



Growing Sunday Print Circulation in 2015

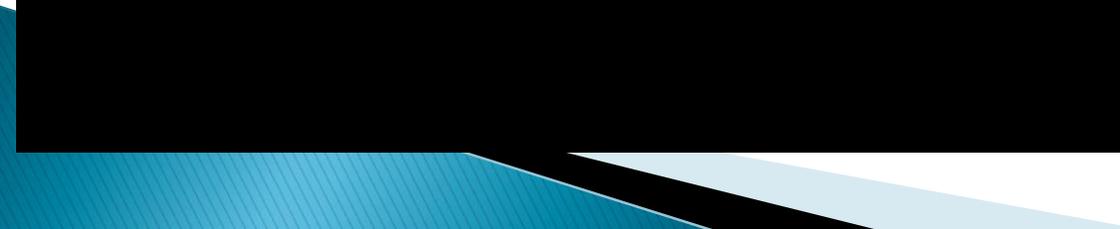
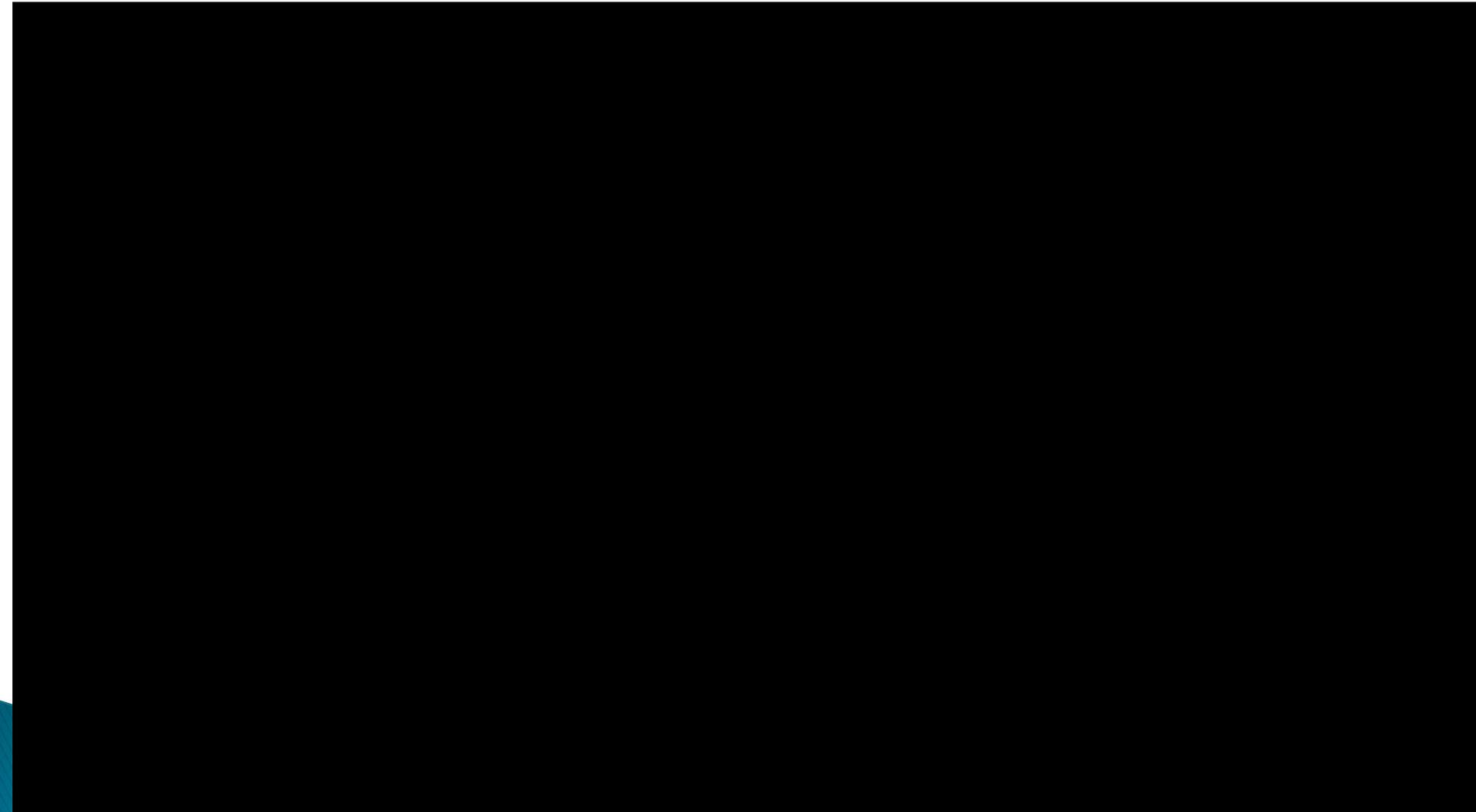
Dick Fuller, Director of Circulation

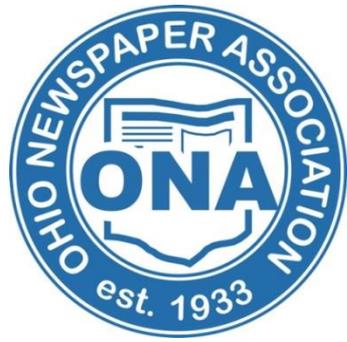
Tom Zeller, Audience & Revenue Development Manager

Katelin Reinhart, Circulation Sales & Retention Manager



“Do or Do Not, there is no try.”





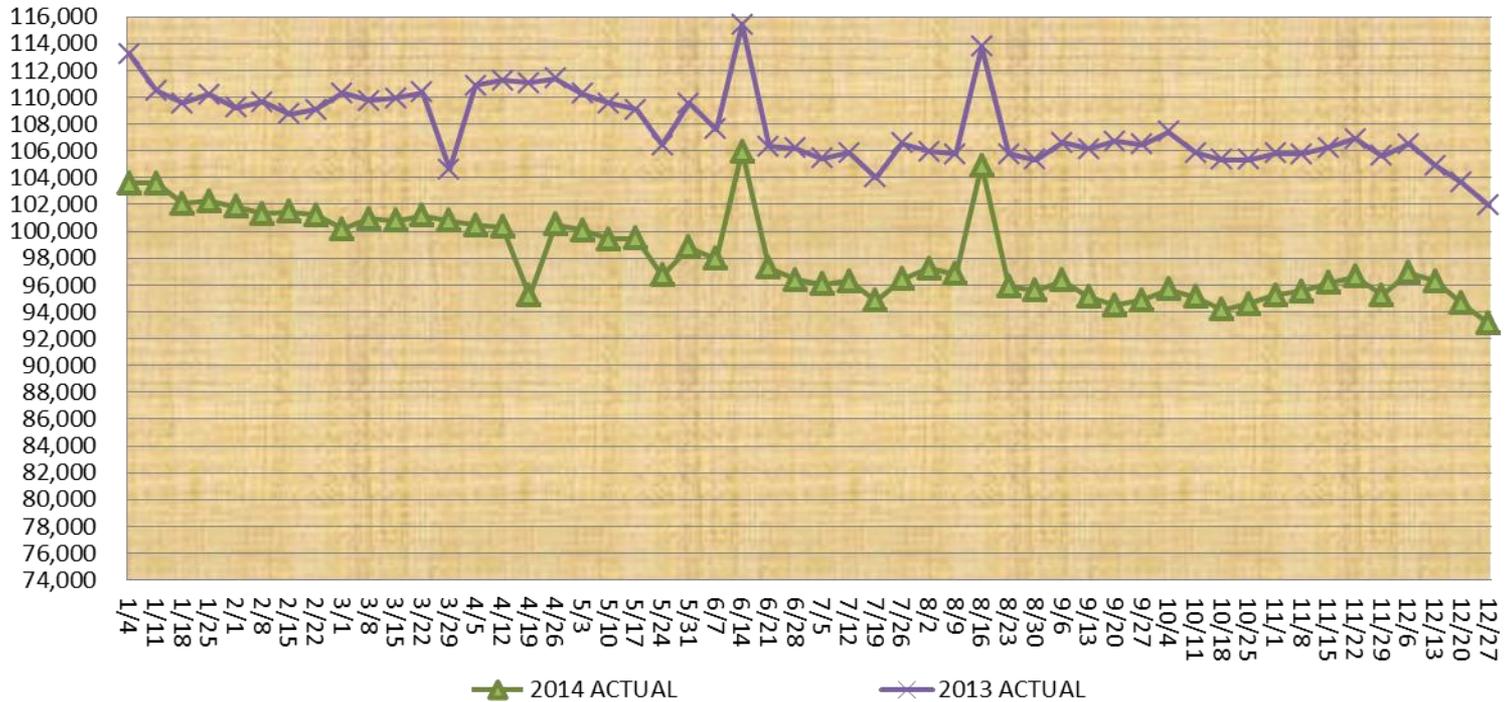
A Fork In the Path

- 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

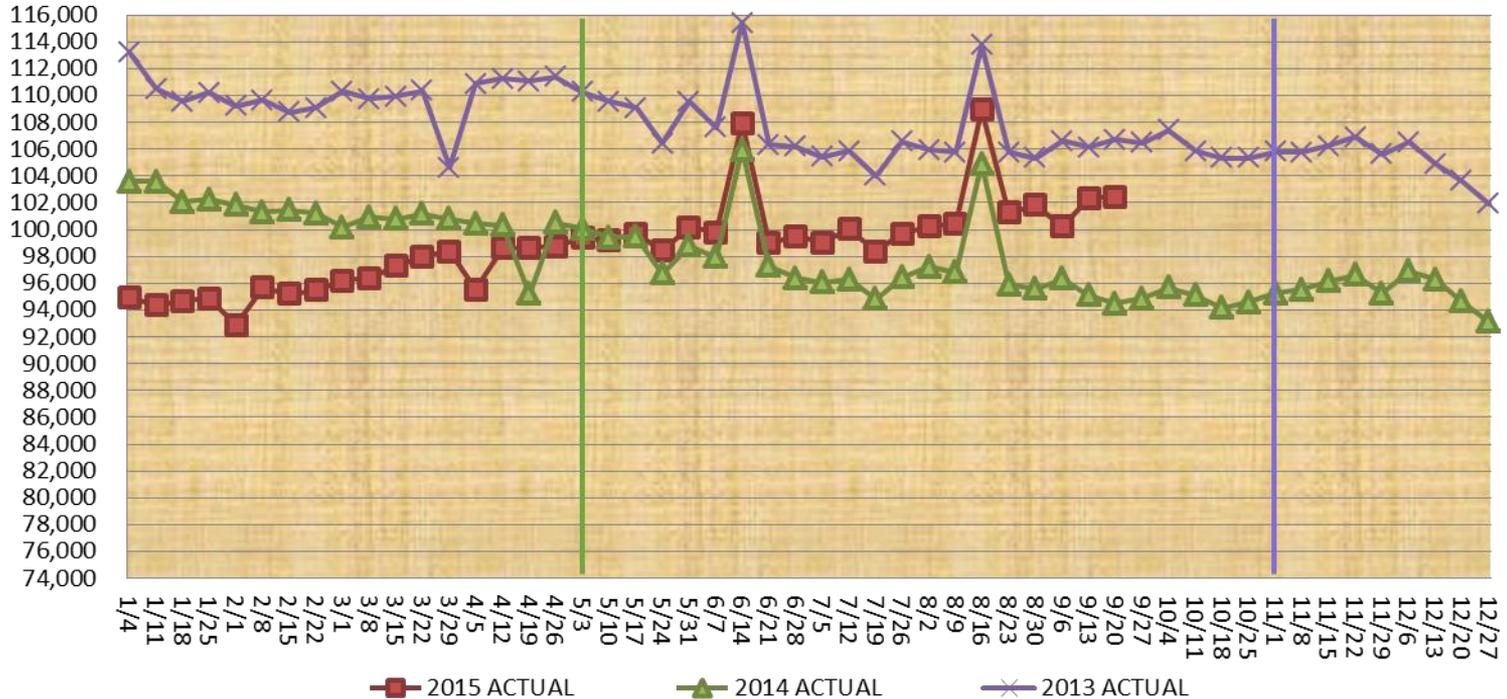
Toledo Blade Average Sunday Net Sales: 2014 & 2015 (print & digital replica #'s)

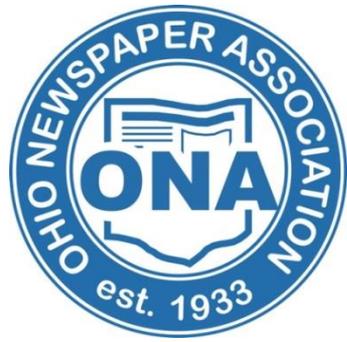




Where Are Going

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

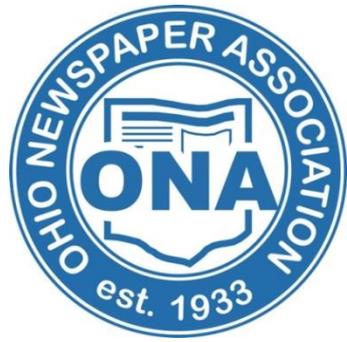


Staff

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

Acquisition Strategy

Email Marketing

Save on the Best Sports Coverage
THE BLADE



[2_firstname] [3_lastname]

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.

[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, 9/28/15.

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Christmas In July SALE!

[2_firstname] [3_lastname]

Get 7-day delivery of The Blade for only \$1 a week!*

From now until July 31, 2015 **You can get 20 weeks of 7-day delivery 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](#)

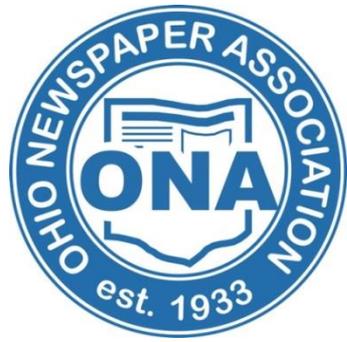
We hope you will be able to take advantage of this special, limited-time offer. But don't miss out! This deal is only available until July 31, 2015. [sign up now.](#)

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 past 30 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.

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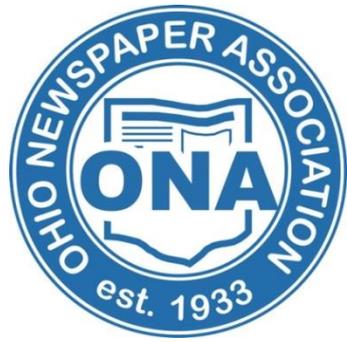
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Acquisition Strategy

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%



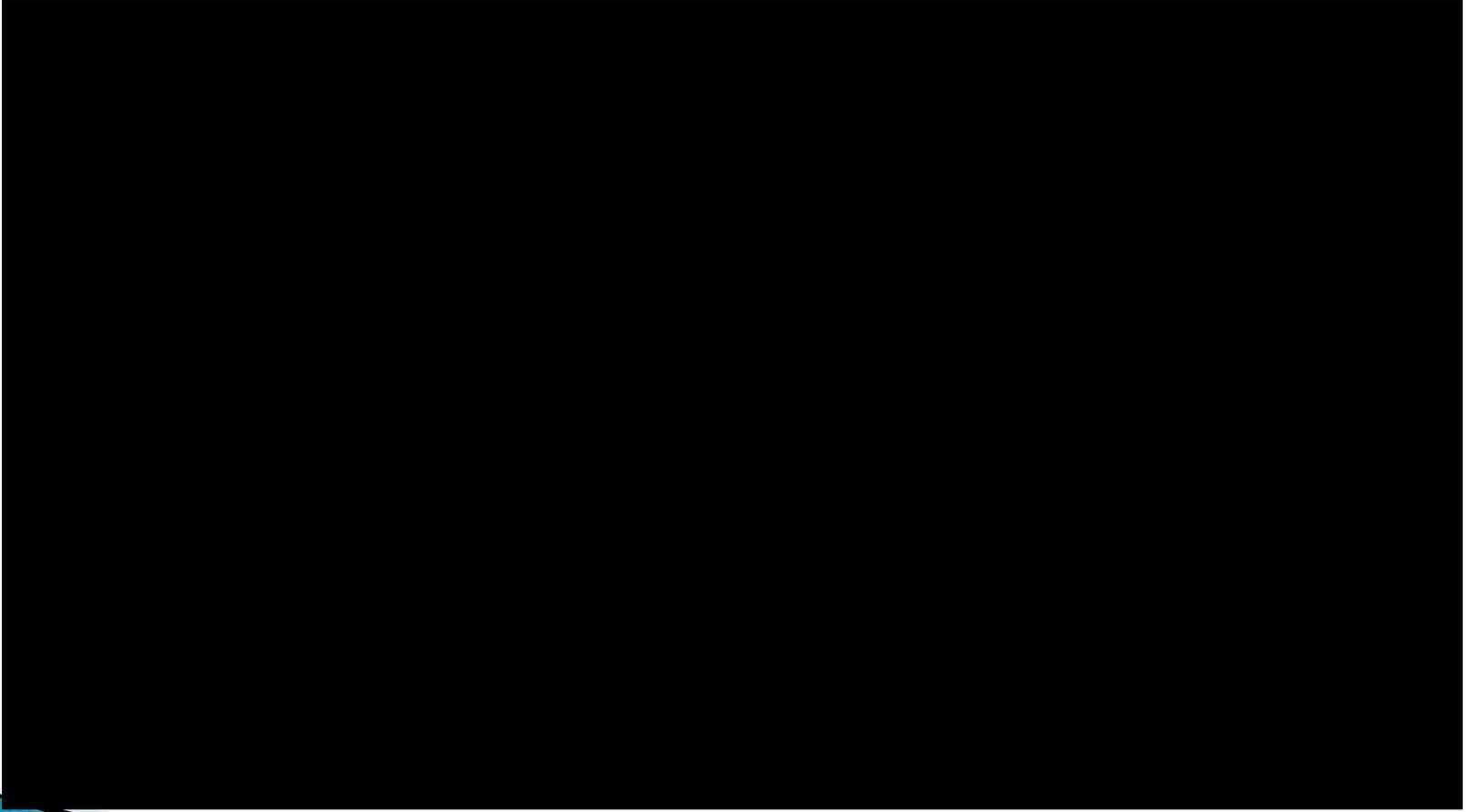
Acquisition Strategy Kiosk

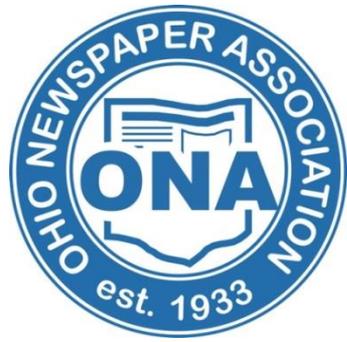
- Average 100+ PIA orders a week
- Kiosk Thursday-Sunday
- Leverage the camper at special events
- New retail outlets such as Menards and Dollar Tree



Acquisition Strategy Buckeye1

see the video at <https://www.youtube.com/watch?v=9LQcHNNPOAA>

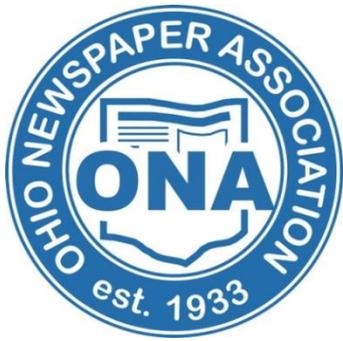




Acquisition Strategy Buckeye1

**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?





Acquisition Strategy Buckeye1

BUCKEYE1 SUBSCRIBERS

NEW TO THE BLADE

91%

NEW TO BUCKEYE CABLESYSTEM

30%

BUCKEYE CABLESYSTEM
RECONNECTED SUBSCRIBERS

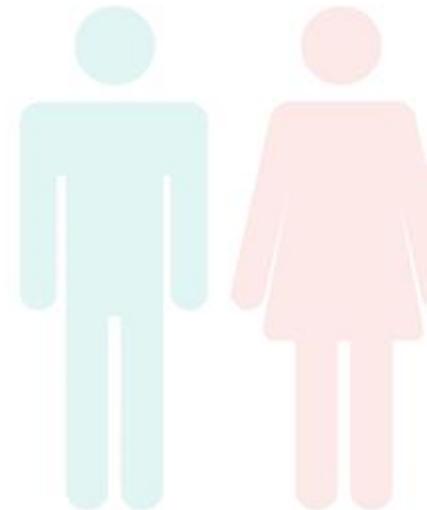
18%

1,859

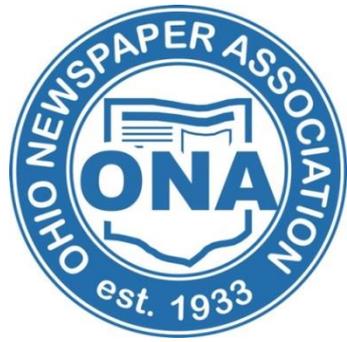
Buckeye1 Monthly Subscribers (average)

17,000

New Subscribers to Buckeye1

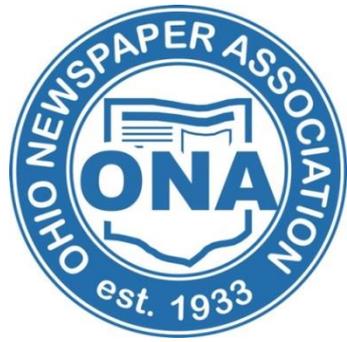


BUCKEYE1



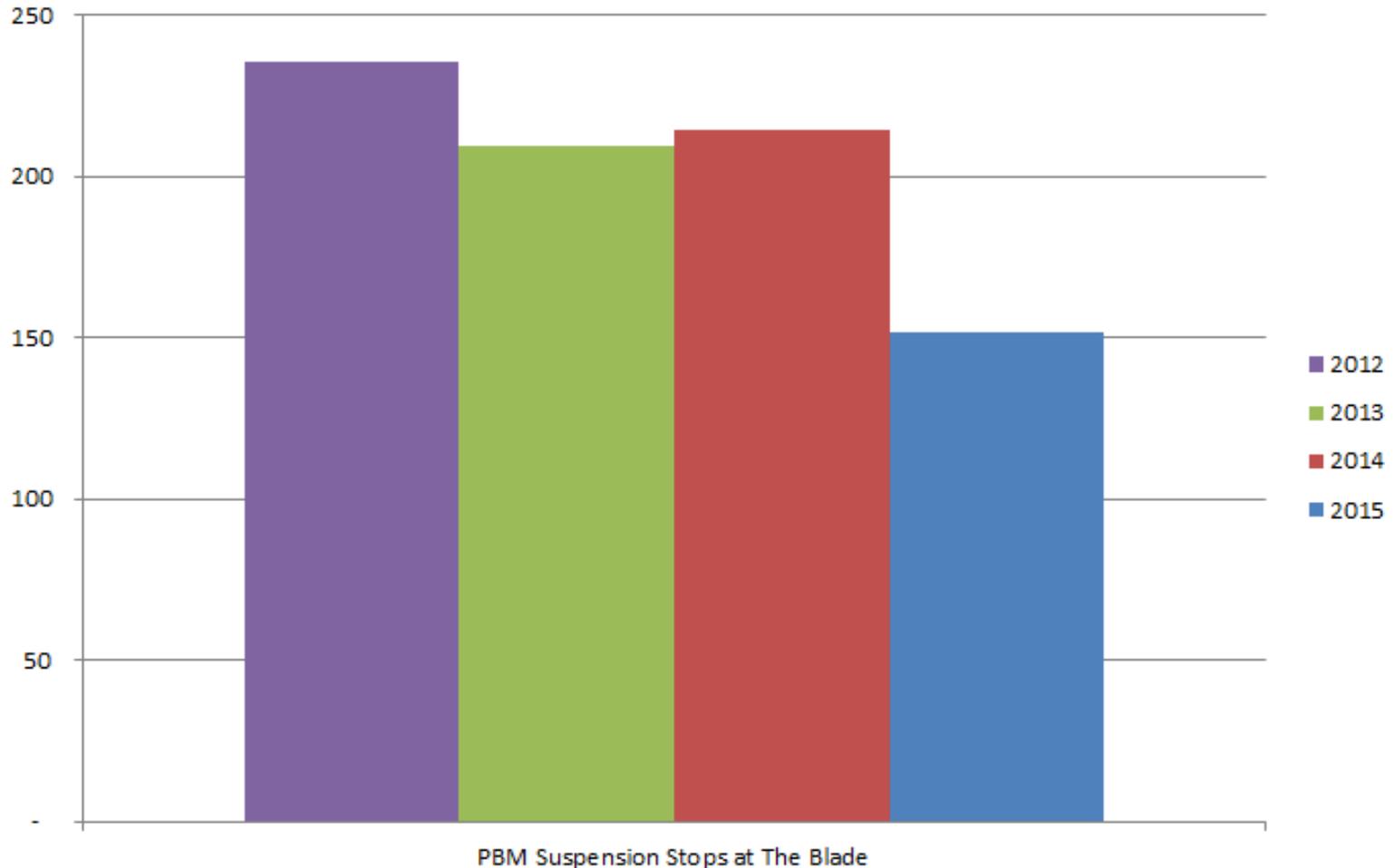
Acquisition Strategy Buckeye1

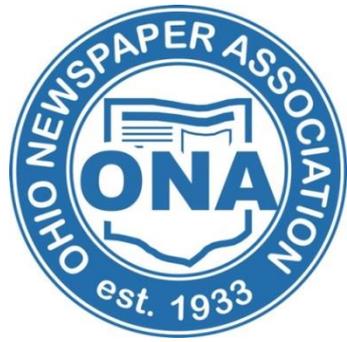
Along with Apple we are facilitating partnerships in other markets much like the program we did in Toledo. We are launching newspapers with or without cable providers.



Retention Strategy

The Goal: Reduce PBM stops

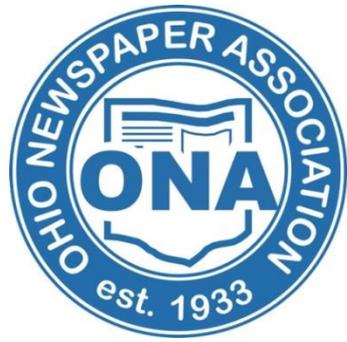




Retention Strategy

TCN Dialing

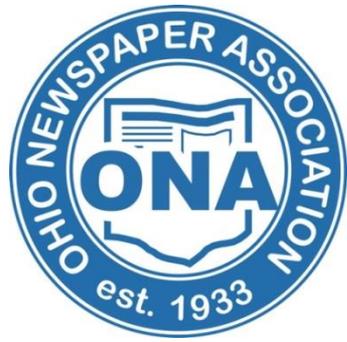
- Start/Restart Verification
- CC expiration calls
- Reminder calls at 6 points from -42 days to +60 days from expiration
- Final “tomorrow is your last day” call



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

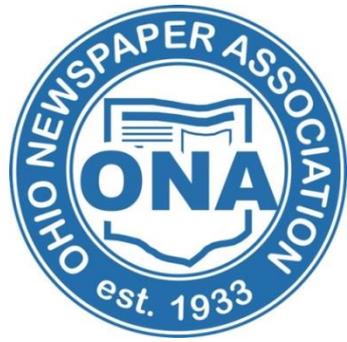
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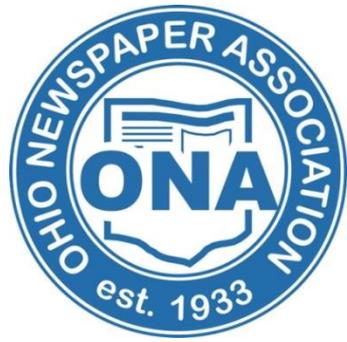


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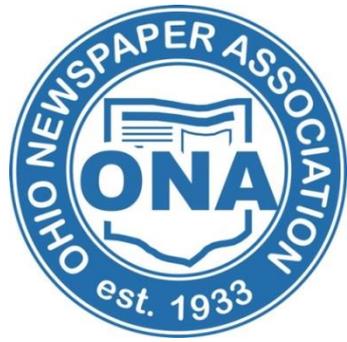
AAM Qualified Strategy

- 70/30 Rule
- Samples
- Retail/Business
- NIE*
- *What is the Goal?*



Marketing Strategy

- Billboards
- Social Media
- TMC



Marketing Strategy

Billboards

The billboard features a blue background with white text. At the top, it says "More than" in a smaller font. Below that, the number "180" is written in a very large, bold, white font, with a dollar sign (\$) to its left. To the right of the "180", the text "in coupon savings this Sunday!" is written in a bold, white font. At the bottom of the billboard, the words "THE BLADE" are written in a white, serif font on a black background.

More than
\$180 in coupon
savings this
Sunday!

THE BLADE



Marketing Strategy

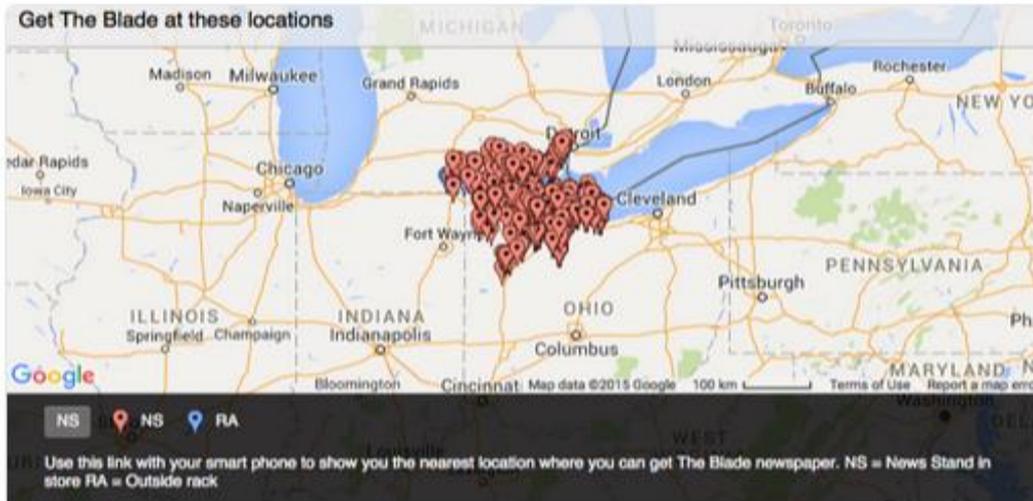
Social Media



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



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 = Out...

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

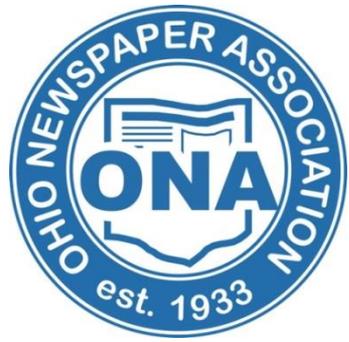
THE BLADE
Coupon Queen

For this weeks coupons, the
total savings are: **\$187.85**

Year to date
savings are:
\$4,243.95

CLICK HERE





Any Questions?