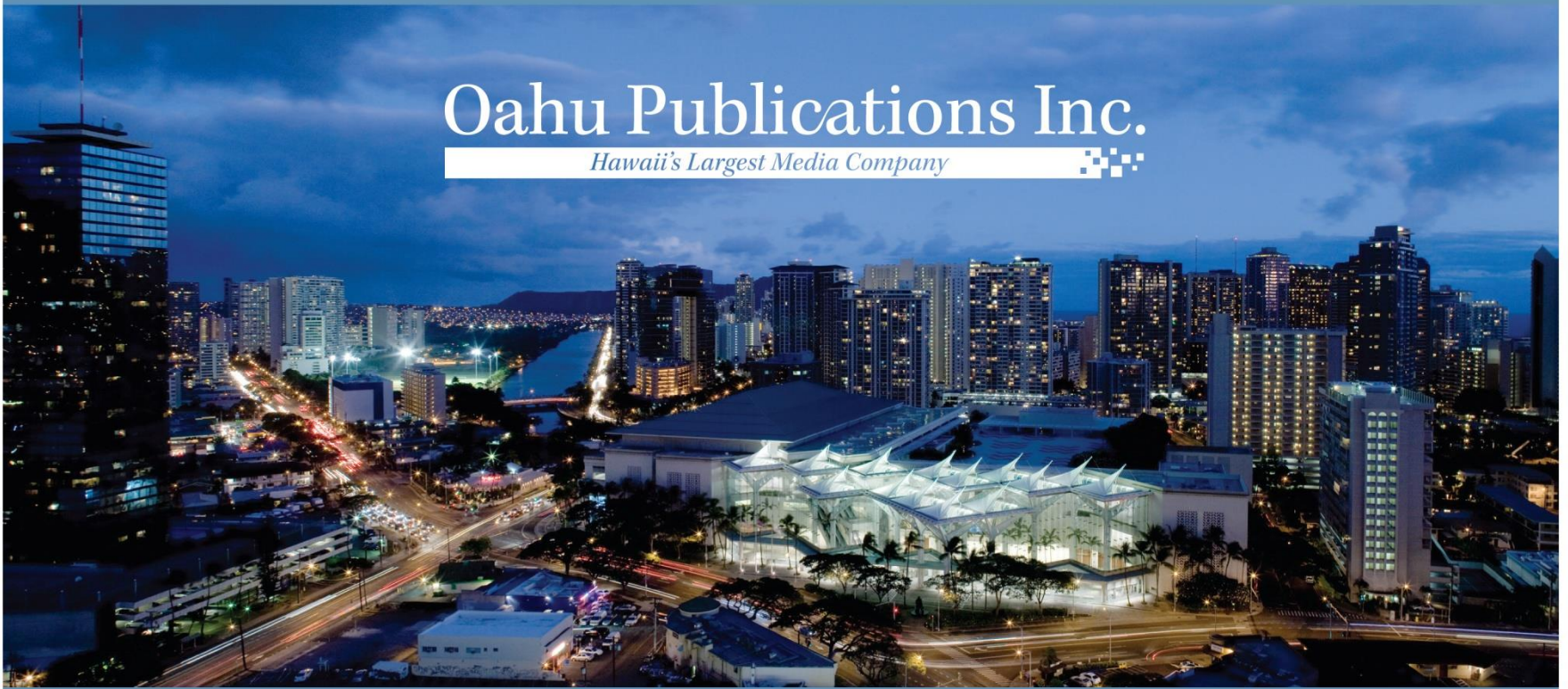




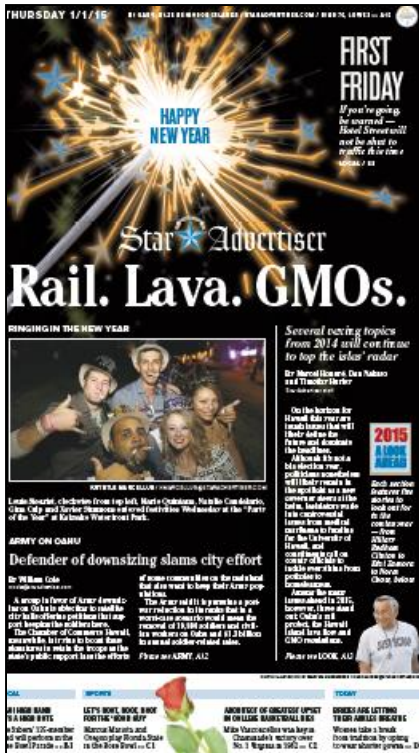
# Oahu Publications Inc.

*Hawaii's Largest Media Company*



**Print First: A Contrarian Point of View**  
Inland Press - SNPA, 2017  
Aaron J. Kotarek - Vice President, Circulation

# Today's Topics



1. History of Oahu Publications Inc. & The Star-Advertiser
2. Brief Introduction to Our Product Portfolio
3. Volume Growth Over the Last Five Years
4. How We Stack Up Versus Other Major Metros
5. OPI's Print Centric Strategies and Coinciding Tactics
6. Mather Programs: Utilization and Results
  - Segmented Renewal Pricing
  - Aggressive Stop Saving Measures
  - Aggregate Payment Path Analysis
  - Incentive Based Churn Campaign
  - Payment Deviation Initiative
7. Embracing Community Partnerships
8. OPI's Enhanced CMR Approach
9. OPI's Internal Culture
10. Q & A



# History



## Oahu Publications Inc.

*Hawaii's Largest Media Company*



- Honolulu Star-Bulletin est. 1882
- The Honolulu Advertiser est. 1856
- MidWeek est. 1984
- OPI Established in 2001 by Black Press
- Honolulu Star-Advertiser established in 2010 with the purchase of the Honolulu Advertiser from Gannett
- Purchased The Garden Island from Lee in 2012
- Purchased West Hawaii Today and the Hawaii Tribune-Herald from Stephens in 2014

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## Oahu Publications Inc.

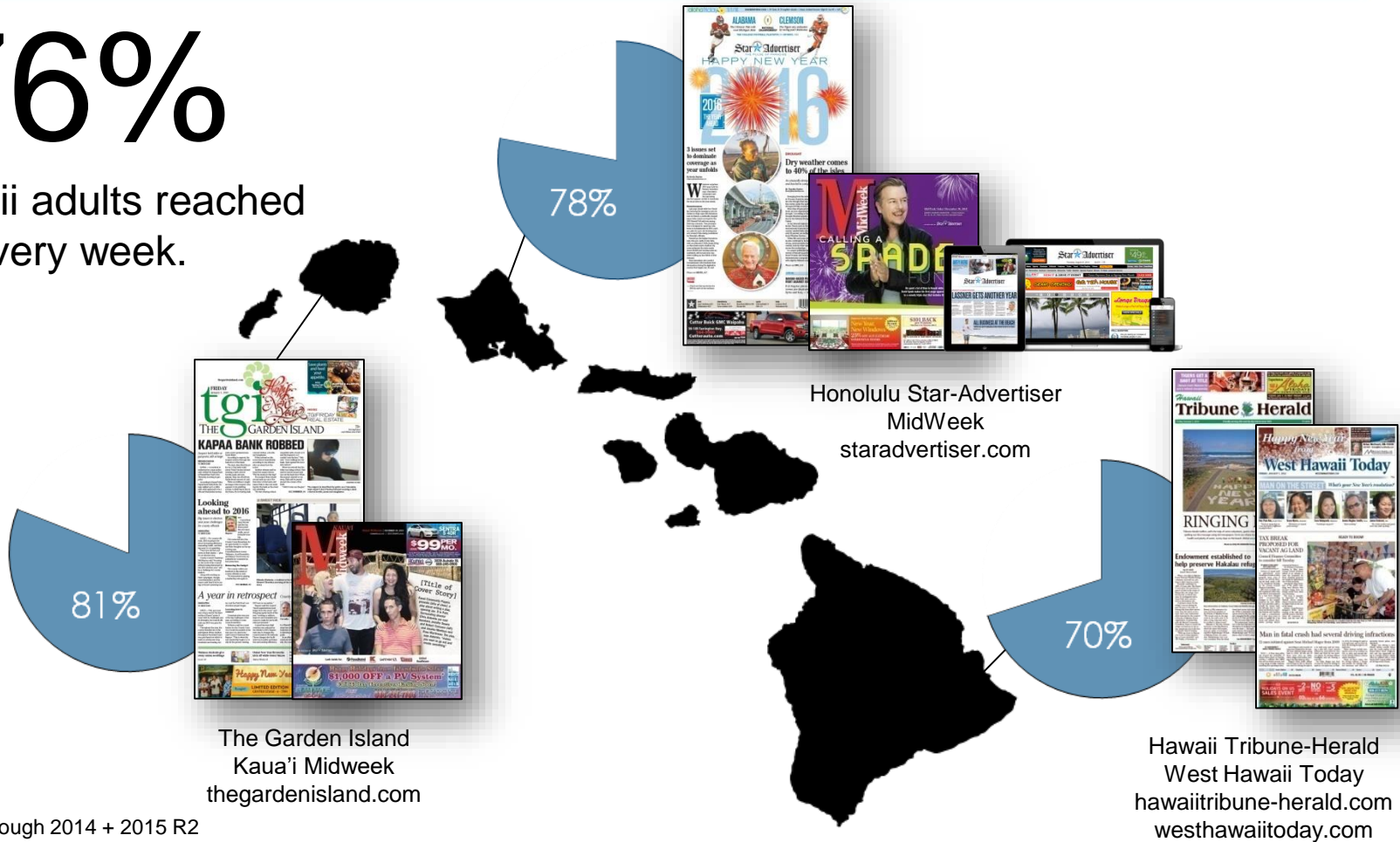
*Hawaii's Largest Media Company*



# OPI: Hawaii's LARGEST Media

# 76%

of Hawaii adults reached  
every week.



Nielsen Scarborough 2014 + 2015 R2

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# Daily Newspapers

## Oahu Publications Inc.

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- Honolulu Star-Advertiser
- USA Today Hawaii Edition
- The Garden Island
- Hawaii Tribune-Herald
- West Hawaii Today



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# Affiliated Publications



- MidWeek
- Kaua'i Midweek
- Metro HNL
- Military Newspapers:  
*Hawaii Army Weekly, Marine Star, Ho'okele*
- TGIF
- Street Pulse
- Big Island TV Week



# Magazines



- HILuxury
- Go Kailua
- Go Kapolei
- Aloha Hilton Hawaiian Village
- Aloha Hilton Waikoloa
- Disney Aulani
- Ola Grand Waikikian
- Trump Ho'okipa
- Waikiki Magazine
- 101 Things to Do: Oahu, Maui, Big Island and Kauai

# Websites



- [Staradvertiser.com](http://Staradvertiser.com)
- [Thegardenisland.com](http://Thegardenisland.com)
- [Westhawaii.com](http://Westhawaii.com)
- [Hawaii.tribune-herald.com](http://Hawaii.tribune-herald.com)
- [Hawaii.com](http://Hawaii.com)
- [Hawaiicars.com](http://Hawaiicars.com)
- [Midweek.com](http://Midweek.com)
- [Midweekkauai.com](http://Midweekkauai.com)
- [Honolulupulse.com](http://Honolulupulse.com)
- [Honolulustreetpulse.com](http://Honolulustreetpulse.com)
- [101thingstodo.com](http://101thingstodo.com)
- [Waikikivisitor.com](http://Waikikivisitor.com)

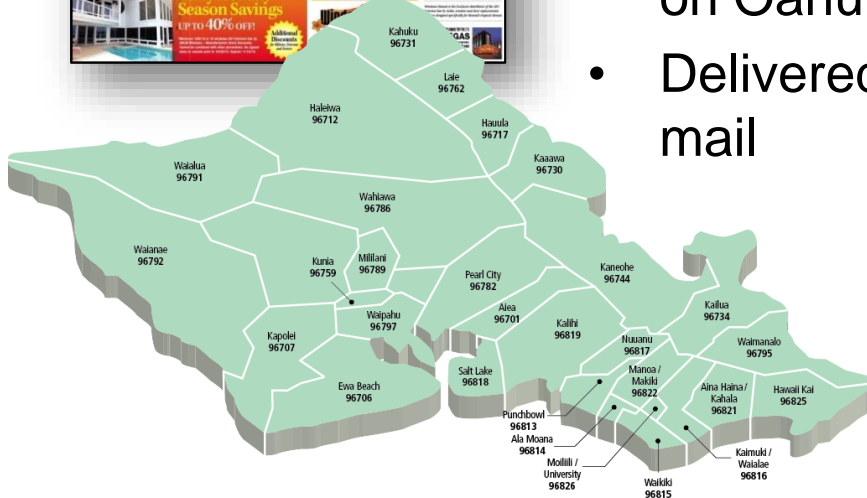


# MidWeek

## Hawaii's Favorite Newspaper



- Celebrating more than 30 years
- Weekly community newspaper on Oahu – publishes every Wednesday
- More than 50% of readers voluntarily return “requester cards”
- Mailed by zip code to virtually every household on Oahu
- Delivered by U.S. Postal Service via 2<sup>nd</sup> class mail



Circulation
269,100

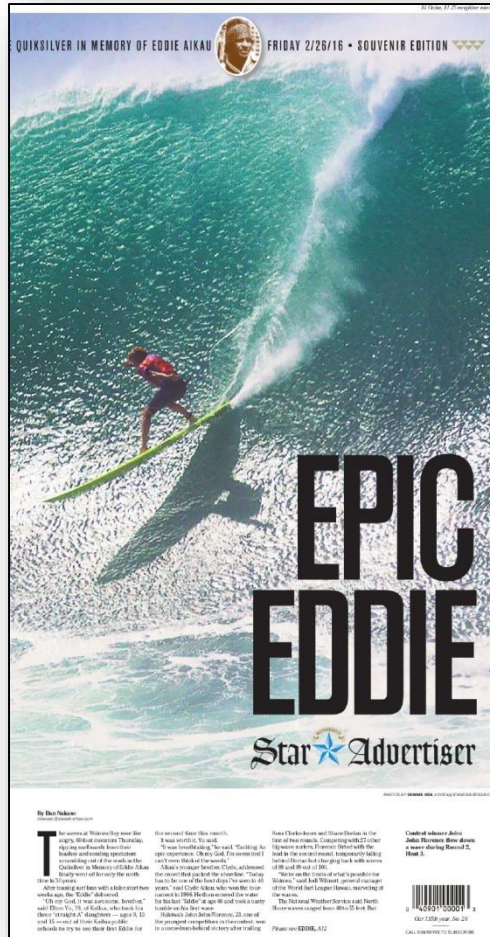
Monthly Readership*
370,509

Alliance for Audited Media – Consolidated Media Report Dec. 31, 2015

\*Nielsen Scarborough 2015 Release 2

# Honolulu Star-Advertiser

Hawaii's Largest Daily Newspaper



- Hawaii's largest daily newspaper
  - Daily Circulation: 285,680
- Award winning journalism covering local, state, national and world news for Oahu and neighbor islands
- Available in print, online, e-replica and in mobile applications
  - Staradvertiser.com averages 14MM page views per month (per Nieman Lab 1 of only 4 Major Metro newspapers in U.S. with Hard Wall)
- Read by 7 out of 10 Oahu adults each week
- #1 Reach in the Nation Among Metro Markets

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# Star-Advertiser Daily Circulation Ranks 11<sup>th</sup> in the Nation



1. USA Today
2. Wall Street Journal
3. New York Times
4. Los Angeles Times
5. Long Island (NY) Newsday
6. New York Post
7. Dallas Morning News
8. Chicago Tribune
9. Washington Post
10. Tampa Bay Times
- 11. Honolulu Star-Advertiser**
12. New York Daily News
13. Houston Chronicle
14. Minneapolis Star-Tribune
15. Bergen County (NJ) Record

**Honolulu Star-Advertiser** ranks in the  
Top 15 Largest U.S. Daily Newspapers

**SOURCE:** Alliance for Audited Media's (AAM) "Media Intelligence Center." List above represents a Top 15 national ranking of AAM member publications (7 day paid newspapers) reporting a Monday--Friday combined volume average. Volume averages compiled using AAM's Consolidated Media Report (CMR) audience measurements, utilizing the latest 2015 report filed for each member publication listed. AAM Quarterly Filing volumes (Q4-2015) were used for Long Island Newsday and the Tampa Bay Times due to 2015 CMR measurements unavailable for those two media properties.

# #1 Readership In the Nation

Newspaper	Daily Average	Sunday Average
Honolulu Star-Advertiser	38.6%	48.4%
Washington Post	25.3%	32.9%
Chicago Tribune	17.2%	28.2%
Philadelphia Inquirer/Daily News	15.8%	21.2%
Dallas Morning News	14.6%	23.7%
Houston Chronicle	14.1%	24.2%
Los Angeles Times	11.8%	19.8%
New York Daily News	10.0%	11.1%
New York Times	7.9%	10.4%
New York Post	7.4%	5.1%
Long Island (NY) Newsday	5.6%	5.4%

Los Angeles Times    The New York Times    The Washington Post

**NEW YORK POST**

**DAILY NEWS**

**Newsday**

**HOUSTON CHRONICLE**

The Philadelphia Inquirer

**Chicago Tribune**

The Dallas Morning News

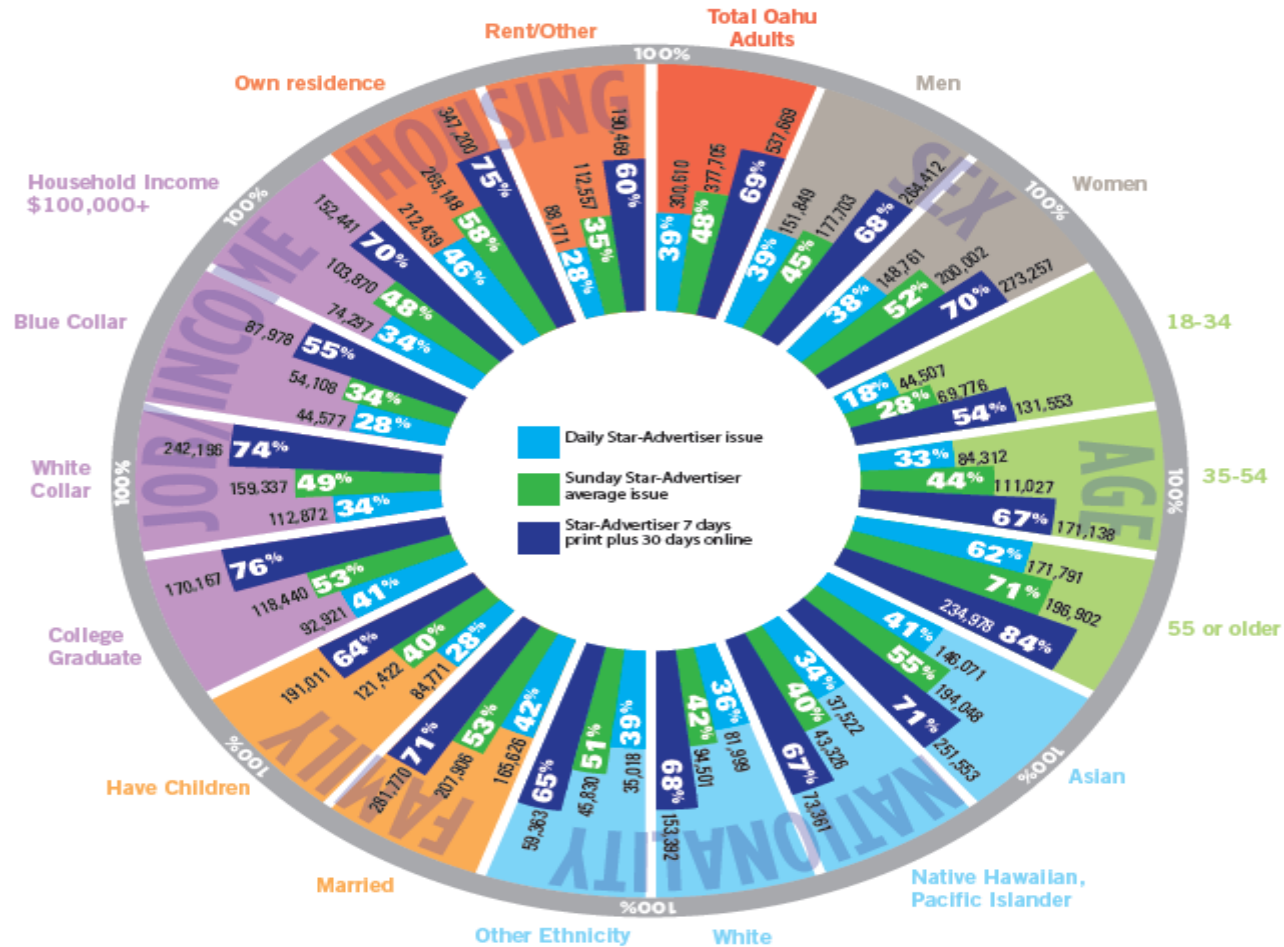
Nielsen Scarborough 2015 R2 – Newspaper Penetration Report  
Among daily newspapers in major metropolitan markets with an adult population greater than 500,000.

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# Subscriber Demographic Segments



# Power of Star-Advertiser Print Advertising vs. Other Mediums

## Multi-Media Reach Analysis

### PRIME Lingo--Reach Analysis

Market/Release: Honolulu, HI 2015 Release 2 Total (Oct 2014 - Sep 2015)

Base: County of Residence: Honolulu, HI Projected: 779,663 Respondents: 1,555

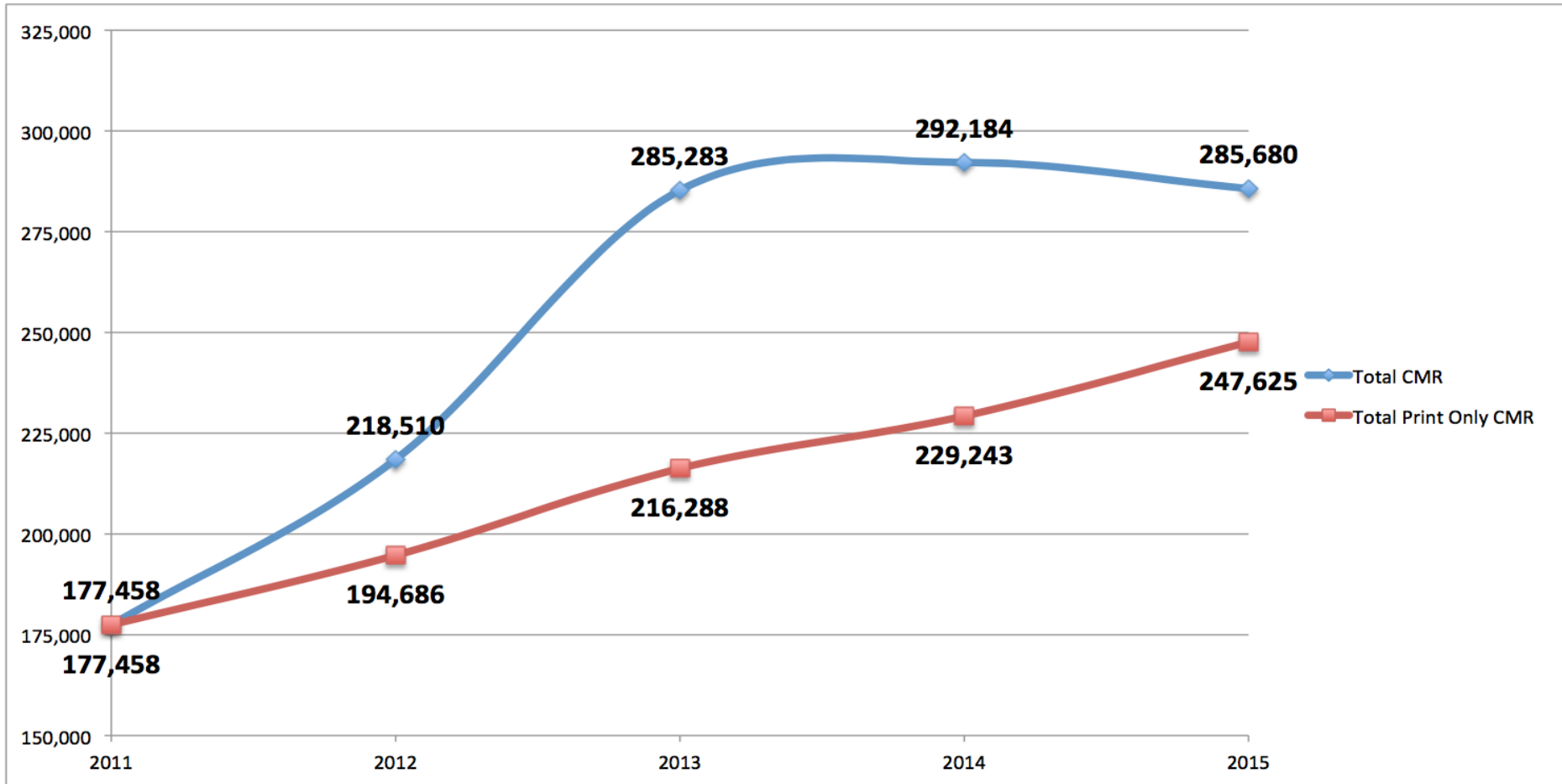
Target: Total Adults 18+

Projected: 779,663 Respondents: 1,555 Percent of Base: 100.0%

Media Vehicle	Sch #1	Sch #2	Sch #3
Daily newspaper print edition - Average Issue Reader: Honolulu Star-Advertiser	2	0	2
KSSK FM: KSSK FM 6AM - 10AM M-F AQH	0	10	10
KSSK FM: KSSK FM 10AM - 3PM M-F AQH	0	10	10
KSSK FM: KSSK FM 3PM - 7PM M-F AQH	0	10	10
KSSK FM: KSSK FM 7PM - MID M-F AQH	0	15	15
KSSK FM: KSSK FM 6AM - MID M-S AQH	0	5	5
Summary	-----	-----	-----
Reach	361,685	171,287	414,268
Reach %	46.40	22.00	53.10
Average Frequency	1.64	4.37	3.24
GRP's	76	96	172
Gross Impressions	593,012	749,221	1,342,233

# Daily Volume Growth

## 2011-2015





# Major Metro Benchmark

Print Volume Trend—Core Newspaper: 2010 vs. 2016

Property	Sunday	Daily	DS Rate/wk
Honolulu Star-Advertiser	+2.18%	-0.38%	\$6.25
Midwest Major Metro #1	-10.14%	-25.48%	\$7.50
West Coast Major Metro #1	-20.81%	-32.38%	\$11.25
Northeast Major Metro	-30.19%	-36.88%	\$14.00
Midwest Major Metro #2	-38.05%	-44.57%	\$7.00
Southwest Major Metro	-26.45%	-38.14%	\$9.00
Midwest Major Metro #3	-25.91%	-38.51%	\$12.00
Southeast Major Metro	-28.72%	-44.55%	\$10.75
West Coast Major Metro #2	-25.24%	-29.25%	\$8.00
Mid-Atlantic Major Metro	-36.34%	-40.59%	\$9.50

\*AAM Annual Audits Used in Table

# OPI's Print Centric Approaches

---

1. We Understand Where the Majority of Our Revenues Come From
  - Digital First, Digital Centric, Digital Transformation, etc. Sound Peculiar to Us When Majority of Revenues Still Generated From Print Volumes/Print Titles
  - Pre-Print Revenues Still a Major Focus
  - 80/20 Rule
  - Ultimate Goal is Building the Largest Print Volume Possible for Advertising to Monetize
  - BUT....Have an X/Y Plan Ready to Go
2. Diversification of Print Product Portfolio is a Proven Strategy
  - Expand Beyond Core Newspaper, TMC product, and Website (No TMC, No Sunday Select)
  - 31 Titles Listed on Our CMR
3. Recognize Digital Platforms Complement Print Offerings.....They Do Not Replace Them
  - Time of Day News Is Consumed and Platform of Choice Are Lifestyles Choices. Consumers Determine the Where, When and How.
4. More Focus on Retaining Core Subscribers Than Acquiring New Ones
  - 18% Annualized Churn....No Catch and Release
  - Most Aggressive Stop Saving Measures in the Industry!

# OPI's Print Centric Approaches

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## 5. Get 'Em in the Door Approach....Widen Your Funnel!

- Lucrative Introductory and Re-Introductory Rates
- We Push Sunday Only's.....Move Up The Ladder Over Time
- Low Demo—Low Rate
- Work With Charities: (PACT) Have Organizations Sell Subscriptions in Return for Commissions
- Digital Only Subscribers on Oahu Are Offered Sunday Print at No Additional Cost
- We Don't Offer Digital Only Subscriptions to Oahu Residents Unless Requested
- Price Points for All-Access (Print/Digital FOD's) are Counter-Intuitively Priced to Encourage Subscribers to Select Print AND Digital Offerings

## 6. Utilize Segmented Renewal Pricing Program to Grow Subscriber Base

- We Use Mather to Grow Our Volumes FIRST, Revenues SECOND
- We Do Not Target Our Subscribers With Exorbitant Subscription Hikes
- Renewal Prices Solely Based on One's Propensity to Pay as Determined by Mather Algorithm
- Subscriber Rate Adjustment Inquiries Are Met With Rate Negotiation
- Subscribers Do Not Incur Any Incremental Surcharges (Premium Content, Activation Fee, etc.)



# OPI's Print Centric Approaches

7. Utilize Targeted Samples to Introduce Our Product(s) & Service Model to New Movers.
  - The Key is to Sample Households in Which You Have Associated Phone Numbers or Email Addresses in Order to: Verify Sample Start, Conduct Service Checks, and to Convert to Paid Subscriber Near Sample Completion.
8. [staradvertiser.com](http://staradvertiser.com) Hard Wall Compels Hawaii News Consumers to Pay for LOCAL, RELEVANT, and DIFFERENTIATED Content That Cannot Be Found Elsewhere.
  - Only 4 Hard Wall Major Metro Newspaper Websites in the U.S.: Honolulu Star-Advertiser, New York Times, Long Island Newsday, and the Wall Street Journal.
    - Content is PROTECTED and VALUED
  - Website is Home Grown....No Revenue Shares with Third Party Vendors
  - Paid Home Delivery Subscribers Further Value Their Subscription Since Other Consumers Can't Access the Same Information Digitally Without Paying for it as Well!
9. We View Single Copy as a Vehicle to Introduce Consumers to Our Product.
  - Consumers Develop a Habit and Then Are Transitioned to Home Delivery Packages
  - Single Copy is Considered a Paid Daily "Sampling Program."
  - SC Sales Start at ZERO Each Morning....While Home Delivery Units Are a Pre-Paid, Known Quantity (Further Valued by Advertisers)

# OPI's Print Centric Approaches

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## 10. Affordable Subscription Price Points Lead to Audience Growth, Low Churn, Customer Satisfaction, and Lesser Reliance on Solicitation Campaigns/Expenses.

- **PRICE:** In Hawaii, Understanding “Effective Buying Income” is Essential. Consumers Have Less Disposable Income Than Any Other State in the Union.
- **CUSTOMER SATISFACTION:** We're Not Cutting Content or Sections! We Continue to Enhance Our Products.
- **CUSTOMER SATISFACTION:** Small Distributorships (1,000-3,000 copies in size) Allow Entrepreneurs the Manageability to Exceed Customer Expectations Regarding Service.
- **LESS RELIANCE on SOLICITATION:** Solicitation Dollars of Yesteryear Are Now Utilized Employing a Retention Centric Approach as Evidenced by Our 18% Annual HD Churn.
  - We Only Need 300 Weekly Starts on Average to Break Even!
- **LOW CHURN:** SEE ABOVE 😊

# Star-Advertiser

## Mather Segmented Renewal Pricing Approach

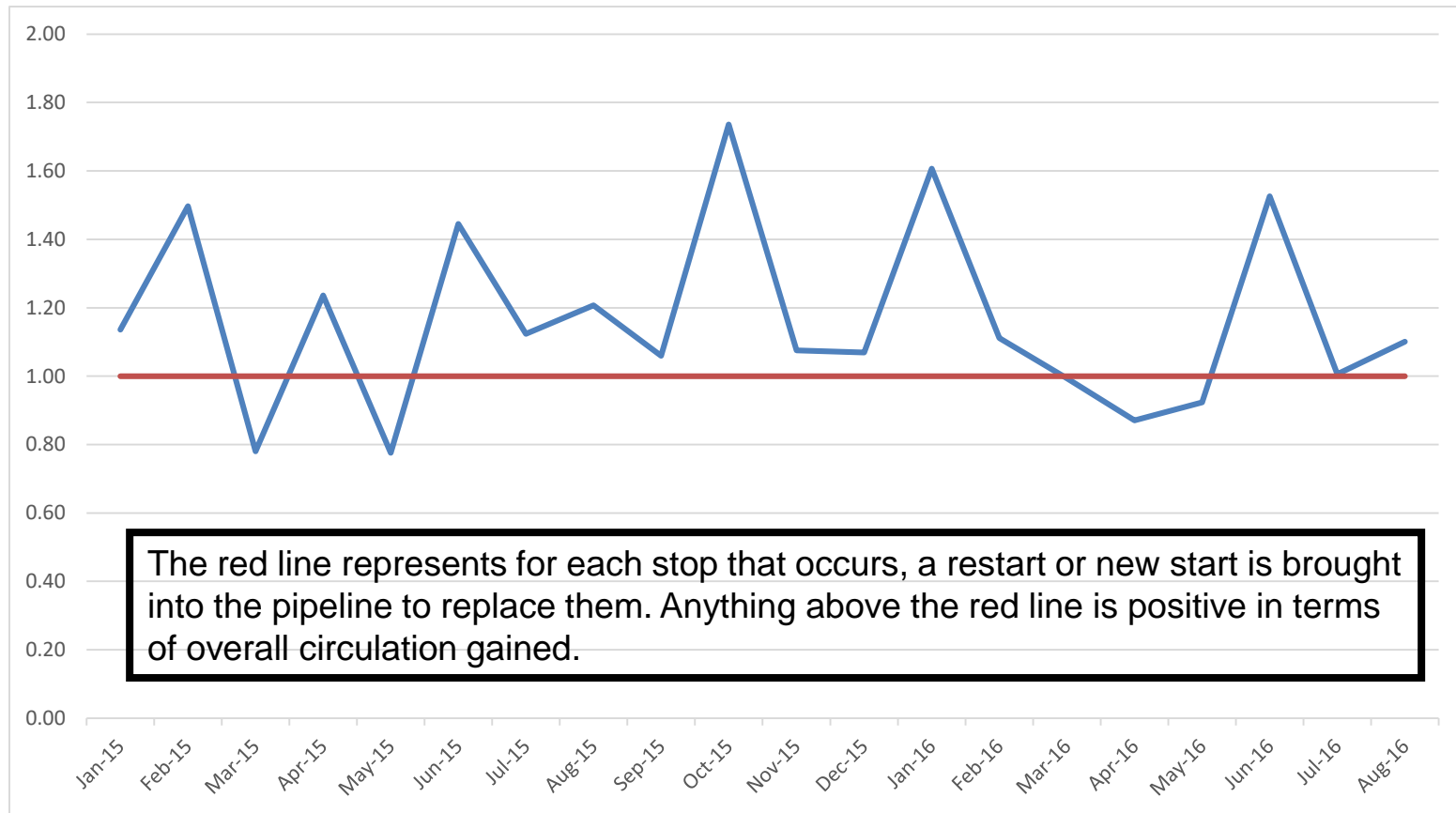
### ***Conservative Business Rules!***

1. Only Place Individual HD Records in Mather Pipeline Once Per Year
2. Full Rates Are Capped to Avoid Exorbitant Price Points
3. Exclude:
  - ☐ Business Subscriptions (D5-D6)
  - ☐ Charitable Organization Acquisitions
  - ☐ VIP Customers (Advertisers, Employees)
  - ☐ Sunday Multi-Copy Subscribers
  - ☐ Digital Only Subscribers
4. Allow Mather to Price FOD Upgrades
5. Conservative and Stringent Business Rules Employed to Ensure Volume Growth Over Incremental Revenue Generation
  - Last 24 Months: Incurred Only 18.7% Annualized HD Churn
  - Aggressive Stop Saving & Rate Adjustment Measures Are a Must!



# Mather Segmented Renewal Pricing

## Home Delivery Unit Replacement Ratio Over the Last 20 Months



# Mather Segmented Renewal Pricing

## Stop Analysis Last 12 Months

### Honolulu Star-Advertiser

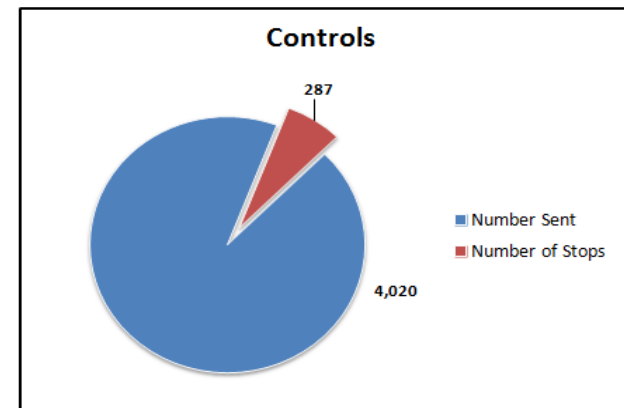
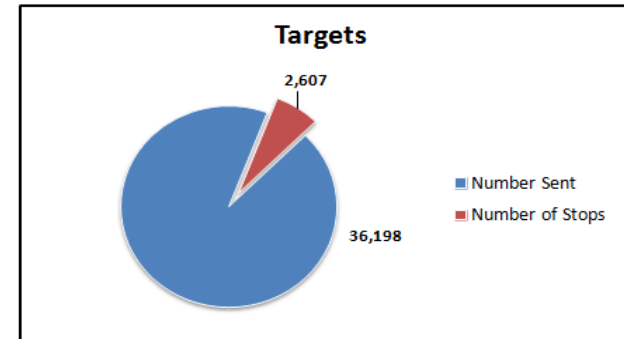
	Summary	
	Number Sent	Number of Stops
Targets	36,198	2,607
Controls	4,020	287
Total	40,218	2,894

Stop Rates	
Target	7.20%
Control	7.14%
Mather Incremental Stop Rate	0.06%

Assumptions	
Assumption	Description
1	This report only considers targets sent by Mather. It is not representative of the entire subscriber base in the market.
2	This report incorporates data for expires over the last 18 months.
3	The average % increases displayed in the Price Sensitivity tables are gross increase measures. The gross increase is the percentage difference between the renewal price sent by Mather and the price paid by a subscriber at the time of targeting.

Key Terminology	
Metric	Definition
Targets	The number of subscribers targeted for pricing by Mather.
Controls	The number of eligible subscribers for pricing that were withheld for comparison.
Target Stop Rate	The number of targets that have stopped out of total number of targets sent.
Control Stop Rate	The number of controls that have stopped out of total controls withheld for comparison.
Mather Incremental Stop Rate	The difference in the target stop rate and the control stop rate. This metric represents the volume impact of Mather pricing.
Average % Increase	This is the average price increase applied to Mather targets over the course of the pricing program. The actual increase applied to each target is determined using the Mather pricing algorithm, which incorporates subscription and demographic characteristics.
Elasticity	Elasticity is a measurement of price sensitivity. Higher elasticities indicate greater sensitivity to pricing. This metric is calculated using the average percentage increase and the incremental stop rate.

mather:



# Mather Segmented Renewal Pricing

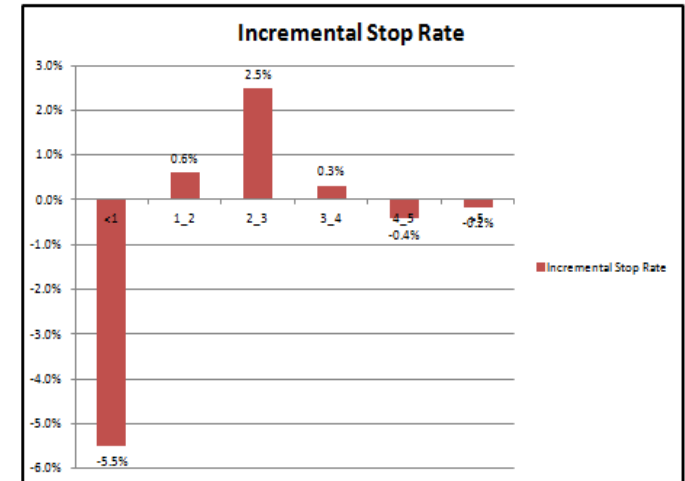
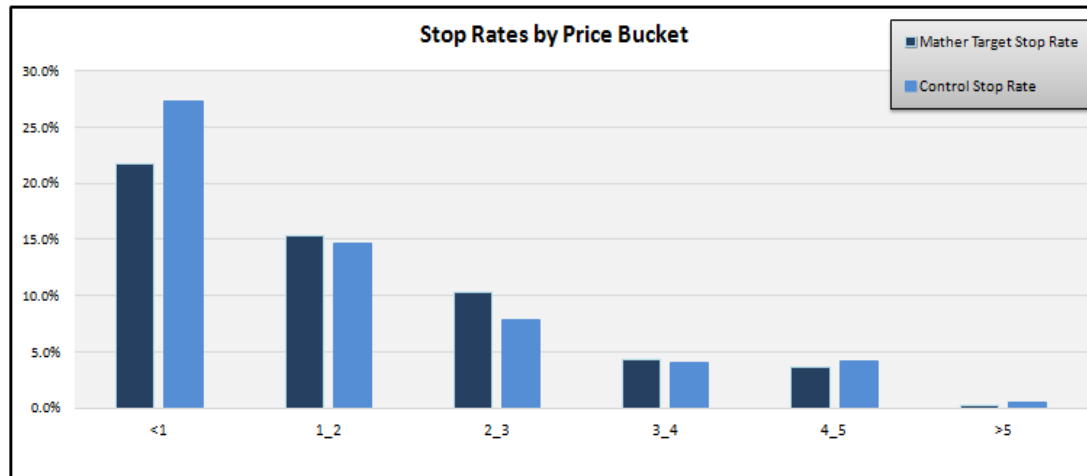
## Stops by Price Category

### Honolulu Star-Advertiser

#### Stops by Price Bucket

	<1	1_2	2_3	3_4	4_5	>5
<b>Total Mather Targets</b>	<b>3,779</b>	<b>2,788</b>	<b>8,690</b>	<b>6,902</b>	<b>3,846</b>	<b>10,193</b>
% of total targets	10.44%	7.70%	24.01%	19.07%	10.62%	28.16%
<b>Mather Target Stops</b>	<b>823</b>	<b>426</b>	<b>891</b>	<b>299</b>	<b>141</b>	<b>27</b>
% of total target stops for group	31.57%	16.34%	34.10%	11.47%	5.41%	1.04%
<b>Total Controls</b>	<b>429</b>	<b>293</b>	<b>951</b>	<b>747</b>	<b>440</b>	<b>1,160</b>
% of total controls	10.67%	7.29%	23.66%	18.58%	10.95%	28.86%
<b>Control Stops</b>	<b>117</b>	<b>43</b>	<b>74</b>	<b>30</b>	<b>18</b>	<b>5</b>
% of total control stops for group	40.77%	14.98%	25.78%	10.45%	6.27%	1.74%
Mather Target Stop Rate	21.8%	15.3%	10.3%	4.3%	3.7%	0.3%
Control Stop Rate	27.3%	14.7%	7.8%	4.0%	4.1%	0.4%
<b>Incremental Stop Rate</b>	<b>-5.5%</b>	<b>0.6%</b>	<b>2.5%</b>	<b>0.3%</b>	<b>-0.4%</b>	<b>-0.2%</b>

Price Sensitivity		
Price Buckets	Average % Increase	Elasticity
<1	212.0%	-0.03
1_2	18.2%	0.03
2_3	12.5%	0.20
3_4	12.4%	0.03
4_5	7.3%	-0.06
>5	9.6%	-0.02



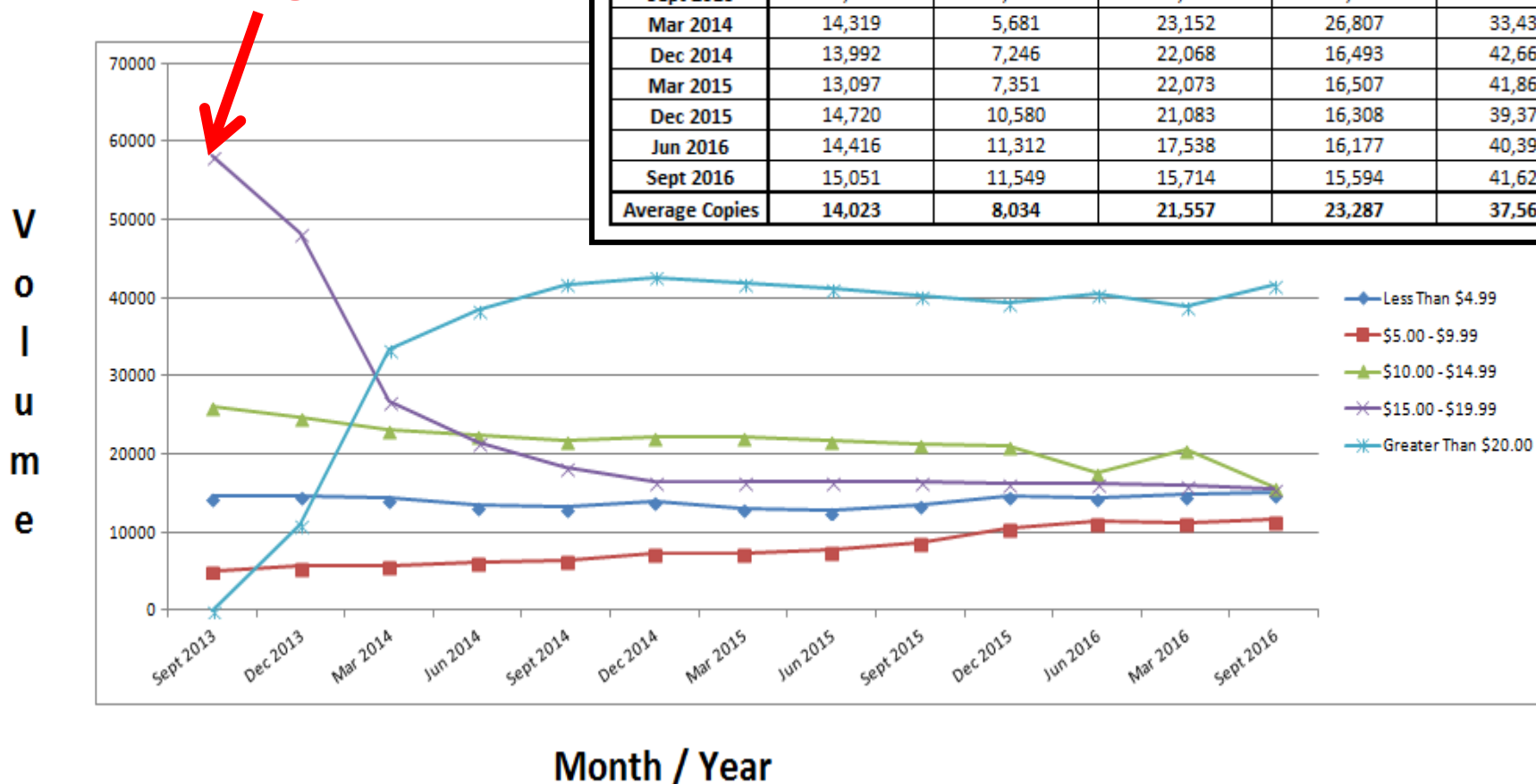


# Mather Segmented Renewal Pricing

Subscribers by Rate: 2013 - 2016

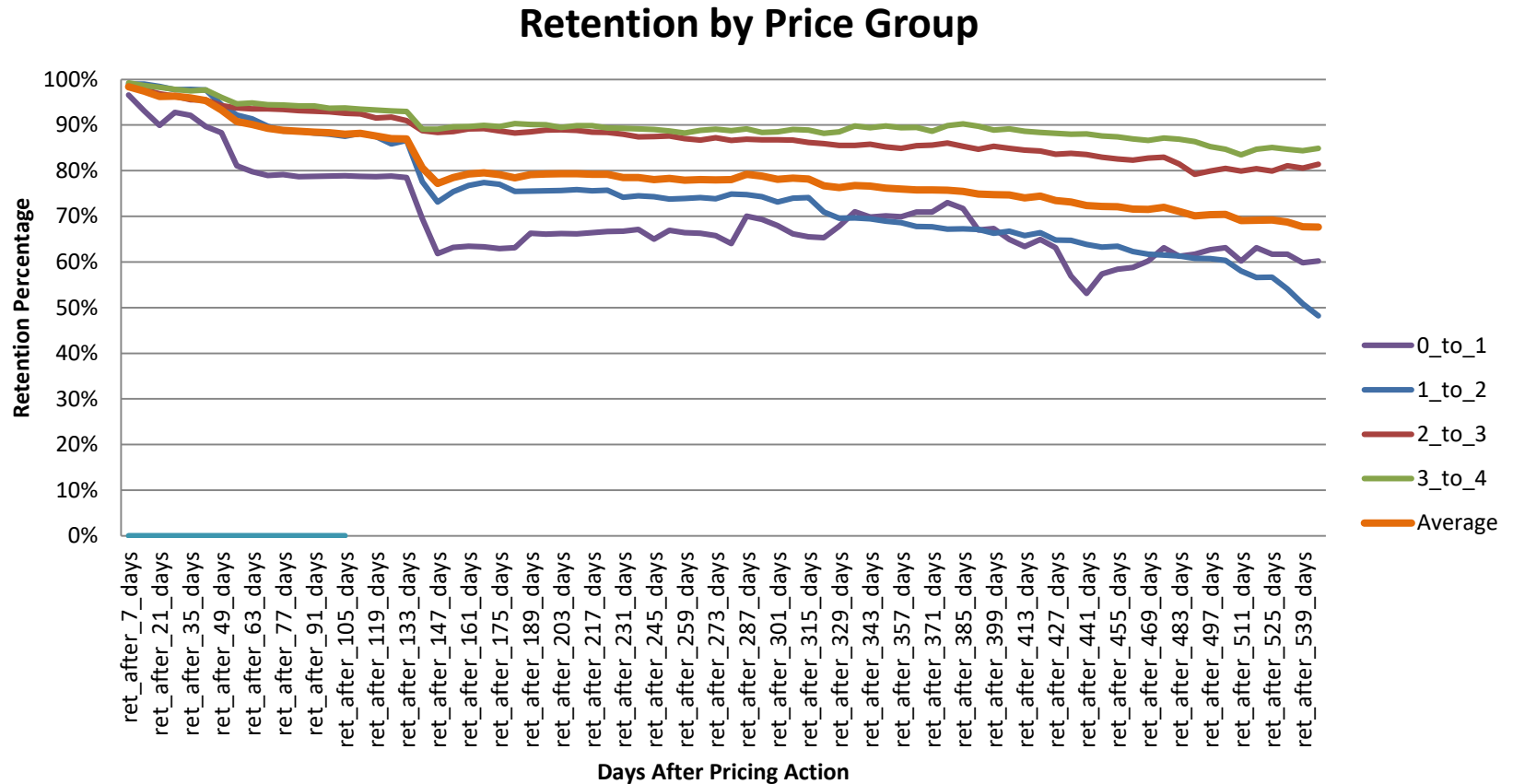
## Mather Pricing Launch

Month/Year	< \$4.99	\$5.00 - \$9.99	\$10.00 - \$14.99	\$15.00 - \$19.99	> \$20.00
Sept 2013	14,519	5,102	26,159	58,056	0
Mar 2014	14,319	5,681	23,152	26,807	33,438
Dec 2014	13,992	7,246	22,068	16,493	42,663
Mar 2015	13,097	7,351	22,073	16,507	41,868
Dec 2015	14,720	10,580	21,083	16,308	39,372
Jun 2016	14,416	11,312	17,538	16,177	40,399
Sept 2016	15,051	11,549	15,714	15,594	41,621
Average Copies	14,023	8,034	21,557	23,287	37,568



# Mather Segmented Renewal Pricing

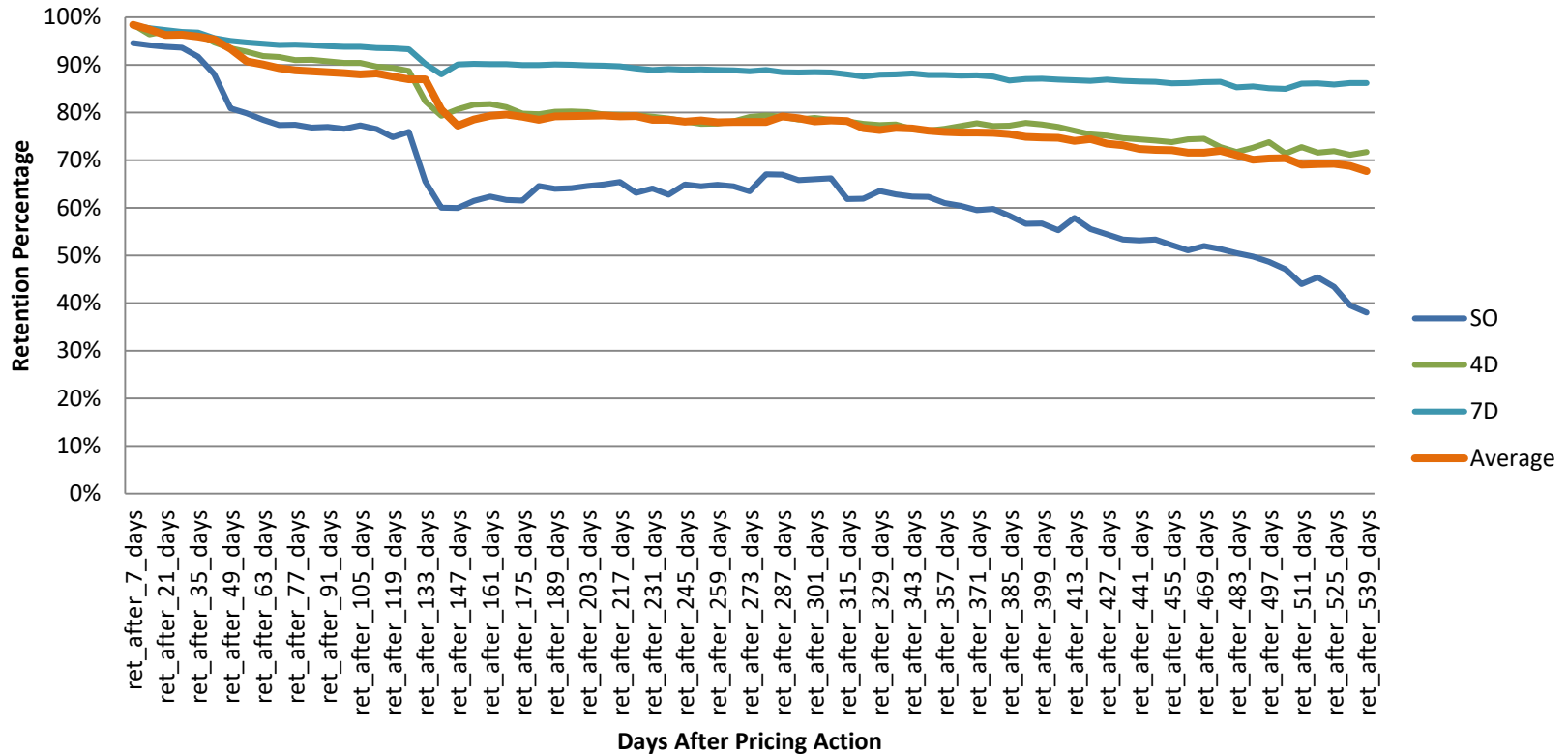
## Retention by Price Group – Past 18 Months



# Mather Segmented Renewal Pricing

Retention by FOD – Past 18 Months

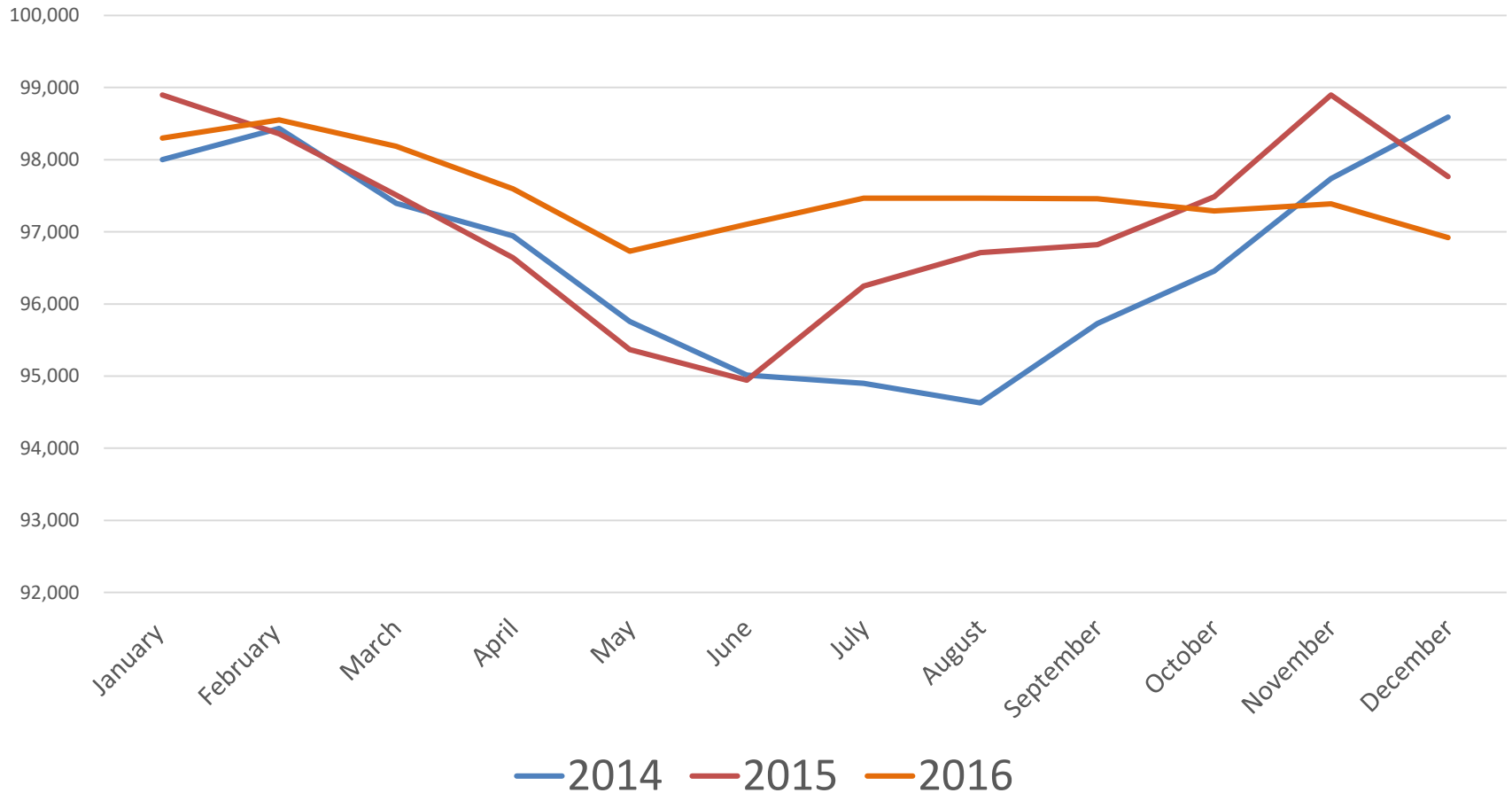
## Retention by Delivery Frequency





# Mather Segmented Renewal Pricing

Total Active Subscribers – 3 Year Trend



# Aggressive Stop Saving Measures Are Imperative

## “THE NINE BARRIERS”

1. We **FIRST** rebut any rate adjustment objection(s) with **CONTENT**
2. Remind subscriber that **FULL RATE** for their particular subscription package is \$X representing a discount of Y%
3. Promote value of the All Access Subscription Package
4. Offer a premium
5. Negotiate a “slight” rate concession with the intention of garnering an incremental increase from subscribers previous rate
6. Offer both slight rate reduction & premium
7. If subscriber does not accept then revert to previous rate
8. If subscriber still states they want to stop, offer to downgrade their subscription package to a Weekend, Sunday Only or Digital Only package
9. Final Offer: Opt-in with approved script for Midweek

**WITH GREAT PACKAGES COME GREAT VALUE.**

**Star-Advertiser**

**HOME AT LAST**

*The value of a Star-Advertiser subscription has never been greater. We never take your loyalty for granted. That's why we continue to invest in award winning journalism and advertising value.*

Monday – Sunday Home Delivery	\$429.00
Unlimited Access to Digital Suite	\$215.40
StarCHANNELS TV Magazine	\$155.98
MidWeek	\$149.99
Washington Post Digital Access	\$99.00
Convenient Home Delivery Service	Included
Uncomplicated Digital Experience	Included
\$1,000's in coupon savings	Included
Crave	Included
Sunday Star Magazine	Included
Focus on Japan	Included
<b>Annual Subscription Value:</b>	<b>OVER \$1000!</b>

**Print Replica • Edition**  
Get the Star-Advertiser in its true printed format enhanced with the latest digital tools. Experience easy-to-read content in full-screen format.  
[www.staradvertiser.com/edition](http://www.staradvertiser.com/edition)

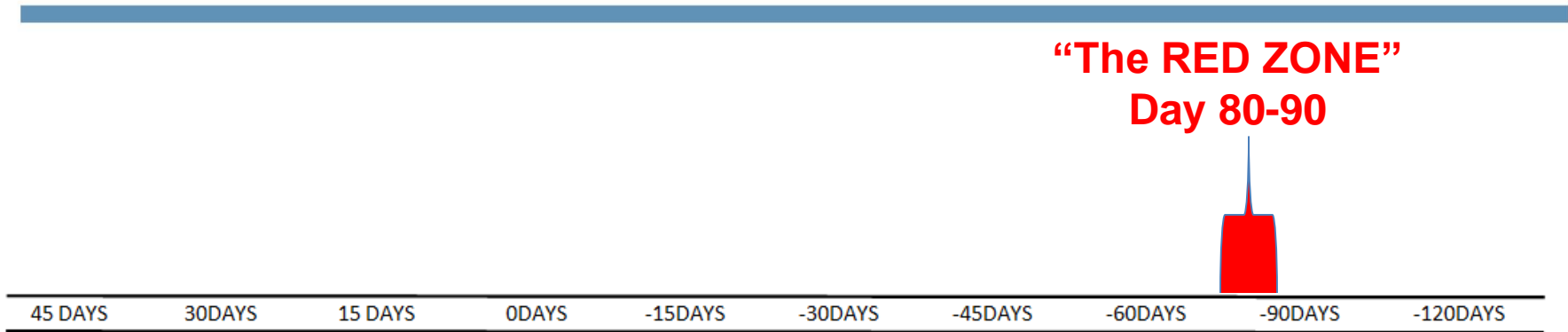
**Mobile and Tablet**  
Our apps give you easy access to breaking news, weather, traffic and premium content. Get alerts and stay up-to-date with events in the local area.  
[www.staradvertiser.com/download](http://www.staradvertiser.com/download)

**Washington Post**  
Unlimited digital access to the Washington Post is included with your Star-Advertiser subscription.  
[www.staradvertiser.com/washingtonpost](http://www.staradvertiser.com/washingtonpost)

**Star-Advertiser**  
[www.staradvertiser.com](http://www.staradvertiser.com)  
f/staradvertiser @staradvertiser

# “Red Zone” Grace Period - Case Study

## Using Data to Change Tactic



Internal Data Revealed 11% Chance of Reaching Subs in Grace Between Day 80 and Suspension

- Made a Decision to Incentivize Expiring Subscriber to Contact Us
  - Voice Mail Detailing a Promo Rate & Premium In Return For a Call Back
- Our Calculations Determined It Was More Profitable in the Long Run to Keep a Core Subscriber at Discounted Rate w/Premium Than to Reacquire a Replacement Unit
  - 26% of all Voice Mails Yielded Return Calls
  - Lowered Suspends by 9%
  - Converted 41% of the Red Zone Records Contacted to Perpetual Pay Program to Avoid Future Expire

# “Red Zone” Grace Period - Case Study

## Core Subscriber Concession vs. Unit Replacement

### Core Subscriber Concession

- DS, \$19.95/mo. (\$239.40/yr.)
- \$20.00 Gift Card
- New Rate: \$17.95/mo.
- Retention CPO: \$60.00
- Annualized Pre-Print Rev: \$57.35

**Retention of 80+%**

***Annualized Sub Revenue: \$192.75***

**WINNER**

### Unit Replacement

- DS, \$12.95/mo. (\$155.40/yr.)
- Premium: \$10.00 Gift Card
- Acquisition CPO: \$80.00
- Annualized Pre-Print Rev: \$57.35

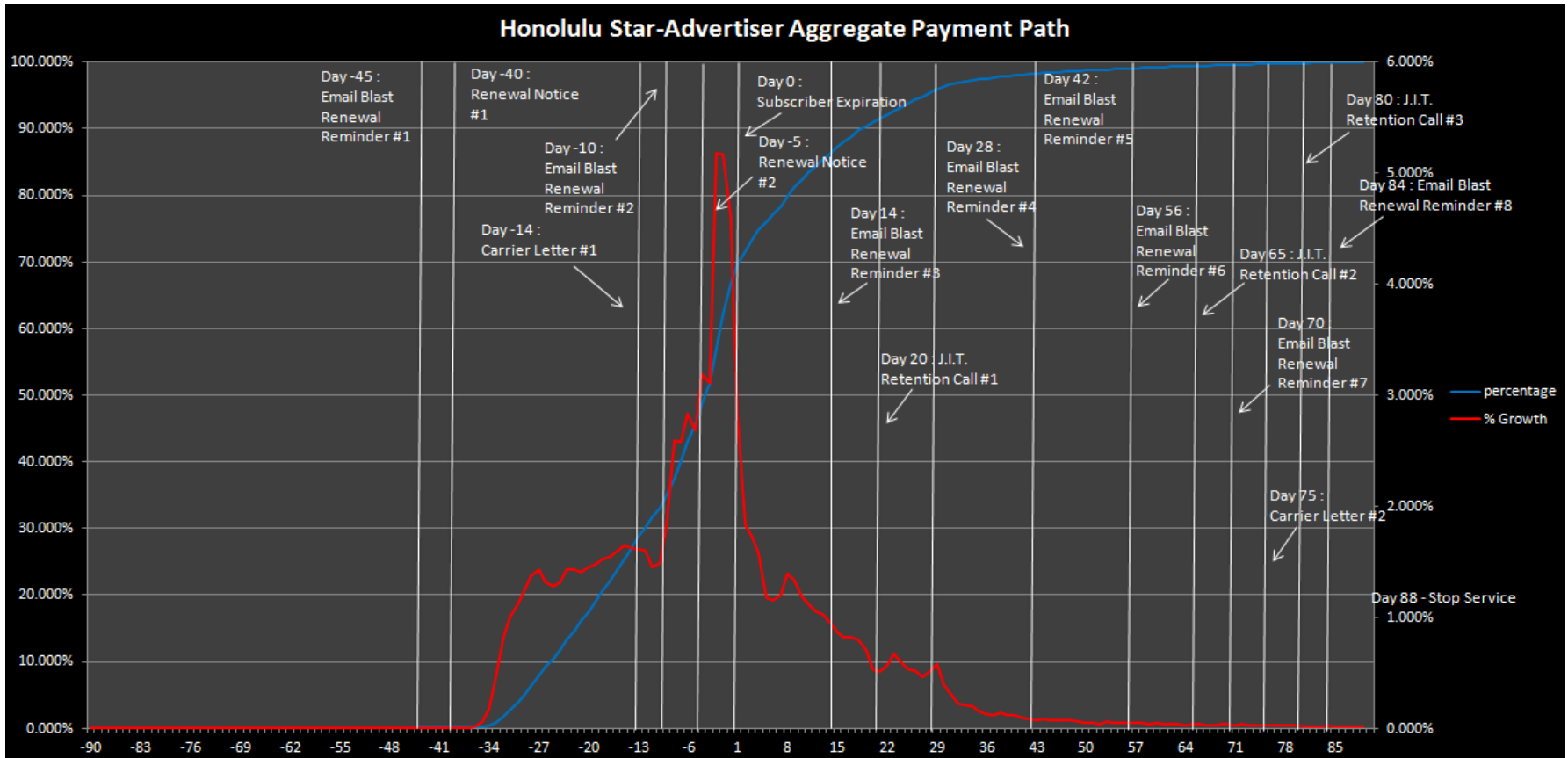
**Retention of 60+%**

***Annualized Sub Revenue: \$122.75***



# 3 Year Aggregate Payment Path Analysis

Pre-July 24<sup>th</sup> Change in Retention Touch Points

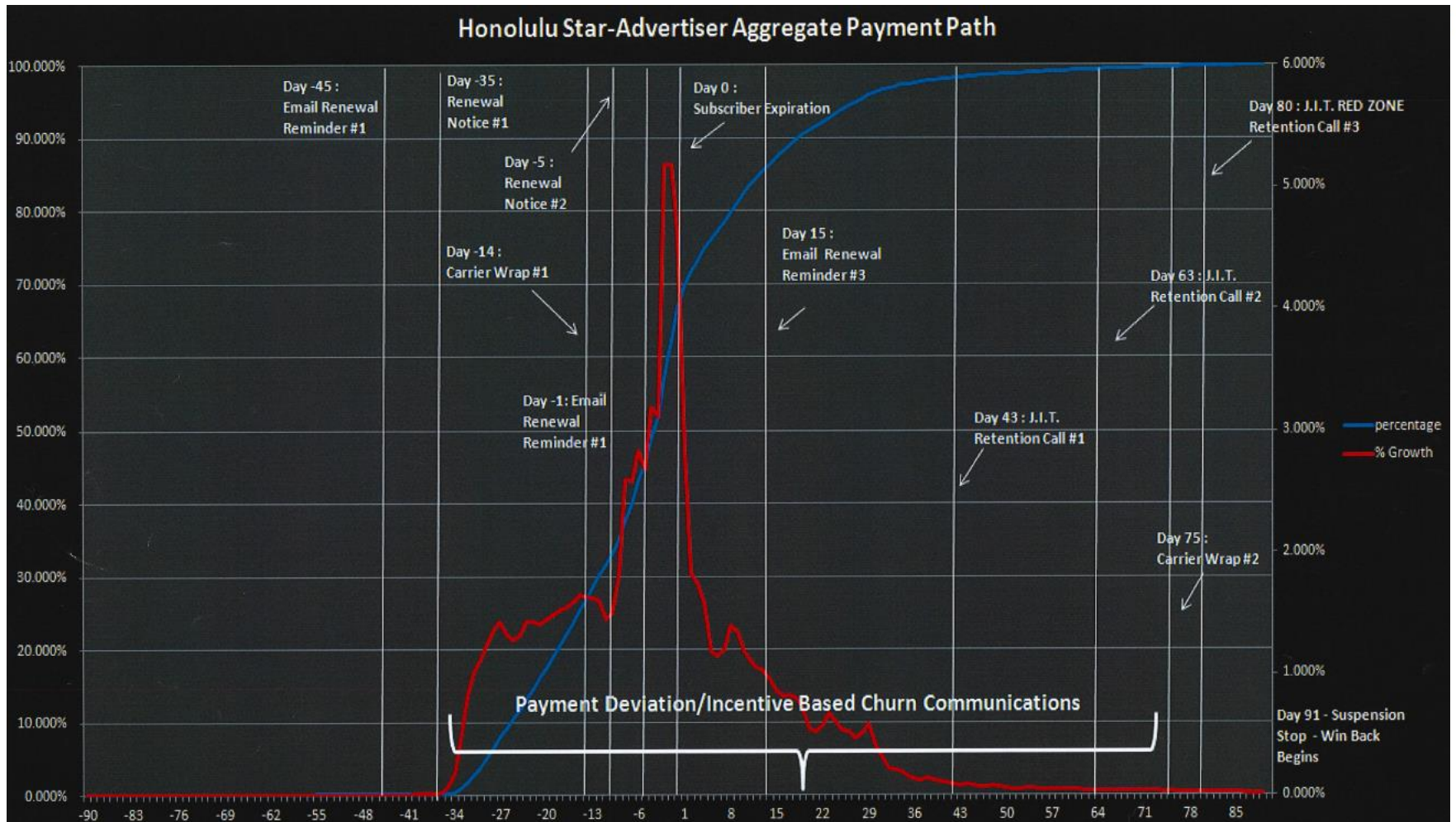


\*3 Year Payment Path Analysis Performed by Mather Economics

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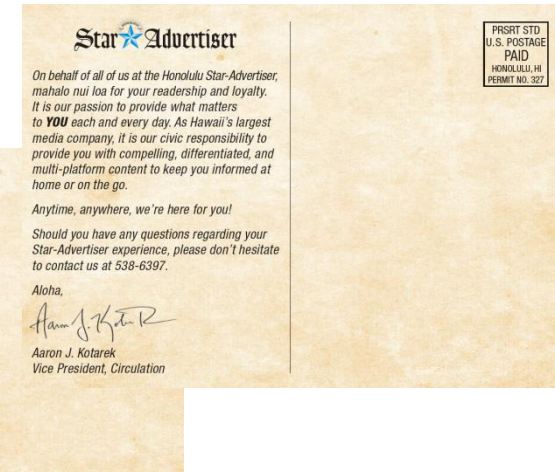
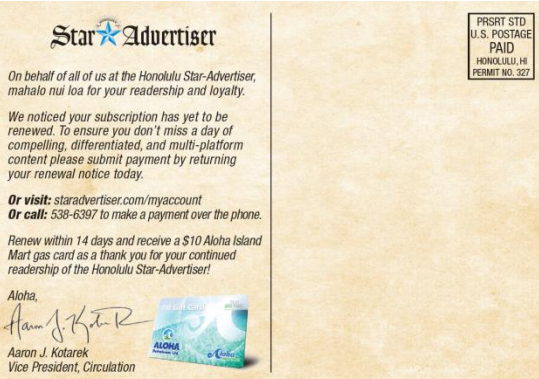
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# Post-July 24<sup>th</sup> Change in Retention Touch Points



# Incentive Based Churn Campaign

Customer's Lifetime Value (CLV) Score Determines Churn Tendency



## 5 Segments Based on Propensity to Churn

1. Control Group
2. No Premium
3. Mobile Pocket
4. Portable Car Charger
5. \$10.00 Gift Card



# Dynamic Messaging Payment Deviation

Deviation in Past Payment Behavior is a Significant Predictor of Churn



## Analyzing Payment Patterns of Individual Subscribers Allows for Custom Communication

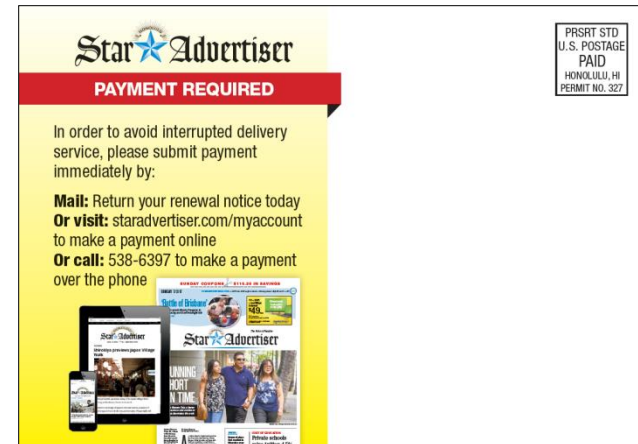
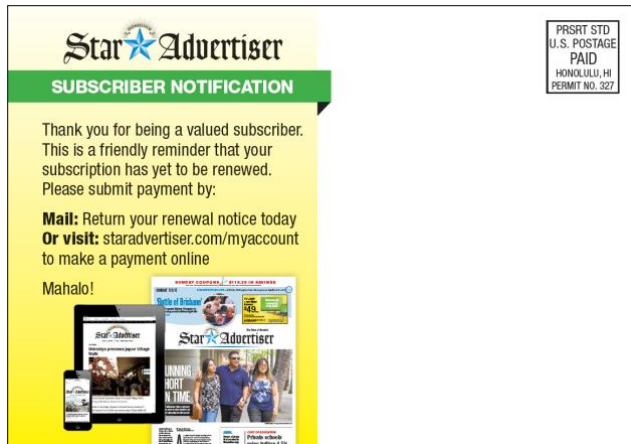
### For Example:

John Doe is a Term subscriber

Over the past 3 years, Mr. Doe has always renewed his subscription between **Days 8 - 26** in the grace period

**Day 27:** No payment yet to be received

**Days 28 - 80:** Customized snail mail and email messages are pushed out to Mr. Doe seeking payment to avoid interruption in service





# Dynamic Website Renewal Messaging

## Knowing Who Is On Our Site At All Times

The image displays two screenshots of the Honolulu Star-Advertiser website, illustrating dynamic renewal messaging for a user named Erick.

**Top Screenshot:** The user is logged in as "ALOHA, ERICK". A red circle highlights the user's name in the top navigation bar. The main content area shows a headline: "Honolulu, HI: This Brilliant Company Is Disrupting A \$200 Billion Industry".

**Bottom Screenshot:** The user is logged in as "ALOHA, ERICK". A notification banner at the top right states: "Erick, your service to the Honolulu Star-Advertiser will end tomorrow. Please submit payment on [My Account](#) immediately." The main content area shows the same headline as the top screenshot.

# Amenity Copy Program

**As Rack & Stand Single Copy Units Continue to Decline....We Replace with Amenity Copies**

- **Hotels & Resorts:** *129 Locations Statewide Yielding 14,466 Copies Daily*
- **Other Locations** i.e. Rental Car Branches, Hospitals, Public Transportation, Waiting Rooms, Retirement Homes, Airlines, etc.: *303 Locations Statewide Yielding 7,490 Copies Daily*



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# Embracing Community Partnerships



The Honolulu Star-Advertiser has partnered with Lanikila Pacific Meals on Wheels to expand service to include a newspaper and a nutritious meal each day to hundreds of homebound kapunas island-wide.

Both organizations believe in the improvement of the mind, body and spirit of those in need.



For more information, please contact Lanikila Meals on Wheels: (808) 356-8519 [lanikilapacific.org](http://lanikilapacific.org)

## Meals on Wheels & TLC Programs

- Home Delivered Newspapers Delivered Daily by Lanikila Pacific Drivers Transporting Hot Meals to Program Participants
- Newspapers Delivered Daily to 12 Group Dining Halls
- Newspapers Delivered Daily to the TLC Program (Teaching & Learning Center)

*TLC Coordinator, Shannon L. says;*

*“Every morning they’ll (participants) share what they read with team leaders. We also plan to re-use the old papers for crafts making piñatas and paper mache masks for Halloween. Overall, the donated newspapers have been enjoyed by both staff and participants across the board. Thank you Star-Advertiser!”*



# Embracing Community Partnerships

## Parents and Children Together (PACT)



**Star-Advertiser**

**Get the Sunday Paper for just \$100/year**

**PLEASE HELP SUPPORT PACT!**

☐ **YES!** Please sign me up for the Reading is Fundamental Honolulu Star-Advertiser Sunday edition. Enclosed is \$1.00 for the Sunday paper for a 52-week subscription.

**PLEASE INDICATE IF YOU ARE A:**

☐ New Subscriber ☐ Current \$1.00/year Subscriber

**Subscription Delivery Information:**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Delivery Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

\*Send COMPLETED form with PAYMENT to: Parents And Children Together, 1485 Lisapoint Street, Suite 105, Honolulu, Hawaii 96819. Make CHECK/Kp payable to: Oahu Publications, Inc.

**Every October PACT Sells 3,800 PAID Sunday Only Orders**

- 52 Weeks for \$1.00
- Target:
  - ❖ Low Income HH's
  - ❖ Public Housing/Public Assistance
  - ❖ Unable to Subscribe at Current Price Points
  - ❖ Non-Subs, Never Subscribed, Non- SC Buyers
  - ❖ Low Cost--High Value Proposition

**PACT Receives Commissions for Their Head Start Community Action Program!**



# Embracing Community Partnerships



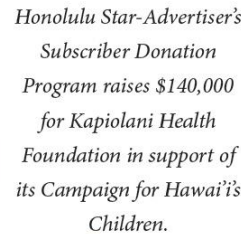
## Keiki Day: May 1, 2017

- Registered **56,840** single copy sales (27 year program record)
- Over **1,500** volunteers hawking newspapers on the streets
- 50% of Proceeds Go to PACT Foundation! (Parents and Children Together)....over **\$75K!**



# We Live Here. We Give Here.

- Over **\$800K** in Subscriber Vacation Donation Funds Given Back to Charities Since 2010
- OPI Has Spent/Donated Over **\$13MM** In Kind on Community Sponsorships and Events Since 2010



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# Embracing Community Partnerships

**\$140K** in Annual Single Copy Sale Revenue Goes Back to Charitable Foundations

## Program Participants

McDonald's  
Jack in the Box  
Jamba Juice  
Burger King  
KFC  
CVS/Long's  
Foodland  
Zippy's  
Wal-Mart  
7-11  
Aloha Island Mart  
Times Supermarkets  
Tesoro Gas  
Don Quijote  
Tamura's Liquor

A promotional graphic for the Star Advertiser 25¢ Paper offer. It features a Jack in the Box mascot character wearing a yellow party hat and a red lei, holding a Jack in the Box coffee cup. In the background, there is a breakfast platter with rice, meat, and eggs, and a copy of the Star Advertiser newspaper. The text "25¢ PAPER" is prominently displayed in large white letters on a dark background. Below it, it says "With purchase of any Breakfast Platter." At the bottom, there are logos for the Star Advertiser, Jack in the Box, and the Boys & Girls Club of Hawaii. A small text at the bottom states: "Part of proceeds benefit Boys & Girls Club of Hawaii. Offer valid on Oahu. While supplies last at participating Jack in the Box restaurants. Offer expires Sept. 30, 2016."

A promotional graphic for the Star Advertiser 25¢ Paper offer. It features a Jack in the Box mascot character wearing a yellow party hat and a red lei, holding a Jack in the Box coffee cup. In the background, there is a breakfast burrito and a copy of the Star Advertiser newspaper. The text "25¢ PAPER" is prominently displayed in large red letters on a yellow background. Below it, it says "With purchase of any Breakfast Burrito." At the bottom, there are logos for the Star Advertiser, Jack in the Box, and the Boys & Girls Club of Hawaii. A small text at the bottom states: "Seats still available for the Boys & Girls Club of Hawaii 2016 Youth of the Year Luncheon March 5, 2016 • 11am-2pm Pomeke'i Ballrooms at Dole Cannery For more information, log on to www.bgch.com/events/2016-youth-of-the-year-celebration/ Part of proceeds benefit Boys & Girls Club of Hawaii. Offer valid on Oahu. While supplies last at participating Jack in the Box restaurants. Offer expires March 31, 2016."

# Embracing Community Partnerships

What Do We Get In Return for Our Charitable Donations?

**Placement, Multiple Locations, Brandings Opps, and Community Support**



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# Embracing Community Partnerships

Complimentary Digital Access For All Students at Seven Universities!



## Complimentary Digital Access Offered to All Students and Faculty

UH West Oahu Chancellor Doris Ching Says:

*"We're so pleased to be a part of this program that offers a unique opportunity to our students, faculty, and staff. We hope the program will help our students develop a routine of being regular, lifelong consumers of the news media."*

*Being well-read and knowledgeable about current events will help our students gain a better understanding of local, national, and international issues, which is essential to a high-quality education."*





# Customer Modeling – Targeted Marketing

## Have Your Best Subs....Find You High Value Non-Subs

**Star Advertiser**  
Aaron J. Kotarek  
Vice President, Circulation  
500 Ala Moana Boulevard, Suite 7-500 | Honolulu, HI 96813  
808.529.4700 | fax 808.529.4898 | staradvertiser.com

July 20, 2016

C K JUDD  
46-157 LILIPUNA RD  
KANEEOHE, HI 96744

Dear C K,

As Vice President of Circulation at the Star-Advertiser, I would like to personally extend my thanks for your readership and loyalty over the years. As an avid reader you know how informative, useful and entertaining your newspaper is. You have over 116 journalists working tirelessly to bring you the latest local news and information about your community. You also save hundreds of dollars by taking advantage of our coupon offerings each week.

As one of our most valued subscribers, I would like to offer you a one time opportunity to present two friends or family members with the gift of a three month Monday-Sunday subscription for only fifty cents! These gift subscriptions will consist of all the benefits of a regular home delivery subscription, which includes:

- Timely and convenient delivery to their residence
- Access to all mobile and tablet apps
- Unfettered access to staradvertiser.com
- Unlimited access to the print replica e-Edition
- Access to The Washington Post e-Edition
- Money saving coupons and circulars

Simply fill out the form below with the recipient's delivery information and return in the postage paid envelope provided.

Mahalo mui loa for your patronage!

*Aaron J. Kotarek*  
Aaron J. Kotarek  
Vice President, Circulation

**HURRY!**  
Offer good until  
August 15<sup>th</sup>

**Mahalo!**

As a thank you for being a loyal subscriber to the Honolulu Star-Advertiser, we are offering you an opportunity to select 2 friends or family members to receive a 3-month Monday-Sunday home delivery subscription at no additional cost!

Fill out these forms and return in the postage paid envelope provided.

Gift recipients must not have been a subscriber in the last 6 months.

**Gift Subscription #1**  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

**Gift Subscription #2**  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

*This is the Only Tactic I Will Share Today But it's a Good One ☺*

- Offer Loyal, Tenured, Core Subscribers the Ability to Give a “Gift Subscription” to Friends/Family in Their Name for a Nominal Fee.
- **Target:** Daily Subs in Highest Rate Class(es) Who Reside in Premier Ad Revenue Producing ZIP Codes
- Currently Testing:  
Response Rate: 2.7%

# Our Newsroom Designers Get It!

- Non-Traditional A-1/Section Front Layouts
- Front Pages Spur Impulse Buys
- 3 Second Rule



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# Show Your Clients The Data! Tell Your Story!

## Enhanced Consolidated Media Report

- Strongly Suggest Using Enhanced Option
- Considered Our Audience Bible
- Utilize Document to Describe More Than Just Volumes. Tell Your Story!
  - Include All Titles: Core Print, Alternative, Niche, Custom Publishing, Digital Offerings, etc.
- Make 4 Legged-Calls with Ad Execs to Tout Your Audience
- Be Transparent. Make this Document Available to Any and All Comers
- View Our CMR at: [www.oahupublications.com](http://www.oahupublications.com)

### About AAM's Newspaper CMR (Enhanced)

#### ▼ What is a Consolidated Media Report?

AAM's Consolidated Media Report, or CMR, is a dynamic report that provides you with the flexibility to showcase your brand in a way that best supports your go-to-market strategy. By creating a CMR, you can help media buyers see a bigger picture of your newspaper brand — like audience reach, mission statement and your brand imagery — alongside detailed distribution metrics.



Show all of your brand channels in one, trusted place with an enhanced CMR from AAM.

**Showcase a full, credible view of your brand channels with AAM's Consolidated Media Report.**



Magazines



Newspapers



B2B

# OPI's Internal Culture

---

- Creativity is Encouraged and Expected.
  - We Consider Ourselves a Non-Traditional, Best Practice Media Organization.
- We Do Not Maintain the Status Quo.
- Audience Growth is a Sense of Pride Throughout Organization.
- Community Involvement is Paramount.
- We Refrain From Managing Business “Off of a Spreadsheet”.
- Employees Understand the Difference Between Effort and Results.
- Departments Work In Concert With One Another for the Benefit of the Common Goal.
- Employee Morale and Skills Development are Vital.
  - We Provide Employees With the Training, Technology and Resources to Be Successful.
  - We Celebrate Successes No Matter How Small.
  - Working for OPI is a Privilege and Employees View Their OPI Employment With a Sense of Pride.

# Thanks For Your Time

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Questions?

Networking & Benchmarking Always Welcomed

Contact Me At: [akotarek@staradvertiser.com](mailto:akotarek@staradvertiser.com)  
(808) 695-6318

