

Revenue Strategies

Raising the Bottom Line

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Agenda Items

- Universal Product Code (UPC) Creation/Strategy
- Scan Based Trading Revenue
- Thanksgiving Pricing
- Magazine Distribution

UPC Alternative



- Options
- Possibilities
- Assign Price Point
- Track Results

UPC Vendor

Rick Oaksford

Owner

Logosarx

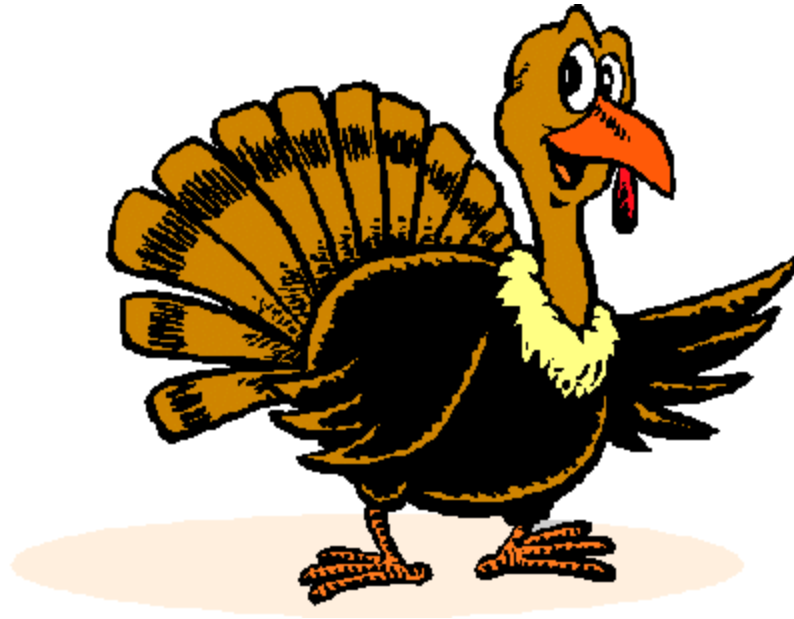
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Scan Based Trading Revenue

Product Only	Standard Rates			SBT Rates			Rate Difference			2014 SBT Reported Sales			Revenue from higher rate
	Daily	Sunday	DD	Daily	Sunday	DD	Daily	Sunday	DD	Daily	Sunday	DD	
Barnes & Noble	0.85	2.11	3.4	0.85	2.18	3.48	\$0.00	\$0.07	\$0.08	7482	5269	0	\$370
Books-A-Million	0.85	2.11	3.4	0.85	2.18	3.48	\$0.00	\$0.07	\$0.08	1512	509	0	\$32
Caribou Coffee	0.85	2.11	3.4	0.85	2.18	3.48	\$0.00	\$0.07	\$0.08	7941	2478	0	\$170
Circle K - Southeast	0.85	2.11	3.4	0.87	2.18	3.48	\$0.02	\$0.07	\$0.08	5405	3478	1048	\$435
CVS	0.85	2.11	3.4	0.85	2.18	3.48	\$0.00	\$0.07	\$0.08	96,600	120,550	16,220	\$9,740
Dollar General	0.85	2.11	3.4	0.85	2.18	3.48	\$0.00	\$0.07	\$0.08	6	1134	0	\$80
Food Lion	0.85	2.11	3.4	0.85	2.18	3.48	\$0.00	\$0.07	\$0.08	419	912	416	\$97
Totals													\$10,930



Thanksgiving Revenue Opportunity



Early Edition Thanksgiving Day Newspaper Sold 44K Copies

Case for Action

- Thanksgiving Day newspaper is the largest of the year
 - Local supermarkets closed on Thanksgiving

Solution

- Delivered early edition of Thanksgiving Day paper to top 6 single copy outlets by noon on Wednesday, Nov. 26
- Largest newspaper advertised to largest shopping crowd
- Newspaper contained updated stories and complete Thanksgiving Day insert package
- AJC sold 44,000 editions of the early Thanksgiving Day edition
 - 5% single-copy increase year-over-year



Marketing

- Print promos to highlight holiday shopping and saving
- 30-second radio commercials to promote purchase of the Thanksgiving Day newspaper
- Media interviews at the AJC's printing plant
 - Top news stations broadcast stories about the largest newspaper of the year.
- In store point of purchase material
- Single copy contractor sales contest
- No mass media used in 2014



It's back and bigger than ever

Don't forget to pick up your Thanksgiving day Newspaper on Wednesday Nov. 26

Publix®

AJC The Atlanta Journal-Constitution
Credentia. Competing. Connecting.



It's back and bigger than ever

Don't forget to pick up your Thanksgiving day Newspaper on Wednesday Nov. 26

Kroger

AJC The Atlanta Journal-Constitution
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Key Actions

- Build package that entices shoppers to pick up Thanksgiving Day paper early
- Deliver to stores on Wednesday, Nov 26 by noon
- Provide single copy contractors enough complete insert packages to assemble Early Edition Draw
- Bill both contractors and retailers for the product
- Ensure the product is within AAM guidelines to be counted as paid circulation
- Alert the market that they can pick up their Thanksgiving Day newspaper and that the product contains all the inserts available in the regular Thanksgiving Day Newspaper



Dear Valued Retail Partner:

We value our partnership with you and want to let you know of changes to The Atlanta Journal-Constitution that may impact you and your customers.

The holiday season is almost here, and we are making arrangements for an exciting enhancement to our Thanksgiving Day newspaper. This year we'll produce a Thanksgiving Day early edition. The product will be delivered to your store on Wednesday, Nov. 26, 2014.



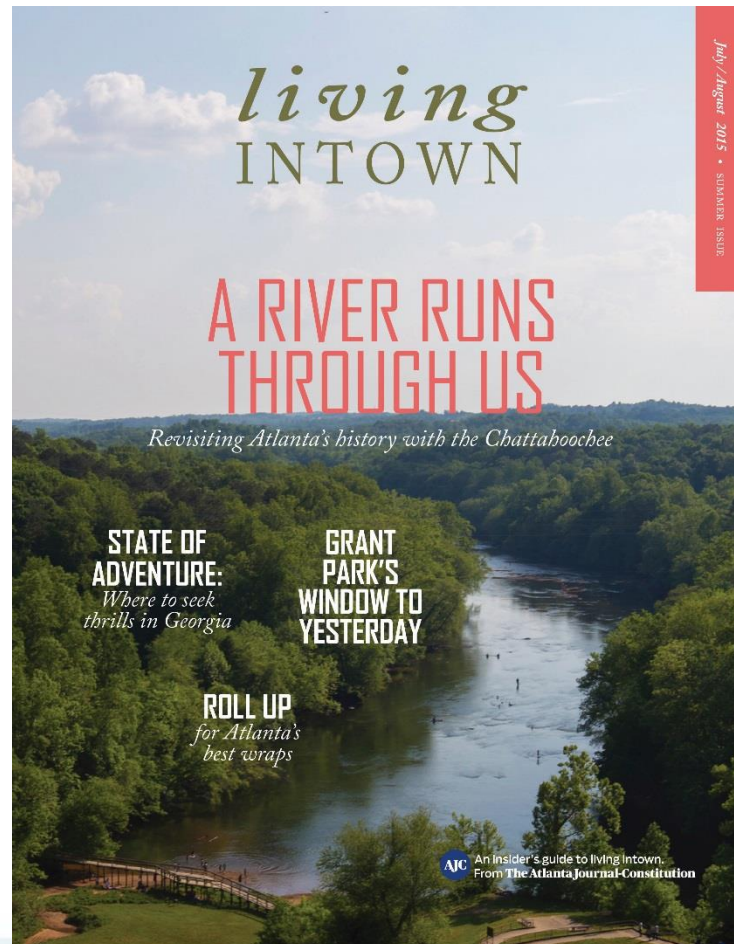
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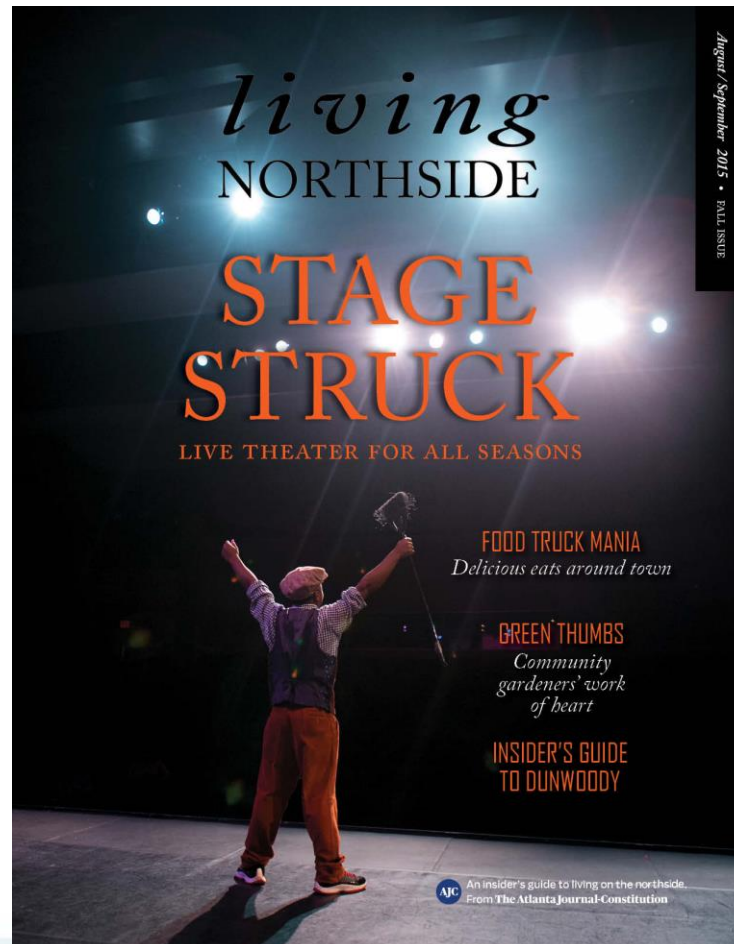
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Magazine Business Transition







Key Lessons

- **Let the stakeholders shape the concept**
- **Focus, Focus, Focus**
- **Keep expenses low**
- **Quality matters**



Questions

