

**Why does Audience Development matter
to the Advertiser?**



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Development matter
to the Advertiser?***

St. Petersburg Times
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**Why does it matter to the
Advertiser?**

- They want reach (multiple platforms, across all brands)
- A unified experience
- Print reach is shrinking

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Why does it matter to the Advertiser?

- Our “Reader” profile is different today
- Advertisers don’t want to look individually at what will sell their product
- Units are irrelevant to the customer

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Why does it matter to the Advertiser?

- Advertisers want customer engagement that makes their cash registers ring

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Why does Audience Development matter
to the Advertiser?

» **And by the way, your
audience story is usually
a good one!**

- Audience-Fax
- Internal & External Metrics
- Scarborough Audience Aggregation

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» ***Managing audiences
separately can lead to:***

- *Lack of adherence to unique brand voice
which creates customer confusion*
- *Internal confusion and/or unhealthy
competition between the brands*
- *Misallocation of resources*
- *Failure to leverage cross-brand
opportunities*

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» **Managing together also has challenges:**

- *Dilution of focus*
- *Positioning ends up “muddled in the middle”*
- *Different metrics, goals, skill sets and standards*
- *Embracing an audience culture*

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» **How do we do it?**

- **Aggregate the audience of our brands**
- **Change our structure to align with our advertising sales strategies**
- **Ask ourselves “How can I tailor my audience to drive the advertising engine?” (ROI, reach across brands, etc)**

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Why does Audience Development matter to the Advertiser?

»» **Everyone's position changes!**

- It is a shift toward portfolio management. “Organize your structure around that or you will miss the opportunity.”
- A lot of plate spinning

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»» ***Telling the Audience Story***

- Internally & Externally

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Telling the Audience Story - Internally

In the know

Our brands let our customers know what they can expect from our products and services. They differentiate us from the competition.

Strategy

Grow our audience by promoting the value proposition of the Times to businesses and consumers.

Key Audience Metrics

Times: 681,700 Daily readers
906,800 Sunday readers

308,250 Daily circulation
406,820 Sunday circulation

Source: 12/1-12/31/07
ABC PWS/ABC

TODAY'S CHALLENGE:
We need to change consumer attitudes.

Times Publishing Company Brand Scorecards - Fall/Winter 2007

St. Petersburg Times

FLORIDA'S BEST NEWS PAPER

TIMES PRODUCTS REACH AN AUDIENCE OF NEARLY 1.5 MILLION PEOPLE EACH WEEK.

Accomplishments:

- » Daily and Sunday readership up year over year (yoy)
- » Daily circulation up yoy - September 2007 ABC PWS FAX
- » Sunday circulation up yoy - March & September 2007 ABC PWS FAX
- » Strong growth in competitive markets
- » Subscriber retention is up yoy across the board
- » Strategically identified demographic segments based on benefits to advertiser and targeted our marketing

Short-term Tactics
What we can be doing... now!

5,483 new Sunday Times subscribers joined our winning team this year.

Agree or disagree - we've got opinions.

Because news happens every second.

- Build awareness of journalistic depth
- Promote value proposition to TV viewers
- Improve local value proposition in Hillsborough/ Pasco counties based on research
- Expand White Space Campaign regionally
- Stimulate advanced renewals
 - Launch e-edition
 - Launch e-mail marketing
- Brand our position consistently
- Develop brand extension niche products

Long-term Tactics
Looking ahead - so vital, so necessary

- Build awareness of journalistic depth
- Identify what readers value and target market
- Promote value proposition
- Develop a platinum subscriber site
- Develop more pre-paid circulation
- Brand our position consistently

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Telling the Audience Story - Internally

Strategy

Grow local audience by promoting the site's value utility, by targeting 'look-alikes'.

Key Audience Metrics (Monthly)

- Local visitors - 393,700
- Total unique visitors - 1.3 million
- Time spent on site (stickiness) per user - 9 min. 30 sec.

Accomplishments

- Growth of unique visitors year over year
- Growth of local audience year over year
- Site redesign
- Developed PolitFact, The Hub and Community Sports

Short-term Tactics

- Increase local audience
- Promote value proposition to 'look-alikes'
- Increase multimedia capabilities
- Improve Classified verticals and promote
- Analyze impact and expand use of search engine marketing (SEM)
- Increased "stickiness" (time spent) of visitors - more video
- Provide mobile capabilities - RSS, text messaging
- Promote social bookmarking
- Expand Go Guide and entertainment site
- Expand High School Football and Community Sports
- Grow audience of PolitFact.com
- Increase viral and grass roots marketing
- Launch e-edition

Long-term Tactics

Looking ahead to creating a large visitor base

- Promote value proposition
- Increased stickiness of visitors - more video
- Encourage more contests and social bookmarking
- Complete installation of Content Management System (CMS)
- Develop more interactive features on site
- Consistent promotion
- Provide mobile capabilities - RSS, text messaging

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Jerry Hill, St. Petersburg Times/Times Media Services

09/10/09

Why does Audience Development matter to the Advertiser?

» Telling the Audience Story - Internally



Strategy:
Super-serve our core readers (25- to 39-year-old professionals) with fast news, promotions and advertising they can use.

Key Audience Metrics:
In the past six months tbt* has:

- Added more than 162,000 readers
- Doubled the number of 25- to 39-year-old readers
- Lowered the median age of our reader
- Expanded the distribution footprint into West Pasco
- Increased pickup locations to 3,800
- Grown revenue from previous year

Accomplishments
Streamlined operation by reducing web width from 55" to 50"
Created a recruitment environment and business
Created an interactive environment
Redesigned "on-air" ads; presented to clients
Enhanced "Ultimate" feature to bring in more diverse businesses
Grew distribution

Short-term Tactics
Good work in the works

- Grow audience of younger readers
- Grow distribution strategically in Pasco/Brandon
- Build readership by developing restaurant advertiser category
- Generate revenue via tbt* Holiday Gift Feature
- Provide a better on-line experience for tbt* readers
- Develop contests through new on-line tool and texting

Long-term Tactics
Looking down the road

- Identify new growth areas
- Continue to find ways to engage core readers
- Enhance ways we provide news digitally to our core readers (eg: e-edition, text contacts)
- Surprise and delight readers with new features and promotions
- Build marketplace for emerging/rebounding categories of business
- Eliminate projects, promoters that no longer add value
- Identify growth opportunities that involve all our brands
- Build on ROI for our advertising partners



***Tampa Bay's FREE DAILY newspaper**

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» Telling the Audience Story - Internally

TIMES EVENT MARKETING

» EVENTS » CONSUMER SHOWS » PARTNERSHIPS

Strategy
To demonstrate the leadership role we play within the communities we serve and to connect the community and our business partners.



Key Audience Metrics

- Geographic markets we touched, and relationships developed
- Partner success
- Revenue generation

Accomplishments

- Increased event revenues year over year
- Increase ad revenues year over year
- Over 500 subscription sales, five new events
- Increased audience at events and co-promotions year over year

Long-Term Growth

- Increase events and shows into new categories (travel, health, women)
- Expand footprint into NSC and Hillsborough
- Develop sponsorship category

Community events and promotions – important tool
As we grow our events and promotions business, we work to encourage new relationships while leveraging our current resources and partners. Going forward, we will continue to develop mutually beneficial promotions where measurement is key. And we will keep our eye on opportunities for additional revenue streams through promotional tie-ins, like we did this fall with the Clearwater Jazz Holiday, Rib Fest and Ironman.



Short-term Tactics
Making it happen ... !

- Engage our sales team to embrace Event Marketing
- New event venues will increase revenue and audience
- Review potential of developing a bridal magazine

Long-term Tactics
More people ... more events

- Travel Show
- Health and Wellness Show
- Expand marketplace and audience

Making our business a little more Event-full

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Telling the Audience Story - Internally

	Current	Change
Local Audience		
Daily St. Petersburg Times readers	1,092,500	+47,700
Sunday St. Petersburg Times readers	910,900	+44,100
tampabay.com visitors	186,100	+4,400
tbt*/Tampa Bay Times readers	259,200	+53,500
Total Local: All brands combined (no duplication)	1,244,000	+40,500
Total Local & National (no duplication)	1,463,600	+9,600

Sources: 2007 Scarborough (r2), Nielsen/Net Ratings

- Two major audience updates each year: April, October.
- These are **new** numbers.
- Every brand is up!

Note: "No duplication" counts people only once, even if they use more than one brand.

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Telling the Audience Story - Internally

	Current	Change
Sunday St. Petersburg Times	432,779	+1,886
Daily St. Petersburg Times	316,007	-6,764

Sources: ABC March 2007 & 2008 Publisher's Statements

- Daily and Sunday Circulation are both up!
- It's been four years since this last happened.
- Major gains are in our competitive markets, Hillsborough and central Pasco.

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Telling the Audience Story – Externally ABC Audience FAX

Paragraph 1 data will remain unchanged.

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Evening Sat
1. TOTAL AVERAGE PAID CIRCULATION	36,571	31,514	29,619	32,309	32,119	30,809	31,019	31,059
Core Newspaper with replica electronic	36,400	31,400	29,500	32,200	32,100	30,700	30,900	30,900
Core Newspaper	36,386	31,329	29,434	32,124	31,094	30,624	30,834	30,874
Electronic Editions (See Par. 6B & SDR) (when applicable)	125	125	125	125	125	125	125	125
Other Unique Editions (See Par. 6B & SDR) (when applicable)	60	60	60	60	60	60	60	60
Total Average Paid Circulation	36,571	31,514	29,619	32,309	32,119	30,809	31,019	31,059
1A. AVERAGE PAID CIRCULATION - Core Newspaper								
Paid for by Individual Recipients (>50% of basic)								
Home Delivery and Mail	23,020	19,815	19,020	20,010	18,530	19,010	20,020	20,510
Single-Copy Sales	11,500	9,000	7,500	9,500	10,000	9,500	8,500	8,300
Subtotal	34,520	28,815	26,520	29,510	28,530	28,510	28,520	28,810
Paid for by Individual Recipients (<25%, <50% of basic)								
Home Delivery and Mail	180	180	180	30	180	30	180	30
Single-Copy Sales	0	0	0	0	0	0	0	0
Subtotal	180	180	180	30	180	30	180	30
Total Average Paid by Individual Recipient Circulation - Core Newspaper	34,700	28,995	26,500	29,540	29,700	28,540	28,700	28,840
Other Paid Circulation: (See Par. 6A)								
Single-Copy Sales	115	115	115	115	115	115	115	115
Educational Programs	590	890	1,390	1,140	890	640	790	590
Employee/Independent Contractor	220	220	220	220	220	220	220	220
Third-Party Sales	361	359	359	359	359	359	359	359
Third-Party Sales - Payment made with barter (See Par. 6B)	400	750	650	750	650	750	650	750
Subtotal	1,686	2,334	2,734	2,584	2,234	2,684	2,134	2,034
Total Average Paid Circulation - Core Newspaper	36,386	32,329	29,434	32,124	31,094	30,624	30,834	30,874
Total Paid Circulation - Electronic Editions	125	125	125	125	125	125	125	125
Total Paid Circulation - Other Unique Editions	60	60	60	60	60	60	60	60
TOTAL AVERAGE PAID CIRCULATION	36,571	31,514	29,619	32,309	32,119	30,809	31,019	31,059
Other Audited Distribution (Optional)	0	0	0	0	0	0	0	0
Total Distribution (Optional)	0	0	0	0	0	0	0	0
Days Omitted from Averages (See Par. 6B)	3	None	1	None	None	None	None	None



Thank you!

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