Consumer Revenue Syndicate

ACE Empower 2019

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Questions

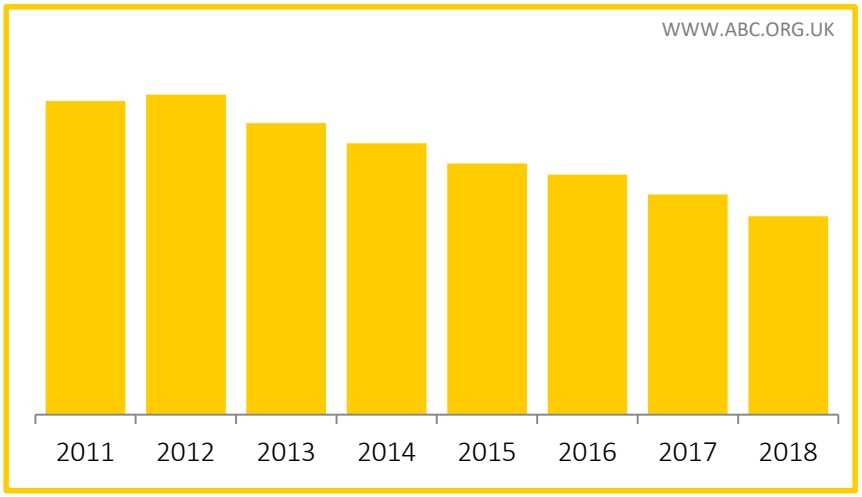
1. What **income challenges** are newspapers and magazines currently facing?

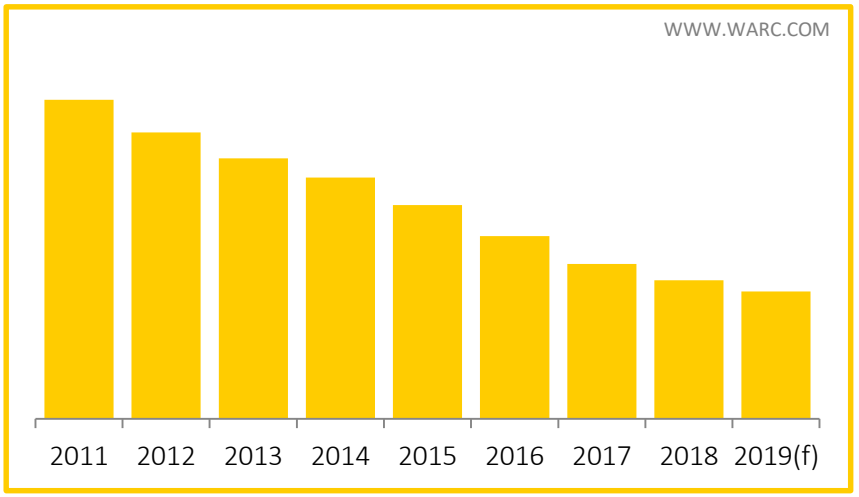
2. What will these challenges look like in **2 years time?**

3. What **plans and strategies** should we be putting in place now to develop revenues?

Traditional Market Structural Decline

1.





- 36 %

Print Circulation

in Decline

(between 2011 and 2018)

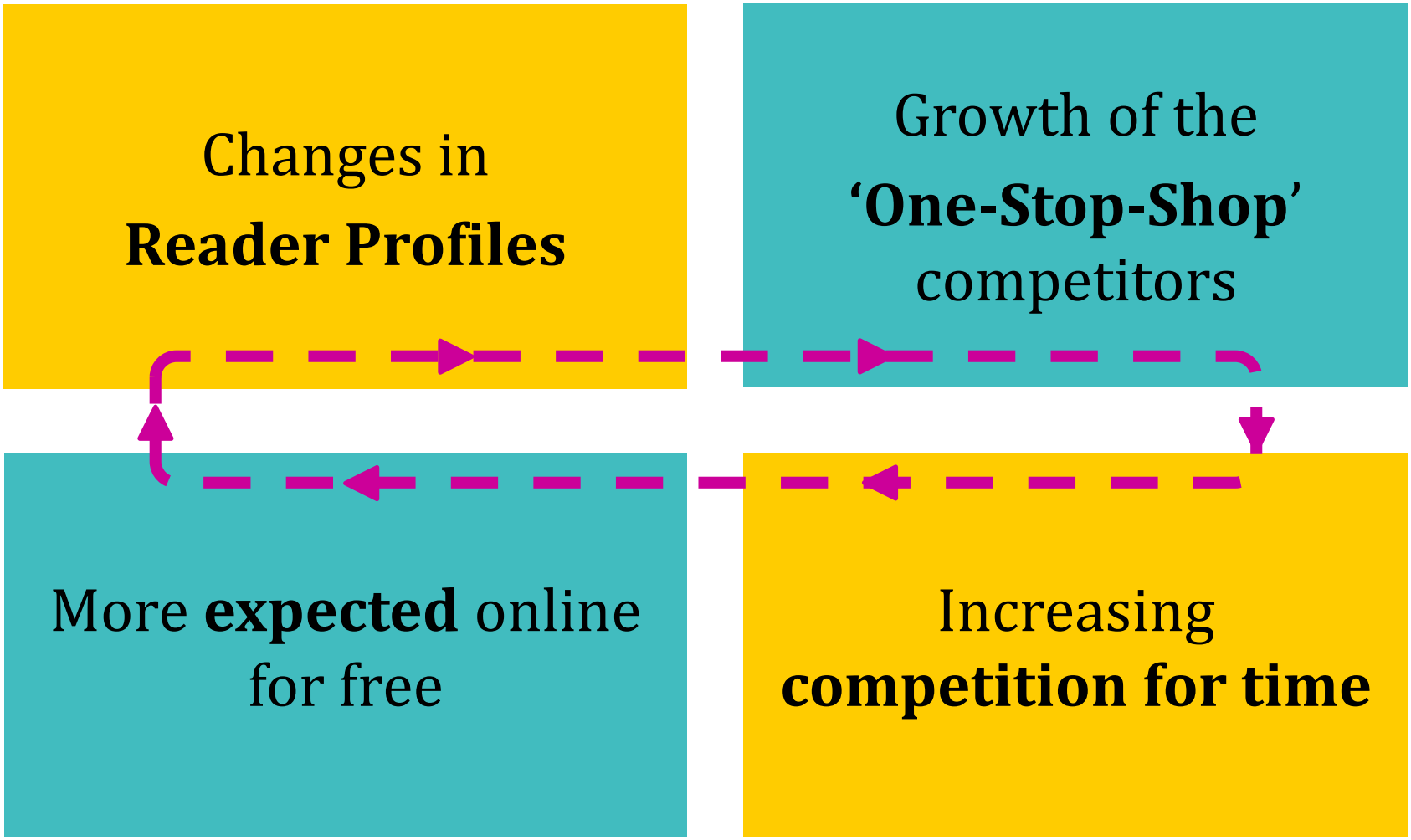
- 57 %

Print Advertising

in Decline

(between 2011 and 2018)

Evolving Readers



Market Challenges

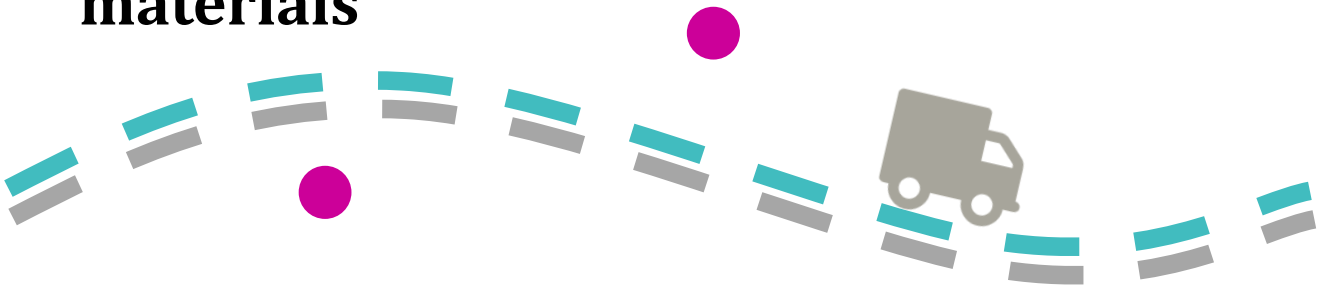
1.

£ £ £

Increasing price of raw **paper materials**

Investment Balancing from supply chain to digital

Total **removal** of the category



Increases in **Supply Chain Costs**

Decline in **Retail floor space.**

Decline in **HND**

All contributing factors that influences price increases on multiple platforms which affect end readers

… and in 2 years time?

2.

Traditional Market	Print will continue being a part of the story
Competitor Growth	From products to services
Investment Balancing	Between print and digital
Consumer Reach	Growing but not guaranteed
The Unknown	BREXIT & Spending power of reader

Plans & Strategies: Revenue development

3.

Consumer revenue & diversification

Hi !

Knowing our evolving reader

Future proofing the market

Consumer Revenue & Diversification

3.

Women's Health Live, Hearst

3.

Women's Health 3 day experiential event

Purpose: To engage with current readership, raise awareness of the brand and drive acquisitions

How they did it: Advertising in print and online, a new marketing campaign, an exclusive gift offer, newsletter mentions

Results: Subscription acquisition pick up, 84% of attendees likely to recommend

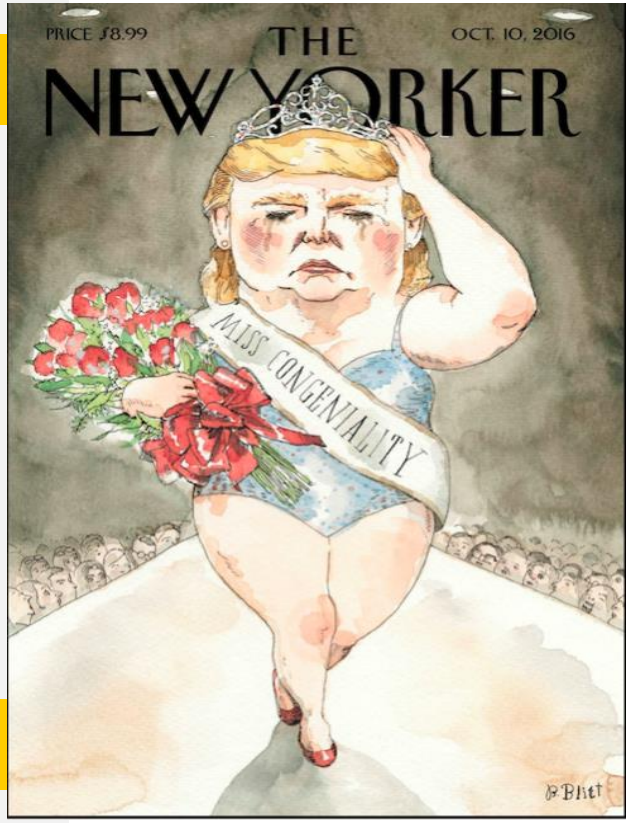
Women's Health
3-5 MAY Live
A WEEKEND OF HEALTH & FITNESS
BUSINESS DESIGN CENTRE

Consumer Revenue & Diversification

3.

The New Yorker

The New Yorker is one of an increasing number of media companies where **reader revenue** now exceeds **advertising revenue**



Consumer Revenue & Diversification

3.

My Mail, The Daily Mail

3.

My Mail builds loyalty through rewards at the newsstand

Wine Club **Travel** **Shopping** **Finance** **Experiences**

Consumer Revenue & Diversification

3.

The Week Junior, Dennis Publishing

The Week:
151,236 print circulation
One of the fastest growing print magazines of the last decade
Curation model

The Week Junior:
60,562 print circulation
UK's fastest growing children's magazine
Print subscriptions up 36.7% YoY

Consumer Revenue & Diversification

3.

The Guardian & The New European

3.

THE NEW EUROPEAN

Become a Supporter

The New European is proud of its journalism and we hope you are proud of it too. We believe our voice is important - both in representing the pro-EU perspective and also to help rebalance the right wing extremes of much of the UK national press. If you value what we are doing, you can help us by making a contribution to the cost of our journalism.

Become a supporter

Since you're here...

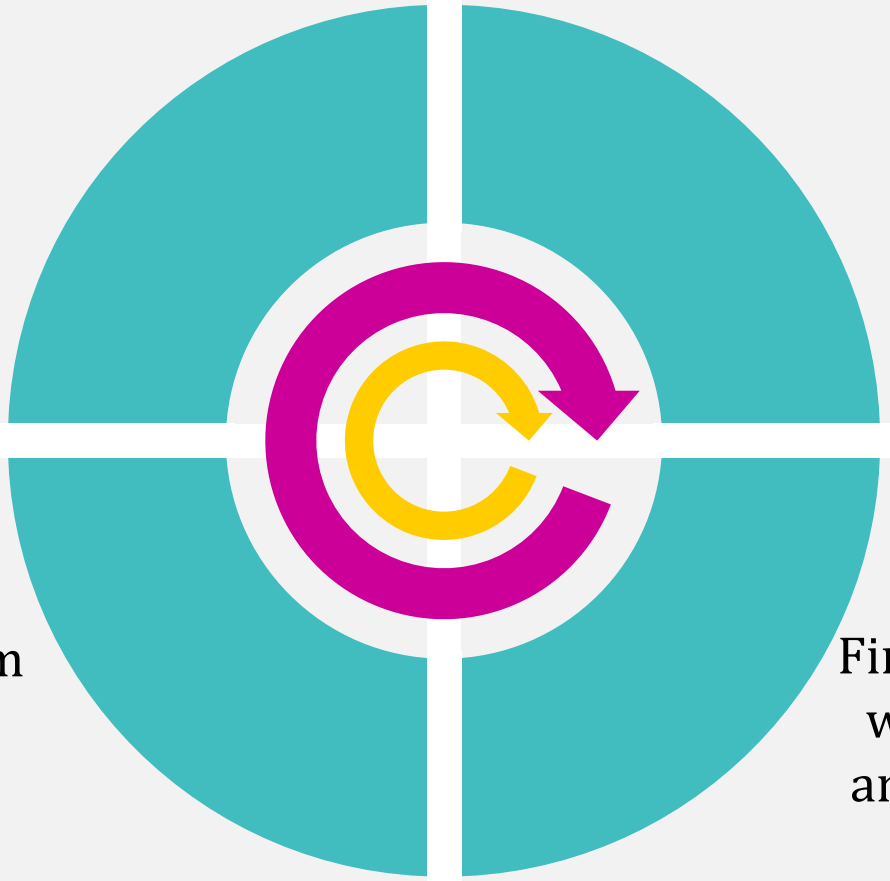
... we have a small favour to ask. More people are reading and supporting The Guardian's independent, investigative journalism than ever before. And unlike many news organisations, we have chosen an approach that allows us to keep our journalism accessible to all, regardless of where they live or what they can afford. But we need your ongoing support to keep working as we do.

Knowing our Evolving Reader

3.

Acquire to retain:
Look at acquisition in the long term

Reader research:
Find out who your readers are and what they like



Investing in retention:
Once you have them hold on to them to secure your revenues

Data collection:
Find a non intrusive way to understand and monetise these readers

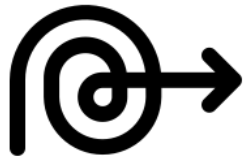
Future Proofing the Market

3.

Consolidation and collaboration – from supply chain to retailers and consumers

Product efficiencies – reuse of gifts & content and reviewing issue frequency

Investing in technologies to make your brands more sustainable



Promotions need to work harder at retail with limited floor-space

Final Thoughts

1. You cannot diversify **without** knowing your reader

2. You should always have **retention** in mind from the point of acquisition

3. Print may not be the long term answer, but it's part of **today's answer** & **tomorrow's solution**

Thank you.

Q & A's