



# Growing Circulation

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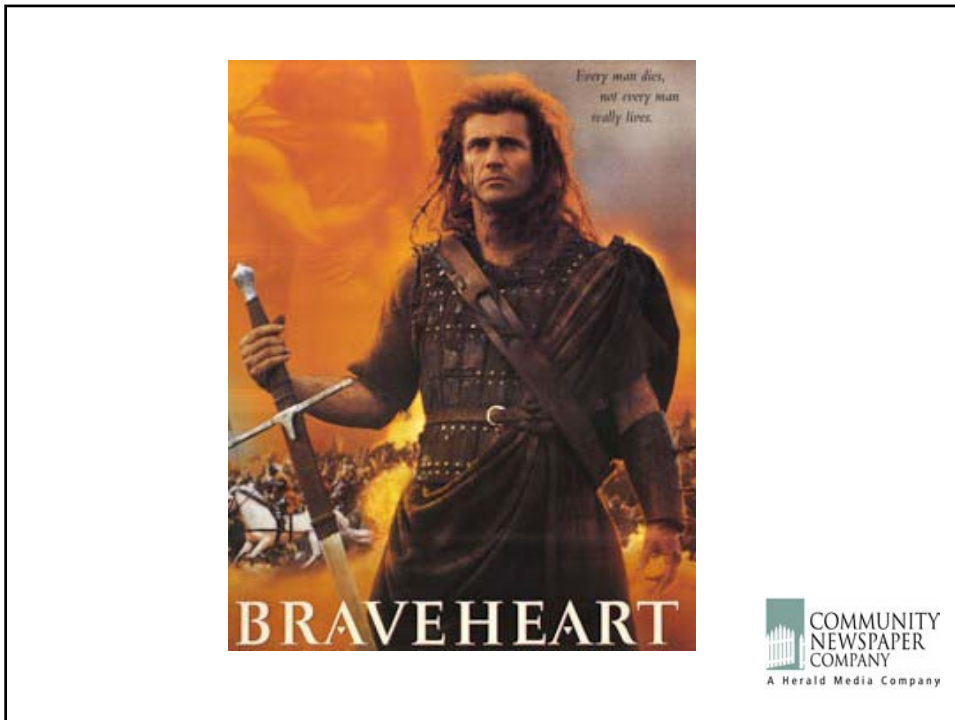


## Agenda

- Growing Circulation
  - Identify your newspapers' strengths
  - Position your papers' promotional output on these strengths
  - Identify your circulation human resource(s) strengths
  - Manage to those strengths



## Best Practices to Growing Circulation



### What is your newspapers' strength?

#### Local, Local, Local

- Information you can't get anywhere else
- Faces and names of the people you know
- Not only local government meetings, but the resulting affect on readers
- Local opinions
- And, not to be forgotten, LOCAL ADS!



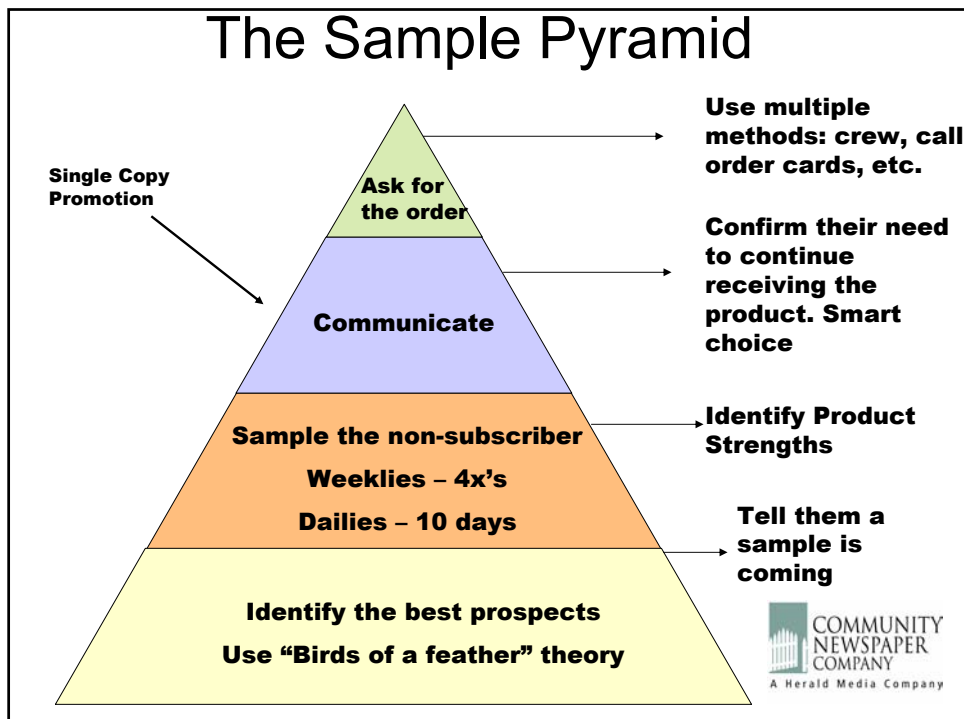
## Best Practices to Growing Circulation

### So, what do you promote?

- That the smartest choice you can make is to **subscribe to the local newspaper!**
- And how do you convince the consumer this is true?
- PROVIDE THEM **SAMPLES**

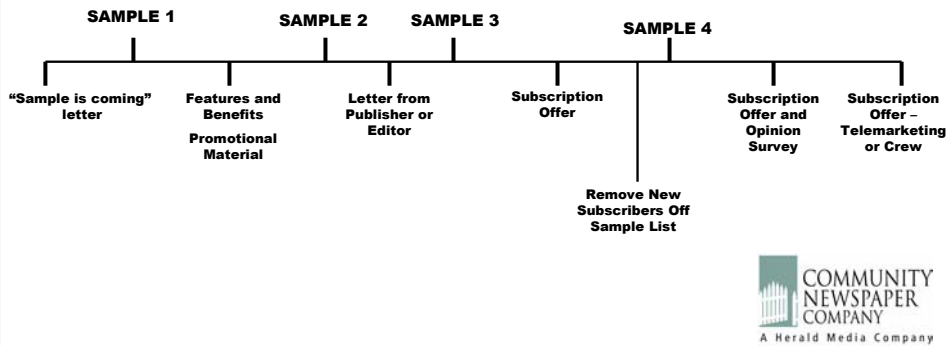


### The Sample Pyramid

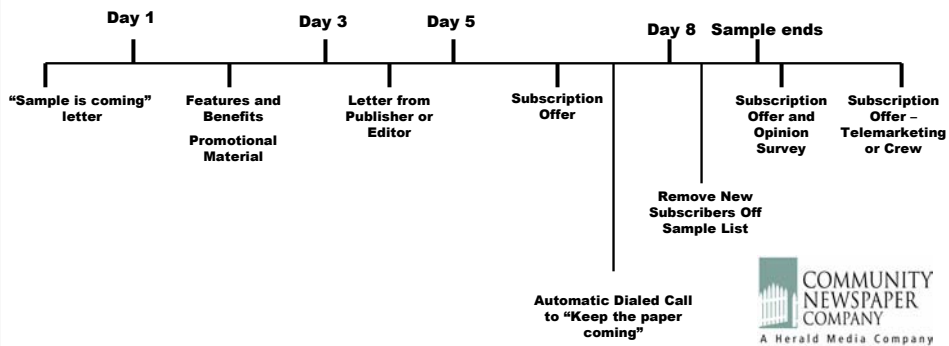


## Best Practices to Growing Circulation

# Sample Timeline Weekly Paper



# Sample Timeline Daily Paper 10 day Sample



## Best Practices to Growing Circulation



# Our Mission



### Mission Statement

The CNC circulation department will grow paid circulation volumes for both daily and weekly publications by creating additional sales opportunities, providing exceptional service, and implementing targeted retention programs for our readers. We will develop the individual strengths of our team members and manage through weaknesses.



## Best Practices to Growing Circulation



# Our Strategies



Implement new sales and marketing programs to grow home delivery volume of the daily and weekly newspapers.



## Best Practices to Growing Circulation

Implement new sales and marketing programs to grow single copy volume of the daily and weekly newspapers.



Rededicate the department focus on exceptional customer service.



## Best Practices to Growing Circulation

Promote full rate value of our  
products as we reduce  
reliance on discounted subscriptions.



Develop and execute retention programs  
for each CNC publication.



## Best Practices to Growing Circulation

Create opportunities for circulation team members to develop strengths and identify weaknesses.



***Repeated to the staff at every department meeting***

Don't Forget Your Role  
in the Future



## Best Practices to Growing Circulation

**“Greatness is not a function  
of circumstance.  
Greatness, it turns out, is  
largely a matter of  
conscious choice.”**

**Jim Collins - Good to Great**



**Communicate.**



## Best Practices to Growing Circulation

**Participate.**



**Contribute.**



**Best Practices to Growing Circulation**

**And never forget to...**



**SELL MORE PAPERS!**



## Best Practices to Growing Circulation



# Stack Card Program



Newsdealer:

Please fold at the dotted line and insert this top section into the bottom of today's newspaper stack of MetroWest Daily News

**If you sell out and need additional papers, please call 1-800-722-1914**

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***'MOST EXPENSIVE WINTER'***

**LOCAL TOWNS  
SCRAPING FOR  
CASH AFTER  
STORM COSTS**


**THE METROWEST  
DAILY NEWS**

headline for  
Fri. 2-25-05

The logo for Community Newspaper Company, featuring a stylized building icon to the left of the text "COMMUNITY NEWSPAPER COMPANY" and "A Herald Media Company" below it.

## Best Practices to Growing Circulation

Newsdealer:  
Please fold at the dotted line and insert  
this top section into the bottom of today's  
newspaper stack of Daily News Transcript




**If you sell out and need additional papers,  
please call 1-800-722-1914**

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**WALPOLE PHYSICIAN**


**MUSLIM  
DOCTOR SUES  
FOX-25 FOR  
DEFAMATION**

**THE DAILY NEWS  
TRANSCRIPT** Headline for  
fn. 2-25-05



**COMMUNITY  
NEWSPAPER  
COMPANY**  
A Herald Media Company

Newsdealer:  
Please fold at the dotted line and insert  
this top section into the bottom of today's  
newspaper stack of Milford Daily News




**If you sell out and need additional papers,  
please call 1-800-722-1914**

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**MILFORD**

**PRINCIPAL  
MAPS OUT  
LATEST FIX AT  
HIGH SCHOOL**

**THE MILFORD  
DAILY NEWS** Headline for  
fn. 2-25-05



**COMMUNITY  
NEWSPAPER  
COMPANY**  
A Herald Media Company

# Best Practices to Growing Circulation

*Newsdealer:*

NO  
HEADLINE  
CUTS

Please fold at the dotted line and insert  
this top section into the bottom of today's  
newspaper stack of Daily News Tribune

**If you sell out and need additional papers,  
please call 1-800-722-1914**


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***GRAFFITI, VANDALISM***

**NEWTON  
COPS WON'T  
TOLERATE  
RACIST ACTS**

**DAILY NEWS  
TRIBUNE**

Headline for  
FRI. 2-25-05



**COMMUNITY  
NEWSPAPER  
COMPANY**  
A Herald Media Company