

Tampa Bay Times

WHERE'S THE GROWTH?



Recognizing our challenges
while leveraging our strengths
to produce growth.

Bruce Faulmann
Vice President, Sales and Marketing
Tampa Bay Times

WHERE'S THE **GROWTH?**



TIMES TOTAL MEDIA

Audience Comparisons...

How do we match up?

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In 1983, the M*A*S*H* final episode was viewed by 121.6 million or 52% of the population.

This year's Super Bowl was viewed by 103.4 million or only 34% of the population.

Source: Nielsen

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Evening News

21 million view the evening news from 6:30 to 7 p.m.
on the three big networks COMBINED out of 327
million people in the United States.

Source: TV Newser

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Newspaper Audience

Today, newspapers still reach 136 million or 54% of U.S. adults on an average Sunday.

Source: 2017 Scarborough Report

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Newspaper Audience

1.3 million of Tampa Bay DMA adults read a newspaper every Sunday out of 3.9 million adults.

Source: 2018 Scarborough Report

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Metro Comparative Report, Q1

2014

2018

Retail	-4.2%	-13.4%
National	-2.2%	-11.2%
Automotive	-20.6%	-19.2%
Real Estate	-4.3%	-10.5%
Employment	-15.3%	- 7.9%
Classified	-10.5%	- 7.2%
Total Advertising Revenue	-7.1%	-10.3%
Total Newspaper Revenue	-3.5%	- 5.1%
Preprint		-22.2%
Online		2.4%

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Where is the Money?

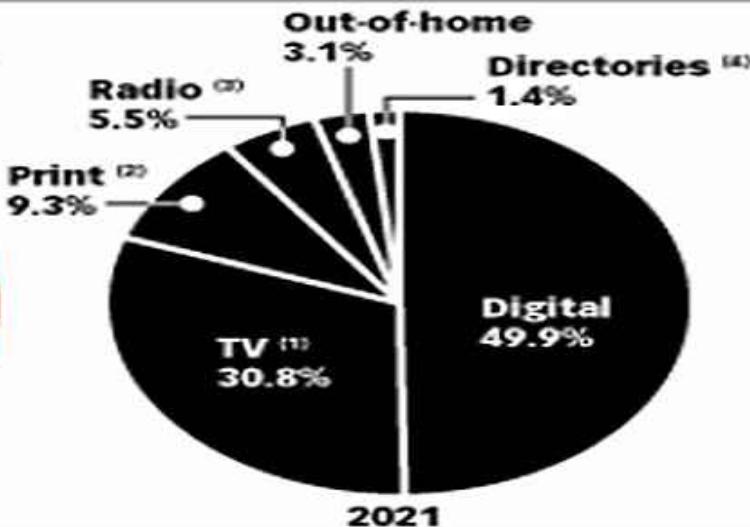
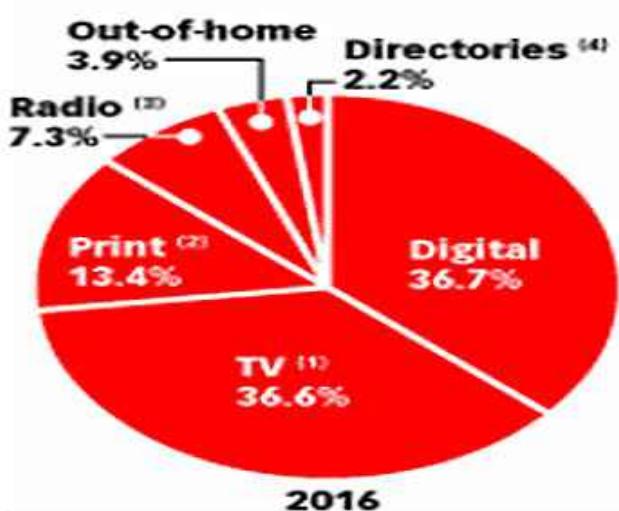
WHERE'S THE **GROWTH?**



TIMES TOTAL MEDIA

US Total Media Ad Spending Share, by Media, 2016 & 2021

% of total



Note: numbers may not add up to 100% due to rounding; (1) excludes digital; (2) includes newspapers and magazines; excludes digital; (3) excludes off-air radio and digital; (4) print only; excludes digital

Source: eMarketer, March 2017

224023

www.emarketer.com

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Google

Capture 90 percent of digital growth

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Results?

Engagement vs. Sales



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*Sells 100s not
1,000s*



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Same holiday. Different results.



Hyde Park Presbyterian Church
shared an event.

Mar 23 at 4:22pm •

It's happening tomorrow! Don't miss the Hunt!



SAT, MAR 24

Easter Egg Hunt

Hyde Park Presbyterian Church · Tampa

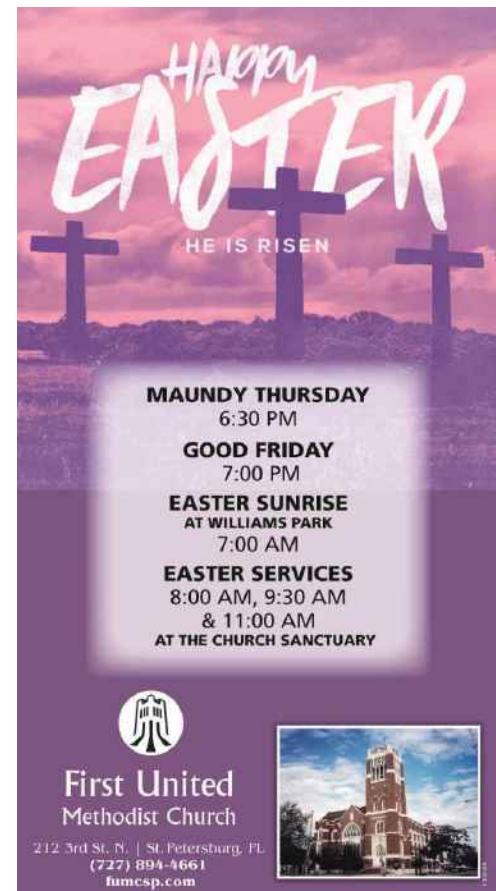
Lauren and 5 friends

GOING ▾

Like

Comment

Share



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Digital CPM = \$3 - \$5

Print CPM = \$30 - \$50

Two forms of Advertising

Demand Creation & Fulfillment

What happens when you take advertising out of
newspapers?

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The Local Knowledge Study

How Consumers Describe Local Ad Channels

	Useful		Annoying
Point-of-sale circulars	52%	Radio commercials	27%
Newspaper inserts/circulars	48%	Ads on non-media social sites	27%
Ads in printed newspapers	47%	Ads that come in the mail	25%
Ads that come in the mail	41%	TV commercials	24%
Circulars delivered to home	39%	Ads on radio websites/social sites	24%
Ads in printed magazines	38%	Ads on non-media websites	23%
TV commercials	35%	Circulars delivered to home	23%
Radio commercials	32%	Ads on TV websites/social sites	22%
Ads on non-media websites	29%	Ads on magazine websites/social sites	20%
Ads on newspaper websites/social sites	29%	Ads on newspaper websites/social sites	19%
Ads on magazine websites/social sites	28%	Ads in printed magazines	14%
Ads on TV websites/social sites	28%	Newspaper inserts/circulars	10%
Ads on non-media social sites	27%	Point-of-sale circulars	6%
Ads on radio websites/social sites	26%	Ads in printed newspapers	5%

Base: Total local media users (1,003); multiple responses.

The Local Knowledge Study

Advertising regularly used when shopping for the products and services that I buy

	Total Local Media Users	Millennials	GenXers	Boomers
Newspapers	48%	30%	48%	59%
Television	33%	39%	41%	25%
Advertising delivered to home	31%	17%	29%	43%
Point-of-sale circulars	20%	8%	22%	31%
Other social media ads	15%	24%	19%	5%
Magazines	14%	15%	14%	13%
Radio	10%	10%	13%	10%
Other website ads	9%	11%	10%	7%

Source: The Local Knowledge Study, 2016. Base: Total local media users (1,003); multiple responses.
Ad platforms: Newspapers (print, inserts, web, apps, social), Magazines (print, web, apps, social),
TV & Radio (broadcast, web, apps, social), Advertising delivered to home (via door/driveway/mail).

The Local Knowledge Study



Local Market Millennials

Local Market Millennials

Media platforms that do the “Best Job” providing news and information about their local communities

Newspapers	49%
Television	48%
Radio	24%
Magazines	19%

Base: Millennials using local media (305); multiple responses.

Media platforms: Newspapers & Magazines (print, web, apps, social), TV & Radio (broadcast, web, apps, social).

Millennials Are Active Digital Users

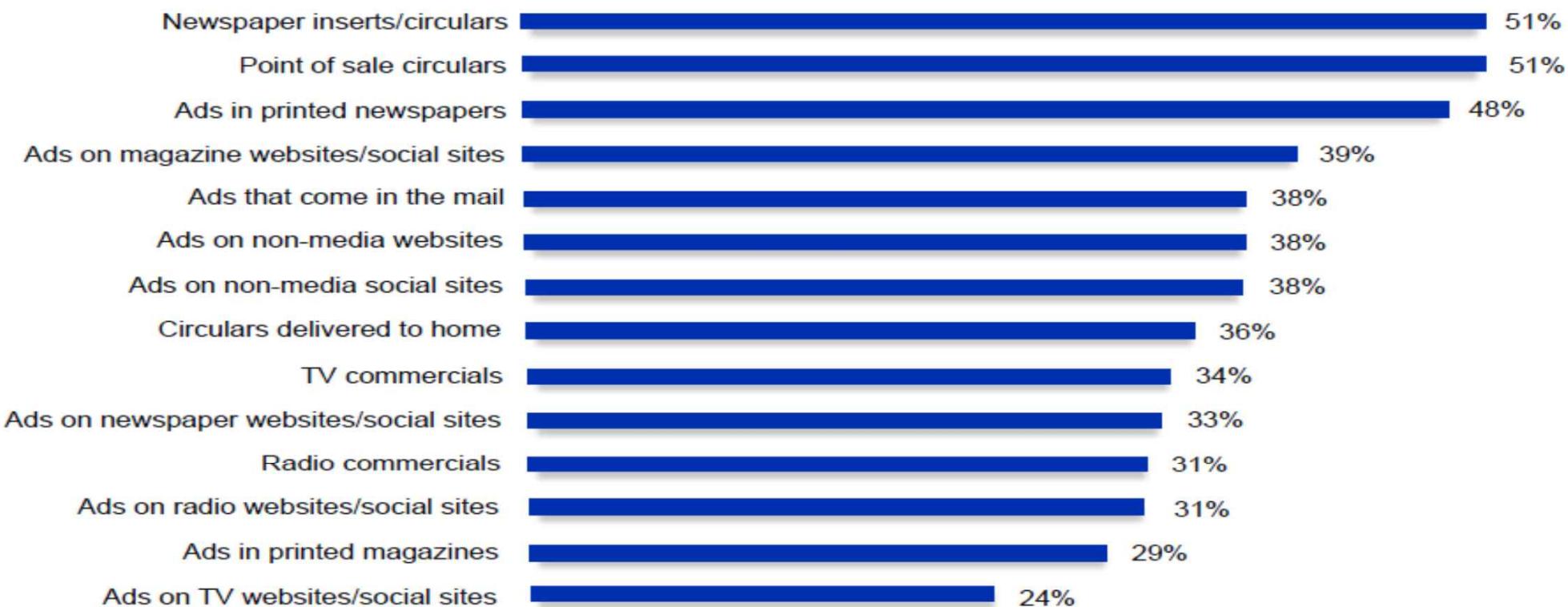
Use of media-branded websites and social media for news and information about their communities



Base: Millennials using local media (305); multiple responses.

Ad Channels That Drive Millennial Purchases

Millennials “often” purchase products and services as a direct result of...



Base: Millennials using specific local ad channels (305); multiple responses.

Ad Adjacency

ADWEEK

NEWS • EVENTS • WEBINARS • CONNECT • ADWEEK JOBS

Sign In

Subscribe



DIGITAL

New Research Shows Ads in Trustworthy Environments Are Becoming Significantly More Effective

Findings were released by World Media Group

By Sara Jerde | May 18, 2018



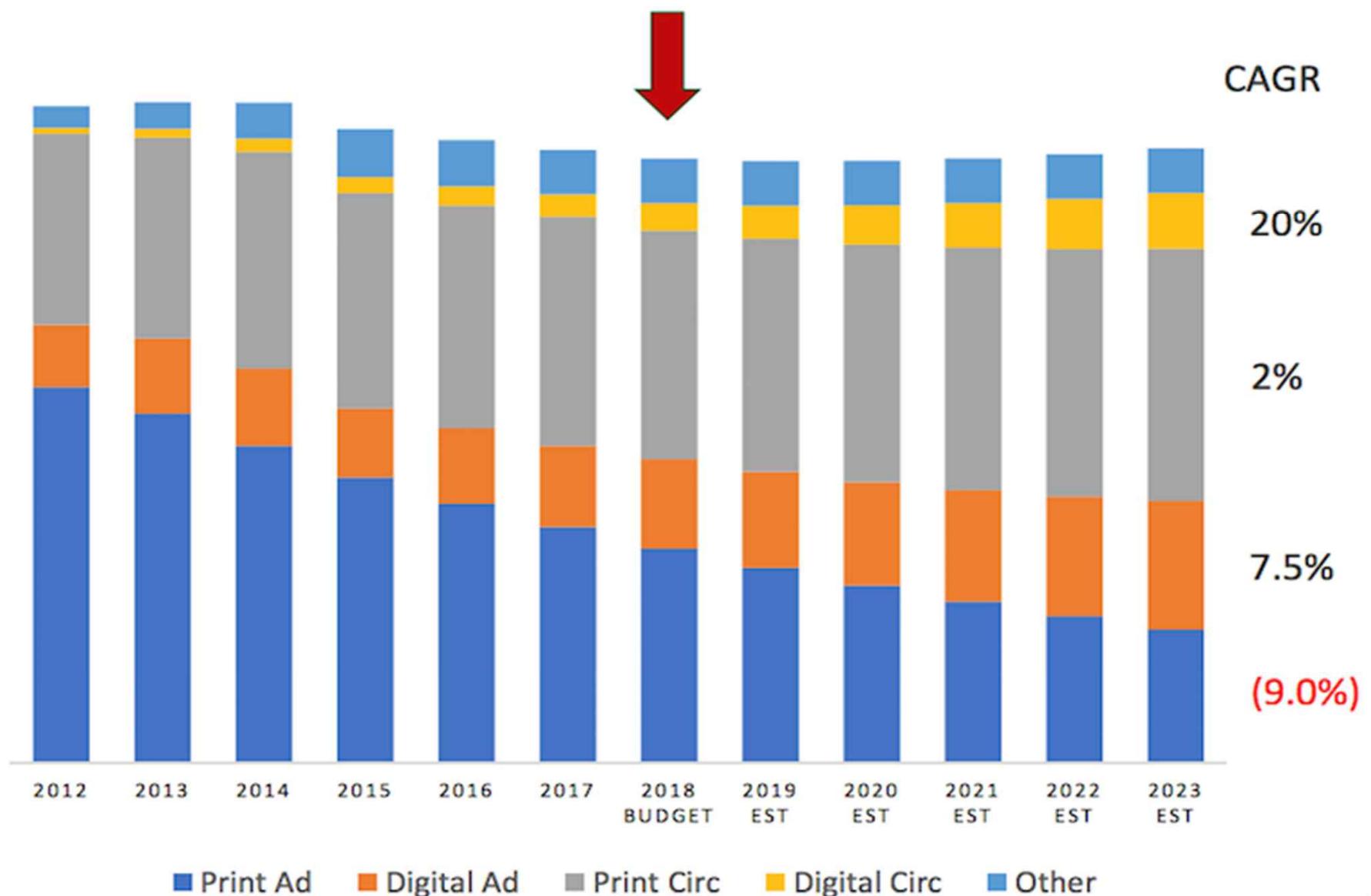
We're disintermediating our content from our advertising.

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Current environment

- Subscribers must pay more
- Advertisers look for exit from preprints





What do we
do?

**Neil Brown, President,
Poynter Institute**

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The answer:

Shut down our websites!

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What can we do?

Create new business lines using our core assets!

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Aldon Industries



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Aldon Industries



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Kyle Taylor,
Founder & CEO



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How you make the money to support your
journalism shouldn't matter.

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Use advertising. Don't just sell it!

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Pay Per Call Program

- 12,787 calls in past 12 months
- 245 calls per week
- \$725,0000 annually in new money

Source: Callsource report

Create meaningful partnerships



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TAMPA BAY SENIOR EXPO



OCTOBER 10

The Coliseum
St. Petersburg, FL

FREE ADMISSION
FREE PARKING

TAMPA BAY BRIDAL SHOW



OCTOBER 8

The Coliseum
535 4th Ave N.
St. Petersburg, FL 33701

\$5.00 ADMISSION
Buy Advance Tickets



TAMPA BAY HOME SHOW

Presented by Tampa Bay Times
www.tampabayhomeshows.com

The Excitement is Building



June 1, 2, 3, 2018

Tropicana Field, St. Petersburg

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#BEINFL

FLORIDA BEACH INSIDER



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Use your core assets to disrupt a high-margin industry.

Automotive?



Real Estate?



Mattresses?



LOCAL

is key

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Top 12 Advertisers

2007

Verizon
Macy's
Dillards
Wellcare
Rooms to Go
Alltel
Sears
Publix
AT&T
Bealls
Sprint
JC Penney
\$25,839,149

2017

Bealls
Publix
Baycare Health
News America FSI
Humana
Famous Tate
Brandon Ford
Rooms to Go
Macy's
Target
St. Petersburg CVB
Kohl's
\$13,939,955

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Est. Total Advertising and marketing expenditures among Bay area businesses

Rep office	1,000 - \$4,999	\$5,000 - \$9,999	\$10,000- \$19,999	\$20,000- \$49,000	\$50,000- \$99,999	\$100,00- \$249,000	\$250,000+	Unknown	Total
St. Pete	8,432	4,289	2,966	2,335	740	433	244	4,173	23,612
Clearwater	5,663	3,079	2,023	1,656	522	267	154	2,638	16,002
Pinellas Total	14,095	7,368	4,989	3,991	1,262	700	398	6,811	39,614
Pasco	3,116	1,272	836	543	174	95	35	1,101	7,172
Hernando	1,854	555	351	256	79	50	18	637	3,800
Citrus	1,938	606	372	232	52	38	18	548	3,804
NSC total	6,908	2,433	1,559	1,031	305	183	71	2,286	14,776
Tampa	7,821	5,484	4,071	2,781	1,088	630	361	5,500	27,736
Brandon	4,759	2,746	1,880	1,432	465	275	145	2,483	14,185
CE Pasco	401	130	103	56	13	8	2	153	866
Lutz	353	216	168	101	27	9	4	151	1,029
PO boxes	101	47	49	28	7	1	--	120	323
Hills Total	13,435	8,623	6,271	4,398	1,600	923	512	8,407	44,169
Grand Total	34,438	18,424	12,819	9,420	3,167	1,806	981	17,504	98,559

Keep feet on the
street!



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Print works!
*\$10 cpi is the
sweet spot!*



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Questions?

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