

# PRINT DISRUPTOR



**FLORIDA WEEKLY**  
IN THE KNOW. IN THE NOW.

# INNOVATION

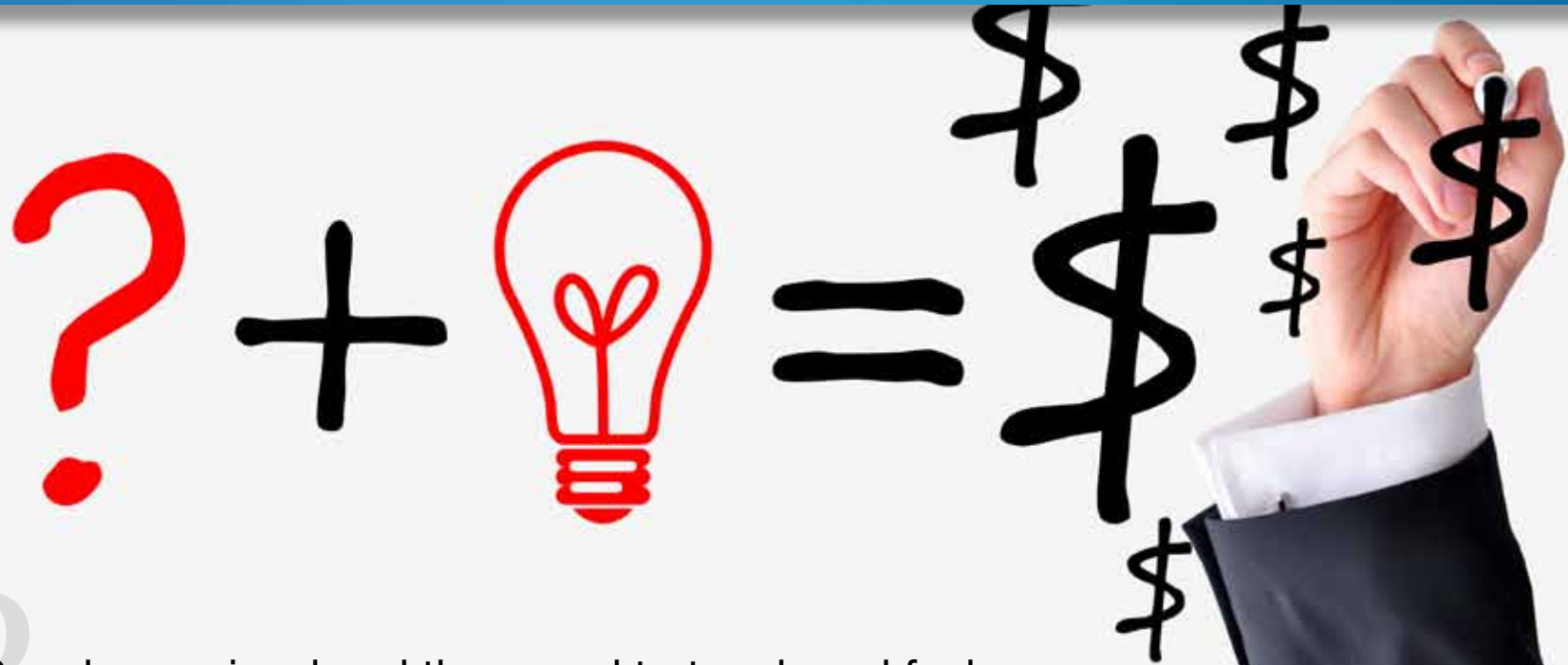


It Starts with an Idea!



When *Florida Weekly* was conceived in early 2007  
we started with a basic formula.

*If you get the readers... you get the advertisers.*



P People are visual and they need to touch and feel a concept to understand it. When we launch our markets we create detailed prototypes with spec ads laid out in them so prospective advertisers can visualize the consumer interacting with the product in the market.



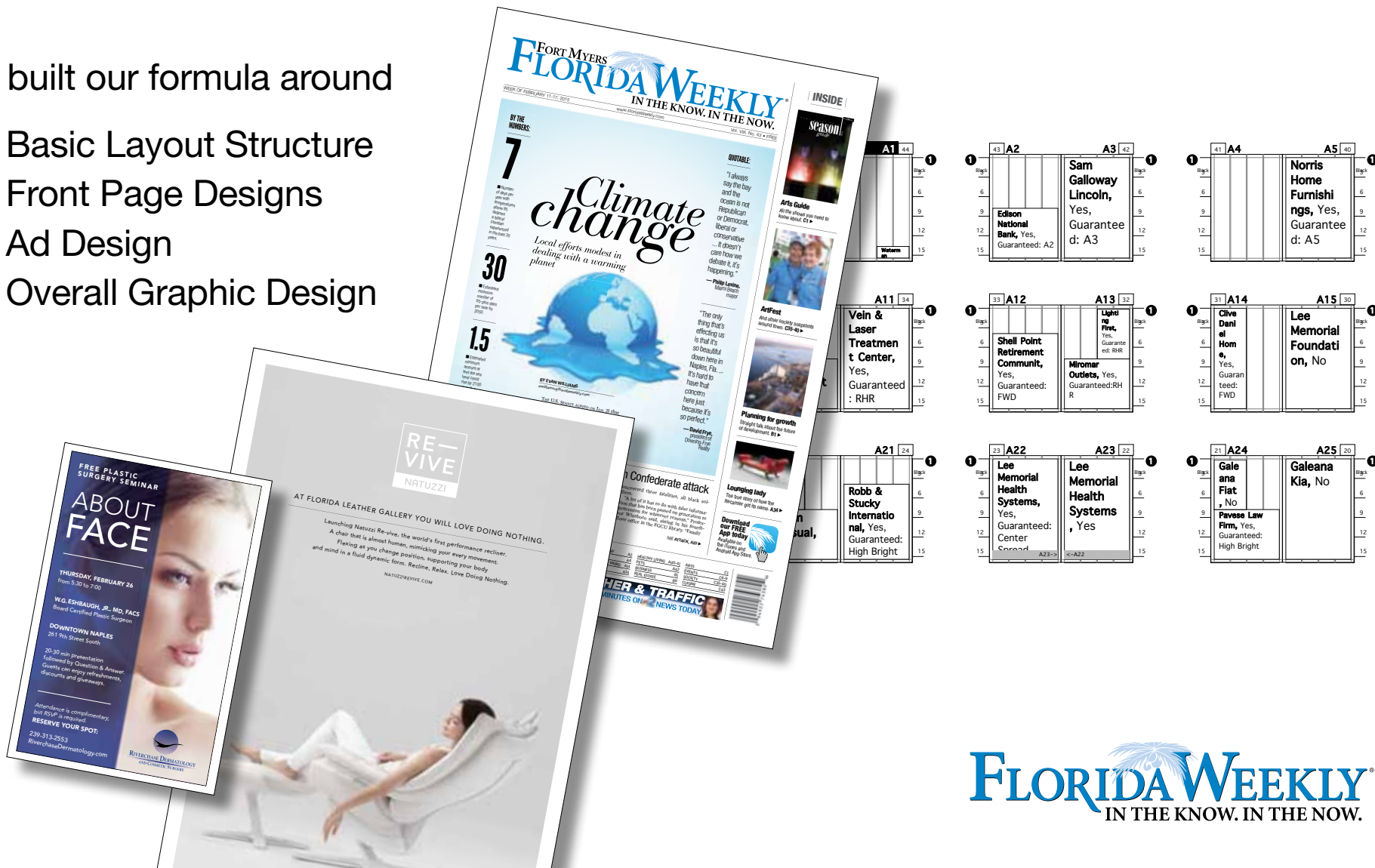
DESIGN, DESIGN, DESIGN



# Most often newspapers focus on content and circulation often forgetting design.

We built our formula around

- Basic Layout Structure
- Front Page Designs
- Ad Design
- Overall Graphic Design



# On going quality improvement programs are part of our DNA



- Rigorous “sales academy” for all new associates
- Online certification courses on effective ad copy writing and design
- In-depth needs analysis consultative sales program
- Quality improvement program for special news and advertising sections
- Unique special sections with themes such as healthy living, restaurant dining, spring training, etc
- Added new products for 2016
- Been awarded best weekly newspaper in Florida for many years
- Compete directly with the largest daily newspapers in the state for best content
- News staff and page designers worked tirelessly to create more engaging and informative stories to connect with our more than 200,000 readers
- *The Society of Professional Journalists* named *Florida Weekly's* Athena Ponushis Florida Journalist of Year.

# *Florida Weekly* constantly initiates the creation of a better work environment for our employees



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- More than 60 full- and part-time employees
- Work from home where employees care for young children or aging parents.
- Generous benefits package that includes health and life insurance, a generous leave policy, vacation, sick leave and other benefits
- Employees work with the latest technology
- Encouraged to be innovative



# We use technology every day to improve our business



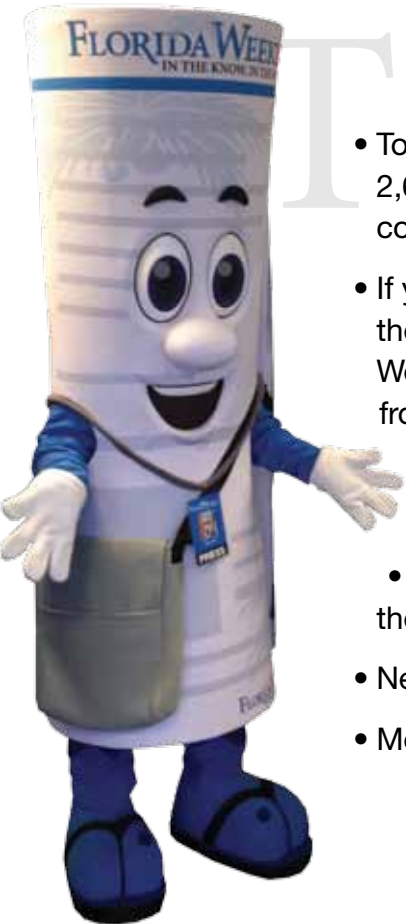
- Technological leader in the media arena in Southwest Florida
- Continue to engage with readers
- Smartphone and tablet apps are available on all platforms.
- *Florida Weekly* continues to engage with readers by giving them breaking news items, photos of our community in action and contests to entertain and enrich.
- Constantly updating computer design, pagination, editing, and sales and marketing systems.
- Connected electronically through a series of land-based and cloud-based servers.
- Editorial meetings are held via video-chat.
- Sales staff uses iPads to demonstrate how *Florida Weekly's* various electronic platforms work as well as play promotional videos or show new products.
- Deployment of new digital audience extension products.

# We distinguish ourselves in our communities we serve

- Committed to giving back to the community
- All of the owners are local residents
- We value our community and understand that our success is as much the community's success.
- Last year *Florida Weekly* employees participated in numerous community events
- Our photographers are at major and minor events in Southwest Florida
- Our reporters and editors speak to local groups on politics, the environment, general news, the arts and many other topics.
- We moderated events and tutored children on journalism.
- *Florida Weekly* made a Major Gift to Golisano Children's Hospital and provided cash sponsorships to, among others, the American Cancer Society, the Soup Kitchen Benefit, Cattle Barron's Ball, Pace Center for Girls, Florida Repertory Theatre and many other local charities.
- In 2016, *Florida Weekly* sponsored more than 100 events with 442 display ads



# We distinguish ourselves through marketing



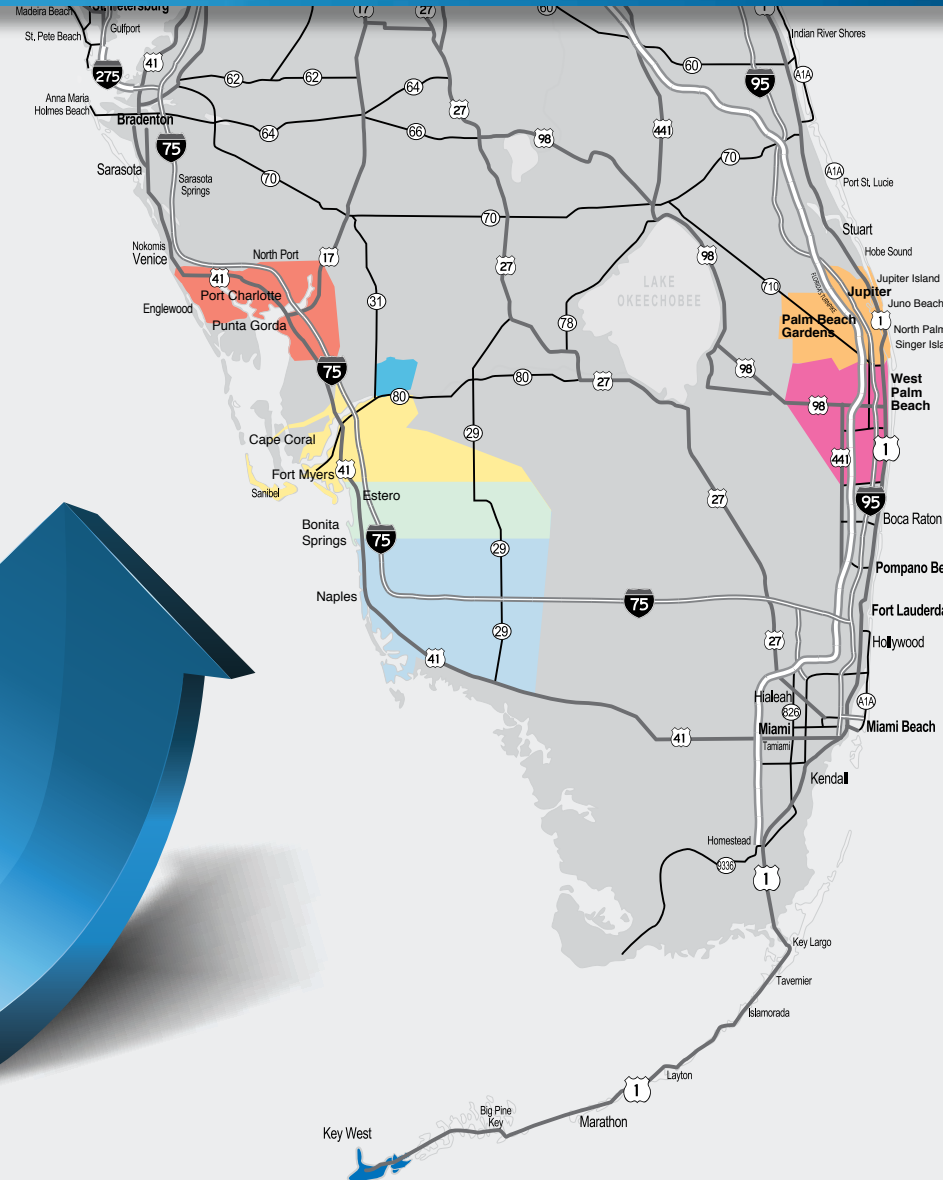
- Touched by *Florida Weekly's* brand through 2,692 news racks or stands all over the community
- If you've been to any event in our markets in the past year, you've probably run into a Florida Weekly photographer, had your picture taken in front of a *Florida Weekly* backdrop, or ran into Paperboy, *Florida Weekly's* 8-foot mascot.
  - *Florida Weekly* commercials
    - *Florida Weekly* Presentation Editor Eric Raddatz is a regular on the Thursday 11 a.m. newscast, also on NBC-2.
  - Nearly 85,000 people liked us on facebook
  - More than 75,000 people have downloaded our tablet app



# We are built for growth with continued planned expansion

- In late 2013, *Florida Weekly* added a newspaper to cover West Palm Beach and Palm Beach Island.
- In 2016, *Florida Weekly* introduced two new products with Key West and a joint venture partnership in Babcock Ranch.
- *Florida Weekly* is remodeling its office to add about 1,000 square feet of office space to accommodate an increasing workforce.
- Since the company's inception in 2007, it has added eight new newspapers in five Florida counties, increased employment six-fold and return more than \$22 million to the community in the form of employee wages.

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# Partnerships with local organizations/individuals promoting business in Florida

- Florida Weekly partners with a variety of venues
- Partnered with Lee County government
- We run editorial and advertising in our other markets for our Lee County advertising partners in the symphony, theater, arts, business and real estate.



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- ArtFest Fort Myers,
- Florida Repertory Theatre
- Barbara B. Mann Performing Arts Hall,
- Calusa Blueway Paddling Festival
- Spring Training for the Twins and Red Sox to name just a few

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**D12 | SPRING TRAINING GUIDE |** WEEK OF FEBRUARY 19-26, 2014

# Red Sox FAQ

- When are the games?** There are 27 spring training games from Feb. 27 to March 31. Games are held at JetBlue Park from 10 a.m. to 4 p.m. Free will pitch entry fee. Season tickets are available. For more information, visit [www.bostonredsox.com](http://www.bostonredsox.com).
- What if I don't see the game I want to see?** If you miss a game, don't worry. The Red Sox have a "Rain or Shine" guarantee. If a game is postponed due to weather, it will be made up at a later date. For more information, visit [www.bostonredsox.com](http://www.bostonredsox.com).
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# jetBlue Park

Spring Training Home of the Boston Red Sox

# Park

the Boston Red Sox

# SPRING TRAINING GUIDE | D13

WEEK OF FEBRUARY 19-26, 2014

## TEAM LOCATOR

Find your team's location in the stadium. The map shows the seating areas for each team, including the Red Sox, Yankees, and other MLB teams.

## Schedule

The Red Sox at JetBlue Park

Date	Time	Opponent
Fri, Feb. 28	7:05 p.m.	MLB Doubleheader
Sat, Mar. 1	1:05 p.m.	Mariners
Sat, Mar. 1	7:05 p.m.	Mariners
Sun, Mar. 2	1:05 p.m.	Mariners
Sun, Mar. 2	7:05 p.m.	Mariners
Mon, Mar. 3	1:05 p.m.	Mariners
Mon, Mar. 3	7:05 p.m.	Mariners
Tue, Mar. 4	1:05 p.m.	Mariners
Tue, Mar. 4	7:05 p.m.	Mariners
Wed, Mar. 5	1:05 p.m.	Mariners
Wed, Mar. 5	7:05 p.m.	Mariners
Thu, Mar. 6	1:05 p.m.	Mariners
Thu, Mar. 6	7:05 p.m.	Mariners
Fri, Mar. 7	1:05 p.m.	Mariners
Fri, Mar. 7	7:05 p.m.	Mariners
Sat, Mar. 8	1:05 p.m.	Mariners
Sat, Mar. 8	7:05 p.m.	Mariners
Sun, Mar. 9	1:05 p.m.	Mariners
Sun, Mar. 9	7:05 p.m.	Mariners
Mon, Mar. 10	1:05 p.m.	Mariners
Mon, Mar. 10	7:05 p.m.	Mariners
Tue, Mar. 11	1:05 p.m.	Mariners
Tue, Mar. 11	7:05 p.m.	Mariners
Wed, Mar. 12	1:05 p.m.	Mariners
Wed, Mar. 12	7:05 p.m.	Mariners
Thu, Mar. 13	1:05 p.m.	Mariners
Thu, Mar. 13	7:05 p.m.	Mariners
Fri, Mar. 14	1:05 p.m.	Mariners
Fri, Mar. 14	7:05 p.m.	Mariners
Sat, Mar. 15	1:05 p.m.	Mariners
Sat, Mar. 15	7:05 p.m.	Mariners
Sun, Mar. 16	1:05 p.m.	Mariners
Sun, Mar. 16	7:05 p.m.	Mariners
Mon, Mar. 17	1:05 p.m.	Mariners
Mon, Mar. 17	7:05 p.m.	Mariners
Tue, Mar. 18	1:05 p.m.	Mariners
Tue, Mar. 18	7:05 p.m.	Mariners
Wed, Mar. 19	1:05 p.m.	Mariners
Wed, Mar. 19	7:05 p.m.	Mariners
Thu, Mar. 20	1:05 p.m.	Mariners
Thu, Mar. 20	7:05 p.m.	Mariners
Fri, Mar. 21	1:05 p.m.	Mariners
Fri, Mar. 21	7:05 p.m.	Mariners
Sat, Mar. 22	1:05 p.m.	Mariners
Sat, Mar. 22	7:05 p.m.	Mariners
Sun, Mar. 23	1:05 p.m.	Mariners
Sun, Mar. 23	7:05 p.m.	Mariners
Mon, Mar. 24	1:05 p.m.	Mariners
Mon, Mar. 24	7:05 p.m.	Mariners
Tue, Mar. 25	1:05 p.m.	Mariners
Tue, Mar. 25	7:05 p.m.	Mariners
Wed, Mar. 26	1:05 p.m.	Mariners
Wed, Mar. 26	7:05 p.m.	Mariners

# 2.17

#WILLKOMMEN IT #EAT IT

So, you're new to the area? Welcome to the community! We have a lot to offer, including delicious food and drinks. Join us for a special event on February 17th, where we'll have a variety of food trucks and live entertainment. It's a great way to meet your neighbors and enjoy the outdoors.

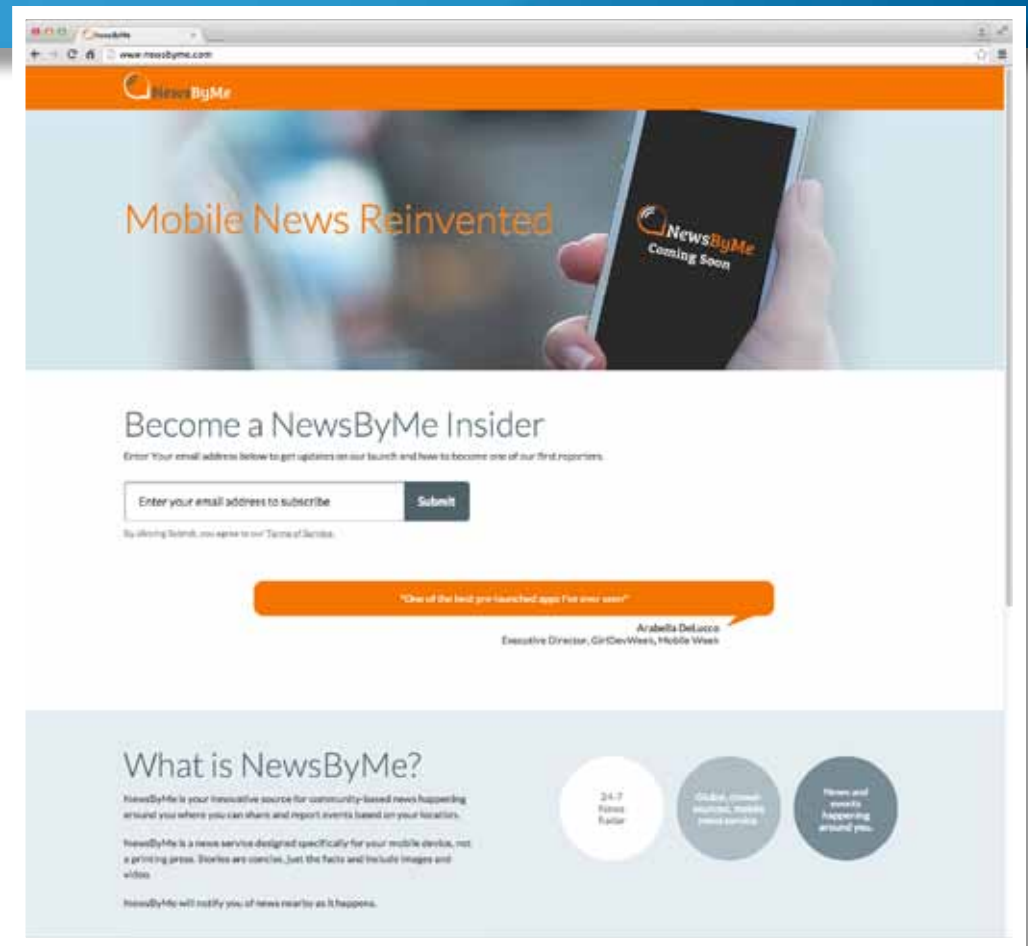
# FLORIDA WEEKLY

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# We try harder

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- Today's ever changing competitive media landscape for both print and digital,
- Constantly looking for ways to innovate and be ahead of the consumer.
- Last year, executives of *Florida Weekly* will release a pilot test project called *NewsByMe*.
- *NewsByMe* was an industry first news service designed specifically for your mobile device, not a printing press.
- Stories will be concise, just the facts and include images and video.
- Project has opportunities to evolve into new things





# Florida Weekly Digital

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## Dashboard

Dashboard Log Out

### Advertiser Campaign Reporting

Grid Color: Blue

Select Advertiser: Sample Yoga  
Select Report Type: Data Elements  
Date Range: 1/1/2016 To 12/31/2016  
Search Within Results:   
Show Me the Data

Data Element	Impressions	Cost	CPM	Clicks	CTR	VTR
(third party data exclusions)	100,481	401.72	85	3,095	3	
demographics > gender > females > confident	21,622	87.29	30	6,137	8	
demographics > gender > females > extreme	18,157	76.83	19	3,098	8	
Demographics > Age and Gender Combinations > 45-54 Female	11,908	65.43	4	3,034	9	
Interest > Shopping > Fashion	11,189	44.86	3	3,027	9	
Interest > Health, Beauty & Personal Care > Fitness	10,901	40.40	4	3,033	9	
Demographics > Gender > Female	10,634	42.54	5	3,047	9	
	8,318	81.27	6	3,079	9	
	6,527	34.11	5	3,039	9	
	7,212	29.81	9	3,134	9	
	7,209	28.82	5	3,069	9	
	6,943	27.78	4	3,056	9	
	6,812	26.45	9	3,136	9	
	6,784	24.56	12	3,187	9	
	6,766					
	6,766					
	4,343					
	4,305					

**Boost Post**

**Destination Boat Club**

Location: Living in Sunset Shores, Cape Coral (428 mi), Fort Myers (425 mi), Key West (425 mi), Naples (425 mi), Florida

Interests: Boating and Fishing, Fishing, Recreational Boat, Fishing, Boats in Boating, Fun, 18-25+

Age: 18-25+

See All 119

**BUDGET AND DURATION**

Total Budget: \$10.00

Increasing your budget to \$75.00 will reach more people over the busy holiday season.

Estimated People Reached: 5,000 - 6,766 people

Review your audience to add budget for additional reach.

**Fort Myers Florida Weekly**

Enjoy \$500 OFF one time initiation fee with Destination Boat Club! Available in Cape Coral, Naples & Key West! Call 239-943-6433 to sign up today!

**Destination Boat Club at Tropic in Cape Coral**

Destination Boat Club at Tropic Point Marina in Cape Coral

Destination Boat Club at Tropic Point Marina in Cape Coral

4,300 people reached

Like · Love · Comment · Share

Female: 100% Male: 0%

Age: 18-25+ 26-34 35-44 45-54 55-64 65+

Interests: Boating and Fishing, Fishing, Recreational Boat, Fishing, Boats in Boating, Fun, 18-25+

See All 119

**2017 RED SOX SPRING TRAINING OPEN HOUSE**

Free and Open to the Public

Event includes: player autographs, audio made summerfest food & the chance to win game tickets, discounted concessions, kids activities & activities, self-guided tours, and more!

February 18th 11AM - 3PM

LEARN MORE

Jedlin Park at Fenway South  
11000 Fenway South Drive, Fort Myers, FL 33913

**Breakfast with Wally & Taz**

What more fun at the open house? Join us for breakfast with Wally & Taz! From 9-11 AM, "Open House" at 11000 Fenway South to meet the mascots!

**Get your 2017 Spring Training tickets today!**

Tickets are now available for the 2017 Spring Training!

- Display Banners with Retargeting
- Video/Audio
- All Devices: Desktop, Mobile/Tablet & In-App Digital Ads
- Email
- Social Media



# Questions & Answers

