ARA NEWSPAPER

Strategies of growing revenue in print and in digital

WAN-Ifra India 2019 Annual Conference 18-19 September 2019



Who are we?

ARA was founded in November 2010, with an *innovative DNA* and an *integrated Newsroom*

128 employees (67 men and 61 women); 103 journalists

We have different editions:

Catalonia

Andorra

Camp de Tarragona (Tarragona)

Terres de Lleida (Lleida)

Comarques Gironines (Girona)

ARA Balears (Balearic islands)

ARA in Spanish





Where are we?



Population: 7.6 million

Area: 32,108 Km2

GDP (2018): 242.3 billion Euros (as Portugal 201.5 billion Euros)

Barcelona is one of the most famous cities in the world

Official Languages: Catalan and Spanish



About us?

We have a clear commitment to the digital product, but also to the print edition

Products that we have:

Print Edition from Monday to Sunday ara.cat (desktop, mobile and APPs - IOS y Android)

Specific supplements / vertical communities (to achieve new audiences):

Ara Diumenge (Sunday magazine)

Llegim (Literature)

Criatures (Education and Parenting)

Emprenem (Entrepreneurship and Economics)

Fluor (Pop culture)

Ara motor (Automobile)

Ara ciència (Science)

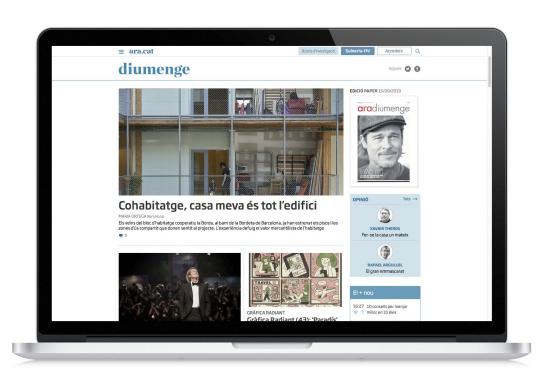
Ara mengem (Gastronomy)

Ara feminismes (Feminisms)

Partnership with The New York Times



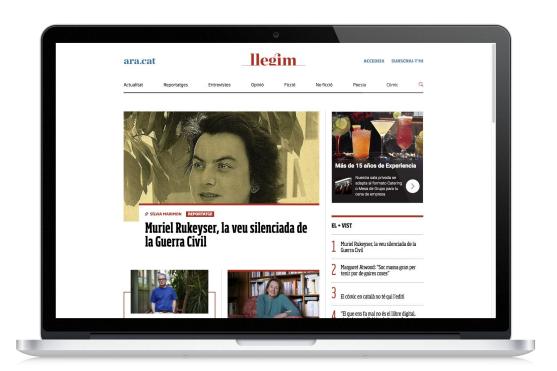
ARA Diumenge (Sunday magazine)







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Criatures (Education and Parenting)

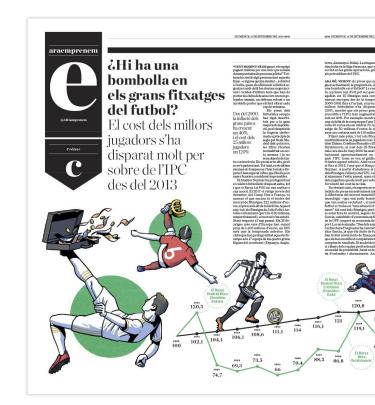






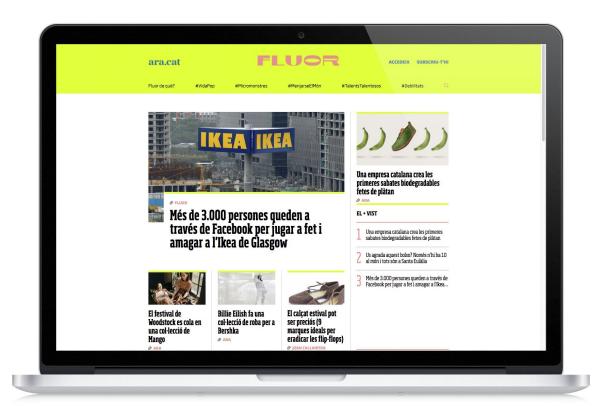
Emprenem (Entrepreneurship and Economics)





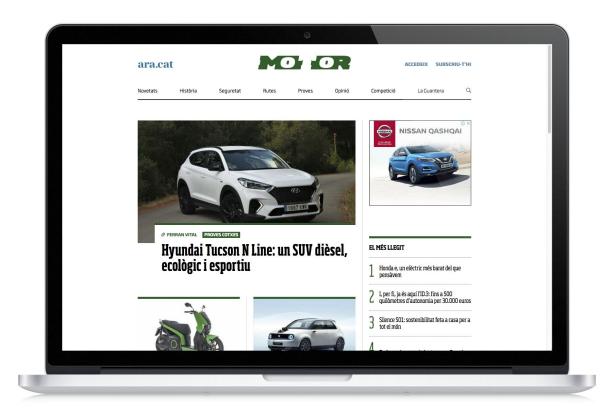


Fluor (Pop culture)





Ara motor (Automobile)





Ara ciència (Science)





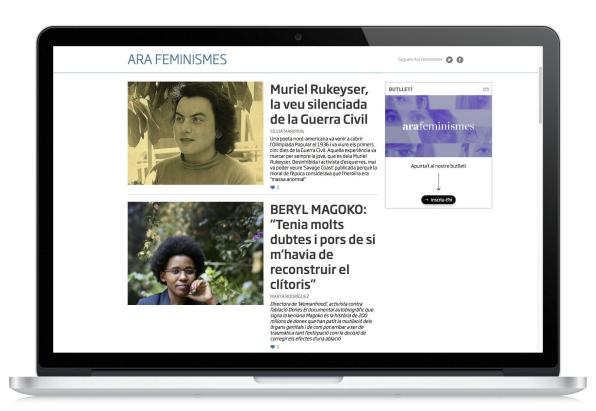


Ara mengem (Gastronomy)





Ara feminismes (Feminisms)





Bet on print edition

With an average dissemination of 17,000 copies, we are the only newspaper that grows in the catalan market

While the sector in Catalonia is experimenting 22% falls, the ARA Newspaper had in 2018:

- A **sales increase of 5.2%** compared to 2017
- A **sales increase of 15.2%** compared to 2016



Why these increases in sales?

We have a **high quality print edition**, a differentiated product with some bets such:

- Comic newspaper or
- Newspapers that some artists made for us







Economic viability

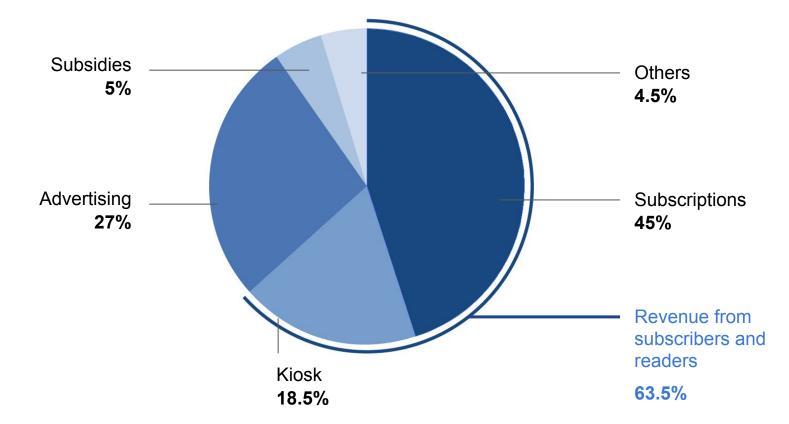


We have a metered paywall since 2015.
A consolidated business model, unique in the media landscape of Spain, with a community of 45,000 subscribers



Business Model

ARA has managed to diversify its sources of income, being the main subscriptions.





Profile of the ARA reading community

Men (58%) and women (42%)

Upper and middle class - high (53%)

Higher studies (37%)

Ages between 35 and 54 years old

58% of our readers have children

Focusing on direct revenue from subscribers requires a **deep understanding** of your audience



ARA is an innovative digital reference

2.5 million unique users every month (Catalan market). We make the subscribers acquisition in our **digital channels**.

Leader in interactive formats and Branded Content for companies and brands.







Interactive link

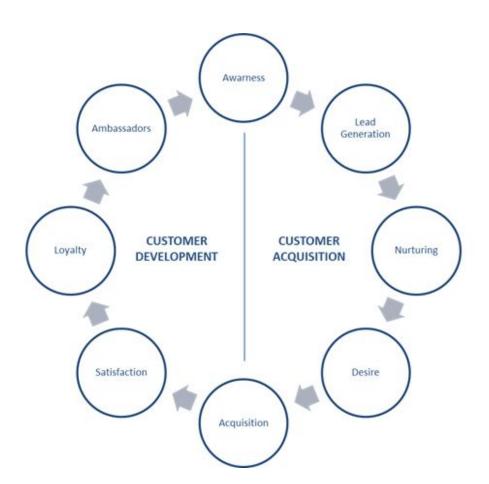
Interactive link

<u>Interactive link</u>



We work the Customer Lifecycle

- We work the retention well by encouraging the consumption to get our subscribers not to go
- Marketing automatization



- Inbound Marketing
- We offer specific functionalities that can only be obtained with the registry
- PPC, Social
 Networks



Diversification of advertising revenue

Before the fall of the advertising market, we are making a commitment to **quality branded content** like TBrand Studio of The New York Times. And we are finding some new revenue sources like our Summer Camp focused on journalism, that means:

- New revenue
- Increase our community
- New young readers

Mèdia



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Fundesplai al Prat del Llobregat per a saistira classe. Aspast any s'ann es- pecalitata en un tema seriós: Campi pecalitata en un tema seriós: Campi per de Presidiene il Humor.

Una allau de preguntes

Omno rella più a disortita me.

Toni Soler sent de te entravistat a lu per un dels d'aq participants al campus. "No munacament form

a tu a la tele?" I Seier, que és d'aquells homes que es desiquen a l'homor amb seriositat, confessa: "No ric gaire amb latele. Deu ser deformació professional". Els alamnes no es moquen amb mitja miniga i metrallen amb proguntes de to-

cans más sòlida de l'audiori catalis. Per quò la Gabulos surt a pre a la salis. que de planteja um sessió a di finaciament complexa i succasa el classic. "On són els limita de l' mor?" Parina de plante al casa de la mor. de de l'antica de l'antica de l' mor. de de l'antica de l'antica de l' mor. de l'antica de l'antica de l'antica mor. de Dani Mateo sòlve la lus ra, un monible quagdes i diffici lickey Garvais. Els futurs perio tes entornes les dificultats and criteri fonamentale. In libre de la intersosa empresazia, de sis intersosas empresazia, de

un sobre símbola i respecte i rinen, tions molt.

Són nois que vener de families on poi el diaris o els informatius són noil presenta a casa, tos i que a vapades de maser a singelar. "Nosalrea a casa només veirm la televisió para pluguem obra", explica una noia. Veuen des de CSI fins a Plata trota i riuen majoristriament par protecti riuen majoristriament par protecti riuen majoristriament par protection, encara que tambél triorna TENI possonia.

for Early personse.

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an del sovoinforirone de manura utumbicia. Però reo de tota sissò, ap de les queixes: i lamonta eren rescuest al Campuo de Poviodiemo, ciomò ganzo, alegirà, fami uturavique del como del como del como del Quei d'un sortium els periodisies? Joso sò si toto els alumns del ampus "s'arabram dedicant a quanto ficio, però vegur que si algido vetura l'expura que enex ya portre molta solume d'antò, al Prof, detantina i fime dissibile. La trobatatantina i fime dissibile. La trobata-

El Campus de Periodisme de l'ARA i Fundesplai engega una tercera edició

A. PALÉS
BARCHAINA

Amb l'humor com a fil conductor,
ahir va arrencar la tercora edició
del Campus de l'hri edissus impuisus per l'Abit. son de consus impuisus per l'Abit. son de consus l'apit.
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ne que van formar pur el de l'arie
del 2018. - la primera- i que llavores
van deminar renetif i experiència.

23 seui deseg si ha set realistat i araquesilla quarantena de cente se a reroben por seguir experimentant mb of periodisme.

Derant una setmana, els aprecents de periodista descobriranom funciona l'huscor en els mittos de comunicació. Por fer-ho, compten amb professionals de ARA que ho comeixon de primera

Tallers Juanjo Sáez i Manel Fontdevila visitaran els alumnes

to a minoratera air Partici-vina, anajo Sieni i Mantel Particievila, I anajo Sieni i Mantel Particievila, I anajo Sieni i anajo Sieni i anajo Sieni anajo Sieni i alian salampa Rambe hi a salampa Rambe hi ababan Catalanaya Raidin. Ria odiran vuure en direccie oon soi da daran vuure en direccie oon soi da salampa salam

El Campus de Periodisme de BAI, Frundesquia combina la desborta de l'ofici de periodiste de trivitats ludiques ripiques d'une lumissi d'estin. Derantal e mati, de lumissi d'estin. Derantal e mati, de reg ces e quedena aformir a l'Alreg Ceentre Espala de Paudospin rat dei I abbregat), fine si taller risolistics. A la trada de el ment de l'esbargio coportiu, ambuscitats cema ra-veda o surf. Des in insos glena de noves experiencii que controlle.





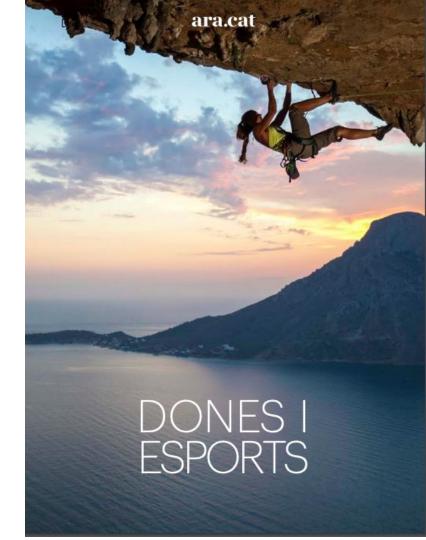
ARA also works as a **communication agency**:

We offer our know how to the brands:

- Journalists, designers and developers
- Production and disseminating CONTENT
- Sponsorships

Products that we offer

- → Thematic events: (We send Newsletters -more than 300,000 registered readers-and we offer TV coverage...
- → Interactive reports
- → Dossiers of Inbound Marketing
- → Print Supplements (with online version)
- → Videos
- → Infographics



Sponsorships

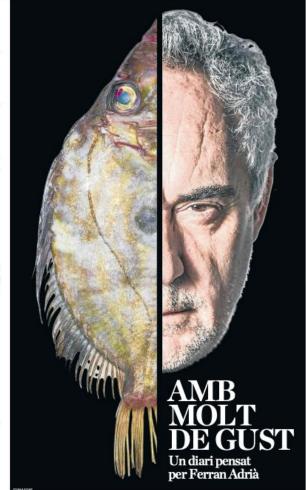
- → Section Sponsorship
- → Events Sponsorship
- → Podcast Sponsorship
- → Sponsorship of Newsletters
- → Sponsorship of special editions



DIARI ESPECIAL Dediquem un dossier a l'alimentació i il·lustrem tot el diari

amb bodegons fotogràfics

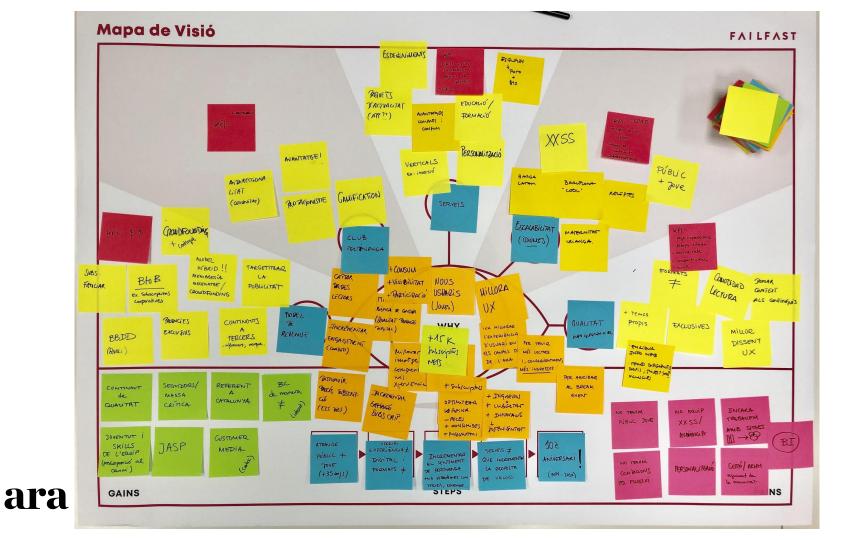
PER ALS SUBSCRIPTORS
DE PAPER



ESTHER
VERA
divertere
El meter de l'obra de
Ferran Adrik na sigui la
innovació, que de stambé
el que un miljà com
l'ARA busace cada dia.
Avai ens ha ensenyat a
minra de manera diferent

Renewal of all our digital channels...





What do we pretend?

Offer quality differential information

Promote the scalability of newspaper content

Increase the feeling of belonging of subscribers

Identify and offer subscribers services to increase the value proposal

Define a model of revenue

Transform our work routines \rightarrow Move to a real process of digital priority, without forgetting the quality of the paper



ARA NEWSPAPER

Classic journalism with new tools

Georgina Ferri

Chief Innovation Officer gferri@ara.cat

