



Competition

- Market – Central Mass/Worcester
- 3 daily newspapers – 1 owned by NY Times Co; 1 by Media News/Digital First
- Other weekly competition
- Patch, Main Street Connect and other hyperlocal sites
- Charter and Comcast cable
- Local radio
- Groupon, Living Social, Yellow Book, etc.

2 of our weeklies just published the largest billing issues in their history

- | | |
|---|---|
| <ul style="list-style-type: none"> • <i>The Landmark</i> – 36 years publishing – 7,500 paid circ – Serves 5 towns – <u>Avg issue = approx \$20K</u> – April 6, 2012 issue = – 160 pages and... | <ul style="list-style-type: none"> • <i>Millbury-Sutton Chronicle</i> – 26 years publishing – 3,000 paid circ – Serves 2 towns – <u>Avg. issue = \$4K</u> – May 3, 2012 issue = – 72 pages and ... |
| <p>\$100,946</p> <p><small>Does not include classified</small></p> | <p>\$18,013</p> <p><small>Does not include classified</small></p> |

How?

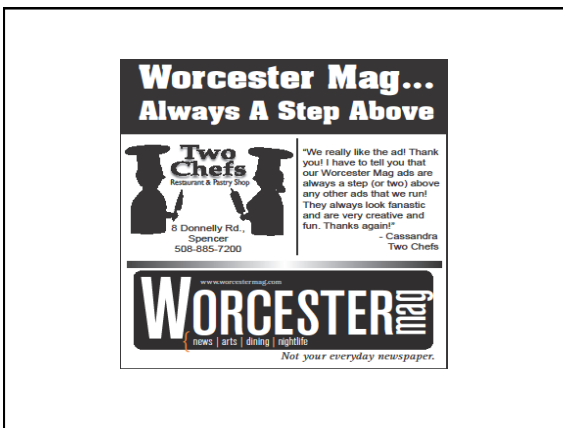
- It's focused, fundamental execution
 - Early preparation
 - Daily accountability
 - Team atmosphere = common goal to beat record
 - Sales contest with generous prizes
 - Early bird discounts
 - Discounts on full and half pages (*let your small businesses go big at the best time of the year*)
 - Early milestones for reps to hit

How?

- Make it an event
 - TMC subscription drive
 - Create buzz that this is an issue you must be in
 - More ambitious editorial
 - Talk about these issues all year long
- But it's more than that ... why does this work?

Community print
WORKS!







THE Landmark

"As a consumer-direct marketer, we're always looking for partners who are open-minded enough to understand our lead gen business model. The people at the "Holden Landmark Corp." Group have helped design a program that has resulted in long-term success for both of our businesses. Their staff truly cares about our success. Their newspapers and websites have consistently generated high quality leads for us that close at an above-average rate, and sell for a larger ticket price. We are excited to continue to advertise with them!!"

- Matt Miller, Marketing Director

Renewal by Andersen of Greater MA, PA and CO
104 Otis Street • Northborough, MA 01532 • 508-919-0968

Incredible Results!

TRASH WIZARD
Waste Removal & Junk Removal
1-888-55-WIZARD (94927)
TrashWizard.com

"I recently started ads with WOMAG and the results have been incredible. Within the first 2 weeks of running my company ads, I have received a better return than with other forms of advertising. I would recommend WOMAG to anyone looking to reach Worcester residents and expand their business. Thanks again WOMAG!"

-Brett Sullivan, Trash Wizard

WORCESTER mag
news | arts | dining | nightlife
Not your everyday newspaper.

"Thank you Worcester Mag"

Bhordon
1075 Pleasant St., Worcester • 508-798-0432

"I have been excited with the response from my advertising with Worcester Mag this season. Not only have the ads brought in many new customers but people have actually cut them out and brought them in! I believe this great response has been largely due to Kim V's extraordinary talent with her artistic abilities. She is a creative jewel. Thank you Worcester Mag."

-Jackie Ford, Bhordon

WORCESTER mag
news | arts | dining | nightlife
Not your everyday newspaper.

DIRTY DOG'S
BURGERS AND MORE
THRILLED
TO RESPONSE
TO RECEIVING
FROM
WORCESTER MAG
THEY HAVE BEEN
RUNNING COUPON
OFFERS
AND REAL EXCITED
OVER THE NUMBER
OF COUPONS BEING
CASHED IN!
HE FEELS HE IS SEEING A
GREAT
CUSTOMER BASE & HITTING
RICH
THE
DEMOGRAPHIC
WITH WOMAG.

Dirty Dog's
Advertising that Works!
WORCESTER
Call 508-740-3165 today!

**Advertising in the
Millbury-Sutton Chronicle works!**

"Dear Millbury-Sutton Chronicle,
We just wanted to let you know that we had
a tremendous turn out with the flyers!!!
We got about 60 coupons back just
on Friday night.....and a ton of new
business!! We are excited to
continually advertise with the
Millbury-Sutton Chronicle!!
Thanks so much for
everything!!!"

Angela & Angelo
Owners, Pizza Chef

PIZZA CHEF
32 Main Street, Millbury, MA
508-865-3700

5/10/11 12:01 PM

EDITORIALS & OPINIONS

**We couldn't have
said it better
ourselves...**

Marie Mouradian
WFCP Master • Hunter Douglas Professional • National Award Winning Designer

"As I reflect on the 25th anniversary of Window Designs Etc., I can attribute
much of my success to advertising in the Landmark. The Landmark staff was
very knowledgeable and helpful in developing a successful advertising campaign
for me within my budget. As a result of my Landmark ad my business quickly
grew. To this day I am still getting new clients as a direct result of my weekly
Landmark advertising. New prospects tell me they have had my ad upon their
refrigerator for months! The Landmark endorsement proves to deal with local
businesses. Readers consider The Landmark their local "Bible" that they refer to
the whole week long. Unquestionably, advertising in The Landmark ensures
my future success!"

Marie A. Mouradian
Window Designs Etc.
www.Window-Designs-Etc.com
508-829-5563
windowdesignscharles.net

For more information on how The
Landmark can help your business
reach it's target market, call **508-829-5981** Landmark

Investing in ... *print*

- Non-daily
 - Do we think there will be a “weekly” conference or session in 2 years? 5 years?
 - Will we need to make the distinction?
- Local. Real local, as in - *your* city or town
- Community supportive

Weekly, community print is...

- Lean back – not forward
- Reflect , catch up – not research and move on
- Leisure – not work
- Familiar, comfortable – not latest fad

You are *not* at a disadvantage with print

- Other tools with other pros and cons
- Some have better ability to track results
 - Impressions, click thrus, even orders
 - Some have targeting tools with context, zips
- Some can put an offer in a consumer’s hands when they are “wallet ready”
- But all have flaws too
- Get off our heels and sell print’s pros!

Why community print works?

- **Content** – reputation and credibility of our local news coverage.
- There's **MAGIC** there still – it's different when your kid "makes the paper" vs. making a "website" ... Scrap books. Taped to refrigerator.
- Press releases, **submissions and announcements from the community** are still very, very important. Perhaps more so than ever. I don't see them on Patch. I don't see them on the Main Street Connect hyperlocal sites. And if they're on the daily newspaper website they are awfully tough to find. Web is deep .. stuff is buried.. hard to find. I have to dig and dig and hopefully not get distracted and taken away by a simple click.

Why community print works?

- This is **INVESTMENT** - in paging and time spent by an editor to process the copy, return the phone calls from the garden club, make sure they get in ... sometime more than once!
- The Landmark editorial staff is 5 (4 FTEs) plus freelance. Recent increase of ½ FTE in January.
- Do readers Suburban families ... want? .. need? daily or 2x daily updates on their town of 10,000 residents? Or do they need well reported, well written context of the "news" for their town? Need the details of weekend events ? need to know the local charitable causes being pushed? Need to see that their neighbor made the honor roll or was named captain of the football team? .. and need it in a pleasing package that's mobile and portable.

Community print works ... for advertisers

- Sell with confidence
- Positive, effective environment for local businesses
 - Better display
 - Little or no waste in the reach
 - Supportive of community
 - Consumers like doing business with a neighbor
 - Commitment of time from reader
 - Readers expect (want!) ads in the paper

FCC Report – June 2011

www.fcc.gov/infoneedsreport

- *"In most ways today's media landscape is more vibrant than ever, offering faster and cheaper distribution networks, fewer barriers to entry, and more ways to consume information. Choice abounds. Local TV stations, newspapers and a flood of innovative web start-ups are now using a dazzling array of digital tools to improve the way they gather and disseminate the news—not just nationally or internationally but block-by-block. The digital tools that have helped topple governments abroad are providing Americans powerful new ways to consume, share and even report the news..."*

FCC Report

- *Yet, in part because of the digital revolution, serious problems have arisen, as well. Most significant among them: in many communities, we now face a shortage of local, professional, accountability reporting. This is likely to lead to the kinds of problems that are, not surprisingly, associated with a lack of accountability—more government waste, more local corruption, less effective schools, and other serious community problems. The independent watchdog function that the Founding Fathers envisioned for journalism—going so far as to call it crucial to a healthy democracy—is in some cases at risk at the local level."*

"journalism ... at risk at the local level"

- That's opportunity:
 - Opportunity to improve print experience simultaneous with the digital offerings
 - Invest in print while investing in digital
 - Open up newshole
 - Really embrace submissions from community (UGC?!)
 - Design: more color; easier to read
 - Saturation & sampling campaigns
 - More reporting

"journalism ... at risk at the local level"

- It starts with us: We've got to embrace our strengths and sell CONFIDENTLY:
 - Challenge "print is dying" at every turn
 - Examine our pricing and policies (are we still charging category rates?)
 - Teach print

A few ideas....

- Community Banking section
- Best of / Readers Choice issues/events
- Performance Based and Lead Generation campaigns
 - Renewal by Andersen
 - Basement Technologies
 - Contests: Laser eye; Family video
 - Event Marketing

Gareth Charter

Publisher

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