How Albuquerque Journal Phased Out Its News Racks

Joe Leong, Chief Revenue Officer, Albuquerque Journal, Albuquerque, NM
A passionate and proven marketing executive in the newspaper publishing industry.

Experienced in utilizing data and technology for strategic analysis and planning. Accomplished record of implementing organizational changes to improve bottom line performance. Focusing on P&L management by implementing revenue growth programs and thoughtful cost reduction plans.

SPECIALTIES:

* Strategic planning utilizing data analytics for trending and modeling forecasting
* Budgeting and expense control
* Innovative and creative solutions to any situation
* Focused on capitalizing on building brand equity
* Excellent team builder

Favorite quote: “Man's mind, once stretched by a new idea, never regains its original dimensions.” – Oliver Wendell Holmes Sr.
JENKINS, THIS REPORT IS UNACCEPTABLE

I’M AFRAID I’LL HAVE TO GET THE SPRAY BOTTLE
Body of all possible knowledge

- Things you don’t realize you don’t know
- Things you realize you don’t know
- Things you realize you know

Your awareness
Draw

Revenue

Sales

Returns

Returns

Cash

Collections

Accounting

Brinks
$1,081,582
2014 TOTAL RACK EXPENSES

$650,000 (45%)
2014 CIRC. RACK EXPENSES
$783,314 (7%)
2014 RACK REVENUE
45% OF SALES WILL BE RECOVERD

• BUYERS WILL FIND CURRENT DEALERS
• SOME RACK LOCATIONS CONVERT TO DEALERS
DAILY AVG 2,195
SUNDAY AVG 2,352
527 total Albuquerque racks
$551,108

BOTTOM LINE IMPACT

~1,200 NET LOSS IN COPIES PER DAY
THIS RACK WILL NO LONGER BE SERVICED.
SORRY FOR ANY INCONVENIENCE.
PLEASE PICK UP YOUR COPY AT YOUR NEAREST RETAIL LOCATION.

ALBUQUERQUE JOURNAL
ABQJournal.com
(505) 823-4400
2. TOTAL AVERAGE CIRCULATION BY MARKET

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<tbody>
<tr>
<td>Dealers</td>
<td>6,667</td>
<td>6,894</td>
<td>6,555</td>
<td>7,304</td>
<td>7,291</td>
<td>7,298</td>
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<tr>
<td>Bulk</td>
<td>1,347</td>
<td>1,359</td>
<td>1,343</td>
<td>1,473</td>
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<tr>
<td>Other</td>
<td>962</td>
<td>1,181</td>
<td>962</td>
<td>960</td>
<td>994</td>
<td>977</td>
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<tr>
<td>Racks</td>
<td>1,504</td>
<td>907</td>
<td>1,587</td>
<td>49</td>
<td>43</td>
<td>46</td>
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<tr>
<td>Grand Total</td>
<td>10,480</td>
<td>10,341</td>
<td>10,446</td>
<td>9,787</td>
<td>9,764</td>
<td>9,775</td>
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Rack Copies
Lost 1,587
Recovered 743
47% Dealers
Lost 112
Recovered 7
7% Bulk
Lost 15
Recovered 1
100% Other

TOTAL NET | 70,629 | 69,681 | 68,908 | 65,349 | 65,170 | 66,477 |
(947)     | (773)  | (3,559)| (178)  | 1,307  |

SUNDAY

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<td>Dealers</td>
<td>11,054</td>
<td>11,343</td>
<td>10,929</td>
<td>11,186</td>
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<td>Bulk</td>
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<tr>
<td>Other</td>
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<td>1,856</td>
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<tr>
<td>Racks</td>
<td>1,593</td>
<td>770</td>
<td>1,673</td>
<td>74</td>
<td>70</td>
<td>72</td>
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<td>Grand Total</td>
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<td>17,097</td>
<td>16,552</td>
<td>16,526</td>
<td>17,026</td>
<td>16,789</td>
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Rack Copies
Lost 1,673
Recovered 487
29% Dealers
Lost 42
Recovered 3
3% Bulk
Lost 102
Recovered 1
100% Other

TOTAL NET | 90,605 | 90,415 | 88,658 | 88,030 | 87,236 | 88,475  |
(190)     | (1,757)| (628)  | (794)  | 1,239  |
WE HAVE MET THE ENEMY AND HE IS US.