

Benchmarking

at

The Post and Courier



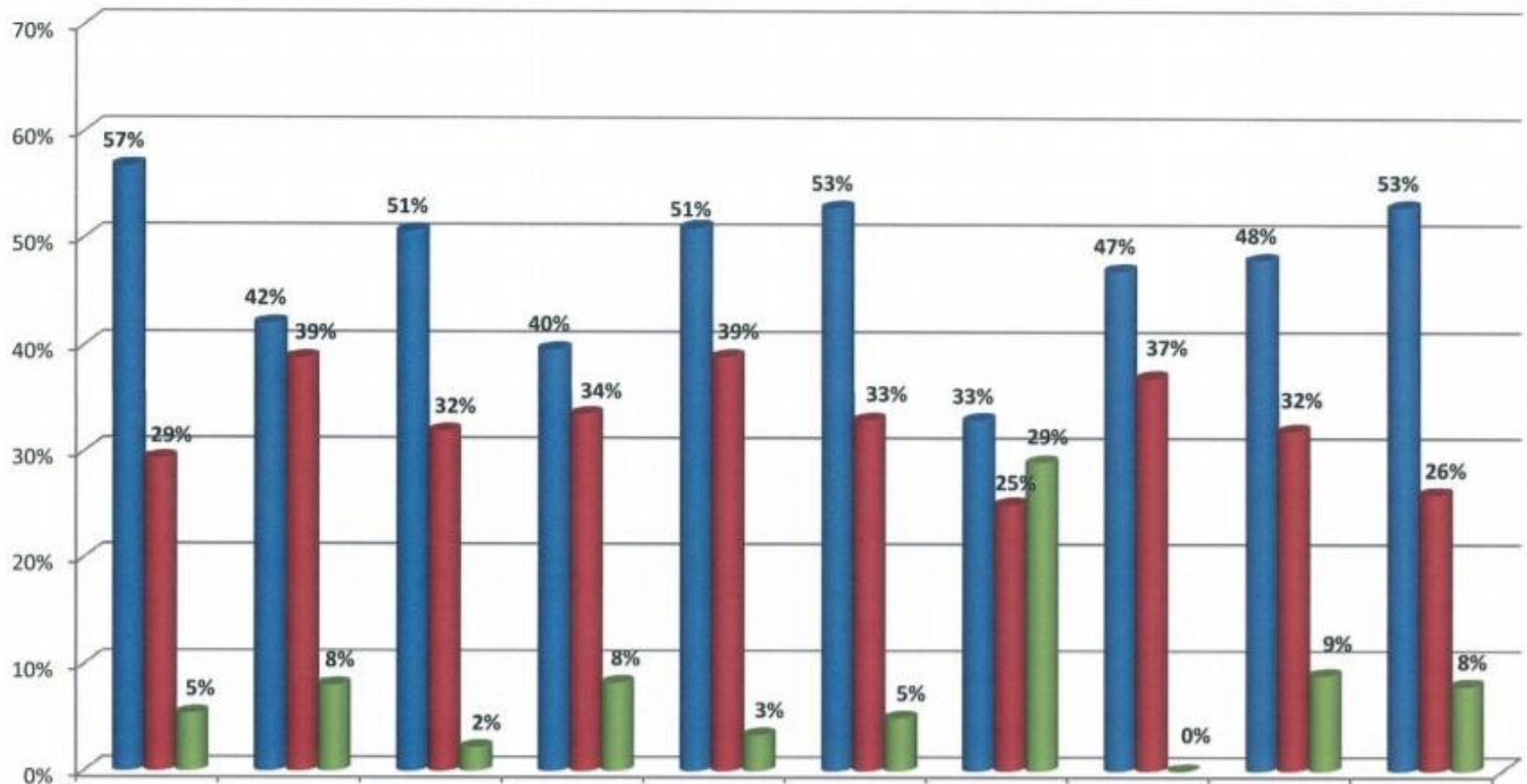
What we measure

- ❖ **External Comparisons**
- ❖ **Internal Metrics**
- ❖ **Other Benchmarks**



External Comparisons

1. Traditional Revenue as % of Total



Average: ROP/Inserts: 47% Circulation: 33% Weeklies/TMC: 8%

Benchmarking: External Comparisons

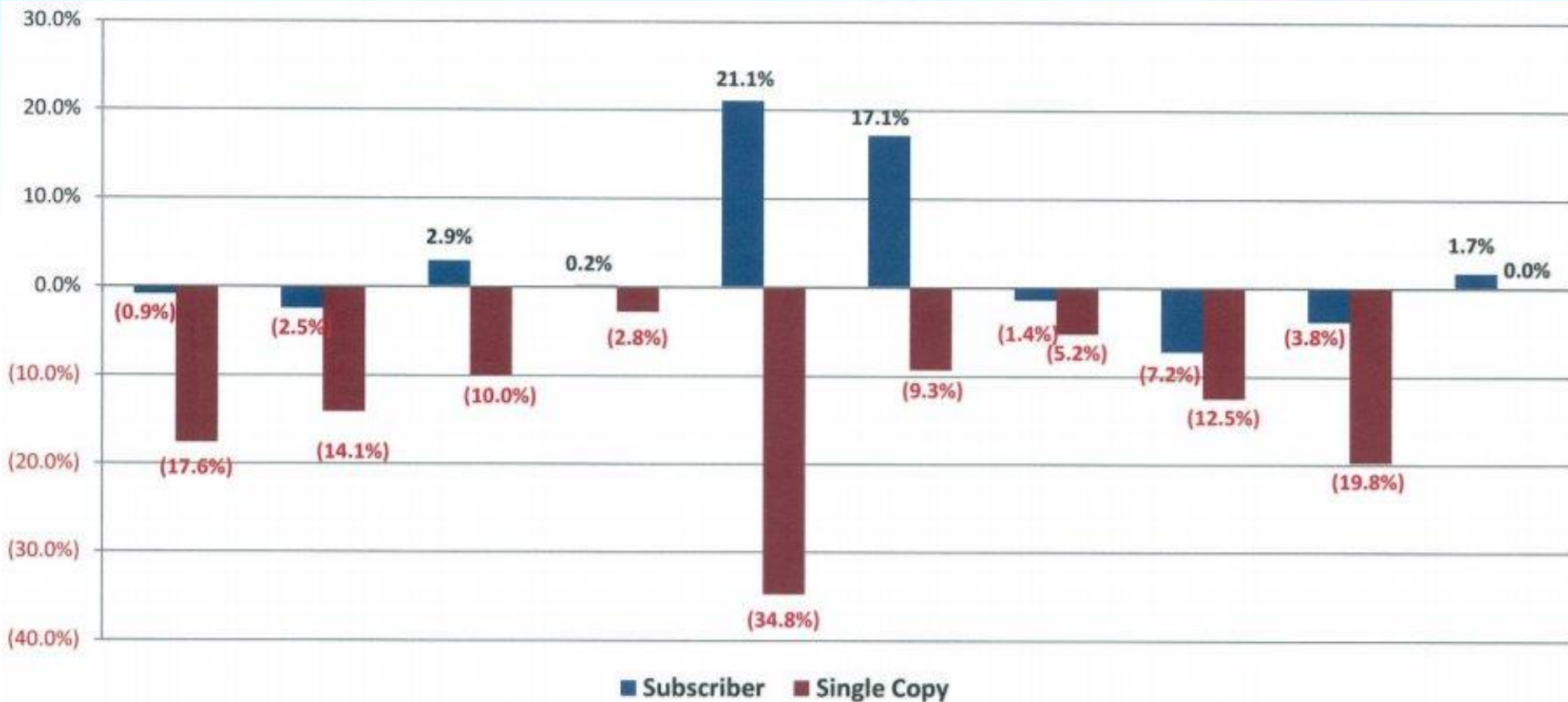
2. Circulation Revenue



Average: Circulation Revenue 0.29%

External Comparisons

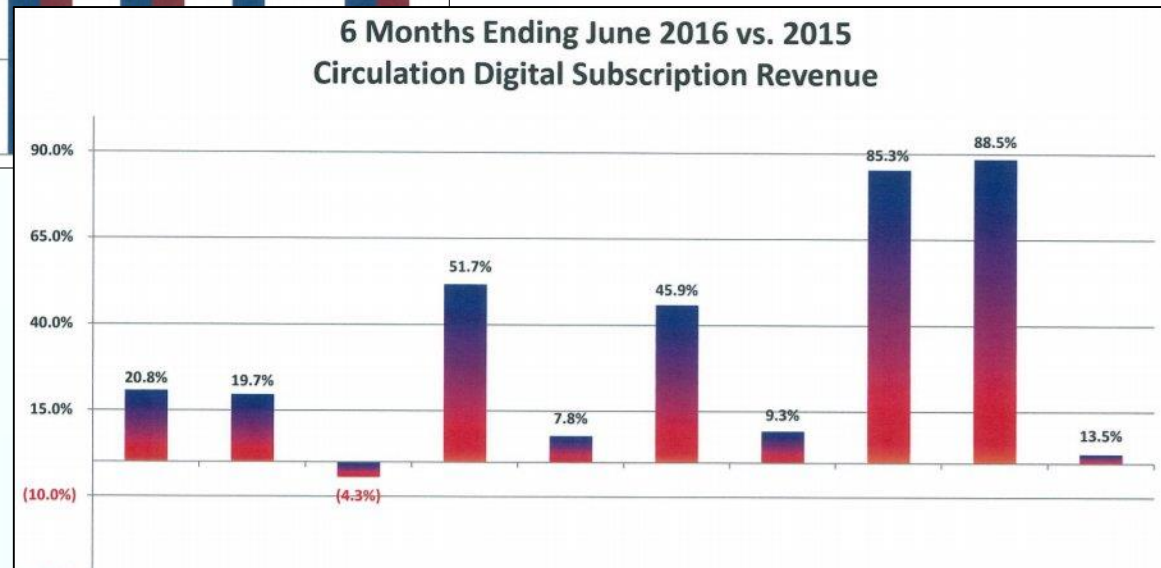
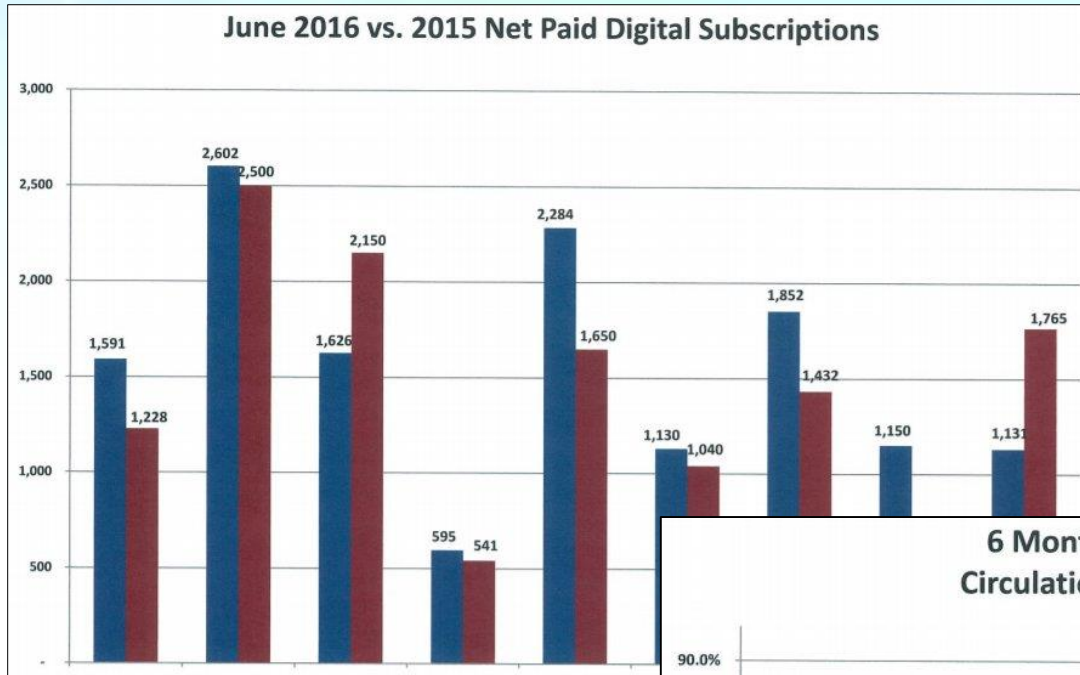
3. Subscription Revenue / Single-Copy Revenue



Average: Subscriber 2.7%; Single Copy (12.6%)

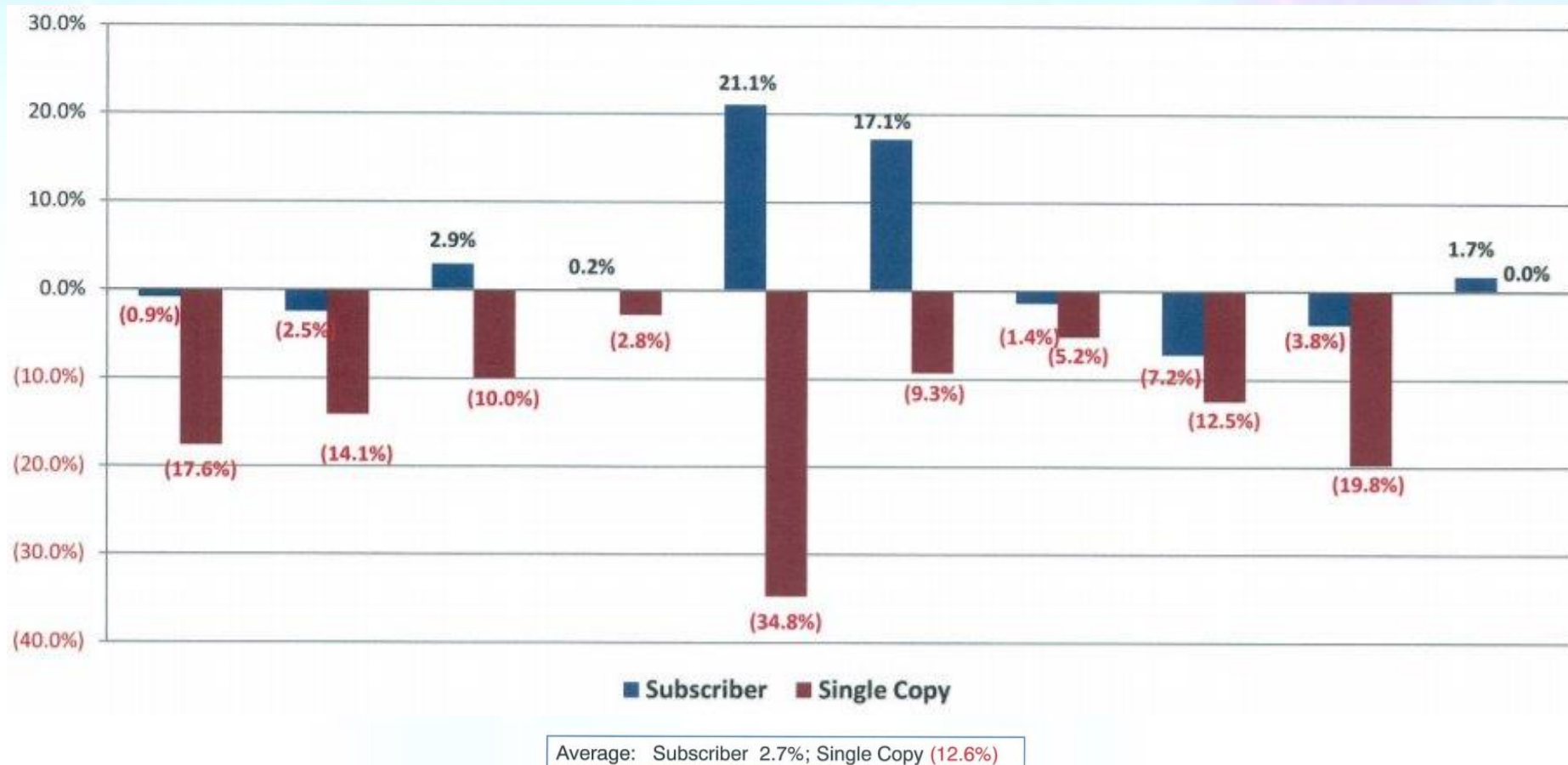
External Comparisons

4. Net Paid Digital Subscribers & Revenue



Benchmarking: External Comparisons

5. 7-Day and Sunday Circulation Totals



External Comparisons

6. The “Misery Report”

- Confidential monthly tracking report
- 17 Properties
- 7 Categories:
 - ROP Local
 - Retail Preprint
 - All Classified
 - ROP/Preprint National
 - Niche Pubs / Other Niche
 - All Internet
 - Total Advertising

Benchmarking: External Comparisons

6. The “Misery Report”

6/01/2017 **CONFIDENTIAL**







YEAR TO DATE - June 2017

	ROP	Retail	All	ROP/PP	Niche Pubs	All		ROP	Retail	All	ROP/PP	Niche Pubs	All				
	Local	Preprint	Classified	National	Other(Niche)	Internet	Total Adv		Local	Preprint	Classified	National	Other(Niche)	Internet	Total Adv		
	Market A	-3.50%	-7.40%	-12.60%	-21.50%	114.20%	12.90%	2.20%	Market A	-15.90%	6.40%	-16.90%	-24.70%	57.70%	17.60%	-3.30%	
**	Market B	-6.56%	-6.56%	-2.05%	-6.56%	65.82%	-2.58%	-1.85%	Market F	4.09%	-16.49%	-20.39%	28.13%	-17.93%	16.54%	-5.42%	
**	Market C	-7.09%	-7.09%	-3.32%	-7.09%	n/a	13.70%	-3.08%	Market C	-17.75%	-19.34%	-14.29%	8.93%	-9.81%	14.11%	-8.08%	
	Market D	-1.31%	-22.40%	-14.88%	140.96%	-25.17%	11.26%	-7.07%	Charleston	-5.90%	-12.20%	-10.60%	7.20%	-17.60%	-5.00%	-8.90%	
	Charleston	-4.3%	-20.4%	-16.9%	49.2%	-6.9%	40.4%	-7.1%	**	Market D	-10.63%	-10.63%	-6.73%	-10.63%	3.60%	-12.32%	-9.31%
	Market E	-18.17%	-20.02%	-2.95%	-2.46%	1.52%	11.67%	-7.96%	Market L	3.20%	-17.20%	-9.50%	n/a	n/a	-11.90%	-9.40%	
	Market F	-10.64%	-25.03%	-3.91%	22.69%	-24.15%	14.96%	-9.60%	**	Market N	-15.11%	-15.11%	-12.67%	-15.11%	-16.49%	25.19%	-10.11%
**	Market G	-13.59%	-13.59%	-8.89%	-13.59%	-36.50%	7.00%	-9.74%	**	Market E	-14.38%	-14.38%	-6.87%	-14.38%	n/a	1.04%	-10.14%
**	Market H	-12.70%	-7.80%	-20.10%	-30.80%	-15.20%	-22.80%	-11.10%	**	Market H	-11.20%	-8.30%	-20.40%	-26.00%	-6.20%	-25.30%	-10.70%
**	Market I	-11.80%	-11.80%	-21.75%	-11.80%	1.24%	-0.48%	-12.28%	Market B	-22.14%	-17.08%	-6.17%	10.01%	-1.72%	-2.06%	-11.35%	
**	Market J	-28.70%	-28.70%	-19.16%	-28.70%	0.00%	58.46%	-12.49%	Market K	-18.12%	-13.24%	-14.15%	9.93%	-11.41%	11.65%	-11.65%	
	Market K	-21.07%	-13.77%	-12.18%	-0.57%	-31.31%	25.17%	-12.59%	**	Market J	-22.63%	-22.63%	-18.77%	-22.63%	0.00%	32.87%	-13.06%
	Market L	15.30%	-23.30%	-10.20%	n/a	n/a	-22.20%	-12.80%	**	Market G	-15.85%	-15.85%	-7.85%	-15.85%	-32.64%	-14.06%	-13.73%
	Market M	-24.30%	-4.10%	-3.20%	-16.00%	-33.40%	-11.30%	-13.50%	**	Market I	-15.35%	-15.35%	-19.47%	-15.35%	10.05%	-8.52%	-14.83%
**	Market N	-14.98%	-14.98%	-18.29%	-14.98%	-59.65%	22.26%	-14.16%	Market M	-27.70%	-4.30%	-10.30%	-22.80%	-7.10%	-6.10%	-15.30%	
	Market O	-13.39%	-15.89%	-4.18%	-39.74%	n/a	-54.00%	-15.32%	Market O	-21.87%	-7.03%	-20.07%	66.87%	n/a	-26.20%	-15.53%	
	Market P	-30.96%	-23.92%	-27.00%	25.69%	7.65%	-29.20%	-20.10%	Market P	-27.85%	-21.15%	-21.11%	-19.30%	-41.15%	-4.12%	-23.93%	

** Denotes a 5-4-4 Cycle

Internal Metrics

1. Weekly Online Dashboard

Online Dashboard - Aug 07 - Aug 13, 2017				The Post and Courier postandcourier.com			
	Current Wk	Previous Wk	Variance	 Top 5 Photos / Gall	Pageviews	Last week	Variance
Weekly Uniques	768,790	612,455	156,335	The new Philip Simmons	7,998		
Pageviews	1,872,725	1,637,299	235,426	Music and a movie at Mer	7,481		
Average Pageviews Per Visit	2	2	0	Hootie & the Blowfish Hor	6,138		
Total User Sessions	1,137,146	964,463	172,683	Governor's Cup of Surfin	5,929		
Web pvs using a Mobile Device	1,017,937	866,232	151,705	Rockville Regatta	5,589		
Mobile App pageviews	620,425	575,753	44,672	total	71,484	65,679	5,805
Total pageviews	2,493,150	2,213,052	280,098				
 Sections	Pageviews	Week Prior	Variance	 Post and Courier Mob	Current Wk	Week Prior	Variance
Homepage	292,345	283,121	9,224	Weekly PVs P&C App	382,235	350,195	32,040
News	641,008	400,897	240,111	Users P&C APP	15,787	15,414	373
Obituaries	151,383	145,789	5,594	Weekly PVs e-Edition Ap	238,190	225,558	12,632
Sports	73,340	75,729	-2,389	Users e-Edition APP	3,158	3,059	99
E-Edition	142,963	134,331	8,632	Total mobile pageview	620,425	575,753	44,672
Politics	105,121	34,389	70,732				
LCC Pets	1,445	1,878	-433	 Video	Week	Week Prior	Variance
Business	118,265	191,076	-72,811	YouTube	5,692	3,406	2,286
Real Estate	6,759	6,743	16				
Editorial	5,396	4,384	1,012	 Email Marketing	Week	Week Prior	Variance
Chas Scene	38,256	37,585	671	Charleston Scene Newsle	6,523	6,510	13
LC Parent	1,781	3,416	-1,635	Food & Dining Newsletter	20,290	20,289	1
Tideline	1,273	1,810	-537	Daily Newsletter	6,917	6,907	10
Health	7,090	19,099	-12,009	Politics Newsletter	2,650	2,642	8
Food	13,026	16,976	-3,950	Real Estate	2,179	2,161	18
Brides	2,306	2,859	-553	LC Paws	2,418	2,392	26
Jobs	6,487	5,352	1,135	Breaking News	9,518	9,521	-3
LCC All Sites	31,180	32,625	-1,445	LC Parent	11,585	11,518	67
				P&C email marketing	65,991	66,032	-41
 Top 10 News Stories	Pageviews			Updated 8/08/17, Source: Google Analytics			
Agencies advise on possible 'Lizard Man,' 'Bigfoot' sightings in Sou	182,905						
Emails: South Carolina AG coordinated with key figure in statehouse	51,484						
NASA issues warning about eclipse safety glasses	27,518						
Storm that just won't quit possibly headed to Southeast landfall?	26,765						
South Carolina could face big threats as hurricane season spins thrc	24,757						
Nikki Haley confirms resignations of her chief of staff, communicatio	19,633						
Palmetto Politics: This Charleston couple really is moving to Canada	16,640						

Benchmarking: Internal Metrics

2. Co-op Dashlet

Recas Promotions

Current Promotions

Account	Manufacturer	Start Date	End Date
ADVANCED WINDOW FASHIONS	Hunter Douglas	07/03/2017	09/11/2017
BEST BUY BLINDS INC	Hunter Douglas	07/03/2017	09/11/2017
CAROLINA EQUIPMENT REPAIR	Husqvarna Forest & Garden Company	07/17/2017	09/01/2017
DRIGGERS SMALL ENGINE	Generac Power Systems	07/31/2017	09/01/2017
DRIGGERS SMALL ENGINE	Husqvarna Forest & Garden Company	07/17/2017	09/01/2017
DRIGGERS SMALL ENGINE	eXmark	06/15/2017	10/31/2017
HALF MOON OUTFITTERS	Carhartt, Inc.	07/27/2017	10/31/2017
MOODY'S ACE HARDWARE	Ace Hardware OneFund	08/07/2017	09/04/2017
PREFERRED HOME SERVICES, LLC	Lennox Industries, Inc.	07/10/2017	08/11/2017
STEEN ENTERPRISES	Husqvarna Forest & Garden Company	07/17/2017	09/01/2017
STEEN ENTERPRISES	Kubota Tractor Corporation	07/13/2017	09/30/2017
STEEN ENTERPRISES	Land Pride	08/03/2017	09/30/2017
SOUTHEASTERN GALLERIES	Karastan	06/26/2017	09/12/2017
SOUTHEASTERN GALLERIES	Serta, Inc.	07/11/2017	09/14/2017
WALTERBORO RENTAL & EQUIPMENT	Husqvarna Forest & Garden Company	07/17/2017	09/01/2017
WANDO POWER EQUIPMENT	Generac Power Systems	07/31/2017	09/01/2017
WANDO POWER EQUIPMENT	Husqvarna Forest & Garden Company	07/17/2017	09/01/2017
WHOLESALE APPLIANCE CENTER	Electrolux	05/19/2017	12/31/2017
WHOLESALE APPLIANCE CENTER	Electrolux - Frigidaire	07/31/2017	08/23/2017
WHOLESALE APPLIANCE CENTER	General Electric Appliance	07/10/2017	08/09/2017

KPI's

	Goal Tracker	T
Calls		
Meetings		
Open Opportunities		
Closed Opportunities		
	Current Period	Same Period Prior Year
Active Accounts	343	1,087
	Current Period	Same Period Prior Year
Total Revenue	\$0	\$1,798,684
		Sales-to-Goal
Sales-to-Goal		

My Accounts

Name	Account Number	Total Current
MYER'S HEATING AND AIR CONDITION	216113	70955.
JOHN'S RV SALES & SERVICE	330797	70011.
STUCKEY BROTHERS/MP	113930	48125
AUGUSTUS AND CAROLINA	110415	15840
BOONE HALL FARMS	110639	13275

Other Benchmarks

1. Advertising Standards of Excellence

The Post and Courier Standard of Excellence

Achieve your Sales Goals: Your monthly sales goals align with companywide growth initiatives and strategic plans. We expect our sales organization to achieve their sales goals.

Maintain 30 Active Accounts Monthly: Studies have found good sales professionals can effectively handle between 30 – 40 active accounts monthly. We only hire quality individuals, like yourself, and expect you to grow and/or maintain no less than 30 actives each month.

Make 8-12 Sales Contacts Daily: Nothing happens in business until there's a sale. Sales activity is and always has been the key driver for our successful sales operation. We expect each account executive in our organization to average at least ten sales contacts daily.

Average 4 Sales Appointments Daily: Relationships are critical to your long-term success in an outside sales position. We expect all outside account executives to fill their calendars with quality sales appointments with decision makers.

Log Your Sales Activity into the CRM: Organization is critical to our mission. We provide each sales associate with access to our CRM to manage their sales pipeline. We expect all sales activity from lead generation through close and even follow-up to be logged into the system daily.

Product Knowledge: Our organization continues to invest and development new products to position for future success. We live in a multimedia world and we must adjustment to the changing marketplace. We expect our entire sales division to understand and effectively sell our entire product portfolio.

Participation: Our marketing team is constantly working to create new selling opportunities. We expect everyone to actively participate and contribute to the success of new products and events.

I, _____ have reviewed, understand, and agree to comply with the above policy.

Signature: _____

Date: _____

Benchmarking: Other Benchmarks

2. New “Monthly Metrics Dashboard”

Monthly Metrics Dashboard						
Audience						
		Current Month	Prior Month	LY/Same Month	Variance vs. Prior	Variance vs. LY
Total Digital User Sessions	Desktop					
	Mobile					
	App					
	E-edition					
Time spent on platform	Desktop					
	Mobile					
	App					
	E-edition					
Acquisition	Customer Service					
	Direct Mail					
	Office Start					
	Telemarketing					
	TS					
	Voluntary					
	Webcirc					
Print Subscribers						
Post and Courier	Daily					
	Sunday					
Midlands Edition	Sunday					
	Grand Strand Edition					
Advertising						
Total Newsletter Revenue						Total # Active Accts.
Total Advertising Revenue						
Total Circulation Revenue						

Print Single Copy		
Post and Courier	Daily	
	Sunday	
	Sunday	
Midlands Edition	Sunday	
	Grand Strand Edition	
Return %	Daily	
	Sunday	
Newsletter Subscribers		
Charleston Scene		
Food & Dining		
Daily		
Politics		
Real Estate		
Breaking News		
LC Parent		
P&C email marketing		