

PRINT DISRUPTOR



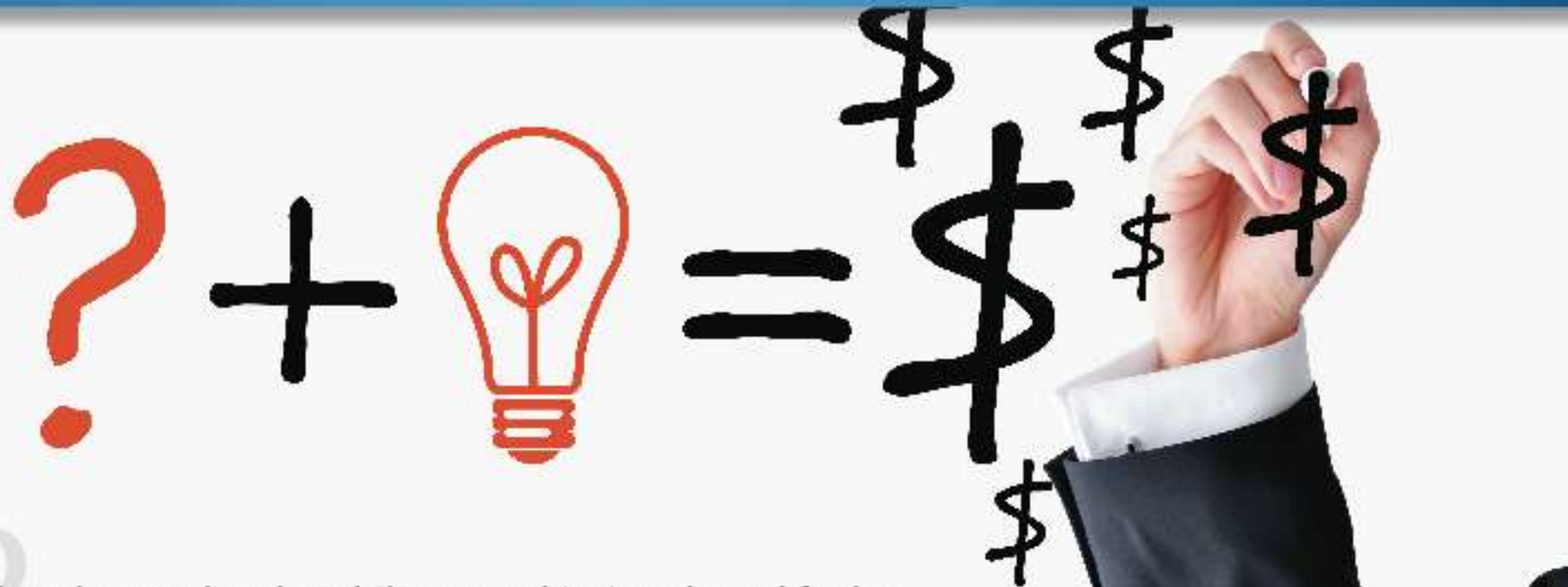
FLORIDA WEEKLY
IN THE KNOW. IN THE NOW.

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.



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



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- 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 2015
 - Best weekly newspaper in Florida for the past four 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

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We use technology every day to improve our business



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- Technological leader in the media arena in Southwest Florida
- Continue to engage with readers
- Smartphone app is 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.

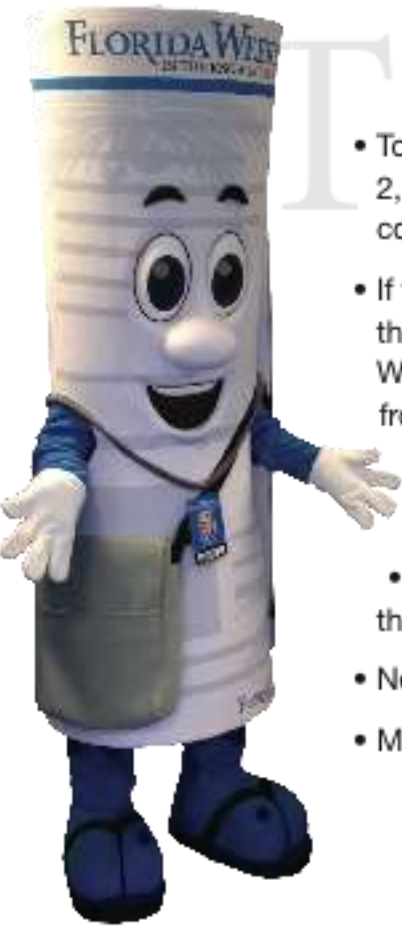
We distinguish ourselves in our communities we serve

- 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 2014, *Florida Weekly* sponsored more than 100 events with 442 display ads



We distinguish ourselves through marketing

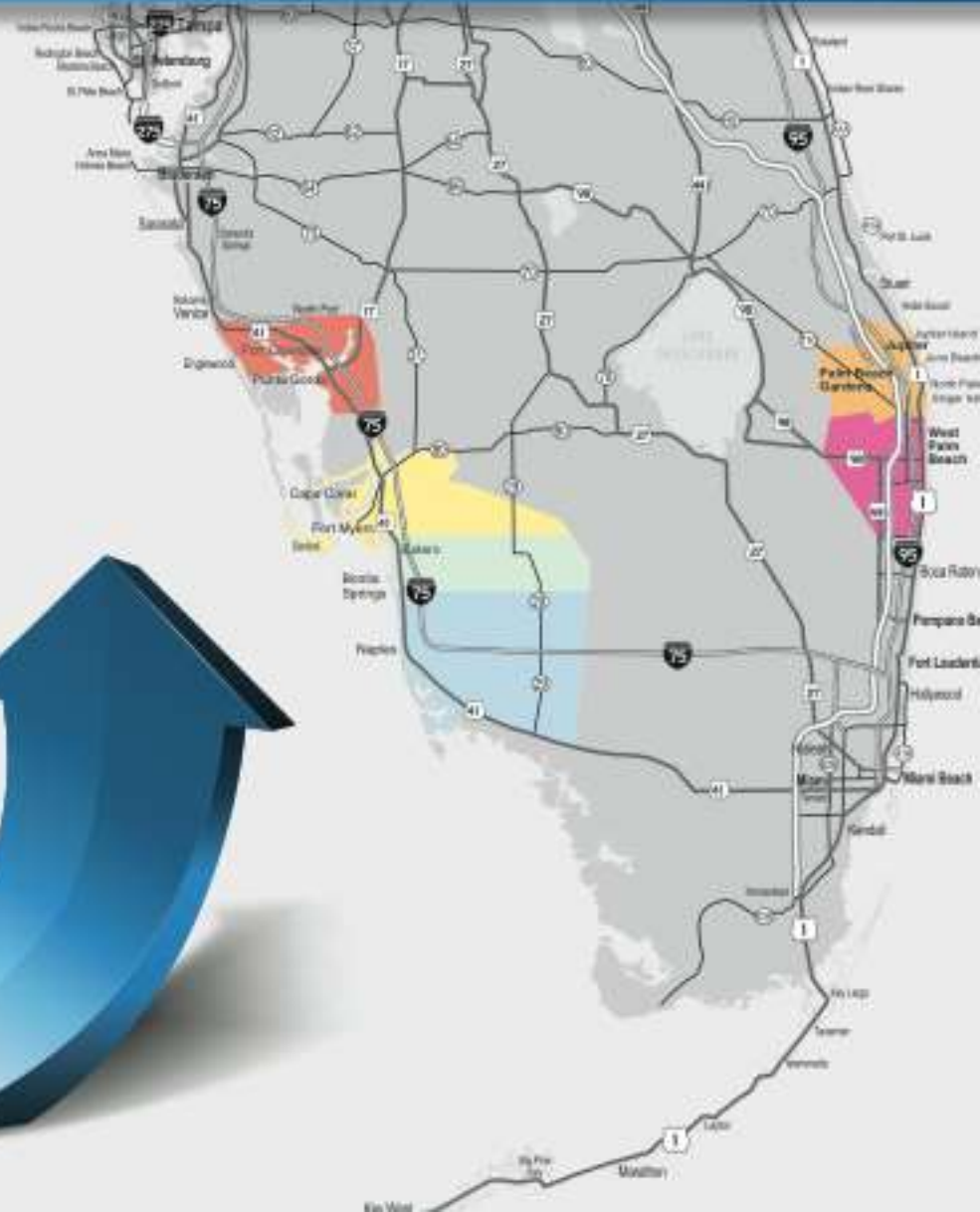
- Touched by *Florida Weekly's* brand through 2,692 news racks or stands all over the community
- If you've been to any event in our markets in the past year, you've probably run into a Florida Weekly photographer, had your picture taken in front of a *Florida Weekly* backdrop, or ran into Paperboy, *Florida Weekly's* 8-foot mascot.
- *Florida Weekly* commercials
 - *Florida Weekly* Managing Editor Osvaldo Padilla is a regular on the Wednesday 11 a.m. newscast, also on NBC-2.
- Nearly 17,000 people liked us on facebook
- More than 35,000 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 2015, *Florida Weekly* will introduce several new products
- *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 five new newspapers in four Florida counties, increased employment six-fold and return more than \$20 million to the community in the form of employee wages.

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Partnerships with local organizations/individuals promoting business in Florida

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- Florida Weekly partners with a variety 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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We bring positive exposure/important news topics to better serve our communities

Florida Weekly runs editorial stories about an array of happenings in our newspapers in Collier, Charlotte and Palm Beach counties for events such as

- 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

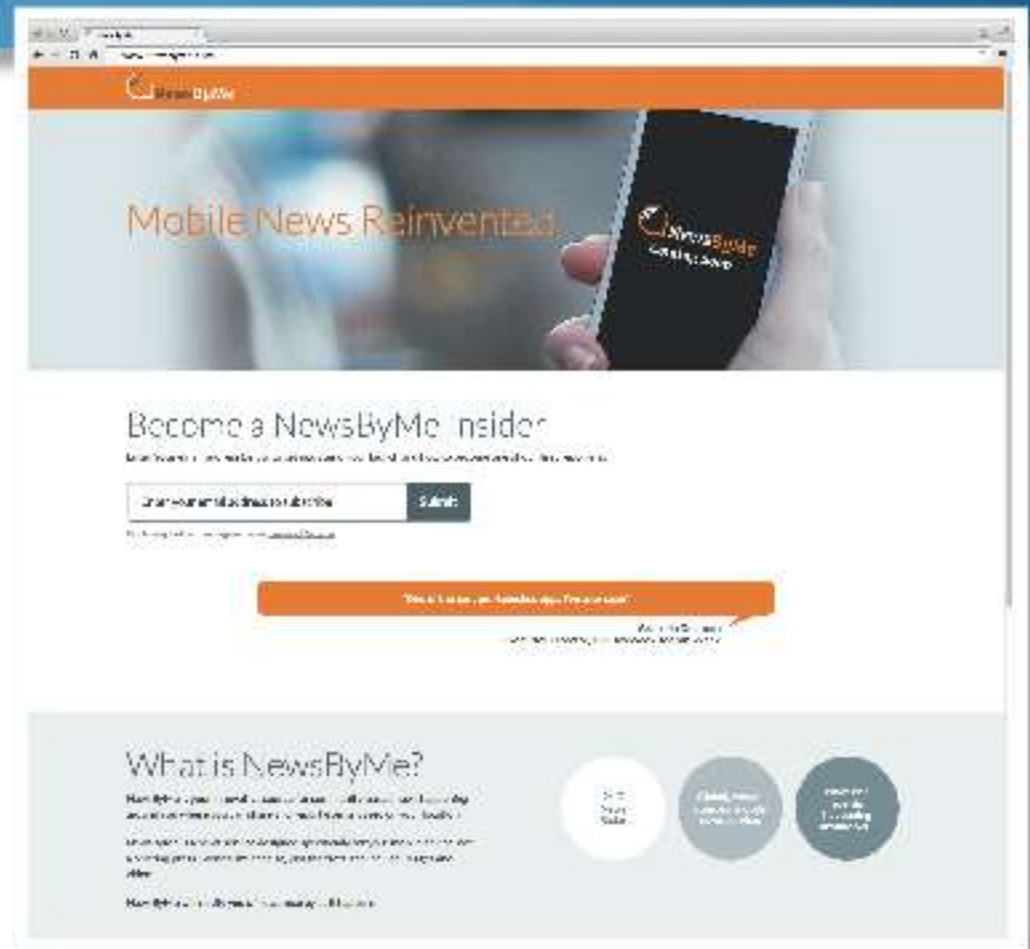


We try harder

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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.
- This March, executives of *Florida Weekly* will release a pilot test project called *NewsByMe*.
- *NewsByMe* will be 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.

Visit www.newsbyme.com
and stay updated with this
great new project.



Questions & Answers

