

HYBRID & ELECTRONIC EDITIONS

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Free Electronic Edition to Print Subscribers

- If the newspaper would normally charge for that electronic edition, the ABC board ruled that it would not be subject to premium rules. This means the publication may promote the electronic edition to print subscribers as “free,” “no additional cost,” “no extra charge,” etc.
- However, the electronic edition may not be claimed as paid circulation.

Selling a “Hybrid” Subscription

- A “hybrid” subscription is one where a newspaper offers a consumer a single subscription, but some days of the week the subscription is delivered via electronic edition, while the remaining days of the week are delivered in print.
- In a hybrid subscription, the consumer is only receiving a single subscription, which means the print and electronic delivery do NOT overlap on any days of the week.
- To qualify as paid circulation, an amount of no less than one cent must be collected.
- The newspaper may not position any days of the week as “free,” “no additional cost,” “no extra charge,” or other synonymous language.

Selling a Combination Subscription

- Newspaper publishers may decide to sell both a print and electronic subscription to the same individual, and desire to claim circulation from both subscriptions as paid on ABC documents.
- When two or more subscriptions of the same newspaper are being sold together (regardless of the delivery format), then the rule governing multiple subscriptions applies.
- This rule requires collection of no less than one cent per subscription. It also requires the promotional material to include an option for the consumer to purchase only a single subscription for less than the multiple sales price.

What Some Are Doing

- **Detroit Free Press**
 - Print Thursday, Friday and Sunday
 - Electronic other days
 - \$12.00 per month
- **Wall Street Journal**
 - 4 weeks free / \$1.99 per week
 - Lower rates for Subscribers
- **Chicago Tribune**

What Some Are Doing

- **Chicago Tribune**
 - \$2.50 per week Electronic
 - \$2.00 per issue “e-Wallet”
 - \$2.00 single day pass

What we are doing in Waterloo

Our Hybrid

- E-edition Monday through Friday
- Sunday Print

Benefits

- Delivery Vehicle Sunday preprints
- Electronic Edition Exposure

What we are doing in Waterloo

Our Electronic Edition - NIE

- NIE on Sunday
- Daily Print or electronic

Benefits

- Reduced Newsprint costs
- Electronic Edition Exposure to future readers

What we are doing in Waterloo

Our Electronic Edition - Home Delivery

- Special out of area rate - \$5.00 monthly
- Up charge with discounted subscription
 - Testing rates to see what the market will support
 - Will not be able to count both copies

What we are doing in Waterloo

Our Electronic Edition - Home Delivery

- Special out of area rate - \$5.00 monthly
- Great option to allow free access for weather or other emergencies

Pricing Strategy Considerations HYBRIDS

- **Do not squander the revenue opportunity**
- **Look for growing acceptance with low cost add on offers to build audience**
- **E-editions along with a print subscription is a potential revenue source – but need to be promoted appropriately**
- **Consider effect on core product, especially preprints**

Pricing Strategy Considerations Electronic Editions

- **Consider raising Mail Subscription Rates and offering more modestly priced E-EDITION**
- **Out of delivery area customers are ideal for a modestly priced electronic subscription**
- **Look at promoting e-edition to snow birds**
- **Cost effective NIE vehicle**

