

# GateHouse Media Consumer Marketing Strategy

Utilizing central programs and partnerships to drive revenue and audience development across multiple markets

# GateHouse Media Consumer Marketing

- **Company Background and Development**
- **Audience and Network**
- **Consumer Marketing Structure and Approach**
- **Acquisition Strategy: Direct Response, Digital, Pricing**
- **Retention Strategy: Touchpoints, EZ-Pay, Promotion**
- **Best Practices**

# GateHouse Media- Circa 2013

**Operates in 338 Markets Across 25 States • Reaches 10 million people on a weekly basis • Serves 128k Small & Medium Businesses**



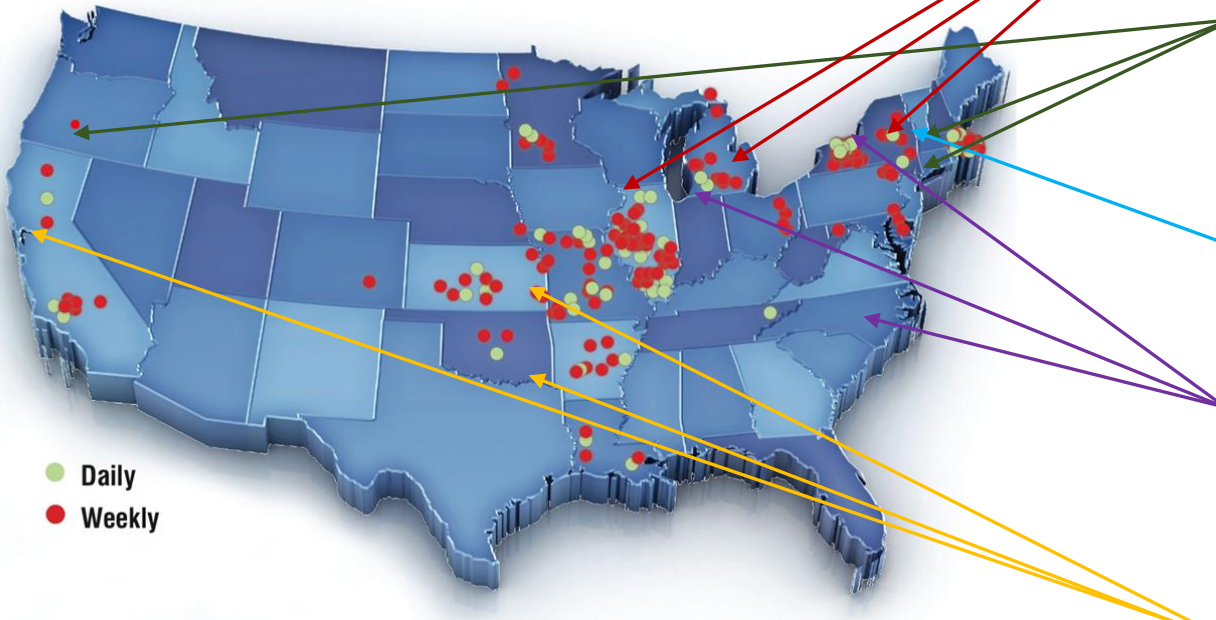
**435** Community Publications



**353** Related Websites



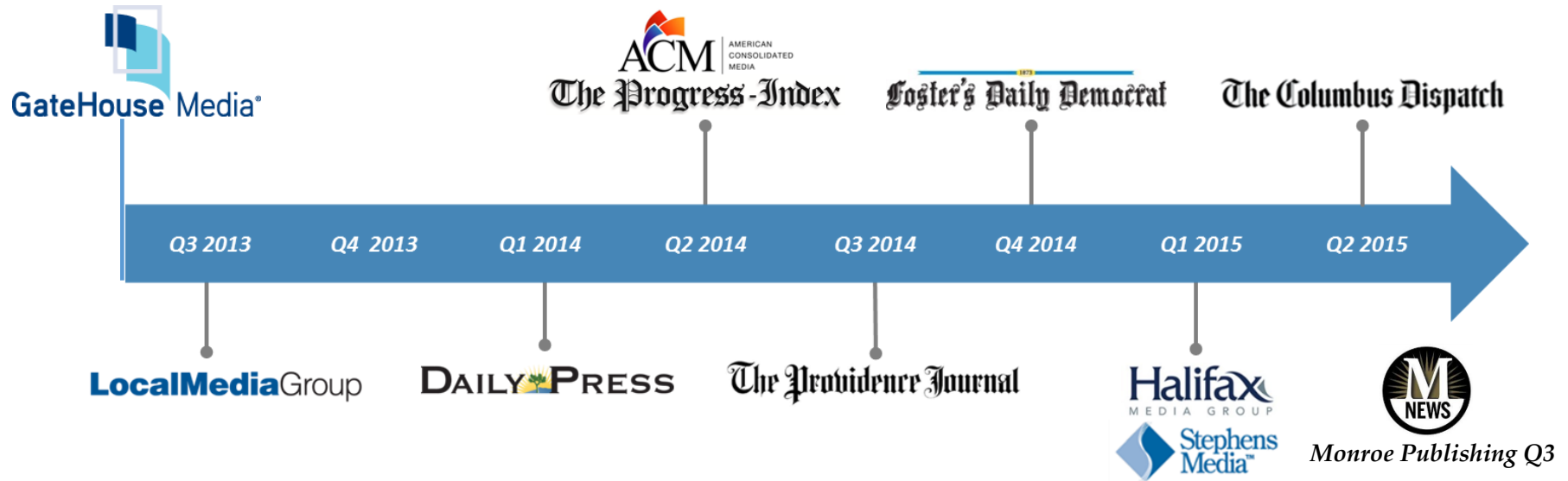
**6** Phone Directories



● Daily  
● Weekly

Large Dailies	
Peoria IL	Canton OH
Springfield IL	Utica NY
Rockford IL	Norwich CT
Local Media Group	
Middletown NY	Portsmouth NH
Pocono PA	Stockton CA
Cape Cod MA	Victoville CA
New Bedford MA	Medford OR
Nantucket MA	Providence RI
New England	
Quincy MA	Fall River MA
Brockton MA	Taunton MA
Framingham MA	Milford MA
Community- East	
Illinois	New York
Michigan	Virginia- PPI
Pennsylvania	W. Virginia
Community- West	
Kansas/CA	Central Missouri
E. Missouri	Arkansas/Louisiana
NW. Missouri	Oklahoma/Texas
SW Missouri	N. Dakota/Minn.

# New Media- Timeline



- Focused primarily on investing in a high quality, diversified portfolio of local media assets, and on growing existing advertising and digital marketing businesses.
- One of the largest publishers of locally based print and online media in the United States as measured by number of daily publications.

# New Media Today

*New Media is the largest publisher of locally based print and online media in the U.S.*

## Portfolio Overview<sup>(1)</sup>

**100%**

OF OUR DAILY  
NEWSPAPERS HAVE  
BEEN PUBLISHED FOR  
MORE THAN 50 YEARS



**575+**  
TOTAL COMMUNITY  
PUBLICATIONS

**125**  
DAILY  
NEWSPAPERS



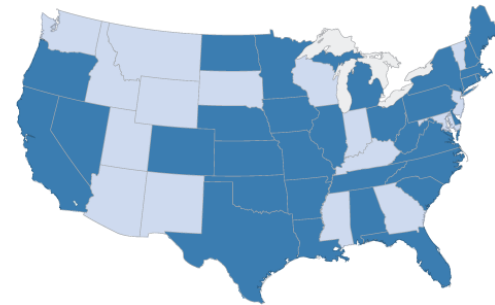
**490+**  
RELATED  
WEBSITES

**PROPEL**  
MARKETING

DIGITAL MARKETING  
SERVICES BUSINESS

## New Media Reach<sup>(2)</sup>

OPERATE IN OVER 490 MARKETS  
ACROSS 32 STATES



REACH OVER 22 MILLION  
PEOPLE ON A WEEKLY BASIS

**1,600**  
IN-MARKET  
SALES  
REPRESENTATIVES

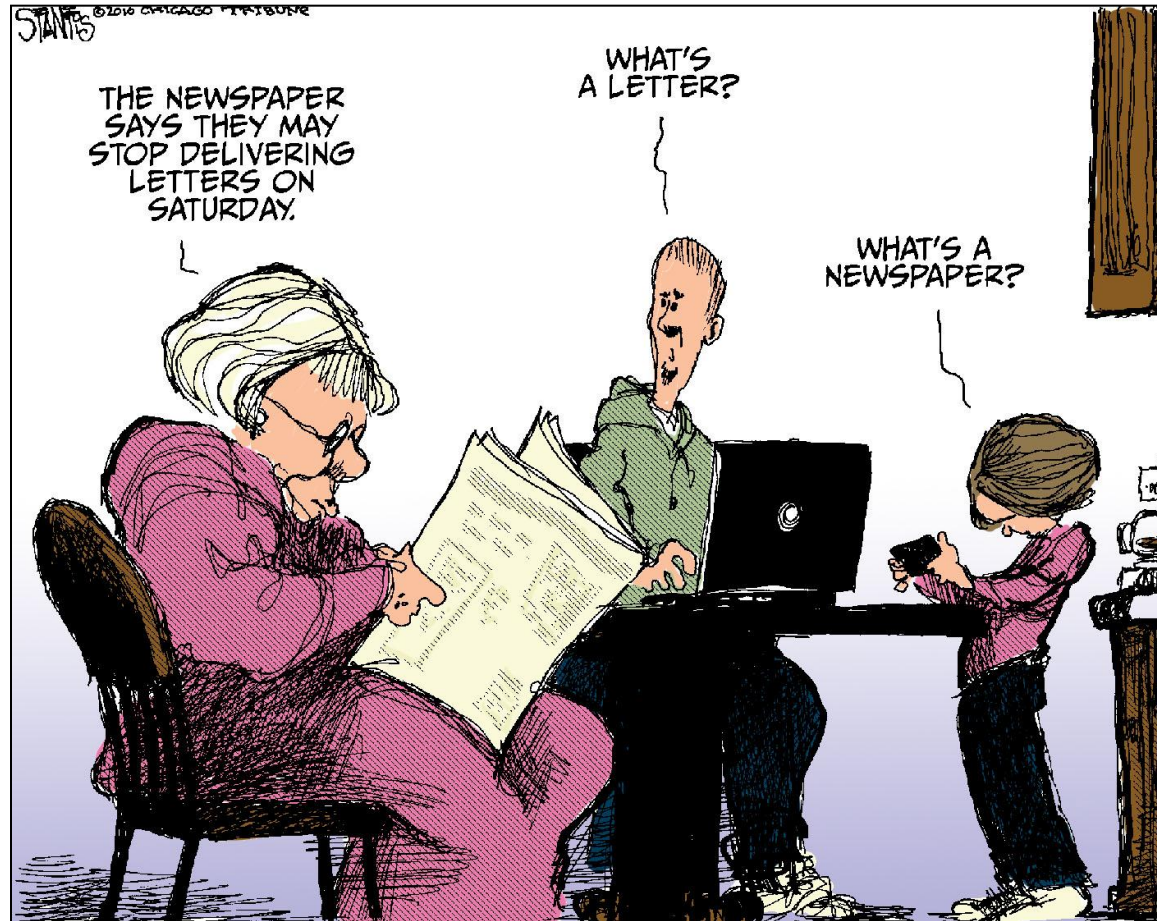


SERVE OVER  
**215K**  
SMALL &  
MEDIUM  
BUSINESSES

1) As of June 28, 2015.

# Audience and Network Development

The audience continues to diversify.....our audience development strategies must be multi-faceted and nimble

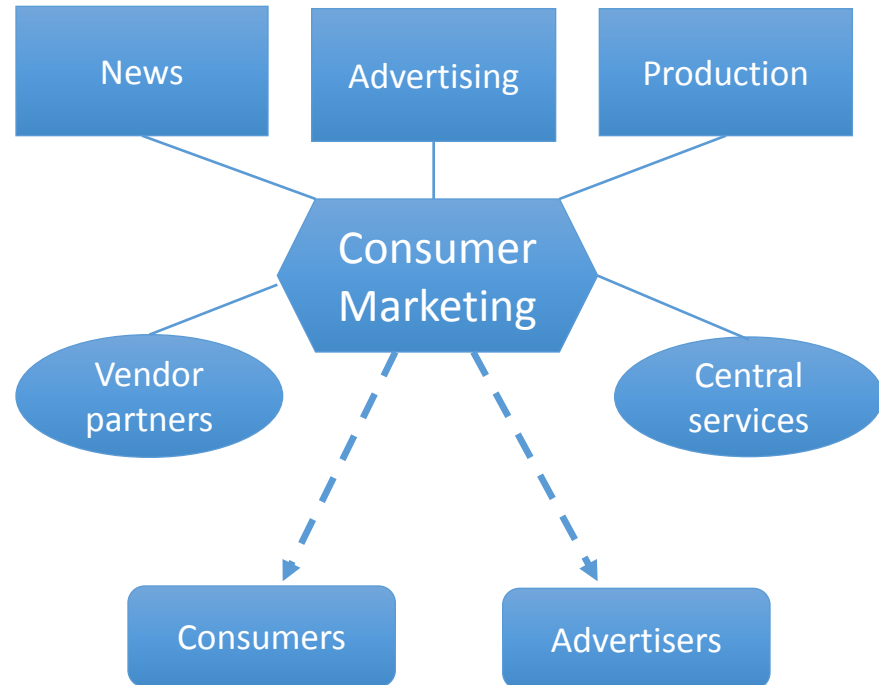


# Audience and Network Development

- In the small and midsize markets we serve, we are usually the primary, and sometimes the sole, provider of comprehensive and in-depth local market news and information.
- Increased consumption of digital content among all age groups is significantly expanding our audience and adding value to our print products.
- Our audience engagement continues to expand across multiple channels and is especially driven by digital and mobile usage.
- Through our digital services arm Propel, our services have also expanded to better serve the small and medium businesses that dominate our markets.
- The Consumer Marketing arm continues to play a larger role on the organizational team. Success and focus in this area has had direct contribution on our company's reach, revenue and EBITDA.
- Our playbook: Cross functional teamwork and strategic partnerships enable us to provide central support to our local markets enabling them to focus more fully on what they do best.....serve their individual markets, continue to grow our audience..... and monetize it.

# Consumer Marketing- Structure

***Mission: The central marketing department drives consumer revenue and audience development strategy across all locations. Our approach strives to achieve the right balance of centrally managed tools and locally executed “feet on the street” actions.***



- “Agency model” supports our publisher driven company structure.
- Established network of common vendors and partners enhances marketing strategy and maximizes economies of scale.
- Our “Playbook” is as much instructional as it is strategy. Training, Guidance decks etc.
- We employ best practice sharing across groups and divisions. Tasks lists, FAQ’s etc.
- Connections with key industry groups (AAM, SNA, NAA) support services and training efforts.



# Consumer Marketing- Structure

## Analytics and Diagnostics

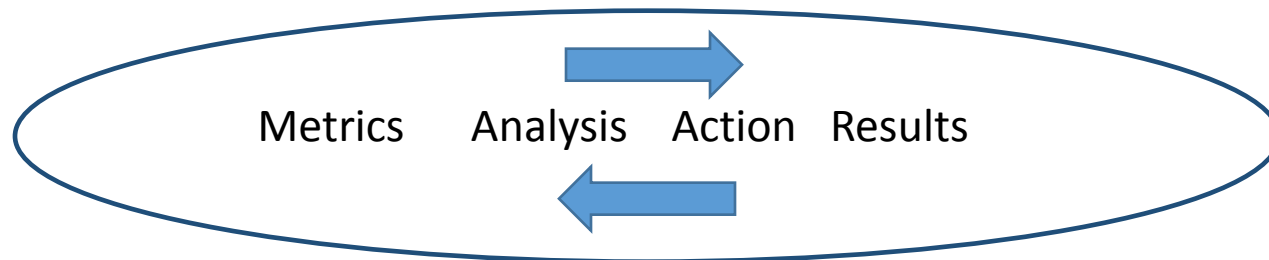
- Review property metrics/6 months
- Evaluate new technology and deploy
- Develop price strategies
- New revenue streams
- Retention and member programs

## Audience and Operations

- Action plans for both marketing and operations
- Execute projects and operational troubleshooting
- Integration of new markets and maximize network
- Capture and share best practices and identify talent
- Corporate vendor relations

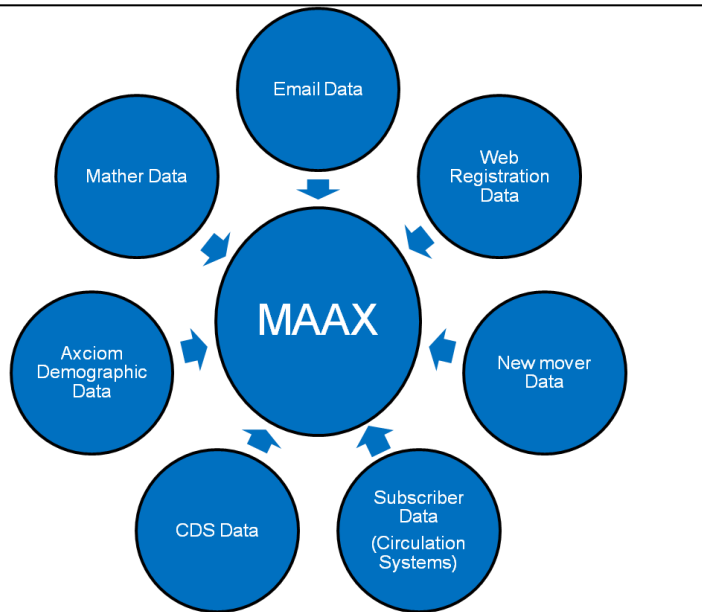
## Marketing Execution

- Drive direct marketing channels
- Develop new order sources
- Create consumer databases
- Leverage systems and tools for all properties
- Support training and communication- Newsletters
- Collateral design & support



# Consumer Marketing- Structure

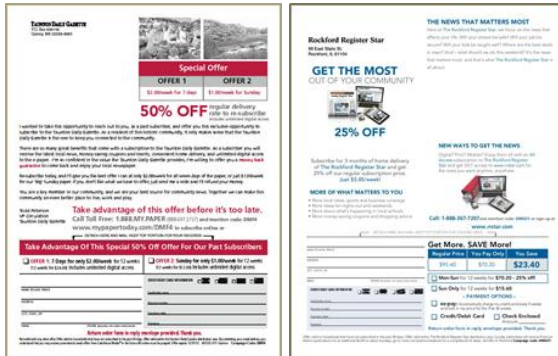
**A key component of our acquisition efforts is centralized marketing function powered by the MAAX marketing tool**



- Central marketing provides higher level acquisition and retention actions to complement locally executed efforts.
- Centrally managed channels provide a consistent and steady stream of starts while maximizing cost efficiencies achieved with the scale of the program.
- Digital tools combined with demographic data from MAAX provide a powerful and multi functional platform.
- Better control over the metrics enable enhanced tracking and reporting delivered to the local operators.

# Consumer Marketing- Direct Response

Direct response is a key component to diversifying acquisition efforts. Direct mail is one of the more successful initiatives employed centrally for the local operators



- Given the high retention, direct mail has been a key component for driving long term ROI. Typically not cost effective for smaller markets.
- Direct mail program regularly targets former customers. Strong response driven by strategic planning and list management utilizing central marketing's MAAX.
- Scale of total volume mailed across network delivers rate benefits and extremely competitive CPO's....especially beneficial to smallest markets.
- This creative line up is based mainly on the test results
  - Publisher's letter – 2.3% response rate
  - Offer based package – 1.6% response rate
  - “This is The Place” self mailer – 1.3% response rate

# Consumer Marketing- Direct Response

Central support combined with local business and community relationships enhance direct response efforts

- Utilize single copy and niche products as levers to reach readers for acquisition efforts: FSI, Post It notes, etc.
- Local businesses and vendor partnerships help diversify our established tactics, ex...reverse telemarketing.
- Leveraging community relationships and events maximizes sale presence at high traffic locations, builds long lasting marketing partnerships.
- Tools to engage with our local digital users provide a “sales funnel” for to convert to regular paid audience.

Local images

**Arlington**  
Your news. Your Week. Every week.

**50% off**  
one year subscription  
to your local news newspaper

Get all the news about Arlington each week with the best local coverage, interviews and events that matter to you. Including education, local music, entertainment. Discover how you have.

Take advantage of this special offer and call today! 1-888-MY-PAPER  
\$26.50 only

Yes. I would like to subscribe to the Arlington Advocate and save 50% off the full year rate. Please send me only \$26.50. Check me payable to **Advocate** at the time of purchase. To qualify your order must be placed before 6/30/12.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Advocate

IT'S MAY  
**Madness**

Save more than  
**70% off!**  
on limited time offer

MET WEST  
DAILY NEWS

THE HOLLAND SENTINEL

**\$1,400**  
**GROCERY GIVEAWAY!**

<b>Grand Prize</b> \$1,000 Grocery Gift Card	<b>2nd Prize</b> \$200 Grocery Gift Card
<b>3rd Prize</b> \$100 Grocery Gift Card	<b>2-4th Prizes</b> \$50 Grocery Gift Card

To enter call  
**1-877-662-4314**  
Winners will be selected in a random drawing Wednesday, June 18th.

**Sentinel**

For complete rules visit <http://holland.com/contest/20120618GTF>

Reverse telemarketing

No one delivers local news like the Spanish Chronicle

Every week our local news includes coverage of local news, interviews, and events that matter to you.

• Education • Local Sports • Culture • Entertainment

**50% off**  
one year subscription to the Spanish Chronicle

Subscribe today!  
Limited Time Offer - Call  
**1-888-MY-PAPER**  
to save 50% off!

YES! I would like to subscribe to the Spanish Chronicle and save 50% off the full year rate. Please send me only \$26.50. Check me payable to **Spanish Chronicle** at the time of purchase. To qualify your order must be placed before 6/30/12.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Spanish Chronicle

# Consumer Marketing- Direct Response

## One Day Sale

**ONE DAY SALE!** 0 DAYS 0 HOURS 0 MINUTES 0 SECONDS

One Day Sale from The Rockford Register Star

**Today Only!** Subscribe to the Rockford Register Star and receive:

- 52 weeks of Sunday delivery for only \$56.95
- Select a \$10 gift card from the following retailers: AMC Theaters, Starbucks, Bed Bath & Beyond, Target, Scheffels, Chibi, Menards, Panera, Macy's, Patrim
- Convenient home delivery
- Unlimited access to rstar.com and the E-Paper
- Hundreds of dollars of savings and discounts in your Sunday paper each week
- Be up to date on the latest news, events, school & family and more

Click Here **ONE DAY SALE!**

## Alumni Offer

**CAPE COD TIMES**  
Special Offer For Returning Subscribers Only

Re-Connect with the Cape Cod Times

The Cape Cod Times family wants to invite you to re-subscribe and see what you've been missing!

For a limited time, take advantage of our absolute best offer and enjoy Friday-Sunday delivery of the Cape Cod Times for 52 weeks for just \$2.00 per week. That's only \$10.00 for 12 weeks! 50% off the advertised price when you subscribe by Friday, September 19, 2014!

In addition to the convenience of home delivery, you'll get unlimited digital access to CapeCodTimes.com and the eEdition, for local news at your fingertips, on any device. Plus, with coupons and sales flyers totaling in the hundreds of dollars each week, your subscription will pay for itself in no time!

Click below or give us a call at 1-800-286-0233 Monday through Friday from 8 am to 3 pm by Friday, September 19, 2014.

Get Best Offer Now >>

**CAPE COD TIMES**  
Hurry, this offer won't last long!

Special Rate Adjustment 12 weeks Full Rate Delivery	NEW ADJUSTMENT	YOUR PAY
	\$36.12	\$35.88
	<del>\$72.00</del>	

## Themed e-mails

**Memorial Day Sale**

**Rockford Register Star**

**Memorial Day Sale! Get the Rockford Register Star for as little as 97¢ per week.\***

For a limited time you can choose from Sunday, Weekend (Thurs-Sun) or 7-Day delivery starting as low as 97¢ per week for a 12-week subscription.\*

Best of all, regardless of the option you choose, you get more than home delivery of the Register Star. Subscribe by Friday, May 23, 2014 and your package includes full digital access to all the news on rstar.com, from any device.

Plus you will receive money-saving coupons that will more than pay back the cost of your subscription.

Click **HERE** or below or give us a call at 800-382-4567 Monday through Friday from 8 am to 3 pm.

**Memorial Day Sale** **CLICK HERE to Save**

**Journal Star**

Subscribe for only \$2.00 per week. Select EZ Pay and receive Reader Rewards Card

**Choose Your Best Deal!**  
The Journal Star for just \$2.00 per week.\*

For a limited time, you can choose from Sunday, Weekend (Sat-Sun) or Weekend Plus (Thu-Sun) delivery for just \$2.00 per week.\*

Best of all, regardless of the option you choose, you get more than home delivery of the Journal Star. Subscribe by Friday, May 23, 2014 and your package includes full digital access to all the news on our web site - a nearly \$20 value.

Plus you will be enrolled in our exclusive Reader Rewards program providing additional savings at local restaurants and other businesses.

Click **HERE** or below or give us a call at 1-800-322-0864 today.

<b>GOOD!</b> \$2.00/week SUNDAY	<b>BETTER!</b> \$2.00/week WEEKEND (Sat-Sun)	<b>BEST!</b> \$2.00/week WEEKEND PLUS (Thurs-Sun)
<a href="#">Click Here</a>	<a href="#">Click Here</a>	<a href="#">Click Here</a>

\*This offer is valid for current non-subscribers in the Journal Star home delivery area and may not be combined with any other subscriber offer. Home delivery area is defined by the Journal Star Circulation Department. Offer expires at midnight on Friday, May 23, 2014.  
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Use of e-mail tools has shown good success in both acquisition and retention areas.

- One Day Sale e-mails customized by the corporate team = no cost to field.
- Locations supply e-mails and we send to vendor to append address.
- E-mails sent out AFTER we receive our appended records to maximize yield
- Offers/codes and updated front page controlled by site

## Key guidance:

- The better and more robust your e-mail list, the better the results. Constant testing.
- Collecting e-mails should be part of every consumer transaction: calls, classified ads, events etc.

# Consumer Marketing- Pricing

## Mather Economics partnership:

- Retention friendly pricing
- Data and demo driven model
- Recently expanded partnership

## Premium pricing:

- Ad value: Thanksgiving, food day
- Additive local content piece, higher production value etc.
- Ancillary products: TV Times

## Transactional fees:

- Activation fee for all new starts
- Vacation stop

8-Mar-15	ALL			
<i>all subscribers --&gt;</i>	Targets		Controls	
<b>Total Targets</b>	<b>5,855</b>		<b>552</b>	
Total Actives	5,197	88.76%	507	91.85%
Total TempStop	382	6.52%	32	5.80%
Total Stops	276	4.71%	13	2.36%
<b>Incremental Stops</b>	<b>2.36%</b>			
<b>Total Migrated to Renewal Rate</b>	<b>3,196</b>	<b>54.59%</b>	<b>0</b>	<b>0.00%</b>
<b>Gross Increase</b>	<b>\$0.54</b>	<b>10.2%</b>	<b>\$0.53</b>	
<b>Net Increase</b>	<b>\$0.41</b>	<b>7.8%</b>	<b>\$0.06</b>	
<b>Old Average Price</b>	<b>\$5.30</b>		<b>\$5.27</b>	
<b>New Average Price</b>	<b>\$5.71</b>		<b>\$5.33</b>	
<b>Total Reverts</b>	<b>654</b>	<b>11.17%</b>	<b>333</b>	<b>60.33%</b>
Revert Below Start Price	30	0.51%	3	0.54%
Revert to Original Start Price	99	1.69%	284	51.45%
Revert Above Start Price	525	8.97%	46	8.33%
<b>Total COS</b>	<b>39</b>	<b>0.67%</b>	<b>2</b>	<b>0.36%</b>
Upgrade Service	4	0.07%	0	0.00%
Downgrade Service	35	0.60%	2	0.36%
<b>WEEKLY INCREMENTAL REVENUE</b>	<b>\$2,044</b>		<b>\$0</b>	
<b>CUMULATIVE NET TO-DATE</b>	<b>\$38,888</b>		<b>\$68</b>	
<b>Annualized</b>	<b>\$90,341</b>		<b>\$0</b>	

# Consumer Marketing- Retention

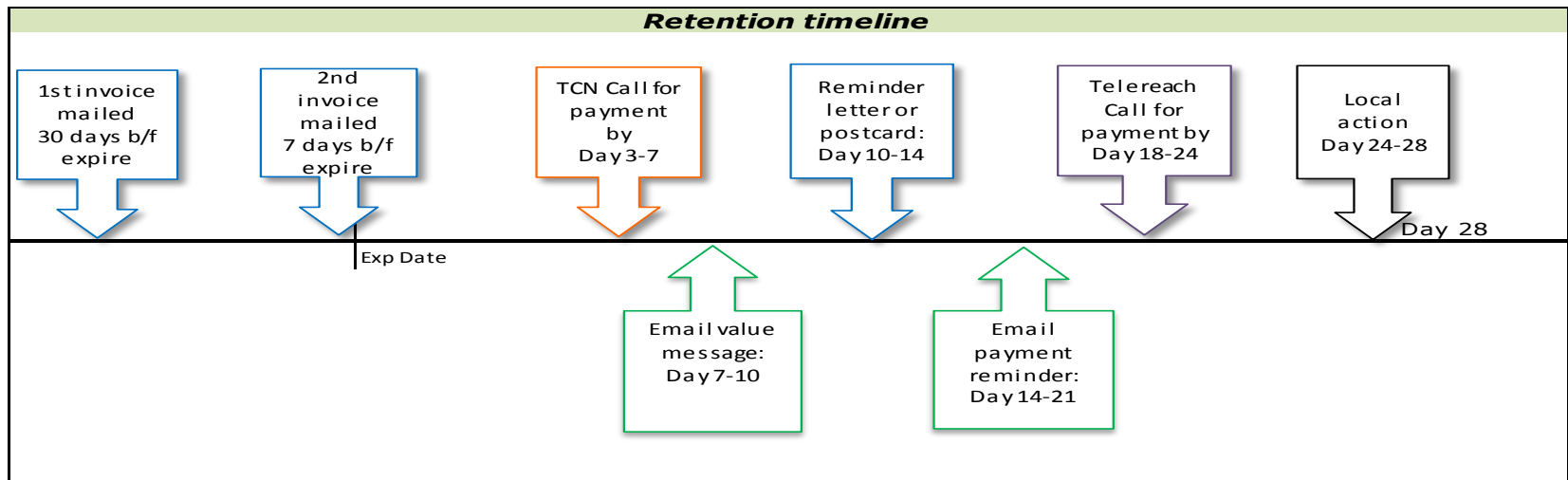
## A solid retention plan is necessary to properly support acquisition efforts



- Retention is not just a “large papers” concept..... everyone has a bucket.
- It costs far more to replace a lost subscriber unit versus investments in keeping the ones we already have.
- Improved retention means fewer stops, more stable revenue, less cost and stronger audience base.
- There are no silver bullets. A comprehensive approach is the only way to plug the holes and prevent new ones.

# Consumer Marketing- Retention

- The blueprint of the retention strategy is the timeline of subscriber lifecycle.
- The number of times we touch the subscriber has direct impact on minimizing churn.
- Like acquisition, diversity is key. We need a mix of touch points: voice, print and digital.



**Your subscription expires in 7 days!**

**Call 1-888-620-1700**

to renew your  
Times Herald-Record subscription

**TIMES HERALD-RECORD**  
recordonline.com

**The Patriot Ledger**

**WE'VE BEEN TRYING TO REACH YOU**

This is a placeholder text. This is a placeholder text. This is a placeholder text. This is a placeholder text. This is a placeholder text. This is a placeholder text. This is a placeholder text. This is a placeholder text. This is a placeholder text. This is a placeholder text.

**YOUR SUBSCRIPTION IS CLOSE TO EXPIRING.**  
Make a payment today and keep going.  
view.html?source=digital\_subscribe\_now

DID YOU KNOW THAT YOU CAN NOW GET UNLIMITED DIGITAL ACCESS WITH YOUR SUBSCRIPTION! With the ePaper, you can get all the local news that interests you every day, online, tablet, and smartphone every day of the week!

DON'T FORGET - you can still receive our award-winning ePaper for delivery all day long!  
We'll call, text, email, and we'll be sure you're never missing a thing.

**WICKED LOCAL EYE**

**TIME IS RUNNING OUT!**

Don't forget to re-subscribe for uninterrupted service.

**DON'T MISS OUT!**

- Getting the best of news and events in your community
- Convenient home delivery
- More coupons and savings than ever before



# Consumer Marketing- Retention

## Subscriber Invoice:

- Legacy invoice process is inconsistent across locations, most invoices are not user friendly.
- New invoice design brings consistency and enhances subscriber engagement and pay up rates.
- Invoice should be utilized as a sales piece. Value promotion reinforces the relationship and to be included in consumer facing platforms.
- Work with central marketing to better utilize the digital space (social networking and e-mail).
- Maximize CRM tools such as deals, newsletters and subscriber perks to enhance engagement.
- Heavily promote and market EZ-Pay to current subscribers and in acquisition pieces.

**The Register-Mail**  
140 S. Prairie Street  
Galesburg, IL 61401

**Subscription Notice - Sunday Only**

Inna Platynova  
123 Main Street  
Galesburg, IL 61401

Delivery to: Inna Platynova  
123 Main Street  
Galesburg, IL 61401

Date	6/10/2013
Account #	901679
Expiration	6/15/2013

Renewal Terms	If Paid By 6/15/2013 Amount	If Paid After 6/15/2013
1 Year	\$52.00	\$60.00
6 Months	\$26.00	\$32.00
3 Months	\$13.00	\$17.00

**Customer Service**  
(309) 343-7181  
(800) 747-7181  
8:00 a.m. - 6:30 p.m. Mon. - Fri.  
8:00 a.m. - 10:00 a.m. Saturday, Sunday and Holidays

**Customer Service**  
Sign up for EZPay!  
Save Time and Money  
Call today or use back of this invoice to join EZPay  
309-343-7181

**Your News, Your Views, Your Way**  
With your subscription are many benefits including:

- Full access to galesburg.com and the digital edition of Register Mail
- Hundreds of dollars in money saving coupons
- Extra in print
- All the local news you need

**Renewal Options**

Mark Choice	1 Year	6 Months	3 Months
Account #: 901679	\$52.00	\$26.00	\$13.00
Currently Paid To: 06/15/13	\$60.00	\$32.00	\$17.00

Subscription: \$  
Please (see above)  
Current Tip (optional) \$  
Mail Donation (optional) \$  
**TOTAL PAID \$**

Delivery Address:  
Inna Platynova  
123 Main Street  
Galesburg, IL 61401

Act #: \_\_\_\_\_  
Exp. Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

To pay by Credit Card, please fill out information above.  
Please do not use this form for correspondence; it is for payments only.  
Contact customer service at 309-343-7181 for account inquiries.

**The Register-Mail**  
140 S. Prairie Street  
Galesburg, IL 61401

13970330020000001170000060450003720012520055

# Consumer Marketing- Retention


## EZ-pay :

- Consumers who pay by EZ-Pay are among highest retaining.
- EZ-Pay (credit card and bank draft) about 35% of subscriber base...at industry avg.
- Performance varies across divisions LMG near 50%\_Community Division under 15%.
- Manual credit card processing is a barrier to EZ-Pay growth, vendor supported solution
- Expand the use of online tools to allow for more credit card entries.
- EZ-pay conversion programs using email and bill inserts

**SIGN UP FOR EzPAY AND GET YOUR CHOICE OF GIFT CARDS**

Choose a \$10.00 Target, CVS or iTunes gift card when you sign up for EzPay!

- Small amount charged to your credit card every 4 weeks
- No more stamps
- No interruptions in service
- Special Promotions just for EzPay customers



**The Bulletin**  
Call 1-888-MYPaper or visit [www.webaddress.com](http://www.webaddress.com)

Expires Exp. 7/31/15, Offer code: R, SC, J. Must switch to EZ Pay to receive \$5.00 off. Not redeemable for Cash. One use only.

**SIGN UP FOR EzPAY AND CHOSE A \$10.00 TARGET, CVS or iTunes GIFT**

**The Bulletin**

- Small amount charged to your credit card every 4 weeks
- No more stamps
- No interruptions in service
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Expires Exp. 7/31/15, Offer code: R, SC, J. Must switch to EZ Pay to receive \$5.00 off. Not redeemable for Cash. One use only.

**SWITCH TO EzPAY AND SAVE \$5 OFF YOUR INVOICE**



**The Bulletin**

- Small amount charged to your credit card every 4 weeks
- No more stamps
- No interruptions in service
- Special Promotions just for EzPay customers

**The Bulletin**  
Call 1-888-MYPaper or visit [www.webaddress.com](http://www.webaddress.com)

Expires Exp. 7/31/15, Offer code: R, SC, J. Must switch to EZ Pay to receive \$5.00 off. Not redeemable for Cash. One use only.

**SAY GOODBYE TO BILL**

Switch to EzPay now and save. Save \$5.00 off your subscription now.

- Small amount charged to your credit card every 4 weeks
- No more stamps
- No interruptions in service
- Special promotions for EzPay customers

**The Bulletin** mention campaign code EZPAY5  
Call 1 888 123 1234 or visit [www.mypaper.com](http://www.mypaper.com)



**The Bulletin**  
Expires Exp. 7/31/15, Offer code: R, SC, J. Must switch to EzPay to receive \$5 off. Not redeemable for Cash. One time use only.

# Consumer Marketing- Retention

Repository of collateral provided by central design services and collection from the network for all key strategies: EZ-Pay, Value promotion etc.



**SWITCH TO EZ PAY AND RECIEVE GIFT CARDS**



Residents split over motor club

- Small amount charged to your credit card every 4 weeks
- No more stamps
- No interruptions in service
- Special promotions for EzPay customers

**CALL NOW 1 800 123-4567**  
[www.clickpublicationurhere.com](http://www.clickpublicationurhere.com)  
**MON-FRI; 9:00 AM – 5:00 PM**

**THE EXAMINER**

**ONE DAY ONLY SALE!**



Residents split over motor club

**CALL NOW 1 800 123-4567**  
**MON-FRI; 9:00 AM – 5:00 PM**

- Small amount charged to your credit card every 4 weeks
- No more stamps
- No interruptions in service
- Special promotions for EzPay customers

**THE EXAMINER**



**FREE WEEKS!**  
**JUST SWITCH TO EZ PAY TODAY.**

**CALL NOW 1 800 123-4567**  
[www.clickpublicationurhere.com](http://www.clickpublicationurhere.com)  
**MON-FRI; 9:00 AM – 5:00 PM**



Residents split over motor club

- Small amount charged to your credit card every 4 weeks
- No more stamps
- No interruptions in service
- Special promotions for EzPay customers

**THE EXAMINER**

Join our EZ Pay Program and Receive a Gift Card 

**ONE DAY EZPAY SALE - TODAY ONLY! DON'T MISS OUT...**

- Convert your subscription to EzPay and get a \$20 gift card from one of the retailers below
- EzPay is the most convenient payment method - your credit card will be charged a small amount every month
- Save time and postage- no more bills, no more stamps
- Call us at **1-800-298-8880** today at 11 a.m. and take advantage of this limited time offer
- Thank you for being a loyal subscriber- We appreciate your business!



**CALL TODAY!**

**CALL 217-786-1458 TODAY! Mention code "Pick20"**

Limit-Time Offer - Call Today!  
 CONVERT TO EZPAY AND GET A \$20 GIFT CARD FROM ONE OF THESE GREAT RETAILERS:



Offer valid on the regular subscription rate and not on the Premium rate and special printing. Must use EZ-Pay for the offer to apply. Retailer may vary by region. Offer available while supplies last. Offer ends 11:59 p.m. CST on 09/30/2010. Gift card may be used at participating retailers. Retailer may vary by region. Offer subject to change without notice. © 2010 The Republic Company. All Rights Reserved. \*Thank you for being a loyal subscriber! Thank you to our business!

Join our EZ Pay Program and get two weeks FREE!

**ONE DAY EZPAY SALE - TODAY ONLY! DON'T MISS OUT...**

- Convert your subscription to EzPay and get two weeks free!
- EzPay is the most convenient payment method - your credit card will be charged a small amount every two weeks
- Save time and postage- no more bills, no more stamps
- Call us at **1-800-298-8500** today between 11 a.m. and 5 p.m. to take advantage of this limited time offer
- Thank you for being a loyal subscriber- We appreciate your business!



**CALL TODAY!**

In paper and on line ads

EZ-Pay e-mail offers

# Consumer Marketing- Retention

## Value promotion:

Every consumer facing event is an opportunity to promote our value: products, services, benefits

- Print: in-paper, invoice, POP
- Voice: subscriber calls, events, outbound efforts
- Digital: online, e-mail, text/chat



Black Friday - Large (11).mov

**The Coupon Savings in Sunday's Journal Star is \$124.53**



**Read the Mail Tribune**

DISCOVER THE VALUE

**Save Over \$7,072\* Annually** with Money-Saving Coupons, Store Discounts & Deals Found Only in the Mail Tribune & Sunday Mail Tribune.

\*Mail Tribune readers received \$2,672 in nonmanufacturer's coupons in the last 12 months. Rates/offer not available in all areas. To subscribe, call 1-800-888-8884, visit mailtribune.com, or email ad@valuedaily.com. Based on the average monthly value of \$58.95 per issue for 12 issues.

**THE VALUE OF LOCAL NEWSPAPERS**

IT'S WHAT YOU GET OUT OF IT...

- It saves me money – valuable manufacturer coupons and local business coupons I can count on.
- The local paper looks out for my personal interests with a pulse on the news, information and events that shape my community, and my life.
- It gives me something to talk about... like when I see my daughter's name in print.
- It keeps me in the know, local papers address real issues with an eye toward how they impact us locally.
- The newspaper offers items only in print that I can't find anywhere else.

My local paper offers me things that others try to imitate, but nobody else can duplicate. I look forward to reading it for years to come.

IT'S ALL INSIDE YOUR LOCAL PAPER. GET YOURS TODAY, AND ALL THE VALUE THAT COMES WITH IT.

Call xxx xxx xxxx or visit [www.rlnewspaper.com](http://www.rlnewspaper.com)

The value is what's **INSIDE**

add logo here

**JournalStar**

**We've Got You Covered**

*Our local news team reports what is most important to you — schools, government, sports and local happenings. They cover how the news affects our community and make the Journal Star a must-read, everyday.*

Matt Buedel  
Pam Adams  
Kirk Wesster  
Phil Luciano

**Who Reads the Rockford Register Star?**

Responsible Parents    Smart Shoppers  
Dedicated Sports Fans    Good Citizens

Civic and community news. Updates on local schools and kids' activities. Coverage of local teams & games. Info on sales and offers from local retailers. There's something for everyone in the **Rockford Register Star**.

**New Ways to Get the News.**

Today, it's digital, print, and mobile, too! We call it our **All-Access Subscription**, and it's easy, fast, and free for all of our regular print subscribers. With **All-Access**, you're connected — 24/7 — to all the breaking news and latest scores. And now, it's on all devices, all the time.

**NOT A SUBSCRIBER YET? IT'S FAST AND EASY!**  
1-888-MyPaper  
[www.MyPaperToday.com](http://www.MyPaperToday.com)

## The three B's of audience development and consumer marketing:

- **Base Foundations**

- Infrastructure enhancements and efficiencies.
- Insource and outsource partnerships.
- Staff development: training, webinars, newsletter etc.

- **Benchmarking and tracking**

- Acquisition efficiency profile CPO and CPU
- Start/stop gap management: non-renewals
- Industry metrics and trends.

- **Best Practices**

- Intracompany engagement: Power of the network
- Outreach: contacts and colleagues.
- Industry resources: NAA



From a recent publication by NAA, The Newspaper Association of America....

## The 5 principles of Consumer Marketing and Audience Development

1. Know your audience and make sure it knows you.
2. Digital extends our strategy and is critical to the future path.
3. Own the local franchise..... across all platforms.
4. Continuity in leadership and connection to the community is key.
5. Adherence to sound marketing principles and execution of best practices.



Sold over 9,000 copies; a 580% increase over typical Thursday sales

The premium-priced Thanksgiving Day edition brought in \$17k in additional SC revenue and \$25k in additional HD revenue

**DAILY & SUNDAY CIRCULATION**  
21,000/23,000

**SALES SOURCE(S)**

Primary and secondary displays in single copy retail outlets

**TARGET AUDIENCE**

Holiday shoppers seeking a competitive advantage

**Thanksgiving Day**

**has a Really BIG**

**Mail Tribune**

**The Biggest of the Year!**

Find the most sales fliers & deals in the Thanksgiving day paper.

Thanksgiving Day Premium Priced Edition \$2.50

**Thanksgiving Day**

**has a Really BIG**

**Mail Tribune**

**Ready for Holiday Shopping?**  
Pick up the Really BIG Thanksgiving Day Mail Tribune from one of these retailers.

<b>MEDFORD</b> B-Mor 7-Eleven Wincos Albertson's Country Store Wal-Mart Minute Market Fred Meyer Sherri's Food & Less Sherri's Thunderbird The Store Spring Street Market Safeway Human Bean Walgreens News & Smokes Starbucks Thrifty Nifty OK Market Circle K Dutch Bros Rite Aid Woodland Heights Market	<b>WALGREENS</b> Market Basket Circle K News & Smokes <b>CENTRAL POINT</b> G & B Market Dick's Market Dora's Central Market 7-Eleven Albertson's Human Bean Roy's Food Place Safeway Dutch Bros Sheetz Market Pub City Market B-Mor <b>WHITE CITY</b> Stop N Go Market Rafney's Corner Dutch Bros Sheetz Smart LIT Ferry Human Bean B-Mor	<b>JACKSONVILLE</b> Goodbean Coffee Pony Espresso Applegate Store <b>ASHLAND</b> Sheetz Kart Human Bean Safeway Albertson's Starbucks Minute Market <b>EGLE POINT</b> AM PM Wal-Mart Roy's Food Place <b>PHOENIX</b> Minute Market 7-Eleven <b>TALENT</b> Roy's Food Place <b>GOLD HILL</b> Roy's Food Place
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**GRANTS PASS**  
Safeway  
Arco AM PM  
Albertson's  
Roy's Food Place  
Fred Meyer  
7-Eleven  
Town & Country Market

**SHADY COVE**  
Shady Cove Station  
Upper Regue 76  
Shady Cove Market

**ROQUE BLIVER**  
Market Basket  
Regue Express  
Roy's Food Place  
Chevron Mini Mart

**Mail Tribune**

The most sales fliers, deals & money-saving coupons of the year!

**Get Ready to Shop!**

Find the most sales fliers, deals and money-saving coupons in this year's Thanksgiving Day paper.

**The BIGGEST Mail Tribune of the year for only \$2.50!**

Call 1-800-258-6041 to subscribe

More than \$42k in additional Circ revenue

580 Registrations

2.60% RESPONSE RATE

DAILY & SUNDAY CIRCULATION 54,009/65,387

SALES SOURCE(S) Email, Facebook, Twitter

TARGET AUDIENCE Current Subscribers



Journal Star RS @pjstarRS 44d Subscribers, stay warm and up-to-date with digital versions of the Journal Star. Register for free access at [pjstar.com/allaccess](http://pjstar.com/allaccess).

Open

Due to the snowy road conditions, some deliveries may be running late this morning. Subscribers can register for free digital access at [pjstar.com/allaccess](http://pjstar.com/allaccess).

Like · Comment · Share · March 2 at 7:14am · 🌐 ▼

Write a comment...

Subscriber Services Journal Star SERVING CENTRAL ILLINOIS SINCE 1855 [pjstar.com](http://pjstar.com) Subscribers, stay warm and up-to-date with digital versions of the Journal Star. Due to the weather, you may experience delays in your home delivery service. Remember, as a Journal Star subscriber you have full digital access. Register for FREE ACCESS at [www.pjstar.com/allaccess](http://www.pjstar.com/allaccess). We apologize for any delivery delays that you may experience. Sincerely, Journal Star Customer Service

CPO \$.37



# The Enterprise

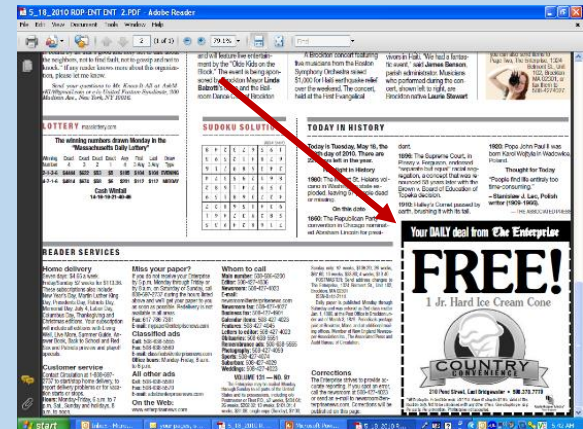
## Reader value Daily Deal

Coupon for free item from a local establishment...high perceived value.

Deal ads run in a prominent spot on page 2 and news promotes on the front page.

Additional deals delivered to active home delivery subscribers via a weekly e-mailed newsletter.

Utilize social media tools such as Twitter and Facebook to notify followers of deals.



**LocalMedia**Group inc.

**611**  
**ORDERS**

**1.2%**  
**RESPONSE RATE**

Local Media Group

10 Dailies- 165K daily..215K Sunday

SALES SOURCE(S): E-mail

TARGET AUDIENCE: Former Subscribers



Don't miss Thanksgiving Edition of the Times Herald-Record! 13 weeks of 7-day delivery for \$2.30 per week!



Subscribe to the Times Herald-Record by Friday, November 21, 2014 and receive 13 weeks of 7-day delivery for just \$2.30 per week **AND** our Thanksgiving paper packed with savings for your holiday shopping.

In addition to the convenience of home delivery, you'll get **unlimited digital access to Recordonline.com and the eEdition**, for local news at your fingertips, on any device.

**Plus, with coupons and sales flyers totaling in the hundreds of dollars each week, you will more than pay back the cost of your subscription.**

Click [HERE](#) or below or give us a call at 1-888-620-1700 Monday through Friday from 6 am to 3 pm.



**CPO: \$4.91**



Self managed  
rewards program  
4x business  
partner growth

Seacoast Media Group

DAILY & SUNDAY CIRCULATION:

11,624/ 17,097

CUSTOMER RETENTION  
Subscriber Rewards Card

TARGET AUDIENCE  
New and existing subscribers



*Loyalty  
has its  
Rewards.*



Get your **FREE**

**Subscriber Rewards**

**Card today!**

Visit: [www.seacoastonline.com/rewards](http://www.seacoastonline.com/rewards)

or call 1-800-439-0303.

**436  
ORDERS**

**DAILY & SUNDAY CIRCULATION**

41,300/51,200

**SALES SOURCE**

Email, Social Media, Single Copy Insert

**TARGET AUDIENCE**

Single Copy buyers, former subscribers and Facebook Users, ages 18 to 65 living in the Peoria area.

**What can you get for 90¢**

<b>\$1.99</b> Loaf of Bread	<b>\$2.99</b> Gallon of Milk	<b>\$3.59</b> Gallon of Gas
<b>No...</b>	<b>No way!</b>	<b>Nope...</b>

**Journal Star YES!** **90¢ gets you**

*Journal Star charges in Twitter parody*

**Journal Star** YES. I WANT TO TAKE ADVANTAGE OF THIS GREAT OFFER.

**Check one:**

- 7 Days (10 issues) \$32.50
- 14 Days (20 issues) \$62.10
- 28 Days (40 issues) \$115.60
- 3 Months (120 issues) \$311.78

**3 ways to subscribe:**

- Log onto pjstar.com, enter code SCGH5000
- Call 686-3161 and mention code SCGH5000
- Fill out this card and return

**Hurry offer expires 6/24/14**

**CPO: \$10.09**



# CAPE COD TIMES

## +16%

### Newsstand Sales

## +118%

### Revenue Increase

#### DAILY & SUNDAY CIRCULATION

33,000 / 37,000

#### SALES SOURCE(S)

Single Copy Sales

#### TARGET AUDIENCE

New Buyers

**75**  
KEEP UP WITH THE TIMES  
SINCE 1936

**CAPE COD TIMES**

**EXTRA! EXTRA!**  
**This one's a KEEPER!**

We're celebrating our anniversary with a very special Cape Cod Times Keepsake Diamond Anniversary Edition!

You won't want to miss this chronicle of the biggest events of the Cape and Islands over the past 75 years, and featuring

- **Stories** - both local and national - that shaped our world for generations along with
- **Photos** - including rarely seen images from the Cape Cod Times' archives

Look for this Cape Cod Times Keepsake Diamond Anniversary Edition on newsstands **Saturday, September 3, 2011** Price: \$2.00

**Don't wait- reserve yours now! It's easy.**

Reserve yours, and order gift copies for family and friends. Call (508) 862-1523 or email [circulationservices@capecodonline.com](mailto:circulationservices@capecodonline.com) to reserve your copy of this special edition.

*Relive 75 years of Cape & Islands history! Be sure to look for the compelling and attractive*  
**CAPE COD TIMES**  
KEEPSAKE DIAMOND ANNIVERSARY EDITION  
ON NEWSSTANDS  
SEPT. 3, 2011!

**Huge 80-Page Special Section Pull-out!**

**CAPE COD TIMES**  
Keepsake Diamond Anniversary Edition  
Coming Saturday, Sept. 3, 2011

**RESERVE YOURS NOW!**

**\$2.00**  
NEWSSTAND PRICE

**3.01%**  
**RESPONSE RATE**

**77**  
**ORDERS**

**DAILY & SUNDAY CIRCULATION**  
54,009/65,387

**SALES SOURCE(S)**  
Email, Facebook, Twitter

**TARGET AUDIENCE**  
Former subscribers, targeted Facebook and Twitter users



Is your New Year's resolution to stay more informed? Sign up for a one-year digital subscription for only \$20.14:  
<http://bit.ly/K8E7dF>

Like · Comment · Share



35 people like this.

Top Comments ▾



**All the 2014 News for \$20.14**

**Ring in 2014 with this great offer!**

One year Digital Subscription to Pjstar.com and e-Journal Star for \$20.14  
Stay informed and up-to-date with a Journal Star Digital Subscription.

The [pjstar.com](http://pjstar.com) website includes -Breaking news, Access to blogs, photo galleries and much much more

**The e-journal Star** is an exact replica of the print edition with the ability to search, download and access up to 30 days of archives.

News for \$20.14

Click [HERE](#) to sign up today



**CLICK HERE**



about 4 hours ago

Ring in 2014 with a 1-year digital subscription for only \$20.14. That's 80% off – sign up now:  
[bit.ly/1dis5LK](http://bit.ly/1dis5LK)

**CPO: \$7.98**

+8%  
ORDERS

\$350K  
INCREMENTAL AD REVENUE

DAILY & SUNDAY CIRCULATION print + Digital  
139,291 Daily 237,208 Sunday

SALES SOURCE  
Direct mail, Single Copy Inserts, TMC, TV,  
Radio, Digital, Billboards, in store signage.

TARGET AUDIENCE  
New subscribers and *Dispatch* readers

The Columbus Dispatch dispatch.com Experience. Discover. Pursue. READER Rewards

GO WILD AT THE COLUMBUS ZOO AND AQUARIUM WITH WILDLIGHTS (November/December 2014)

Wildlights 25

Prizes:

- \$10,000 in Cash - \$5,000 (1), \$2,500 (1), \$250 (10)
- Columbus Zoo and Aquarium VIP Experiences with Jack Hanna
- The Wilds VIP Experiences with Jack Hanna
- Behind The Scenes Tours of The Zoo
- Behind The Scenes Tours of The Wilds
- Two Free Wildlights Tickets Per Entry
- Invitations to Dispatch Media Group Wildlights Preview Event
- Zoo M
- Zoo T
- Zooml
- Zooml
- Safari

Prizes will be drawn and awarded at a December event at the Zoo during Wildlights 25

The Columbus Dispatch dispatch.com Experience. Discover. Pursue. READER Rewards

ENTER TO WIN A \$10,000 SHOPPING SPREE TO HHGREGG (September 2014/Ongoing)

hhgregg appliances & electronics

Prizes:

- Grand Prize winner: \$10,000 shopping spree to h.h. gregg
- Addit
- Final
- hhgre
- and p

The Columbus Dispatch dispatch.com Experience. Discover. Pursue. READER Rewards

\$10,000 CASH ON ICE (March 2014)

CASH ON ICE \$10,000

Objective:

Collect leads for The Columbus Blue Jackets and generate subscription sales for The Columbus Dispatch.

Plan:

Simultaneously ran a contest promotion with The Columbus Blue Jackets giving away 117 different prize packages in 30 days leading up to one reader winning \$10,000 on ice at the team's final home game on April 8.

Columbus Blue Jackets provided:

- Various weekly prizes including ticket packs, gear and game experiences
- Promotion through social media pages, e-newsletters, etc.
- Management of on-ice experience/pre-game event

The Columbus Dispatch provided:

- \$10,000 Grand Prize
- \$125,000 in marketing/promotion
- Contest management, lead generation

Results:

- 3,500 leads in 30 days (3,000 "no purchase necessary" entries, 500 subscription sales (5% lift))
- Additional contest playoff games 1 & 2 generated 1,800 leads in 3 days

**Targeted premium**  
**3.1% response**  
**\$13 CPO**

**DAILY & SUNDAY CIRCULATION** print + Digital  
 4,000/4,500

**SALES SOURCE**  
 Single Copy FSI

**TARGET AUDIENCE**  
 New subscribers

**STAY INFORMED...**

Nobody covers local news like the Newton Kansan. Start a **NEW** subscription to the Newton Kansan and we'll also cover you the next time severe weather strikes with your **FREE Midland HH54VP Pocket Weather Alert Radio!**

*Monitors for these alerts and more: Tornadoes, Civil Emergencies, Earthquakes, Hurricanes, Thunderstorms and 67 Other Hazards...*




**GET YOURS TODAY!**

Use the easy order form below, or for faster service, Call: 1-316-283-1500 or e-mail: [circulation@thekansan.com](mailto:circulation@thekansan.com)

(a \$49.90 retail value)

Please start my **NEW** subscription to the Newton Kansan today!

**26 Weeks for Only \$70.00**  
(compared at newsstand price: \$130.00)

**52 Weeks for Only \$135.00**  
(compared at newsstand price: \$260.00)

**Receive a FREE Midland HH54VP Pocket Weather Radio with your NEW paid subscription.**

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Signature: \_\_\_\_\_  
 Visa  Master Card  Discover  American Express

Name: \_\_\_\_\_  
 Delivery Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Billing Address (if Different from delivery): \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 E-mail: \_\_\_\_\_



Offer valid only to new subscribers within the Newton Kansan home delivery area, who have not subscribed in the past 30 days. One special offer per household per year. \$20 early termination charge applies. HURRY, This offer expires 9/01/2014.  
 If paying by credit card or check, please detach and mail in a sealed envelope to:  
 The Newton Kansan, Circulation Department, P O BOX 268, Newton, KS. 67114

**The Newton Kansan**  
**(316) 283-1500**