



# The Power of Special Publications: *Revenue Case Studies*

Let's talk about some newspapers who have increased their revenue by adding special sections, new titles, community partnership, developing new audiences, and other tactics.

# Publication Printers<sub>corp.</sub>

Quality Web Printing

- 40-year family owned company
- National leader in publisher-focused print, manufacturing, and marketing strategies.
- Serving over 1000 titles, including dozens of newspapers, by offering world-class solutions in printing & cost saving ideas.

# Case Study 1: Local Map

- 1. Generated over \$61,000 in one year from the map**
2. Used an existing map
3. Optimized to fit our printing process to drop costs and time
4. Used paid interns to develop the entire project
5. Sold ad slots at an average of \$500 per spot

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# Case Study 2: Regional Magazine

- 1. Now largest circulating magazine in its region (20,000+ paid copies)**
2. Brand new content and medium to reach different segments of their audience
3. Optimized to fit our printing process to ensure the best ROI
4. Used existing staff to reduce overhead
5. Gave existing sales staff opportunity to cross-sell

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# Case Study 3: Specialty Magazine

- 1. 70,000+ readers per issue, 90% pick-up rate off racks,  
NOW hosting annual women's expo**
2. Brand new content and delivered in newspaper AND as a standalone piece
3. Uses local contributors to help reduce costs and further the local-mindedness
4. Produced a special mailing to niche audience to create sense of exclusivity
5. Generates other revenue options, like a wedding guide and a local women's expo

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# Easier-to-Start Special Section/Magazine Options

- Church Guide
- College Prep Mag
- Culture Attractions Mag
- Event Guide
- Gallery Guide
- High School Prep Mag
- Kids Mag
- Legislative Guide
- Lifestyle Mag
- Marijuana Publication
- TV/Movie Guide
- Oil & Gas Mag
- State Road Trips Mag
- Visitor's Guide

## TIP

If you have never done a special section before, ask other local publications for ideas, or ask our marketing team, and they can help you figure out how to start one!

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# Advanced Special Section/Magazine Options (tie into events)

- **Ag/Animal Services Guide** – *Trade show with local vendors & charity giveaway*
- **“Best Of” Mag** – *Award event with charity giveaway, local catering, & local vendors*
- **Chamber Guide/Map** – *Business showcase/expo with job fair & scholarship giveaway*
- **Food/Drink Guide/Map** – *Farmers Market with charity giveaway & other local vendors*
- **Home/Real Estate Guide** – *Parade of homes or home improvement show with local vendors*
- **Sports & Recreation Mag** – *Expo with fun activities, scholarship giveaway, & local vendors*
- **City/State Map** – *Scavenger hunt with completion awards, sponsors, & charity giveaway*
- **Wedding Mag** – *Business/services expo with giveaways, local vendors, & fun activities*
- **Women in Business Mag** – *Award event with charity giveaway, speakers, & local catering*

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# Food for Thought to Save on Printing Costs

- Gang-run printing
- Think about your printer's ideal specs – *Ask your printer what is most efficient for them. For example, ask your printer if sticking to certain page increments and paper options, or printing during a certain time of the month, will save you money.*
- Templates – *Create a design that is quick and easy to customize for each issue*
- Tie in Events to increase exposure and revenue
- Tie it to an organization that will profit from the event – *People are driven by causes, and supporting an organization or cause through your pubs and events tends to increase engagement and interaction*
- Tie it to a scholarship – *Young people are a huge part of a local community, and supporting them with scholarships, endowments, and donations is another great way to increase engagement and readership*

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# For more information or questions:



**Danny Pacheco**

Sales Representative  
Publication Printers Corp.

[Danny.Pacheco@publicationprinters.com](mailto:Danny.Pacheco@publicationprinters.com)

[www.PubPrinters.com](http://www.PubPrinters.com)

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