

AlbuquerqueJournal

DALLAS, TEXAS

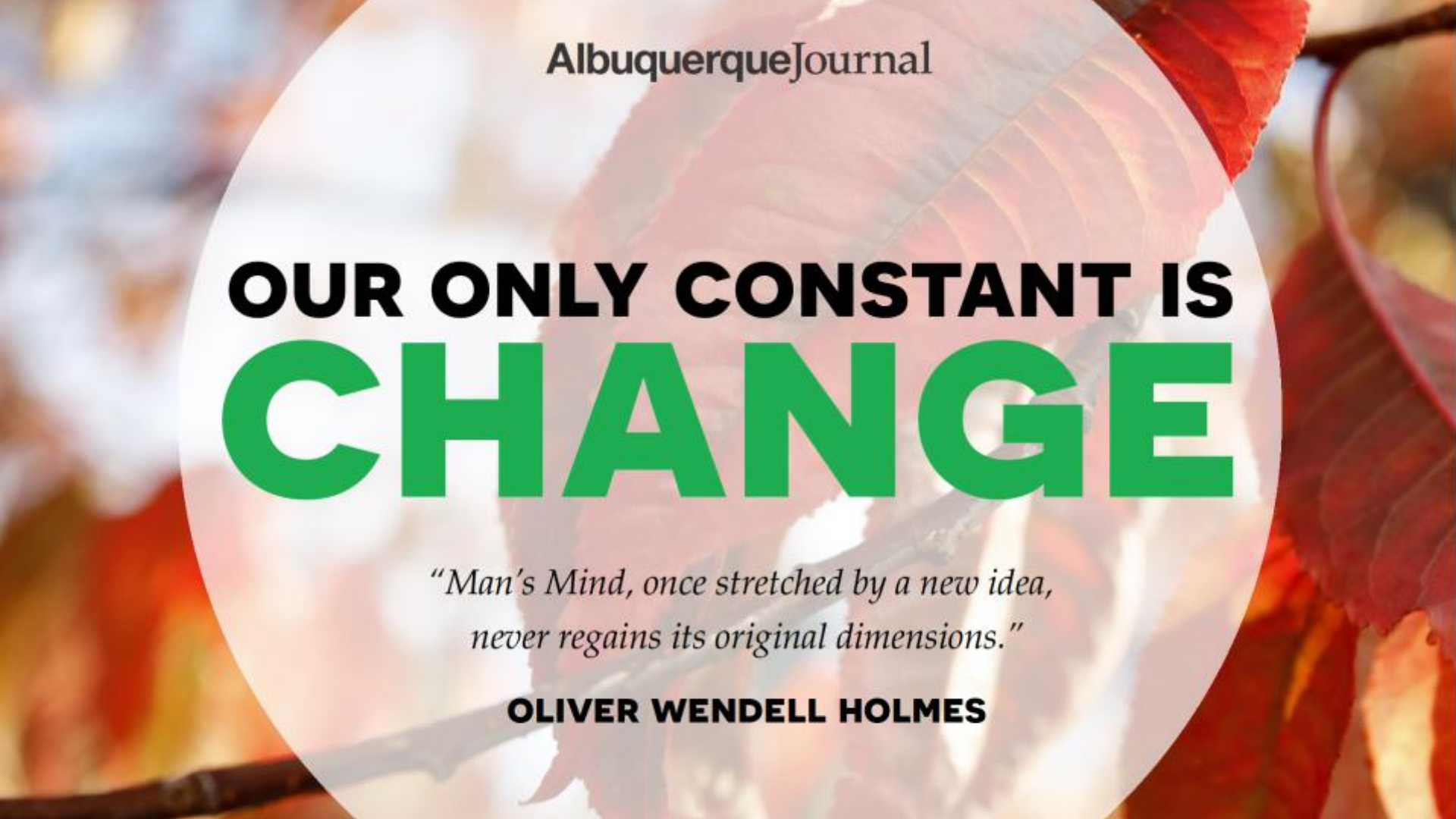
JOE LEONG

ALBUQUERQUE JOURNAL

VP & CHIEF REVENUE OFFICER

DATA DRIVES CONSUMER REVENUE & LOYALTY

USING DATA TO SEE THE FOREST FOR THE TREES



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OUR ONLY CONSTANT IS
CHANGE

*"Man's Mind, once stretched by a new idea,
never regains its original dimensions."*

OLIVER WENDELL HOLMES

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BRIGHTSPOTS

1. audience growth
2. increased revenues
3. decreased expenses
4. improved net income



4.7% AUDIENCE GROWTH

- core newspaper
- website - 8,800,000 users in the last 12 months
- mobile - surpassed desktop
- ejournal - the digital replica
- community newspaper
- niche publications

- single copy pricing
- premium day pricing
- mather pricing
- rural & mail pricing

6.8%

**INCREASED
REVENUES**

- eliminating racks
- reader rewards (mobile app)
- distribution partnerships
- work smarter (30% reduction in staff)

**DECREASED
EXPENSES**

8.4%





20.2%



4
**INCREASED
NET INCOME**

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LEVERAGING PARTNERSHIPS





AMR
INTEGRATED MARKETING SOLUTIONS

A Marketing Resource

acquisition & retention
(telemarketing)

- transactional & demographic information for custom outbound scripts
- 80% prepaid (50% ezpay)
- locks in churners & non-pays



AMR
INTEGRATED MARKETING SOLUTIONS

A Marketing Resource

inbound customer service
(p/m stats)

- payments: 182 vs. 608
- emails: 60 vs. 114
- stop saves: 2 vs. 97



Classified Advertising

- NEW - launched May 1, 2016
- handling all calls except legal and obits
- upselling inbound is their specialty
- digital offerings SEO, social media management, etc...

AMR
INTEGRATED MARKETING SOLUTIONS

A Marketing Resource

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LEAP
media solutions

acquisition (direct mail & email)

- licensed demo info for every hh in ndm
- profiled our best subscribers
- 2,000 new subs-\$55 cpo

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LEAP
media solutions

retention (direct mail & email)

- pre-grace message
- past due reminders
- credit card expires
- sophisticated coordination of activities

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press reader™

digital replica - launch html5

- 15% increase in activations
- 11% increase in ejournal
subs
- 30% increase in regular



GET MORE
FROM YOUR SUBSCRIPTION

eJOURNAL

Experience the Journal interactively with
the exclusive subscriber benefit.

abqjournal.com/ejournal

ESTABLISHED
1880

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2016 eJournal promotional
focus

- printable (page or article)
- smartflow navigation
- instant translation
- zoom features



RAM



what do you think? improving our products through reader feedback.

- american home (7% to 31% likely to visit)
- sandia hearing aid (9% to 46% contact)
- public opinion polls (syrian



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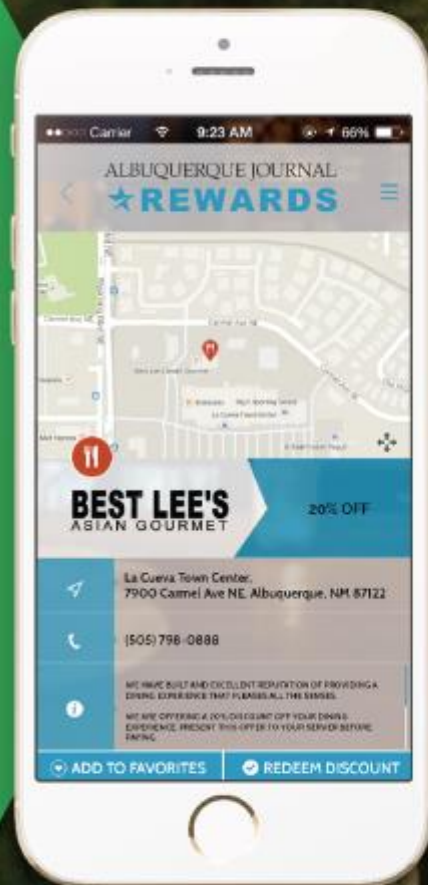
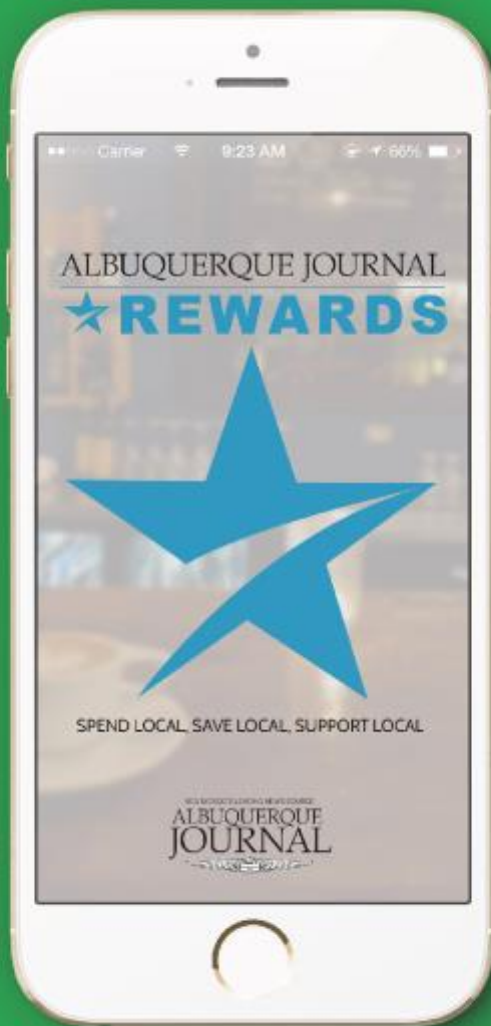
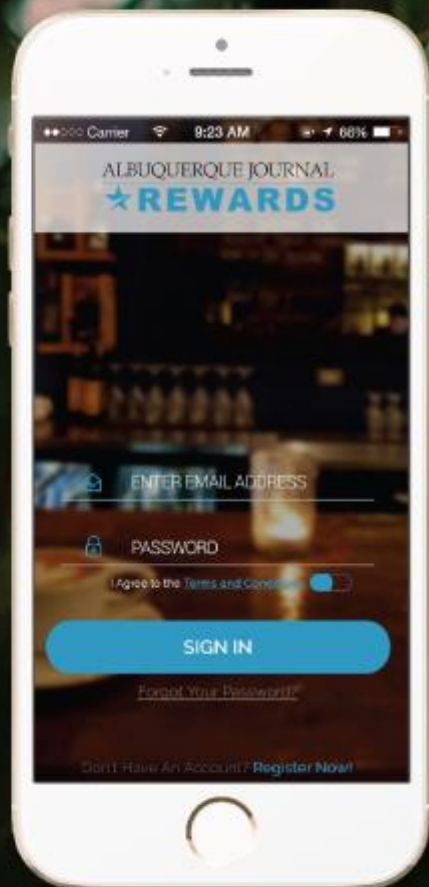


Journal**REWARDS**

subscriber loyalty program

- mobile based app
- 281 participating locations
- 20% off or bogo
- 12,000 transactions
- \$56,000 in total savings
- 46% vs 88% Retention

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math: economics

value pricing

- \$1.5 million incremental revenue
- very conservative rules
- control group is < 1% variance
- adding additional pricing





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FINIS ORIGINE PENDET

*The end depends
on the beginning*



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THANK YOU

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