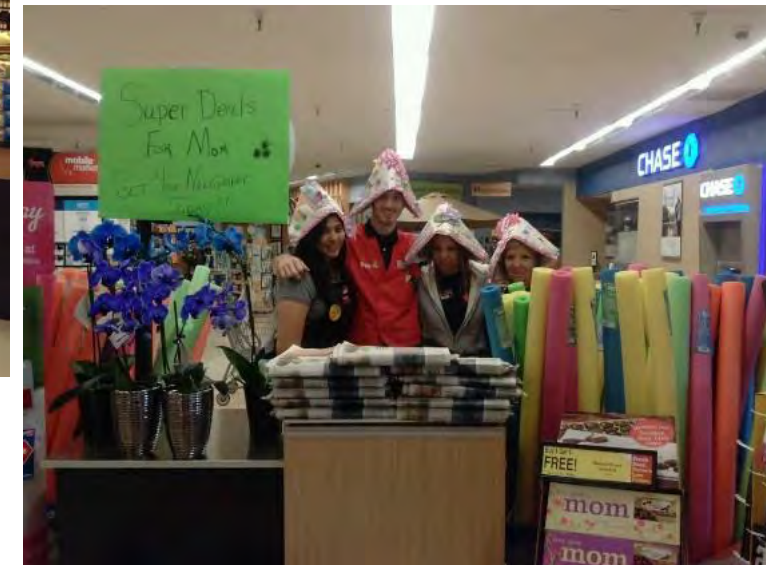
- **The Arizona Republic**
- Thanksgiving Sales Push with Frye's locations
- Creative Display Competition



- The benefit of a strong retailer partnership
- Merchandising responsibility to stores

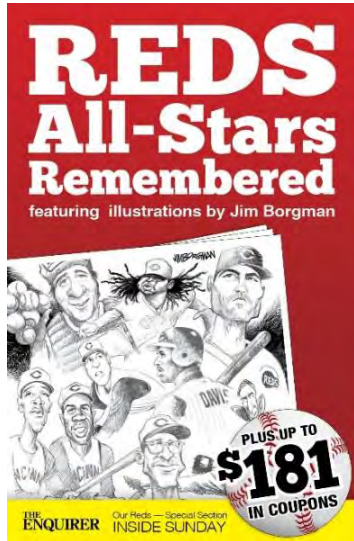
Sales Programs

Holiday Contests

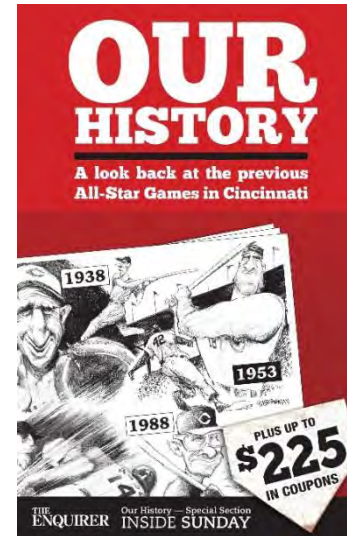
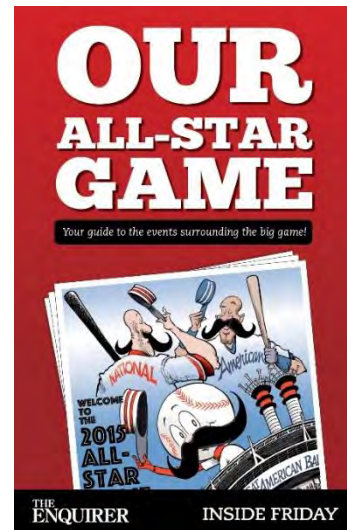
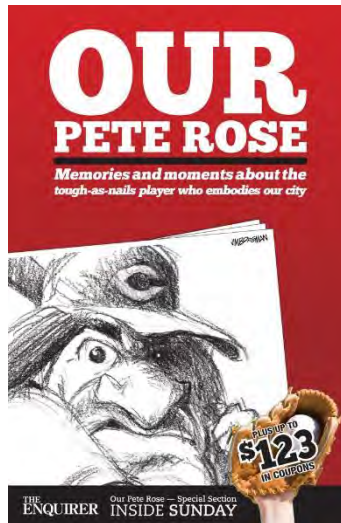
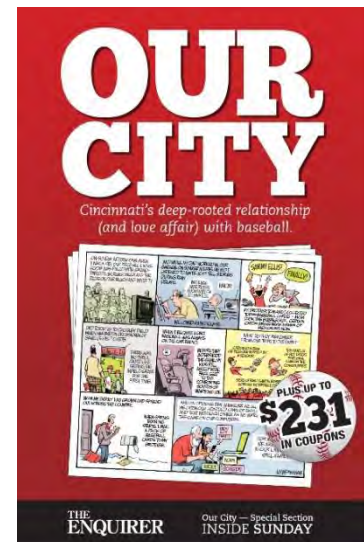


Sales Programs

Content Marketing



OUR Series leading up to 2015
MLB All-Star Game: Five (5)
special sections with *Jim Borgman* illustrations



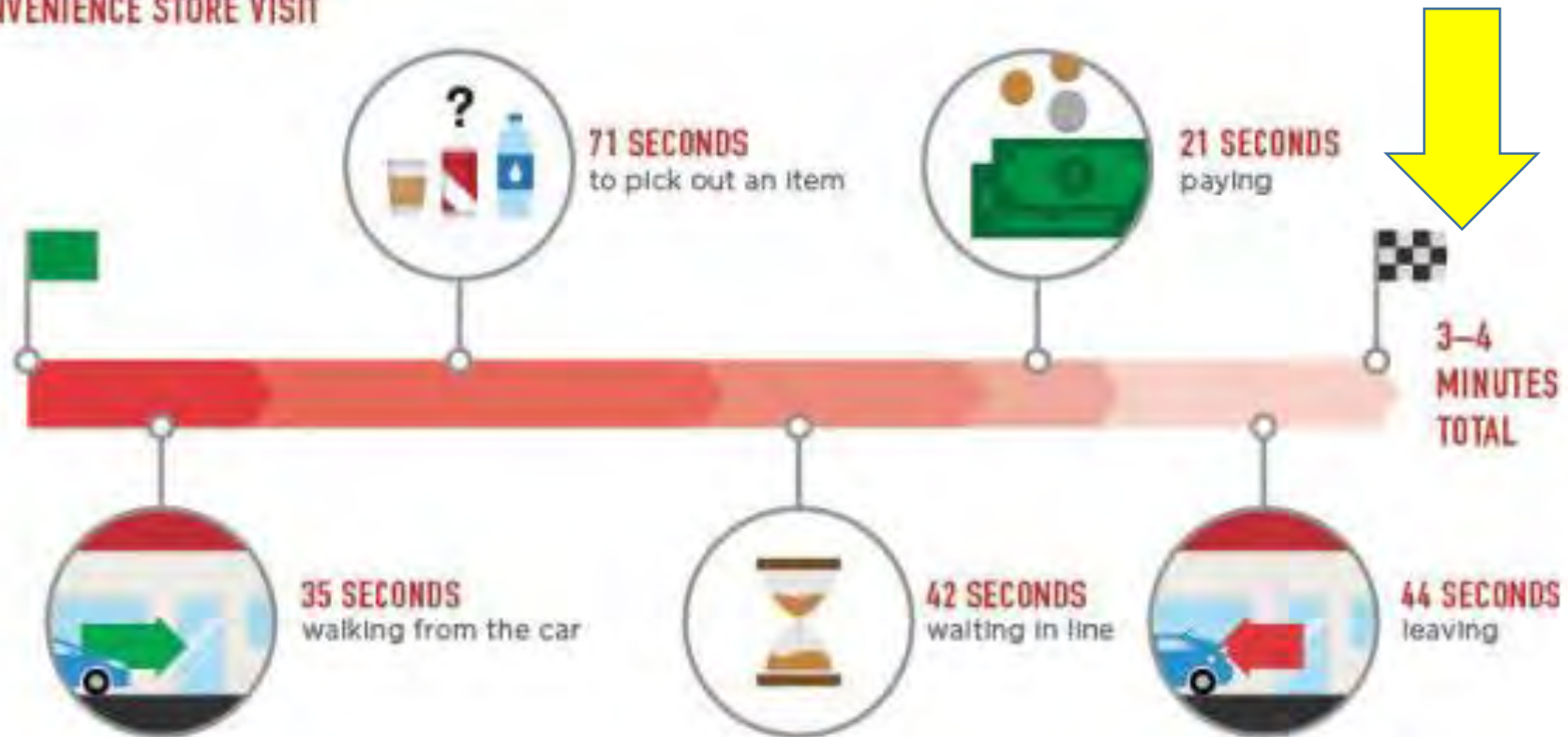
Value/Savings Messaging



C-Store Shopper

Time Spent

TIME SPENT DURING AVERAGE
CONVENIENCE STORE VISIT



Customer Engagement

- Merchandising solution for new format in Cincinnati
- RedPost Digital 'Smart Rack'
 - 25 retailers
 - Expansion plans in place
 - Digital display fed live content from newsroom, marketing & advertising
 - Promotional tool for participating retailers
 - Business model: Paid advertising

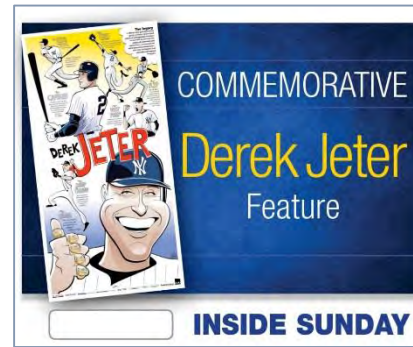
Meet the *new* newspaper display!



Customer Engagement

Effective POP signage

- Stay Simple
- Colorful
- Few Words
- Trigger the purchase
- Design to catch the eye





Customer Engagement

Sports/Value Display Images



Retailers

Win-Win

- Use retailer promotions as a strategy
 - Long-term merchandising objectives
 - Extended Sunday Sales
- Work with retailers' vendors for bundling offers / marketing dollars
- Work ahead / retailer's promotional calendar
- Test, learn and adapt

Questions?

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Regional Sales – Ohio/Kentucky

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