



Media Companies: Reclaiming their Local Markets

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The Problem

Once, media companies dominated the recruitment space...

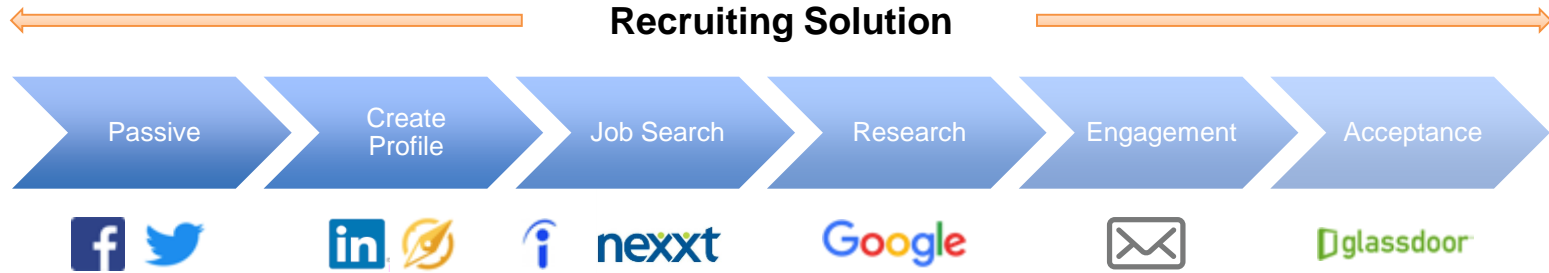
...gave up brand, customers

Now, media companies own 7% of local recruitment

Employers not finding right people: 5.8 million job openings unfilled



Job Seekers go to Many Places, Not Just One



The Opportunity – Serve Employers, Own your Market

Age of fake news

Local media cool again

Street “cred”, customer relationships

Deliver results



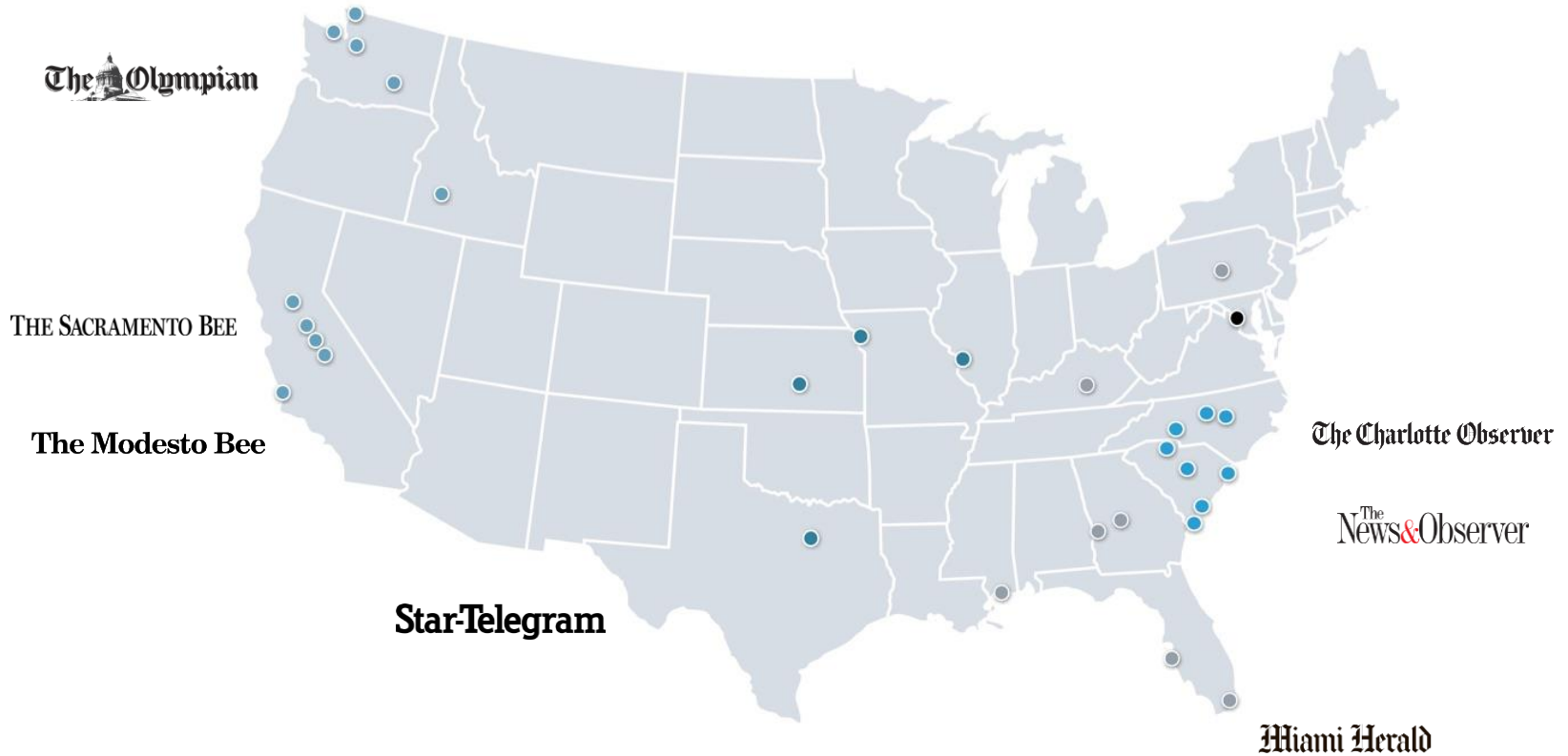
McClatchy Solution – One-Stop Shop

Post to your local site. Jobs are then intelligently* distributed to the right sites.

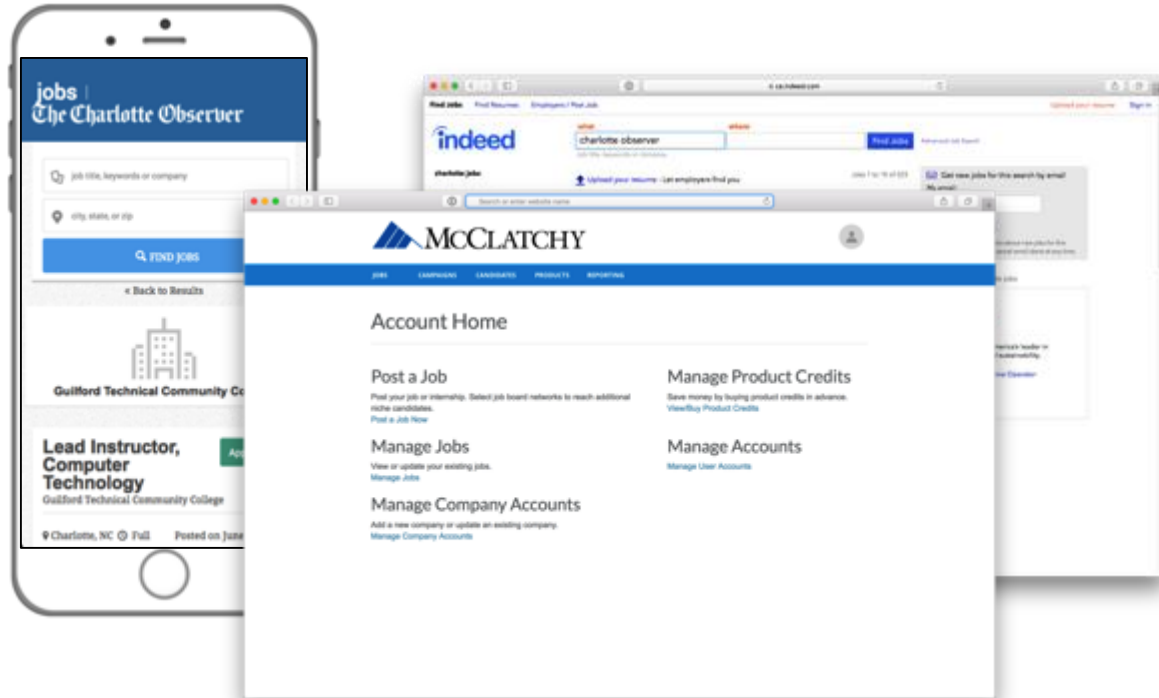


*Uses artificial intelligence and machine learning to deliver right candidates via best of breed destinations.

McClatchy: the Best of Local, on a National Scale



We Provide Access to Top Brands... Under our own Brand



Delivering Results

50

Clicks per job on average via MaxRecruit™

Source: Nine month average clicks per job on MaxRecruit.

20

Benchmark of clicks per job on average

Source: Job Board Doctor Industry Benchmark 2016-2017

7.6

Applications per job on average via MaxRecruit

Source: April-June average apps per job on MaxRecruit – for jobs with email.

6

Benchmark of applications per job on average

Source: Madgex Job Board Benchmarking report

Looking Ahead

