

Moving with our Audience

CMG Newspaper Audience Strategy
Group Lead

Mark Medici

- **Audience** – Be the most relied-upon local news and information provider
- **Product** – Complementary suites paid and free products
- **Revenue** – Blend of subscription and advertising

- **Print Pricing**
 - Averaging 15% per year. Volume 7-day (8%) Sunday (4%).
End of week print volume focus
- **Alignment and Organization**
 - Engagement, digital, fulfillment, advertising
- **Strong digital foundation**
 - Internal alignment, structure, data approach, customer service, embedded technology teams
- **Messaging**
 - Email, social, survey's

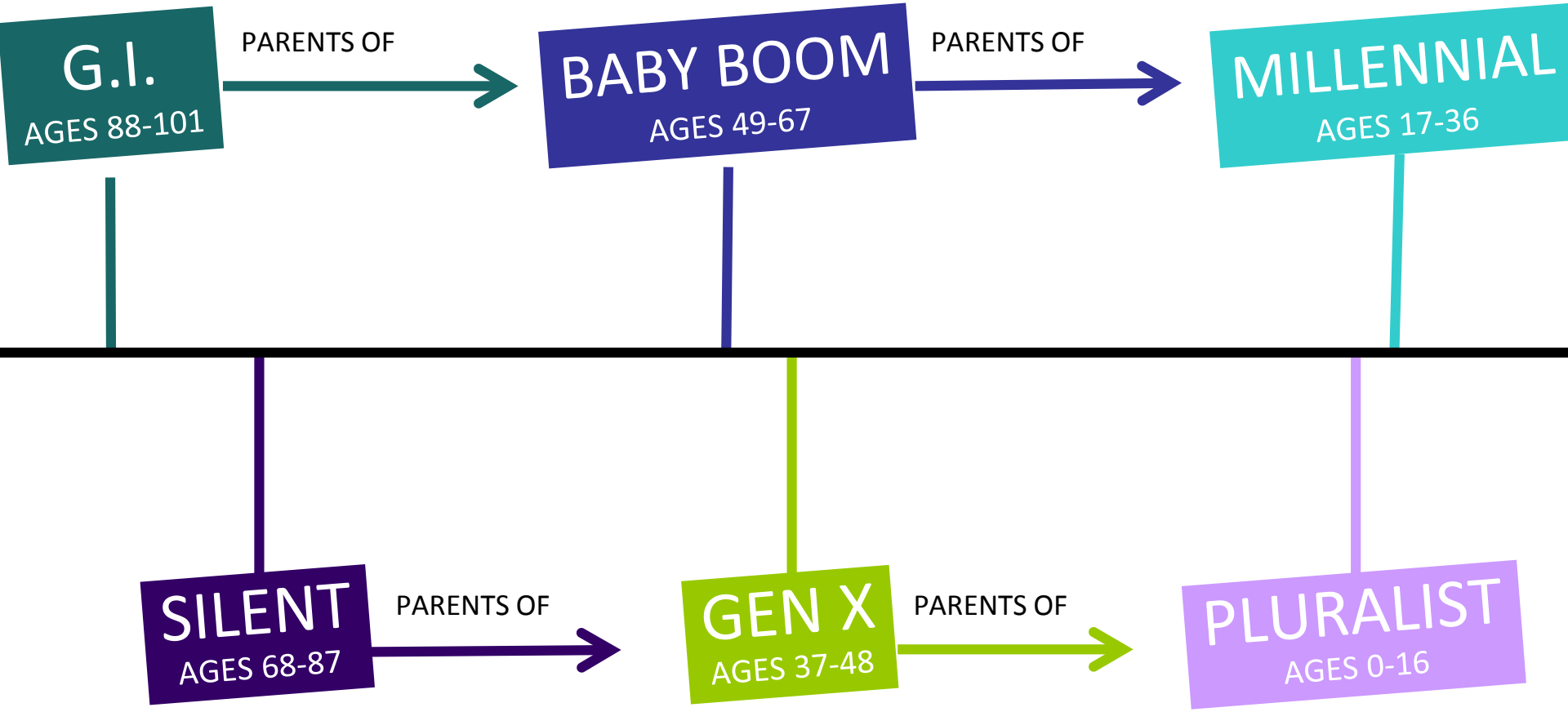
Content Curation Delivery

Change & Transformation

Audiences – what's changing?

1991
318.7 51/21
42 27% 2019

Digital Engagement Audience – Who's who

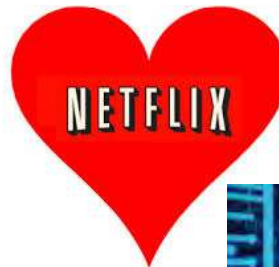


“She changed the debate by changing the audience of the debate.” Abraham Schwab, an associate professor of philosophy at Indiana-Purdue University

Commenting on the social media conversation surrounding Ashley Maynard’s death yesterday

Change & Transformation

Audience – Pluralists



Free

“Now”
Social
Curation
Delivery
Aggregation
Custom
Personal
25-34

Paid

Distinct
Compelling
Credible
Journalistic
Delivery
Custom
Deep
Niche
Unique
35-54

Print

Credible
Sunday
Journalistic
Delivery
Migration
Tier 1 & Tier 2
Engagement
Full Price
35+

Change & Transformation

Cox Media Group Newspapers – Transformation

