

Premium Ad Revenue Models;

A Local Perspective

Morgan Stevenson – Director of SME Solutions



Who we are



200+
local news brands
& magazines

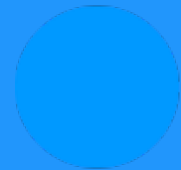


28m
digital users
per month



6m
print readers
per week

GANNETT



USA TODAY

NEWSQUEST
Media Group

REACHLOCAL[®]
PART OF THE USA TODAY NETWORK

sweet IQ





LILIFFE MEDIA
E. Little

The Shetland Times
Colin Foot

OLDHAM EVENING
Chronicle
John Little

 **TINDLE**
NEWSPAPERS
Wendy Craig

BAYLIS
MEDIA Ltd
J. Spooner

ARCHANT }
Jeff Hillman


ALPHA
MEDIA GROUP
Alan Lamb

KM
Seema Alliro
The Independent voice of the borough
Southwark
News

CN
GROUP
Michelle Dwyer

 **Independent**
News & Media PLC
Rachel McElwain

HIGGS
GROUP
Nigel White

Isle of Wight
County Press
Robin Freeman

 **nwnmedia**
Paul

Alan
 **Scottish**
Provincial
Press Ltd
Theresa

CMN
CAPITAL
Media Newspapers Ltd
Paul

 **DC Thomson**
M. Bond

DnGmedia
Peter Laidlaw

Newbury Weekly News
W. G. Long

 **NEWSQUEST**
Media Group

BARNESLEY
CHRONICLE
Alan Hewitt

WYVEX MEDIA
Michael

Bullivantmedia
LIMITED
Bullivant

NEWSQUEST Media Group
Henry 2 Little

JOHNSTON PRESS PLC
Agnes

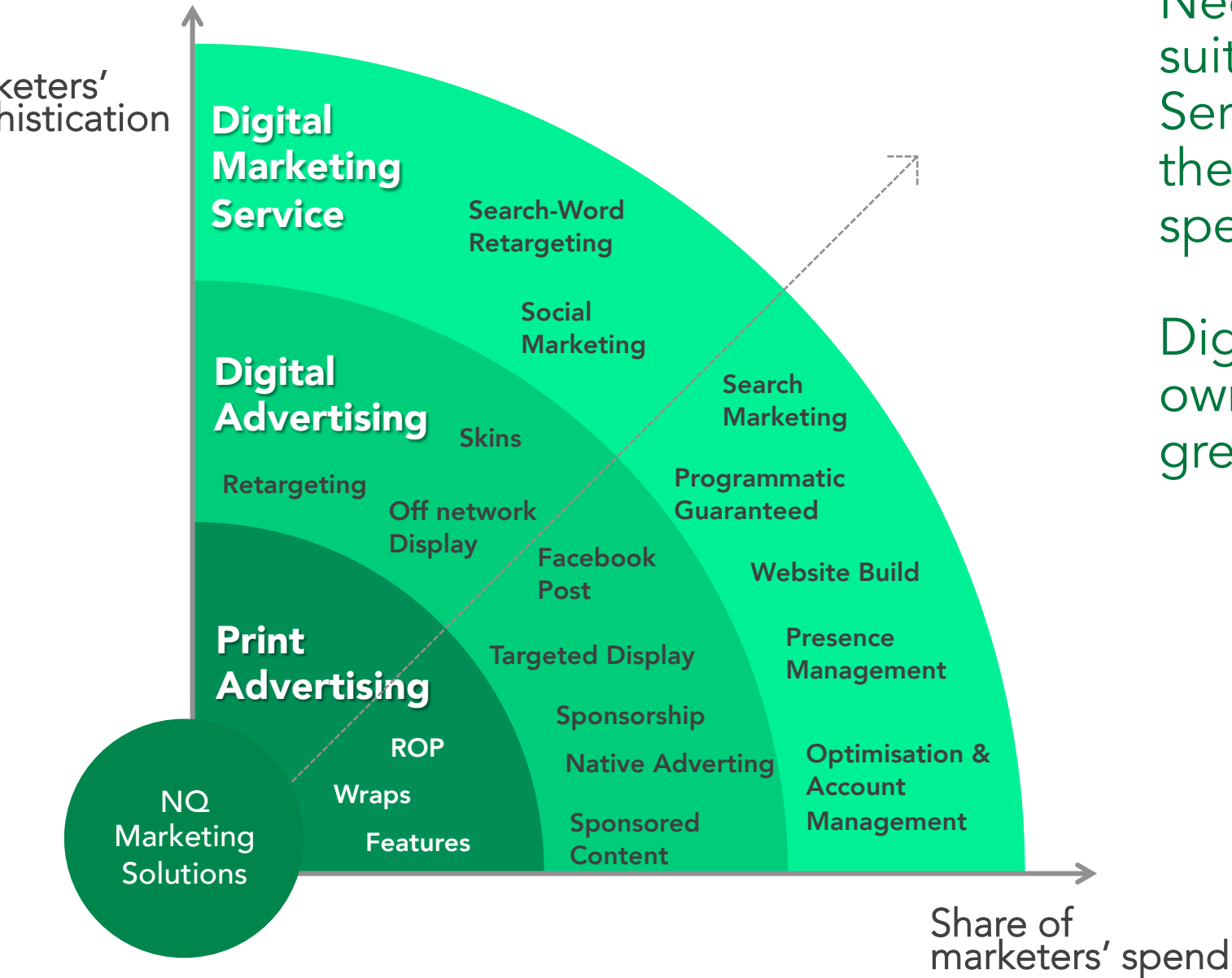
Newsquest Strategic Goals

Leverage the unique combination of our trusted local media with market leading Digital Marketing Services, tailored for SMEs.

Employ and develop the best local Digital Marketing Specialist in our markets

Be the most efficient and effective local print publisher

Need to build on Digital Display



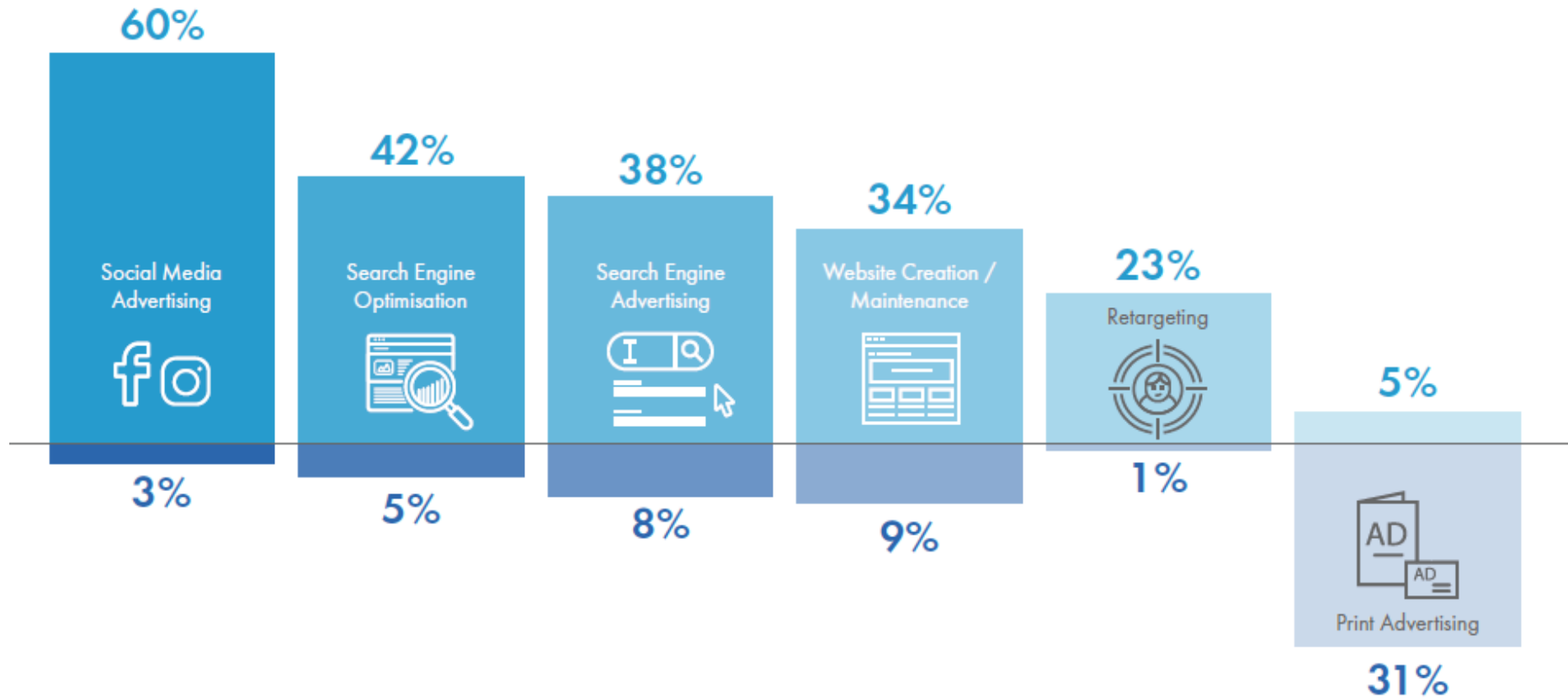
Need to Grow our suite of Marketing Services to increase the share of marketers spend.

Digital Display on its own wont win enough greater share of spend

Where SMEs will be spending their marketing budgets in 2018

In what areas are you planning to INCREASE your marketing spend for 2018

In what areas are you planning to DECREASE your marketing spend for 2018

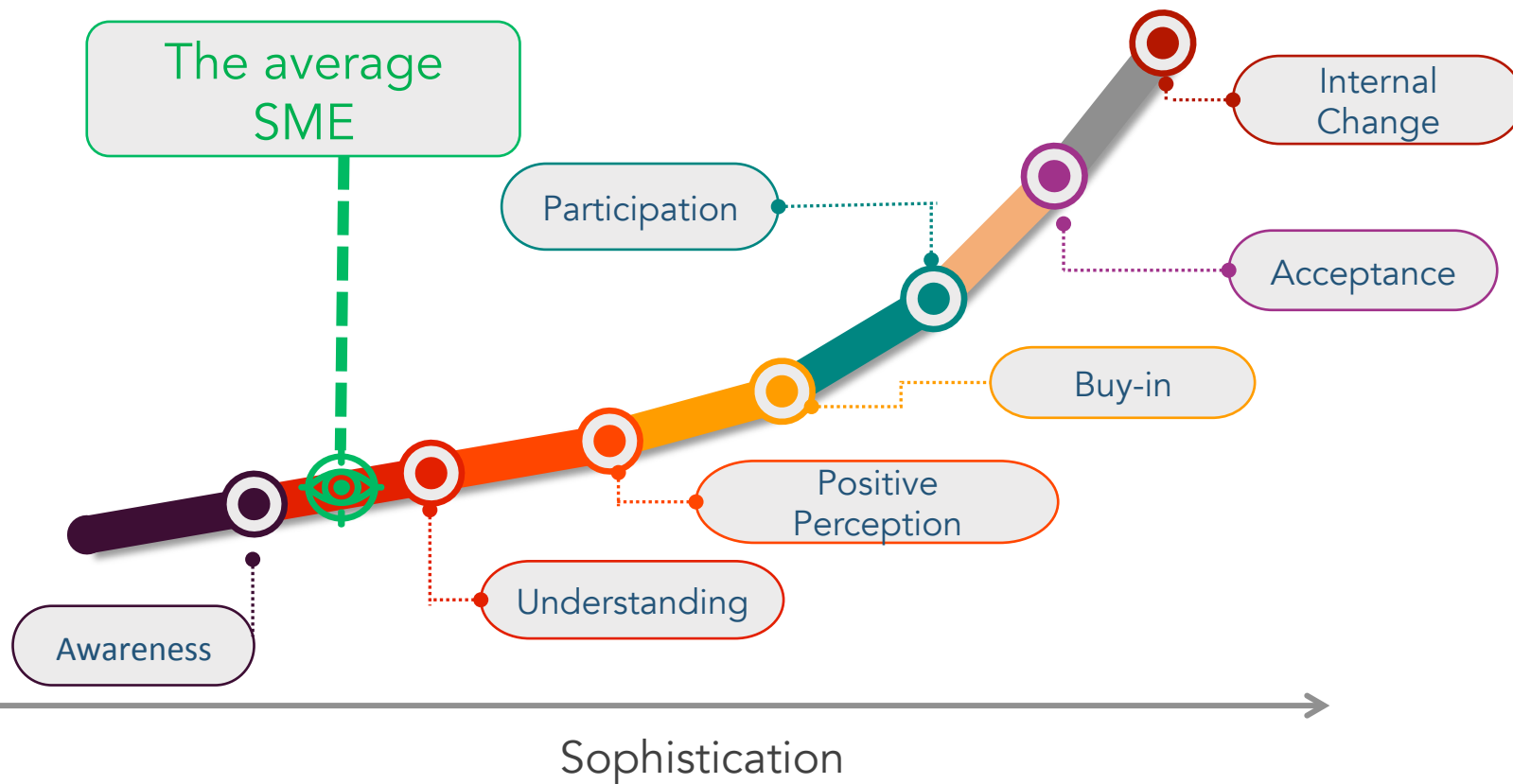


Display Advertising 14% vs 9% | Reputation Management 13% vs 2% | Local listings Optimisation 8% vs 6%

Source: Reach Local SME Marketing Survey

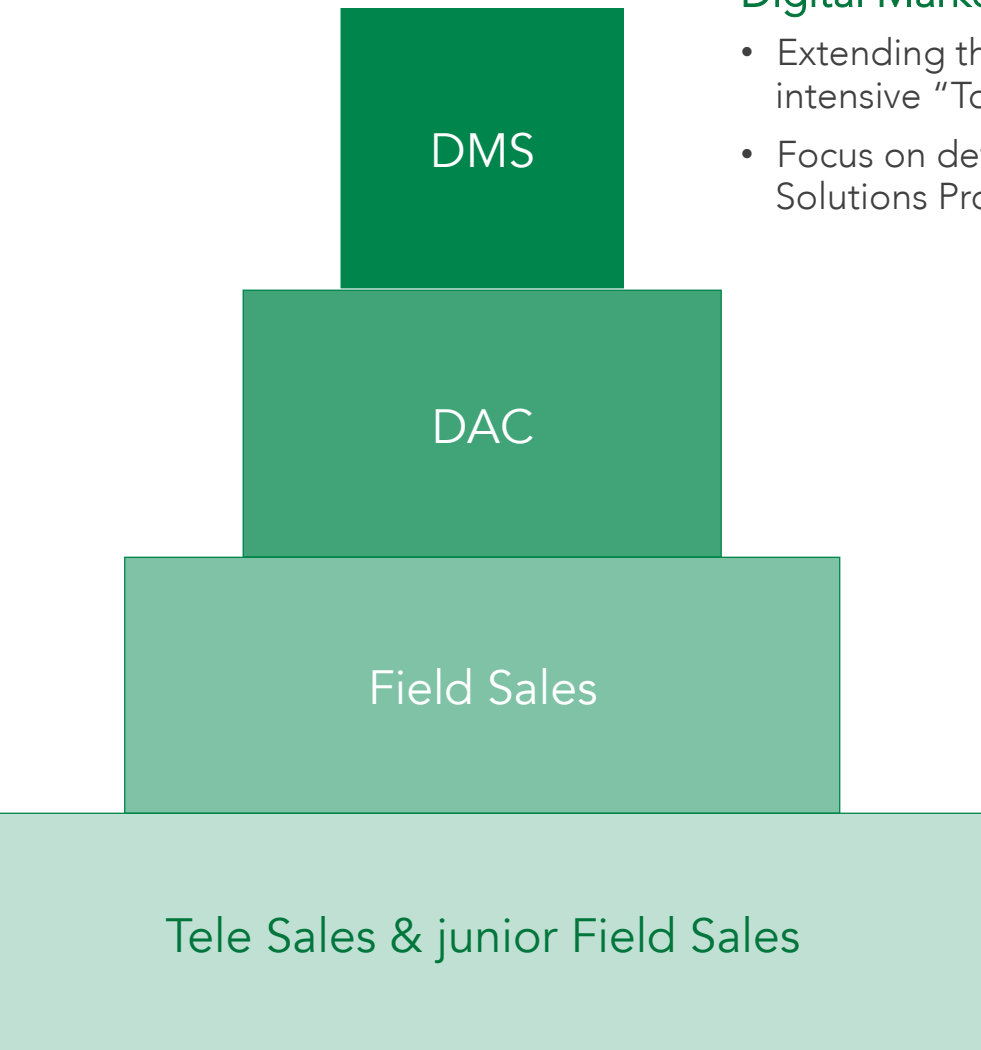
Need to sell solutions not products

Investment



We are uniquely placed to provide our customers with the **knowledge** they need to adapt to the new digital world and to provide them with **solutions** that will ensure they can measure the effectiveness of the digital marketing.

Need to develop Digital Marketing Mind-set



Digital Marketing Specialist

- Extending the Digital Champions Programme starting in 2017 with 3-day intensive “Top Gun” training course.
- Focus on development of consultative sales skills and enabling full Marketing Solutions Proposition.

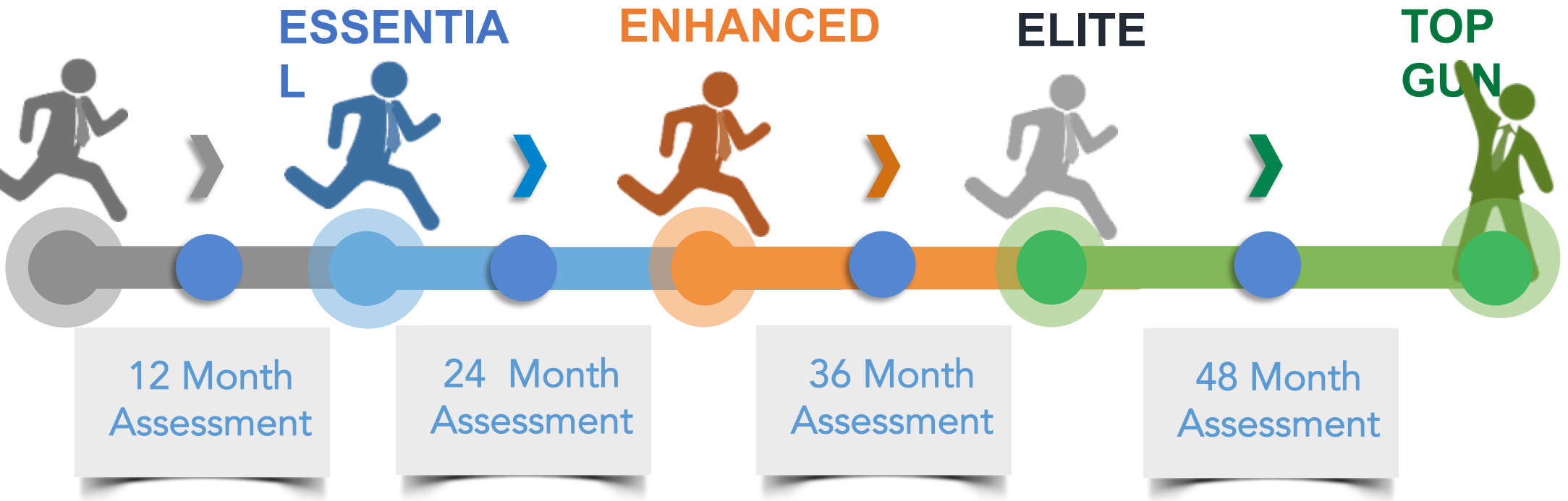
Digital Advertising Champion

- Programme started 2016 taking core Field sales achieving above 30% of total revenue from digital.
- 3 month programme with direct access to Head of Digital Talent & Head Digital Solutions.
- Access to NQ’s most advanced ad formats and targeting tools

Core NQ Sales Force

- Continued focus on developing a multimedia sales force that actively sells digital advertising with print
- New Multi Media Induction Programme leading onto
 - Multimedia Acceleration Programme
 - Beyond Excellence Programme

Developing Digital Marketing Specialist



les Academy – Blended learning approach



- MY ACADEMY**
- Learning Plan
- Leaderboard
- My Documents
- To-Do
- My Performance
- USEFUL LINKS**
- Human Resources
- The Idea Hub
- JICREG
- Mind Tools
- Event Calendar
- Motors
- Property
- Buddy Training

- Description
- Criteria
- Behaviour Training
- Solutions Training

Welcome to Essential Arlond!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

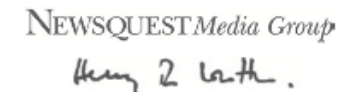
Premium Ad Revenue Models;

1XL & Newsquest

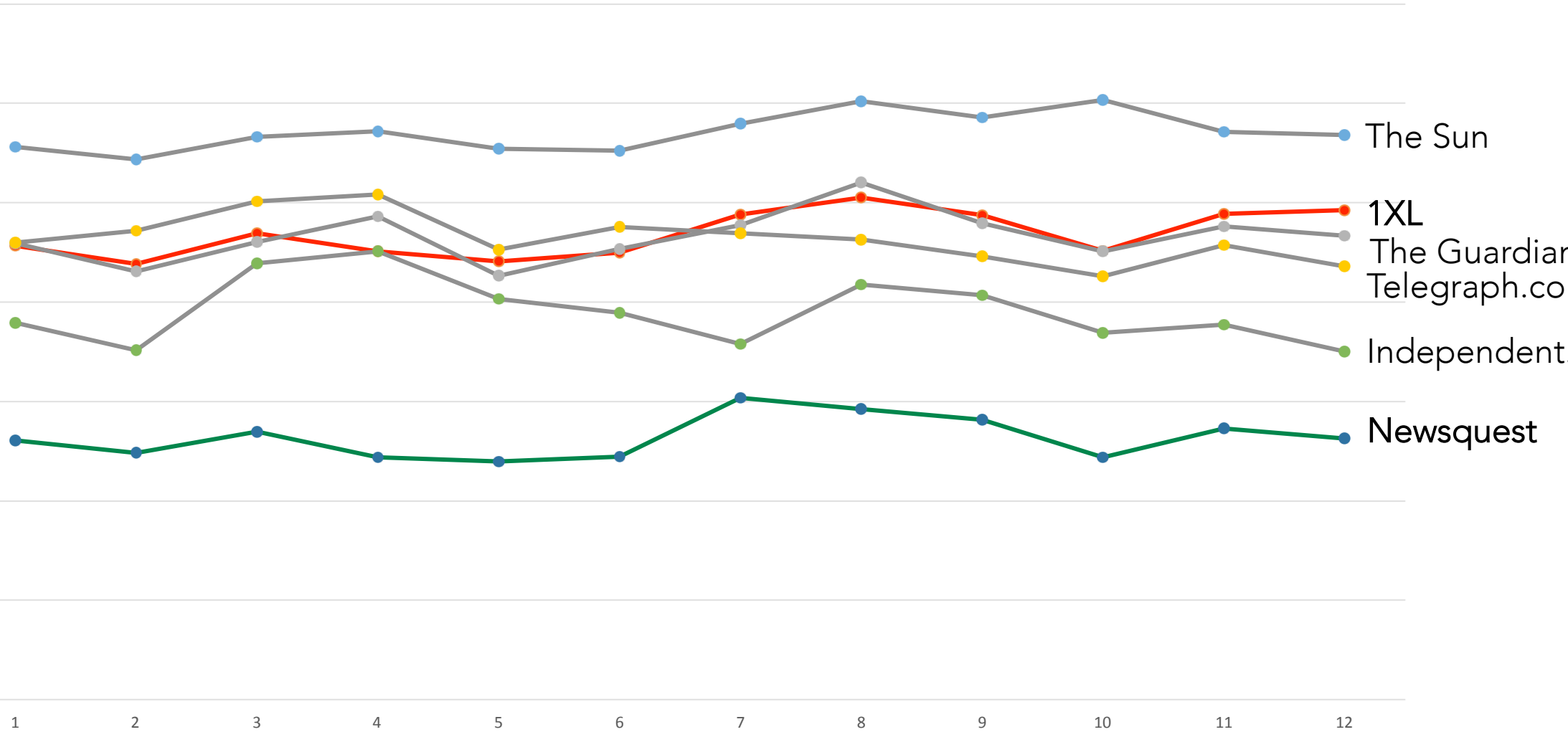
Working together

Working together

Formed by a UK media-first partnership between 30 of the UK's longest established news publishers, we can match the national coverage offered by the Portals through a mix of print and on-line display media hosted exclusively on sought-out, unique-content filled and implicitly trusted branded news sites.



Greater scale



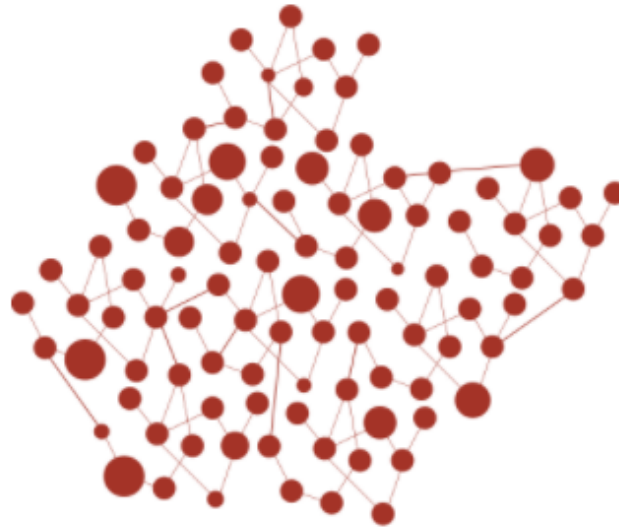
Source: ComScore – Total Unique Visitors/Viewers (000) Last 12 months



Greater Data Targeting



to 11 different data points per user per page.

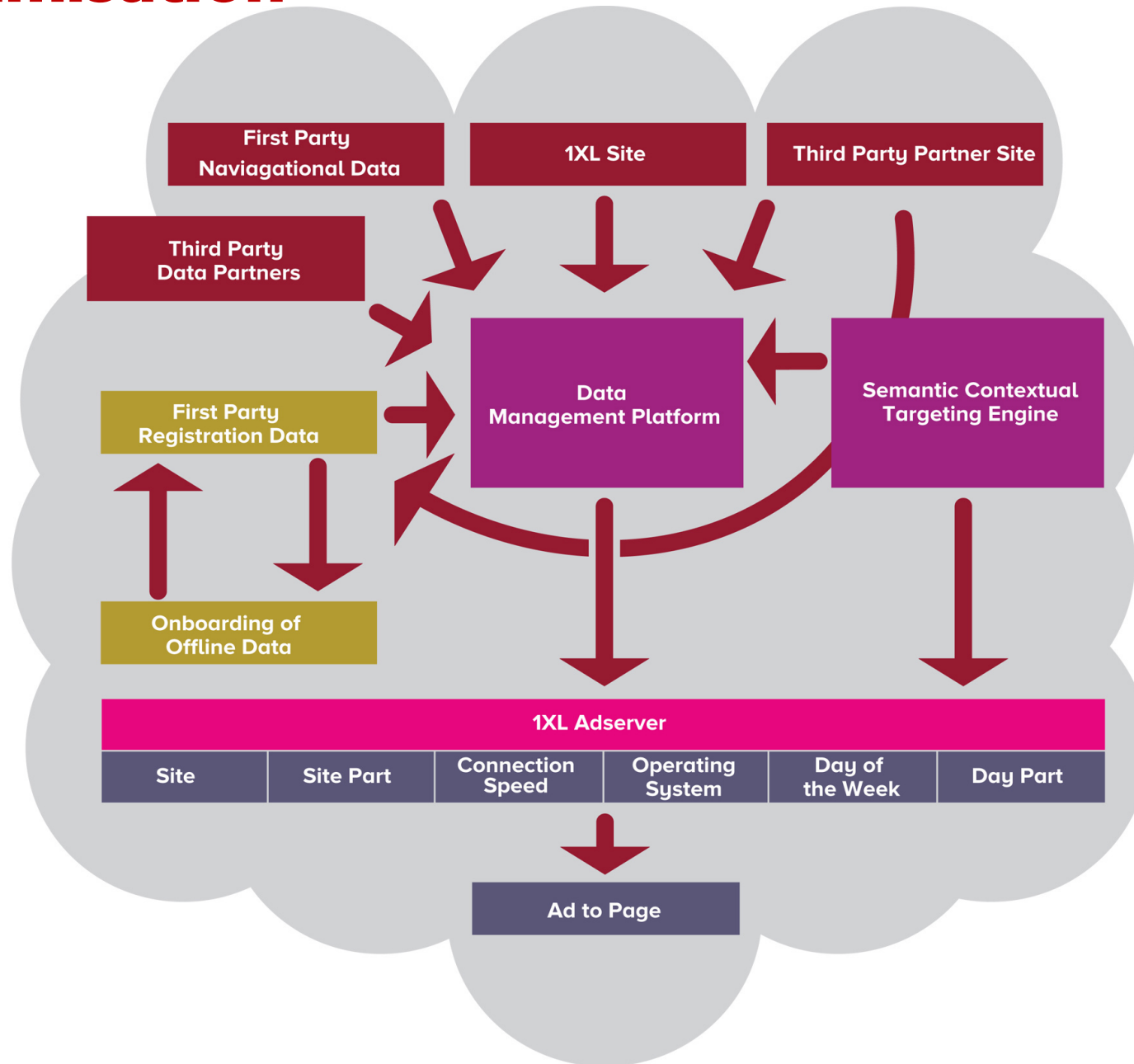


Across 153 million page views per month.



Equating to 1.7 billion data points collected a monthly basis.

Greater Optimisation



Earnings

alent opportunity

ust

exibility

The sum is greater than the value of the parts"

A Local Perspective

Thank you

Morgan.Stevenson@newsquest.co.uk

