



NEWS INDUSTRY SUMMIT

September 14, 2016

Peter Newton
Chief Revenue Officer, GateHouse
CEO, Propel Business Services

GateHouse Media is the largest publisher of locally-based print and online media in the US

GateHouse has more than doubled in size in the past two years, and will continue to expand its US footprint through acquisitions.

Portfolio Overview⁽²⁾

100%

OF OUR DAILY
NEWSPAPERS HAVE
BEEN PUBLISHED FOR
MORE THAN 50 YEARS



620

BUSINESS & COMMUNITY
PUBLICATIONS

125

DAILY
NEWSPAPERS



520+

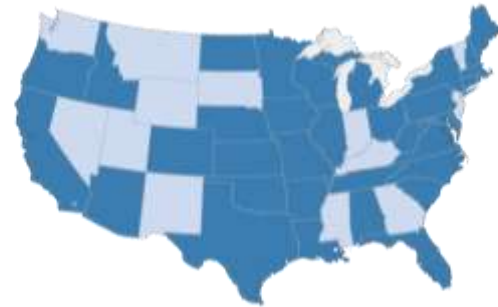
RELATED
WEBSITES

PROPEL
MARKETING

DIGITAL MARKETING
SERVICES BUSINESS

GateHouse Reach⁽²⁾

OPERATE IN OVER 520 MARKETS
ACROSS 35 STATES

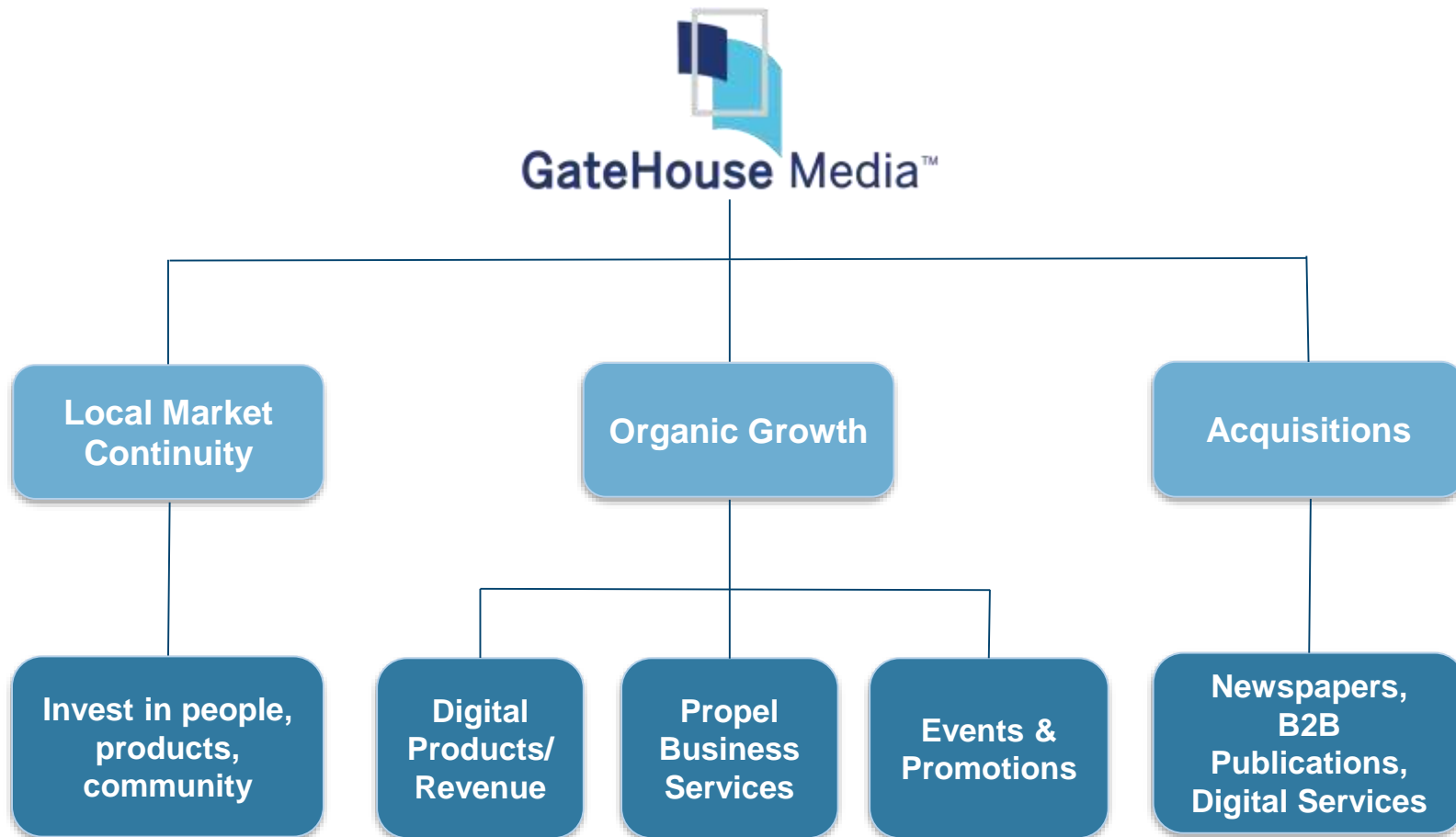


REACH 20 MILLION
PEOPLE ON A WEEKLY BASIS



SERVE OVER
195K
SMALL &
MEDIUM
BUSINESSES

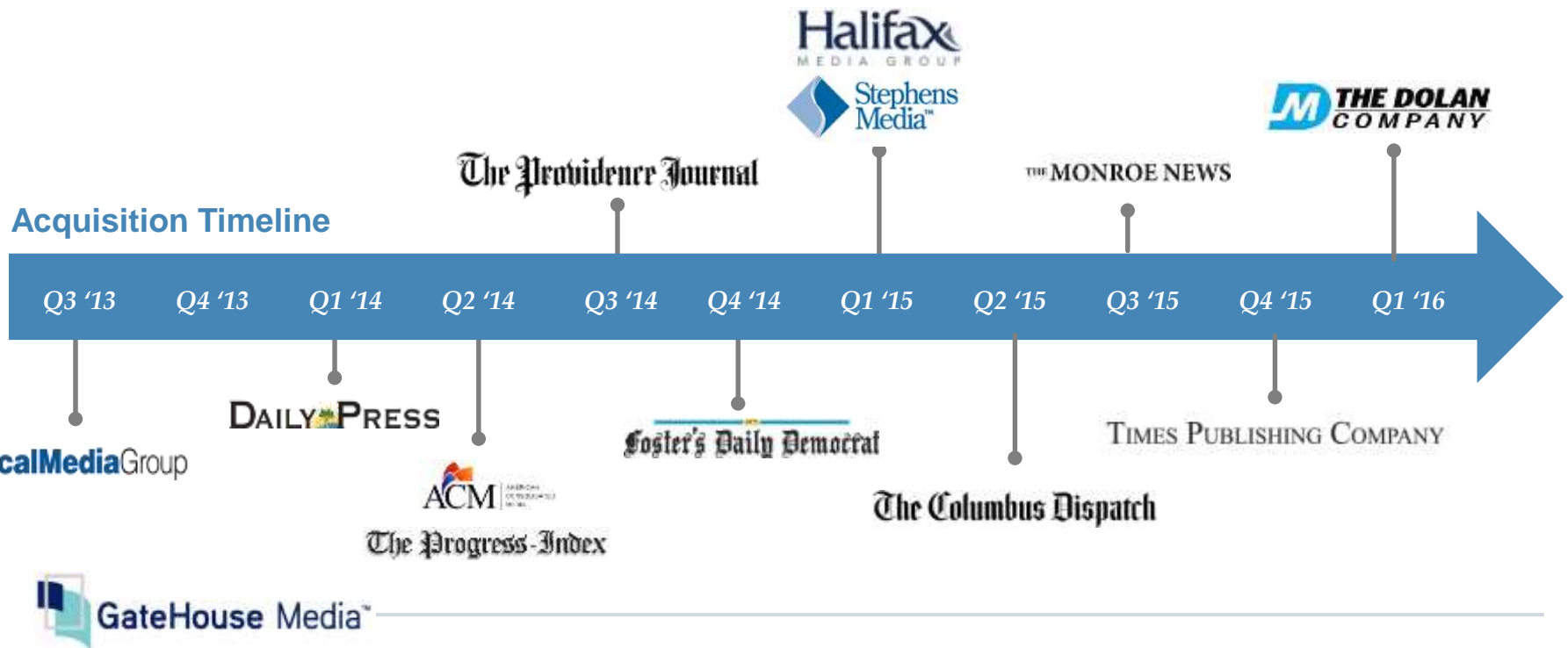
Growth Strategy



\$638 Million in completed acquisitions

Believe strong local news brands, at attractive price, offer long term opportunity

- Strategic revenue and operational initiatives core to value proposition
 - Centralized services enable continued focus and investment in strong, local reporting
- Digital business services and live events deliver new revenue streams
 - Increasingly national footprint supports new business launches, at scale
- Stated intent to complete \$1 billion in acquisitions by the end of 2016



Acquisition of Dolan Publishing, then Journal Multimedia. All now re-branded as BridgeTower Media

Boston

Providence

Long Island

Baltimore

Richmond

Charlotte

Columbia

Rochester

Detroit

Milwaukee

Minneapolis

St. Louis

Kansas City

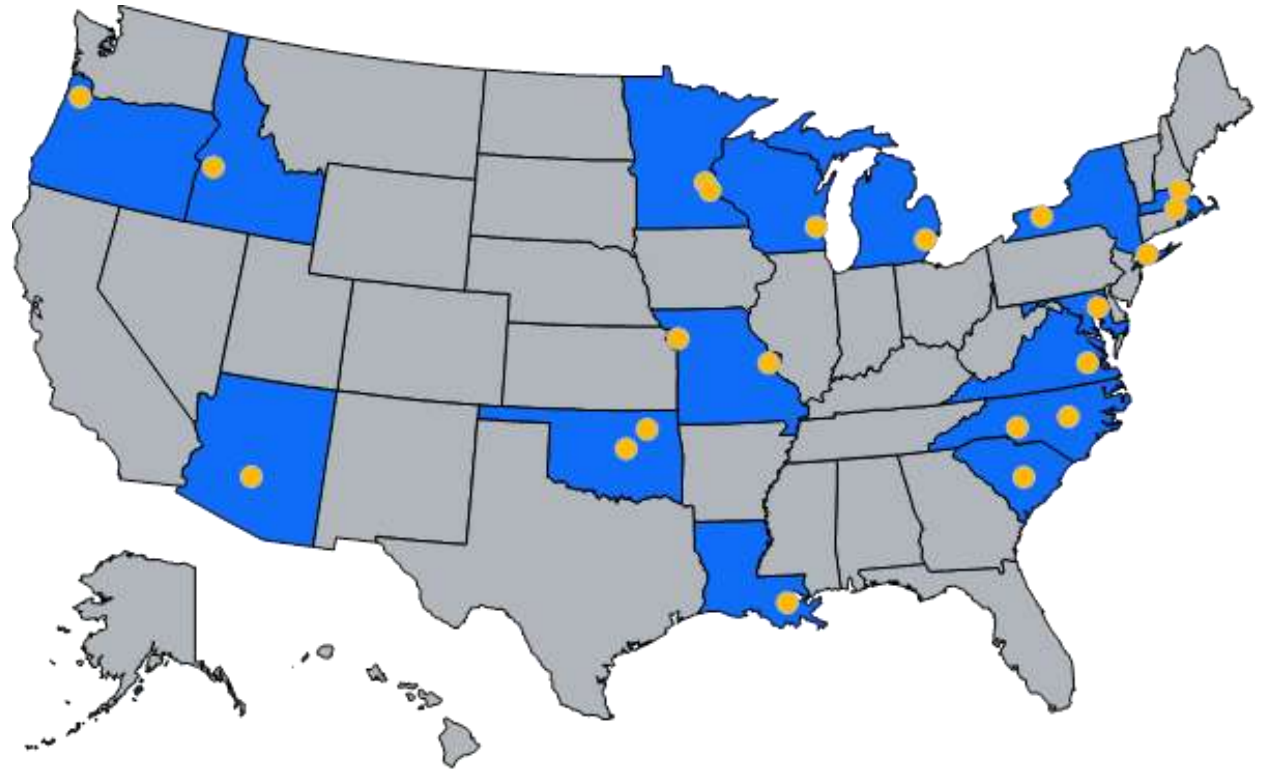
Oklahoma City

New Orleans

Phoenix

Boise

Portland



Locally focused B2B portfolio

Aligns with Propel Marketing and GateHouse Live Events



Transforming our newsrooms

Digital journalism training, enterprise-wide

Poynter certificate program, customized for GateHouse Media

Bi-monthly webinars

Digital tools training

Tout; ScribbleLive; parse.ly

‘Digital Next’ initiative

25 Largest newsrooms

Establish digital specialists: social, mobile, audience

Focus on layered, multi-platform storytelling

Editor’s Conference (April 2016)



Center for News & Design: Austin, TX

Copy editing, page design for
hundreds of GateHouse papers
and websites

Niche content services

Digital product development

Commercial services



Herald-Tribune | Tampa Bay Times

A TIMES/HERALD-TRIBUNE INVESTIGATION

Insane. Invisible. In danger.

Florida cut \$100 million from its mental hospitals. Chaos quickly followed.

Florida's state-funded mental hospitals are supposed to be safe places to care for people who are a danger to themselves or others. But years of neglect and deep budget cuts transformed them into

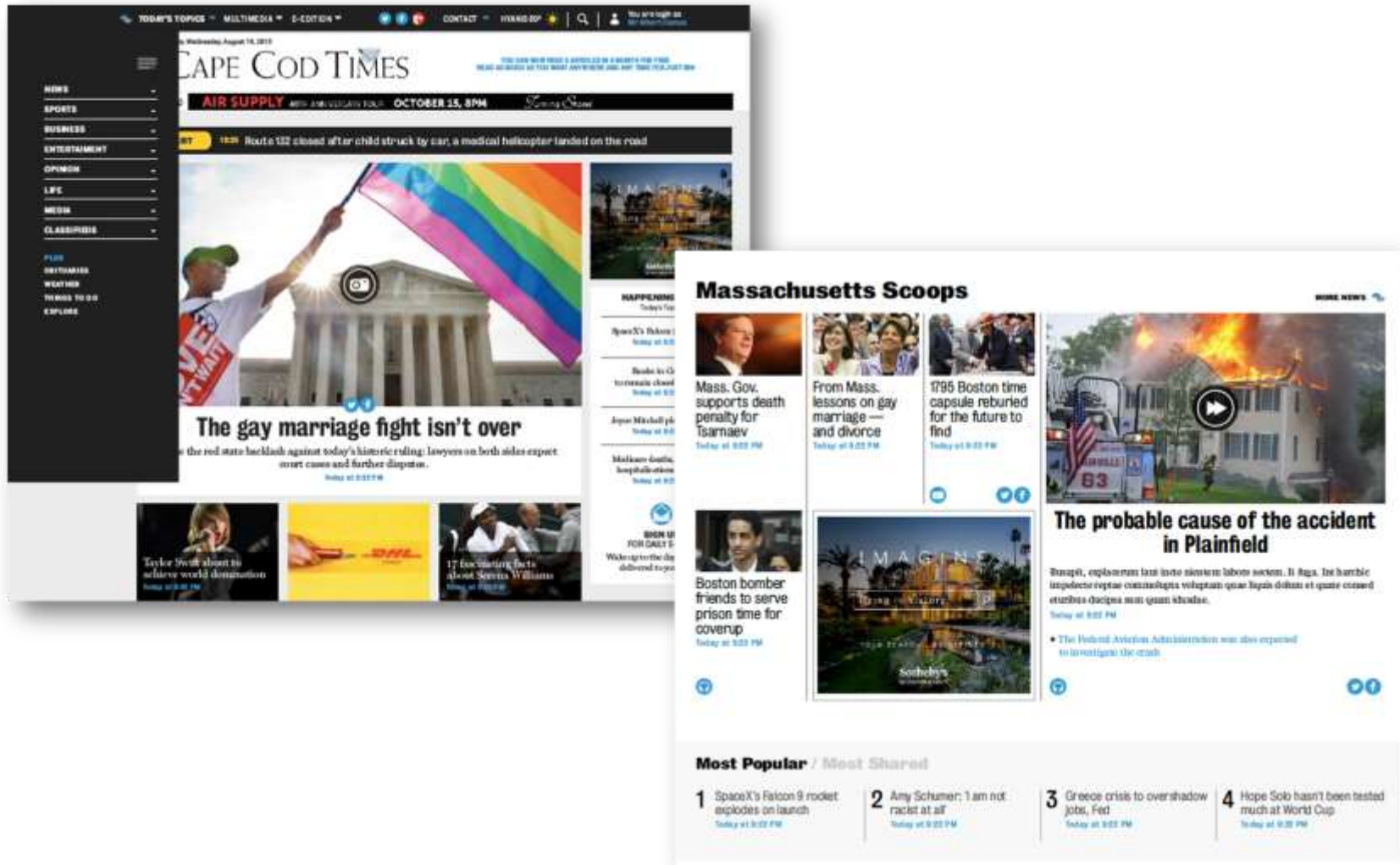
Herald-Tribune

Shrouded
in secrecy

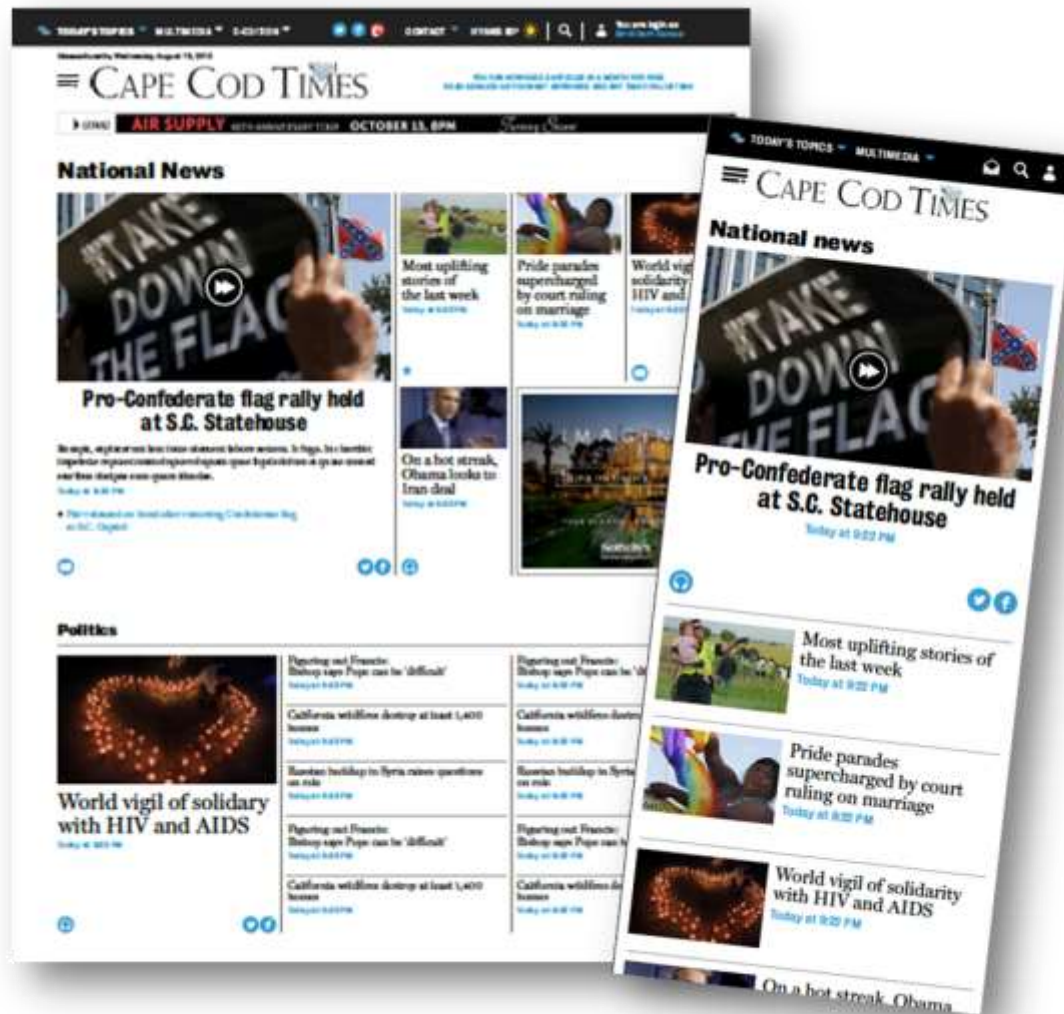
A John...
investigation...
report...

[illegible]

Site Redesign: Improve consumer, advertiser UX



Fully responsive



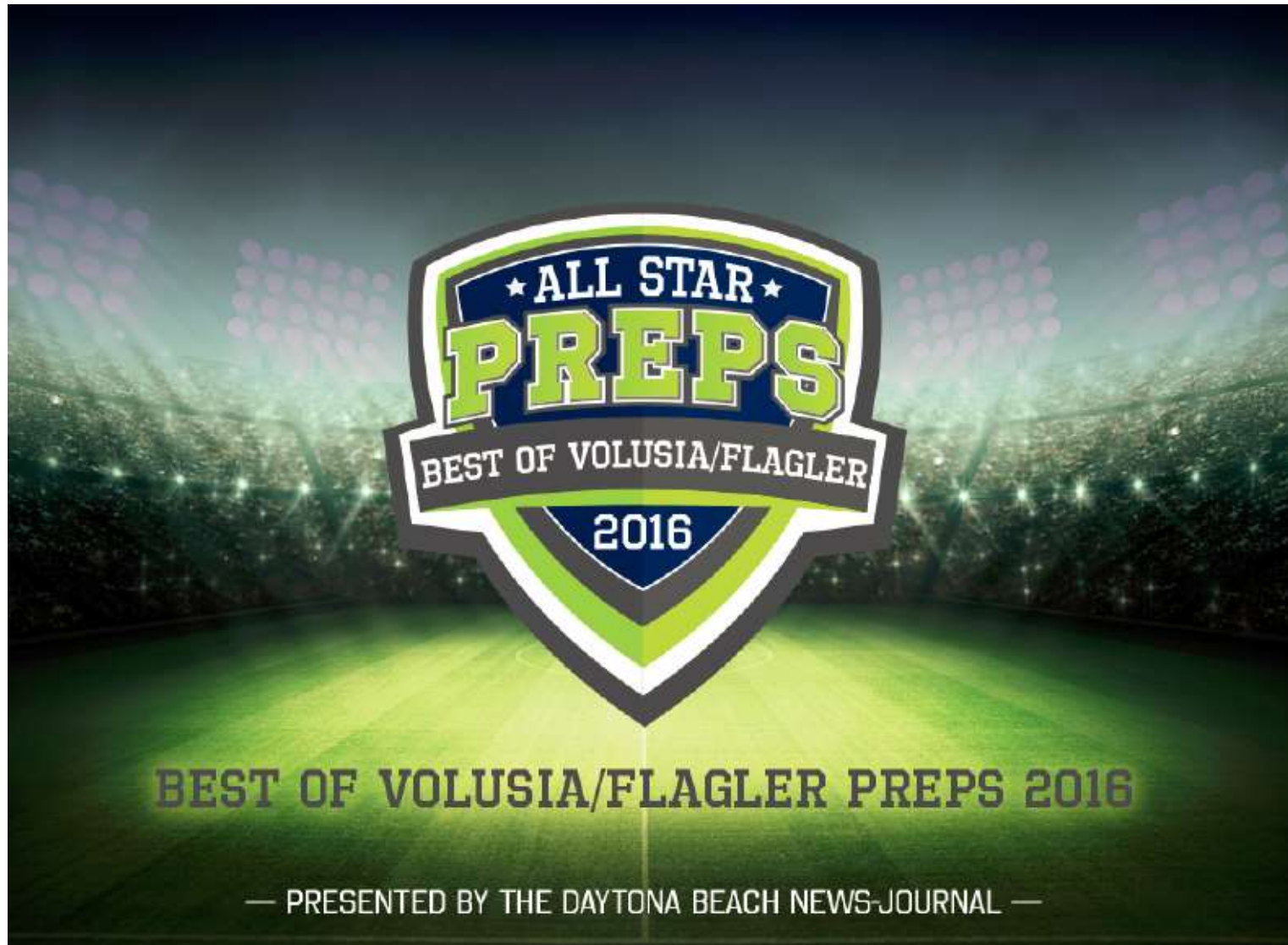
Designed for photos, video, social media



GateHouseLive produces events at scale across the US



Four core events are supplemented with ad hoc promotions



GateHouse Live

Created events division led by Jason Taylor (summer 2015)

Dedicated team

www.gatehouselive.com

Launching 19 new events in 2016

Event-in-a-box support for smaller markets, available online

Columbus Dispatch: 60th annual Spring Home & Garden Show



...and Virtual Events

“Recommitted” to our
Second Street partnership

Dedicated team

Aggressive growth goals (revenue
and database)

The Ultimate Florida
Vacation Sweepstakes

Partnership with Daytona Speedway
and MRN

100K+ entries

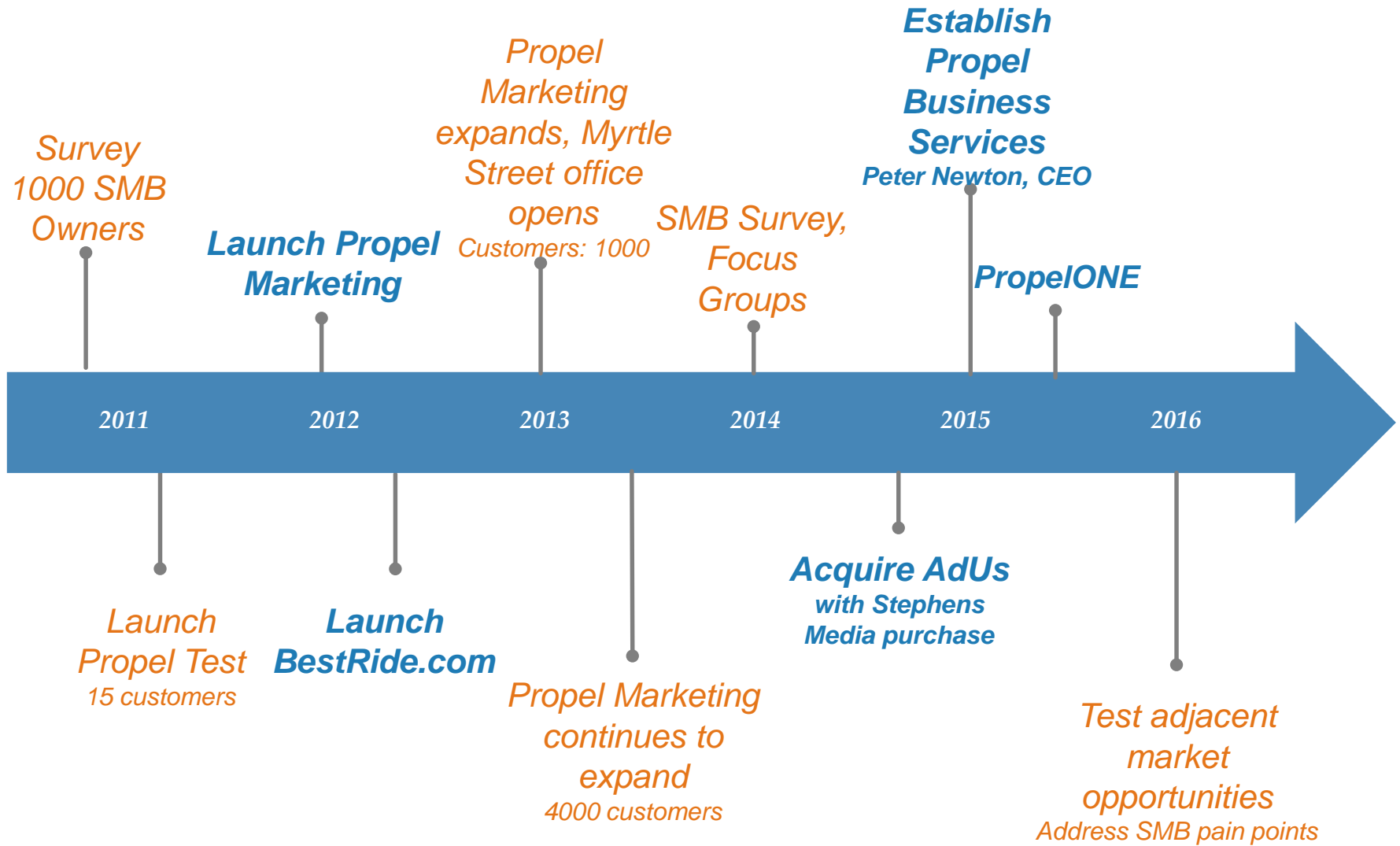
Integrating live and virtual
events



We are celebrating and rewarding our field Promotions leaders

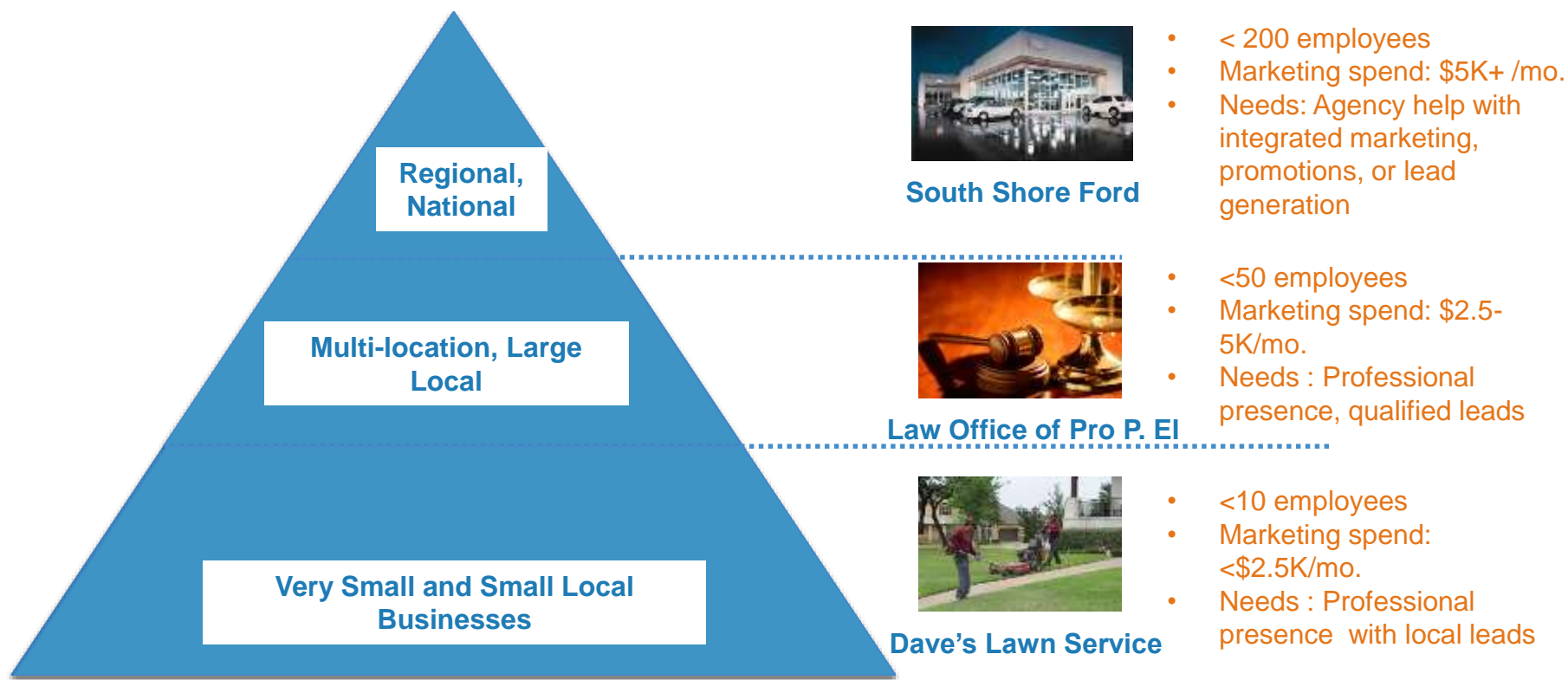


Evolution of Propel Business Services



The market opportunity is huge

28mm small businesses spending \$1000 per year on digital marketing



Propel Marketing is now a US leader in digital marketing services

- **Comprehensive digital marketing suite**
- **World-class customer service**
- **Complete transparency with results, translated for SMB**
- **Recently became Google AdWords PSP (April, 2016) after only 4 years in business.**

1. BUILD A PRESENCE



RESPONSIVE WEBSITE DESIGN



MOBILE WEBSITE DESIGN



LOGO CREATION



E-COMMERCE

3. GROW CUSTOMER BASE



SEARCH ENGINE MARKETING



ONTARGET - DISPLAY ADVERTISING



RETARGETING



DIRECT EMAIL



FACEBOOK ADVERTISING



CUSTOM EMAIL PROGRAM

2. GET FOUND ONLINE



SEARCH ENGINE OPTIMIZATION



LIST OPTIMIZATION

ENGAGE WITH CUSTOMERS



SOCIAL MEDIA OPTIMIZATION



INTERACTIVE VIDEO



REPUTATION MONITORING



CALL TRACKING



LIVE CHAT LEADS

We are infusing Propel Marketing into truly integrated marketing solutions



When looking for their next car the average consumer turns to over 24 different sources of information from online, to traditional media, to video to social media, to friends.

To increase sales you have to take advantage of all the sources your customer uses to make a decision. They need to see your brand frequently and you need to

connect and interact with them in new ways just to get noticed.

BestRide's Connected Automotive Digital Marketing Services puts your brand in front of consumers where they are, when they want the information.

Which is imperative, because you have a very limited window:

12.5 HOURS

The average car buyer researches vehicles online for just 12.5 hours during their 3-month research stage
SOURCE: AUTO BUYER BEHAVIOR STUDY

24 VEHICLES

They narrow their decision down to a total of just 24 vehicles
SOURCE: POWER UP NEW AUTO BUYER STUDY

2 DEALERSHIPS

They visit an average of just 2 dealerships before buying
SOURCE: GOOGLETREND AUTO BUYER STUDY

BESTRIDE CONNECTS YOU WITH CAR BUYERS EVERY DAY, NO MATTER WHAT STAGE OF THE BUYING CYCLE THEY ARE IN.



INVENTORY MARKETING



At BestRide.com we know the automotive business is competitive enough. That's why we are the only online automotive marketplace where you can advertise your brand and inventory in a non-predatory environment. We provide maximum exposure without any of the pricing and ranking system games. Our goal is to drive more in-market car buyers to you for a lower cost per unit sold than the competition.

KEY FEATURES

- Dealer friendly – we do NOT conquest ANY of your profit centers
- Reach 23+ million car buyers on the BestRide publishing network each month
- Extensive promotion in over 550 local publications and the search engine for over 450 media websites with more than 200 automotive publishing partners
- Direct support for dealers to get the most out of their inventory marketing

77%

More than 3/4 of car buyers use 3rd party sites

45%

Car buyers spend almost 1/2 of their online research time on 3rd party sites

13 22

The number of 3rd party sites car buyers visit is growing

SOURCE: FORRESTER 2015 NEW AUTOMOBILE BUYER BEHAVIOR STUDY



MOBILE/VIDEO/DISPLAY



Place your brand in front of car buyers where they spend most of their time – the web. We'll help you connect with consumers through their many devices – whether mobile or tablet or desktop.

KEY FEATURES

- Target and re-target vehicle buyers and owners across all their devices – mobile, tablet and desktop
- Script writing, video editing, and video upload capabilities
- Re-Targeting capabilities based on ad tracking
- Ability to refine audience through Content Channels Mobile Devices Mobile Carriers App vs. Web Wi-Fi vs. Carrier Gateway Geography (State, DMA, Zip Code)

34% 33%

34% of car buyers use mobile, 33% use a tablet when researching a car.
SOURCE: POWER UP NEW AUTO BUYER STUDY

70%

70% of car buyers who use YouTube are influenced by videos. Views of vehicle test drives, features, options, and walk-throughs on video have doubled in the past year
SOURCE: GOOGLETREND AUTO BUYER STUDY

4/5

4 in 5 consumers want ads customized to their city, zip code, or immediate surroundings.
SOURCE: 2014



Propel Marketing acquired ThriveHive in March, giving us a deep tech platform

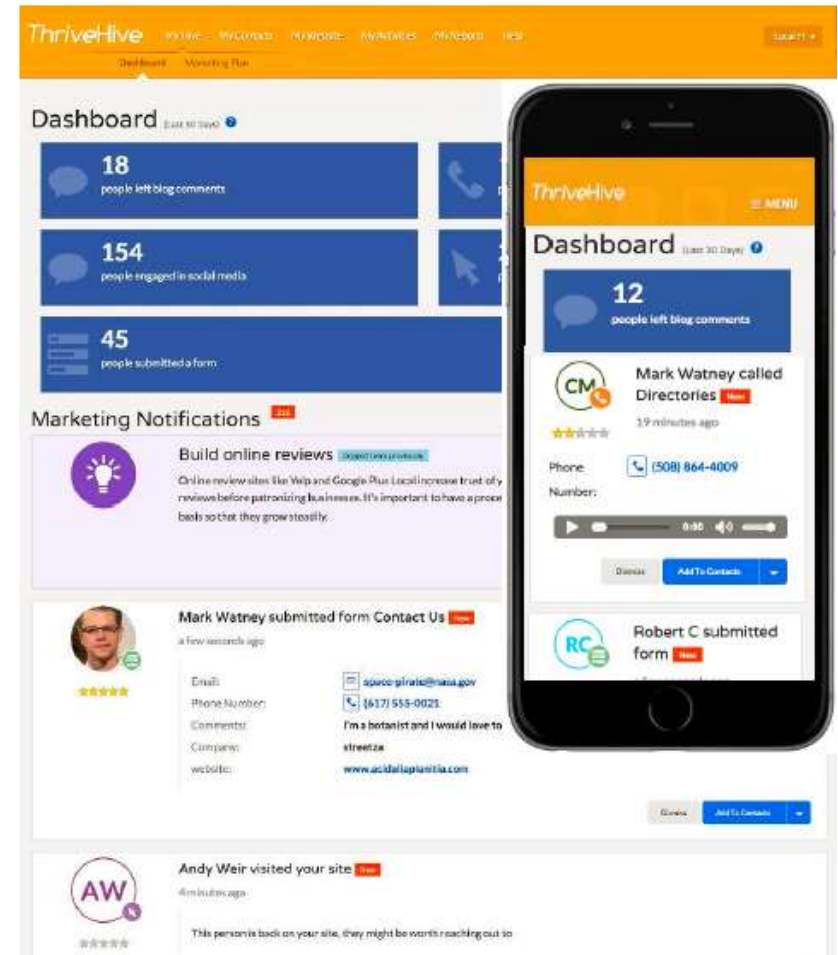
ThriveHive

Helping local service providers grow with
Guided Marketing

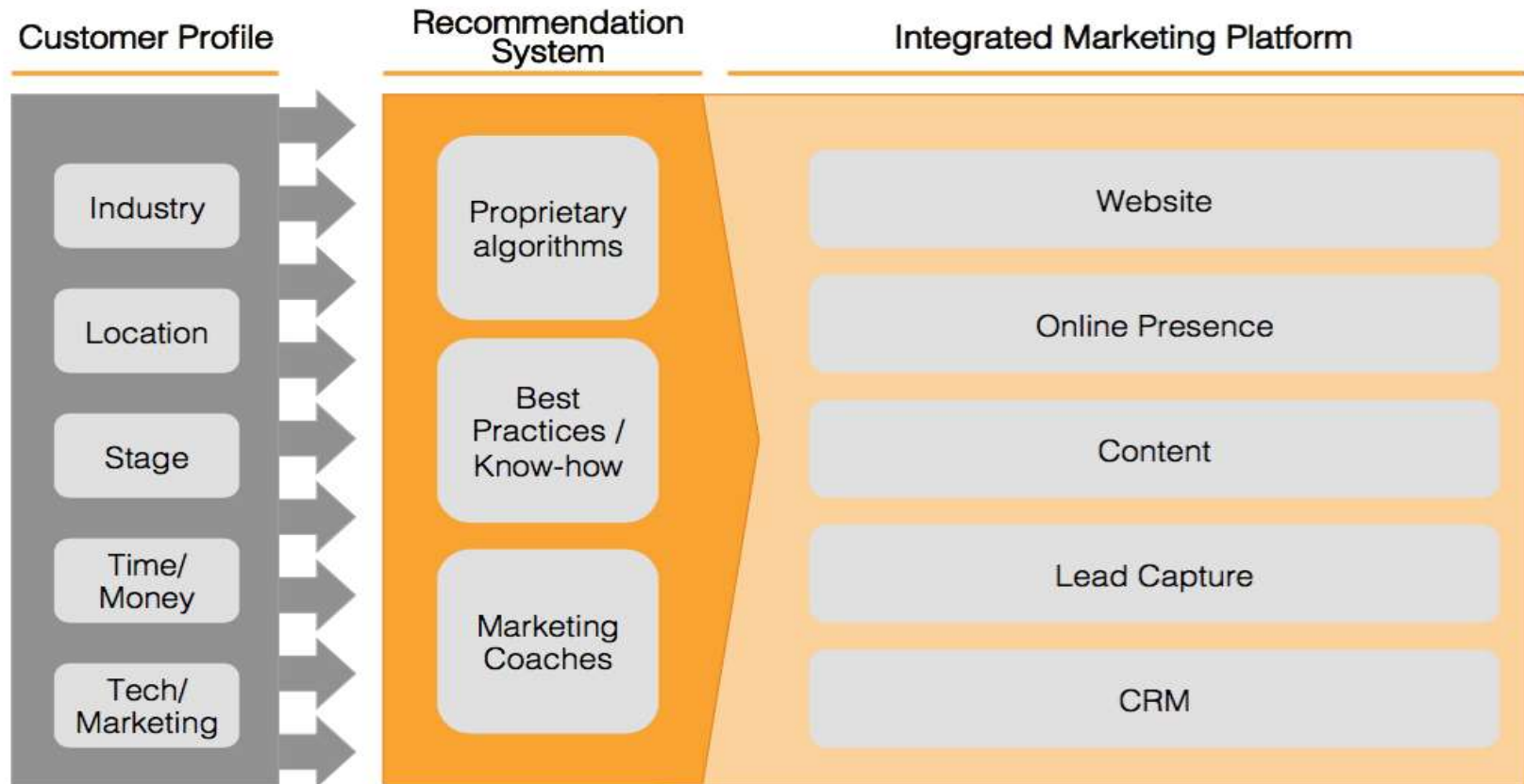


ThriveHive today aims squarely at the VSB

ThriveHive, the first
Guided Marketing
platform for SMB built
from the ground up



We will integrate the ThriveHive and Propel platforms into one



Propel Marketing's new outbound call center will drive customer growth

Propel Marketing Opens New Manchester Telesales Center

Governor Hassan, Mayor Gatsas joins ribbon-cutting celebration



PROPEL BUSINESS SERVICES solves for local business pain points

PROPEL BUSINESS SERVICES

MARKETING

Propel
Marketing

AdUs
(high-
spend)

BestRide
(vertical)

IT SERVICES

Small Biz

Mid-Sized
Biz

ACCESS TO CAPITAL

Propel
Business
Capital

Partner Pilots
(in progress)

MERCHANT PROCESSING

TBD

EMPLOYEE BENEFITS

TBD

Partner Pilots
(TBD)

GHS BUSINESS DATABASE

THANK YOU!

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