

The E-edition What's working.

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Conversion from Free to Paid

- In September 2005, The Bulletin added paid content to its website.
- Previously free articles remained free.
- Newly added local content went behind the pay wall.
- Electronic archives were added. Free content remained free in archives, while paid content remained paid.

“Why should I pay to read the news online?”

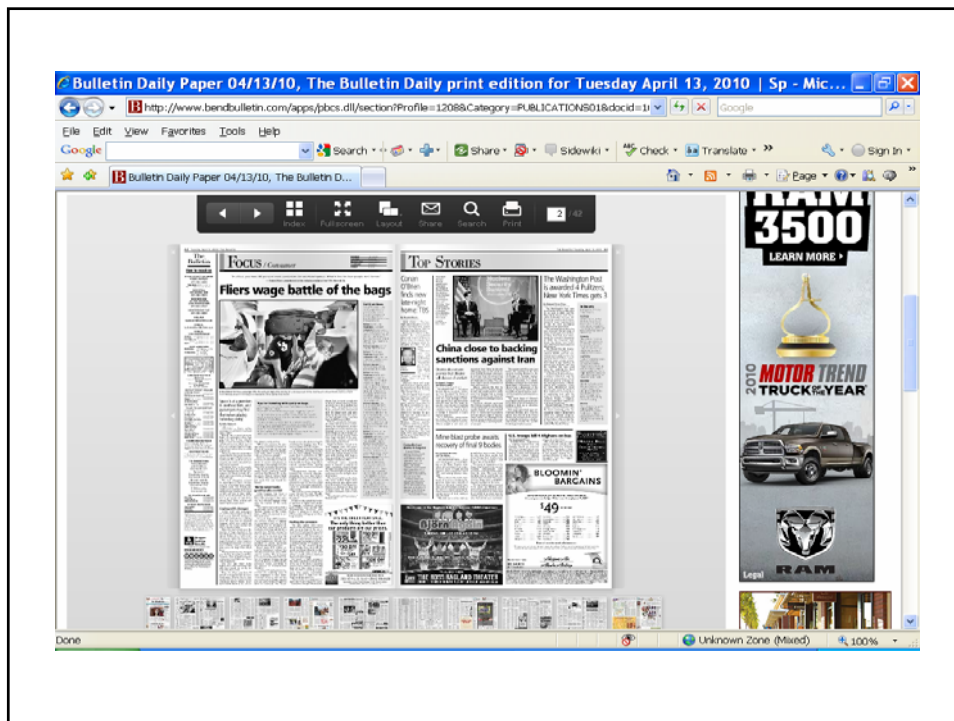
- The biggest challenge from the conversion of free to paid was getting payment.
- There is a very real perception that everything on the web should be free.
- Offering the local news online takes investing heavily in hardware, software and personnel specific to web publishing.

Marketing the value of paid content.

- **In-depth coverage of LOCAL news.**
A major emphasis was placed on bendbulletin.com being the only local option for full coverage reporting.
- **Access 24 / 7 from anywhere.** Access to your home town while you are away on business or vacation.
- **Access to all archived articles.**

Promotion of the E-edition

- Soft launch of conversion to paid in 2005.
- Attempt to convert mail subscribers to E-edition subscribers. More timely delivery and reduced rate.
- Addition of bendbulletin.com to all creative, internal forms, customer correspondence and masthead.
- Directive that all print ROP points back to web and all web creative points back to print.
- E-mail blasts to current and past readers promoting new site elements, web surveys, etc.
- Addition of a Replica version. A second option for readers accustomed to the print format.



Promotional Campaigns

- Targeting of local community college students with special student rate.
- Offering Holiday Gift subscriptions with choice of print or E-edition.
- New start contest with Lap Top giveaway.
- New start contest with gift cards to national chain. Promo that appeals to larger geographical audience.
- One month free access offerings.

Web Survey – 2009 What we learned.

We invited readers to take a short online survey.
Questions were based on E-edition elements.

- Our users: Well educated, Affluent, Active on web and connected to the community.
- 61% visit our site at least once a week.
- 48% were print subscribers.
- 60% post comments on websites.
- 72% asked that the full content be free.

Pricing the E-edition: THEN

- A home delivered print subscription was \$10.50 per month.
- E-edition subscription was launched at \$8.00 per month.
- A 3 day subscription for \$3.00 was offered for researching archives, specific article viewing or a trial period.
- Home delivery print subscribers could get the E-edition for an additional \$4.00 per month.

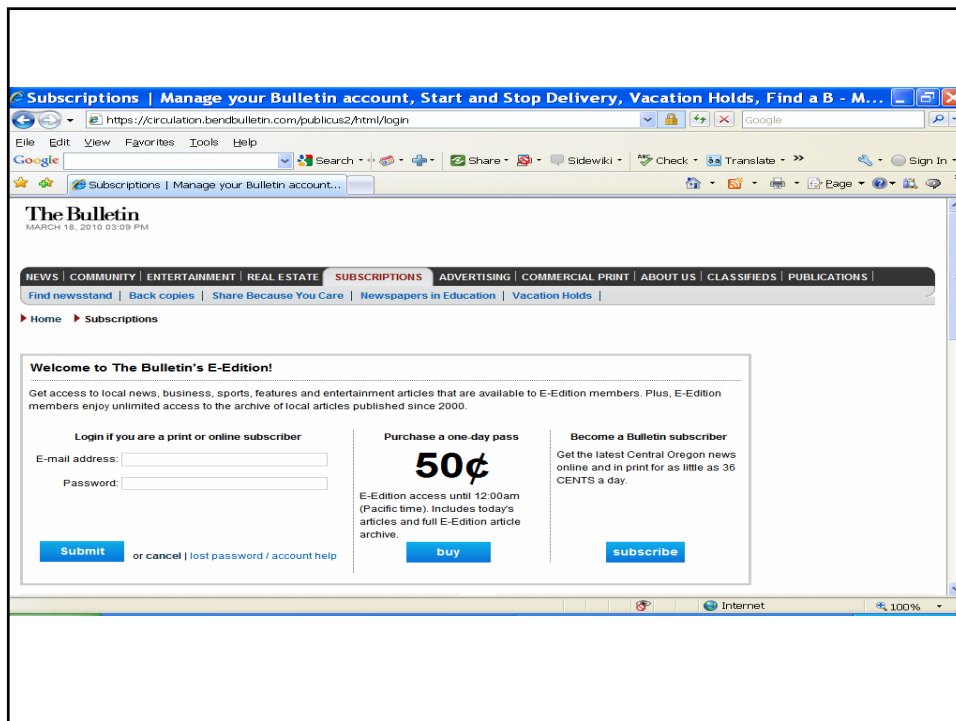
Pricing the E-edition: NOW

- Complaints from print subscribers (along with new ABC rules) prompted us to include E-edition access with most print subscriptions.
- Hybrid subscriptions were launched for Sunday only print and Monday – Friday print.
- A single day purchase option replaced the 3 day access subscription.

Launch of a Single Day purchase

We determined that starting a subscription (\$3 for 3 days) was too tedious, expensive and time consuming for readers who wanted a single article, archive research or quick read. We replaced the 3 day offer for a Single Day purchase.

- Redesigned the interface page for purchase option.
- Allow reader to select subscription or single day option.
- Created a corporate PayPal account to process payments.
- Set a cookie value in the purchasers browser to identify.
- Allow full access for that reader from that browser, until midnight.



Single Day purchases qualify as paid circulation

- We track the purchaser by using the IP address.
- Name, e-mail address, zip and town of the IP address are gathered and recorded.
- Single copy routes setup for each zip/town combo have sales added to them weekly.
- ABC has approved, in writing, the use of the IP address for recording the sale.

Thank you for your attention.

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