Growing Sunday Print Circulation in 2015

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“Do or Do Not, there is no try.”
As we were eliminating print, and building digital, we conducted focus groups.

We learned a lot about print, and it’s relevance to both our subs and nonsubs alike.

Question: Were we “contributing to our own demise?”
Where We Were

Toledo Blade Average Sunday Net Sales: 2014 & 2015 (print & digital replica #’s)
Where Are Going

Toledo Blade Average Sunday Net Sales 2015 (print & digital replica #'s)
Case Study Overview

- Staff
- Acquisition Strategy
- Retention Strategy
- Audience Engagement Strategy
- AAM Qualified Strategy
- Marketing Strategy
Staff Redeployment

- Goal: to redeploy staff to give the department more firepower on the sales side.
- An operations management retirement was repurposed and filled on the sales side.
- Phase II: supervisors who had a lot of work move with our outsourcing of production will begin getting more involved in SC sales efforts
Acquisition Strategy

- Email Marketing
  - Targeted Queries
  - Buttons
  - Prepopulated Forms
  - Increase Conversion Rates
  - Responsive Design
Save on the Best Sports Coverage
THE BLADE

Save over 70% on daily home delivery of The Blade and get the best sports coverage in Northwest Ohio and Southeast Michigan.

All Delivery options include FREE unlimited access to all of The Blade’s digital products.

[2_firstName] [3_lastName]

Click Here

*This offer is only available to new subscribers within the Blade home delivery area. Delivery and billing will continue past expiration at the regular rate unless subscriber calls The Blade Circulation Department to cancel. This offer may not be combined with any other offer, and other terms and conditions may apply. Offer good while supplies of the football preview section last. This offer expires at 11 a.m. on Sunday, 8/28/15.

Like Us. Follow Us.

Christmas In July SALE!

[2_firstName] [3_lastName]

Get 7-day delivery of The Blade for only $20! That's over 90% off of the regular newsstand price! We are giving you advance access to this special one-day sale.

To save now,

Click Here

We hope you will be able to take advantage of this special, limited-time offer. But don't miss out! This deal is only available until July 31,2015. sign up now.

Should you have any questions or concerns regarding this offer you can reach us by e-mail at circulation@toledoblade.com or by phone at 1-800-245-3317

*This offer expires at 2pm on Friday, July 31, 2015 and may not be combined with any other offer. Please note this offer is only available to households within The Blade home delivery area where there have been no active subscriptions in the last 90 days. Payment must be received at the time of the order to receive discounted rate. Deliveries and billing will continue at the regular rate after the initial term expires unless subscriber contacts The Blade Circulation Department to cancel.

[2_firstName] [3_lastName]
Acquisition Strategy
Telemarketing to Cell Phones

• Outsourced Manual dialing to cell phones in our market
• Over 1,400 Paid In Advanced orders
• All orders in our top 22 pre-print buy zips
• YTD Margin: 28.8%
Acquisition Strategy
Kiosk

- Average 100+ PIA orders a week
- Kiosk Thursday-Sunday
- Leverage the camper at special events
- New retail outlets such as Menards and Dollar Tree
Acquisition Strategy
Buckeye1

see the video at https://www.youtube.com/watch?v=9LQcHNNPOAA
Acquisition Strategy
Buckeye1

50 mb high speed internet
Acquisition Strategy
Buckeye1

PACKAGE PRICING

NEW SUBSCRIBER RATES

2 YEAR COMMITMENT

Buckeye1 customers pay $50 per month for the first year, $65 per month the second year with an activation fee of $50. iPad included.

1 YEAR COMMITMENT

Buckeye1 customers pay $65 per month with an activation fee of $150. iPad included.

NO COMMITMENT

Buckeye1 customers pay $80 per month with an activation fee of $250. iPad included.

WOULD YOU RECOMMEND BUCKEYE1 TO A FRIEND?

82.5%
17.5%
Acquisition Strategy
Buckeye1

BUCKEYE1 SUBSCRIBERS

NEW TO THE BLADE
91%

NEW TO BUCKEYE CABLESYSTEM
30%

BUCKEYE CABLESYSTEM RECONNECTED SUBSCRIBERS
18%

1,859
Buckeye1 Monthly Subscribers (average)

17,000
New Subscribers to Buckeye1
Along with Apple we are facilitating partnerships in other markets much like the program we did in Toledo. We are launching newspapers with or without cable providers.
Retention Strategy
The Goal: Reduce PBM stops

![PBM Suspension Stops at The Blade Graph]

- 2012
- 2013
- 2014
- 2015
Retention Strategy
TCN Dialing

- Start/Restart Verification
- CC expiration calls
- Reminder calls at 6 points from -42 days to +60 days from expiration
- Final “tomorrow is your last day” call
Retention Strategy
Automated Email Campaigns

- Start/Restart Verification
- “Renew at a still discounted rate”
- Upgrades*
- EZPay*
Audience Engagement

All Access

• Print gives you all access digitally, plus access to reader only events and giveaways
• Plus access to the Washington Post Digital Subscription

Blade Rewards

• Weekly Contests and ticket giveaways
• Summer Campaign: Win a Camper
Audience Engagement

- Convert Print Subs to Digital

3 Steps To Getting The Most From Your Subscription

1. ACTIVATE
   All Access Membership
   Activate at theblade.com/activate

2. DOWNLOAD
   The Blade Apps
   Download Now at App Store or Google Play

3. SIGN UP
   Blade Rewards
   Sign Up at Blade Rewards toledobladerewards.com

All Access Members get free unlimited access to toledoblade.com and eBlade, plus invitations to member-only events and giveaways

THE BLADE

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AAM Qualified Strategy

- 70/30 Rule
- Samples
- Retail/Business
- NIE*
- What is the Goal?
Billboards
Social Media
TMC
Marketing Strategy

Billboards

More than $180 in coupon savings this Sunday!

THE BLADE
Marketing Strategy

Social Media

The Toledo Blade @toledonews · Apr 4
$126 of #coupon #savings Sunday's Blade tol.bz/1xZ7kQQ #Toledo #Lenawee #MonroeMI #Sylvania Nearest Blade --> tol.bz/1xZ7mll

Get The Blade at these locations

Use this link with your smart phone to show you the nearest location where you can get The Blade newspaper. NS = News Stand in store RA = Outside rack

batchgeo.com
Marketing Strategy

TMC

More than $230* in coupon savings every Sunday!

Home Delivery of The Blade is less than 77¢ per day.

*2013 average coupon savings on Sunday.

The paper that pays for itself.

THE BLADE
Any Questions?