

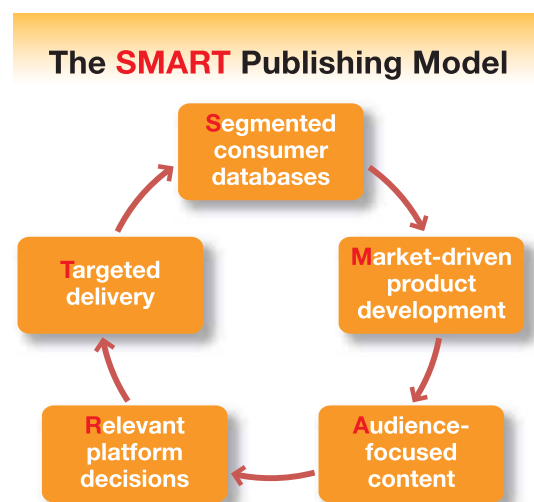
# Executive Summary

In addition to the “general purpose” newspaper, the future of the newspaper industry will require newspaper companies to create a portfolio of targeted print and digital products for a variety of audiences based on age, gender, location, socio-economic status, ethnicity and interest group. In the long term, personalised publications will emerge as a viable and compelling part of that portfolio.

The Shaping the Future of the Newspaper project has produced a report bolstering the argument for newspaper companies to develop multiple print and digital publishing products in order to reach new audiences and to better satisfy the needs of hungry, and increasingly particular, media audiences.

The SMART Publishing strategy, detailed in this report, requires publishers to understand their audiences better by conducting more reader research, and to tap into the infinite consumer databases available to them in order to get a detailed picture of media habits, consumer spending and other valuable indicators that will help bolster the newspaper company’s relevance to audiences and advertisers.

The SMART publishing strategy also requires astute and prolific new product development, and informed decision-making about on which channels to publish for specific niche audiences. The report also details new and efficient ways to deliver print and digital publishing products to targeted groups.



Source: Shaping the Future of the Newspaper 2009  
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Niche publications around the world are typically more successful in these trying economic times, specifically in advertising sales and circulations. The logic is, the more relevant the publication to a specific group, and the more unique the content, then the more easily monetized the publication can be.

Cases in point: Lance! sports newspaper in Brazil, which has grown its circulation 10 percent in the last year while other Brazilian papers have remained flat or are losing circulation. Why? Publisher Walter de Matoes says the newspaper's journalists are connected to their readers through constant dialog and a shared passion for sports – the stories, interactive forums, events and football team blogs provide a synergistic effect for the company. In response to the success of Lance!, the company has spun off two ultra-targeted sports titles, one focused on extreme sports called A+, and another called Vencer, targeted to Rio's popular Flamengo football team. All are growing circulations, Web site user numbers and profitability.

Parenting Web sites are a growing phenomenon around the world. Dozens of newspapers have developed or purchased these highly interactive publications, particularly aimed at expectant mothers, parents of small children and working parents. In Sweden, Familjeliv.se has become profitable and extremely popular since its purchase by newspaper company Stampen Group in 2007. Of the 9 million Swedish inhabitants, the site has 123,668 members, 300,000 unique visitors per week and 47.36 million forum comments. The site reaches 50 percent of all Swedish women between 25 and 35 years old, and 70 percent of all pregnant women, every month, according to Familjeliv Editor-in-Chief Anna Holmquist.

Holmquist credits the success with the relevance of the content and interactivity, as well as the keen connection between journalists and visitors to the Web site.

“Relevance is getting more and more important. I think it is very important to target your audience. If you are relevant to your readers and advertisers you will go further as a publisher.”

Another huge area of expansion of targeted products is hyperlocal content. This report includes several cases of newspapers and Web sites targeting local readers seeking hyperlocal news and information.

One such case study is NaseAdresa. In May 2009, PPF, a finance company based in the Czech Republic, launched seven hyperlocal weeklies and 23 Web sites in three regions of the country. These currently cover about 4 percent of the country's households, with the intention of launching 230 weeklies with a total circulation of 500,000 in the next years. The strategy is a clever cocktail of hyperlocal news, a community hub office for each of the country's 75 districts, each anchored by a coffee shop that is designed to draw in the community and act as an instant revenue maker while the newspapers build momentum.

In addition, PPF launched the Futuroom, the hub newsroom based in Prague where production and editing occurs for the weekly hyperlocal newspapers.

“If we didn't have the cafés, the project may as well be closed. The most profitable part is the café,” said PPF Media CEO Roman Gallo. In regards to the importance of the cafés as they relate to hyperlocal news gathering, the community hubs are invaluable in the collection of news and the building of community relationships.

“There are no doors. Anyone can go talk with reporters. We know that the thinking of the editorial team is very close to that of their readers,” he said.

The next step with the targeted newspaper strategy is to create more hyper-targeted print and digital products, some with an audience of just one. A number of personalised products are being published around the world as experiments. One such product is niuu, just released on 13 October at IfraExpo in Vienna. niuu is a personalised newspaper first rolled out in Berlin, which allows the user to select desired content from a variety of german and international publishers around the world. The unique newspaper, printed on an Océ digital inkjet printer, is delivered to the subscribers' door. Intellectual property agreements were made in advance with a variety of global publishers.

Targeted publishing is opening the door to greater market penetration and higher advertising revenues. The portfolio strategy, which includes a variety of niche print and digital products, can create a mosaic of subscribers for a host of age, gender, ethnicity, location and interest group-related publications. It also provides a solid strategy for the future of newspapers worldwide.