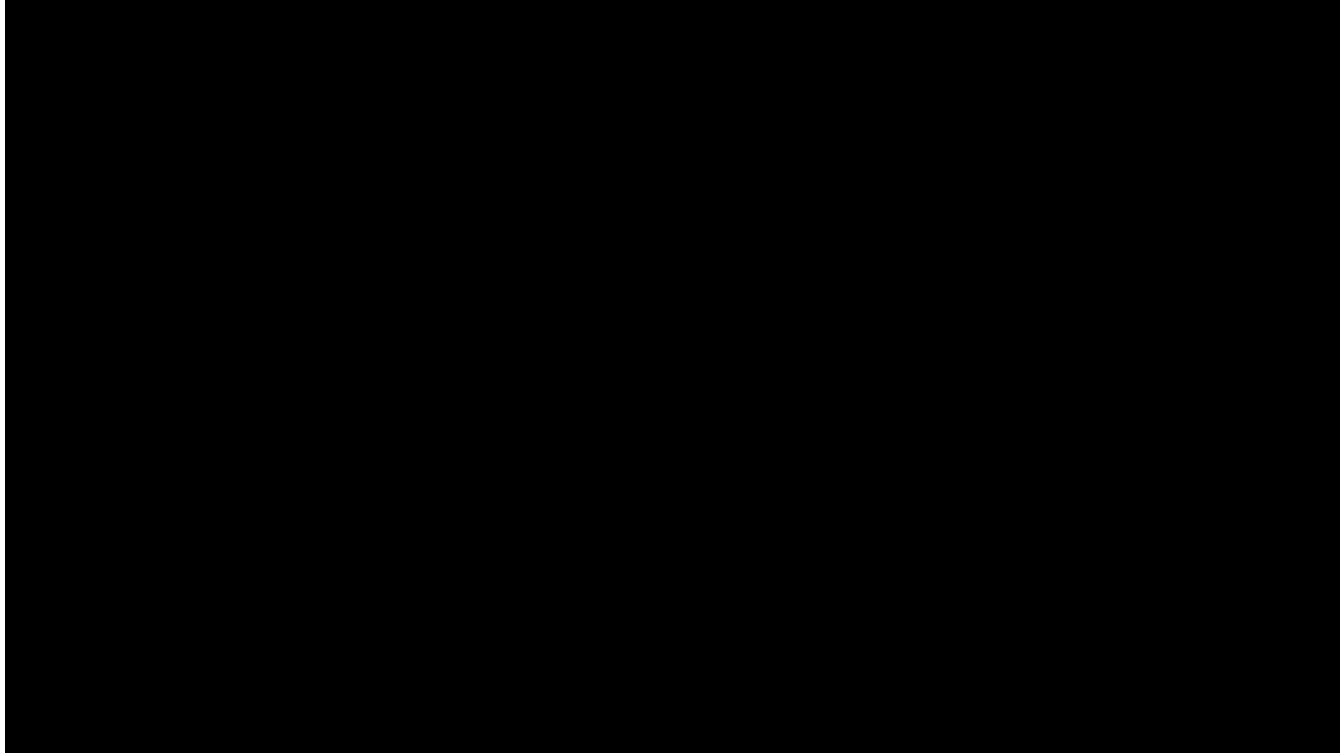


# The 3 pillars of successful paid content strategies

How to think about and master them all



SARS, H1N1, H5N1, Zika, Fear...



# Right



CONTENT



TIME



AUDIENCE



PRICE



CHANNELS

# Audience

It's the year of the person



# The most important pillar to monetising content



# Today's readers are calling the shots

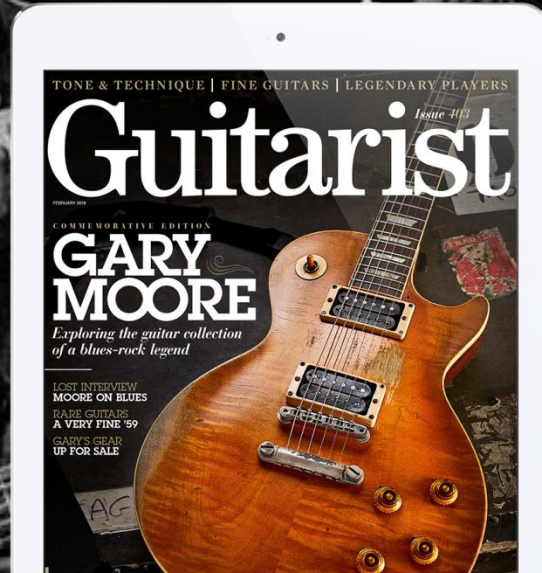
They get content however, whenever,  
wherever **THEY** want it



Passions are what propel people to  
access and discover unique content

Put your readers first and understand  
what they want and love

press reader™





There are **more people** passionate about cats than you would think

## BuzzFeed

Became the first place on the web to offer "cat content"



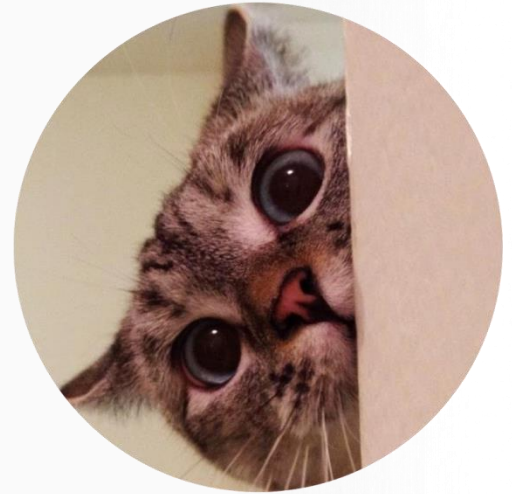
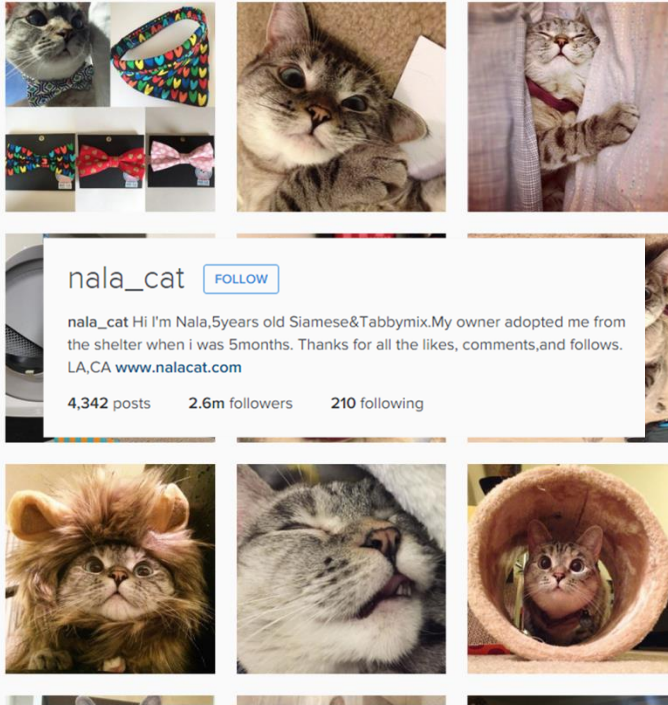
# Grumpy Cat vs Nala Cat

The next **it** cat of 2016

Instagram

Search

Get the app Log in



# The Whole #Squad



*let's talk!*

- How do you zero in on your audience?
- Do you have a local or global audience?
- How do you perceive yourself based on the content you produce?

*let's talk!*

- Where is our audience?
- How do we engage our audience?
- How do we find new audiences for the content we produce?
- How do we understand what the audience wants to read and engage with?



**We are no longer** publishing for just the audience of print publications

- In the US alone there are more than **18,000 magazine titles**; that's **225 billion pages** of editorial content competing for readers' eyeballs



**The % of the readers** that only interact with your print publication is shrinking by the day

- Fifteen years ago humans had an attention span of **12 seconds**. Today we're sitting at **8.25 seconds** – almost a second less than that of a goldfish

**9 seconds**



**8.25 seconds**



**Audiences eyeballs** are everywhere – that audience is everywhere

- **By 2017** the average number of minutes per day a reader will spend with a magazine will be **two minutes**

**Set to 2 minutes**  
We do it twice a day





Each reader is using **more devices** today to interact with content than they had before

# Diversification

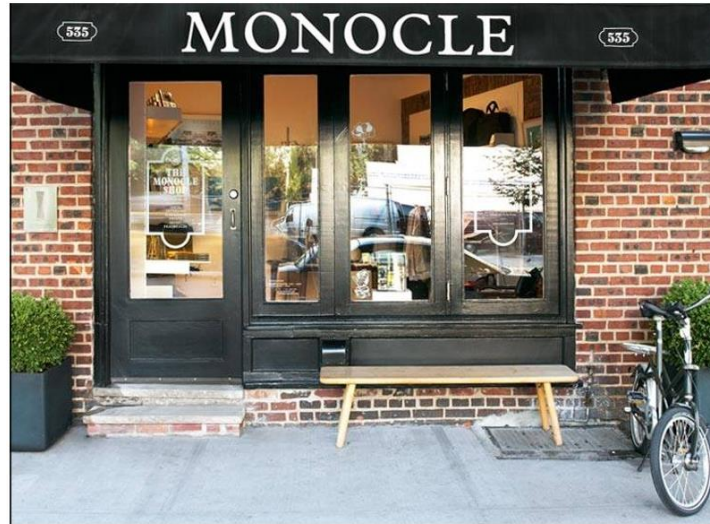
Comes in many forms

# Experiential





# Experiential



# Experiential

---





# Experiential and Community Engagement

---

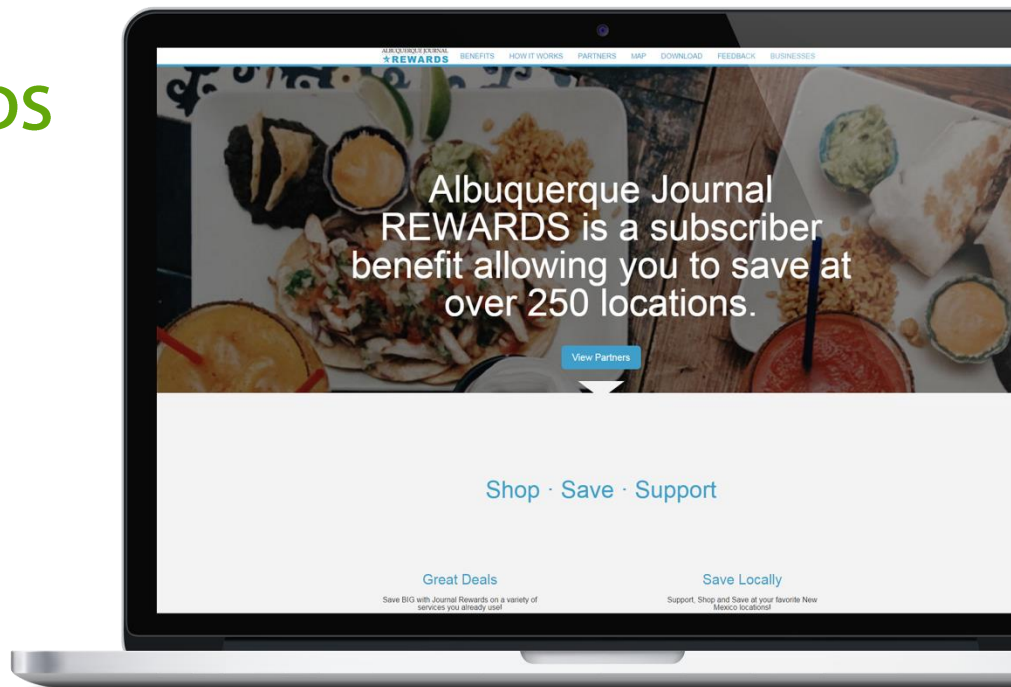
**Monocle** distributes over **81,000 copies** of each issue and has **18,000 subscribers**



# Community Engagement

## Albuquerque Journal REWARDS

- Subscribers are now “members”
- Members are 10K strong and growing



# Community Engagement

## Commercialise engaged communities

- About 100,000 copies printed daily
- Sun Run: 40,000 runners yearly

THE VANCOUVER  
**SUN****RUN**

press reader™





# Gaming and VR



# Gaming and VR

---

The New York Times **gifted 1 million Google Cardboard** sets to print subscribers



# Gaming and VR

---



- **The NYTVR app launch** was more successful than any by the Times
- **Big brands like Mini Cooper, GE and Nike** have also been making forays
- **Absolut vodka** created a rooftop concert VR stream that brand director Afdhel Aziz called the “world’s first virtual reality live show”

# Content Re-packaging

Targeted unique and exclusive content

## *Everyday Dish*

- A collection of more than 120 *Dish* recipes selected for their ease and accessibility
- No hard to find ingredients or time consuming techniques
- Your solution to solving the problem of what to cook for dinner tonight





# Content Re-packaging

Targeted unique and exclusive content

**Everyday Dish** also contains a useful glossary of ingredients, techniques, and those essential recipes you'll turn to time and time again.

No cookbook shelf should be without it.





# Hearst in Russia

---

Don't think about yourself as just a magazine or news publisher



# Hearst in Russia

Don't think about yourself as just a magazine or news publisher

The screenshot displays the JOB24.RU website, a prominent Russian job portal. The interface is primarily green and white. At the top, there's a navigation bar with links like 'Работа в Новосибирске' and 'Добавить в закладки'. Below this, a banner for 'ПОЧЕМУ? СТАБИЛЬНОСТЬ' is visible. The main section is titled 'JOB24.RU зарплата.ру' and includes tabs for 'Вакансии', 'Резюме', and 'Компании'. A search bar is prominently placed in the center. The left sidebar lists various job categories with counts, such as 'Бухгалтерия, финансы, банки' (61) and 'Высший менеджмент, руководители' (41). The main content area is divided into three columns, each listing job opportunities with details like 'Персонал для дома', 'Персонал офиса, АХО', and 'Сфера услуг'. The right sidebar features a section for 'ОБУЧЕНИЕ НА КУРСАХ' and 'КАДРОВОЕ ДЕЛО', along with a 'Один день в компании' article. The bottom of the page shows 'Работодатели дня' with logos of companies like 'LEVOEYER' and 'КМСД', and a 'Фотографии работодателей' section.

*let's talk!*

How are you diversifying your business?

# Business Models

# Print

"Print will be a **premium product** – it will still be a form of media"

John Stackhouse, former editor-in-chief of *The Globe and Mail*

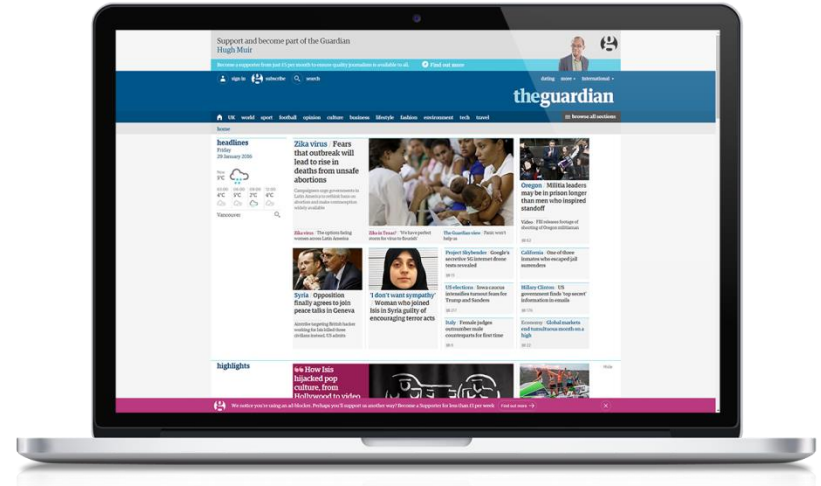


# Websites

Diminishing willingness to **pay for content**

Paywalls only penalise loyal readers

Put all your readers first



# Websites

Hard Paywall → Metered Paywall



Hard Paywall → Dropped Paywall





# Branded Digital Editions



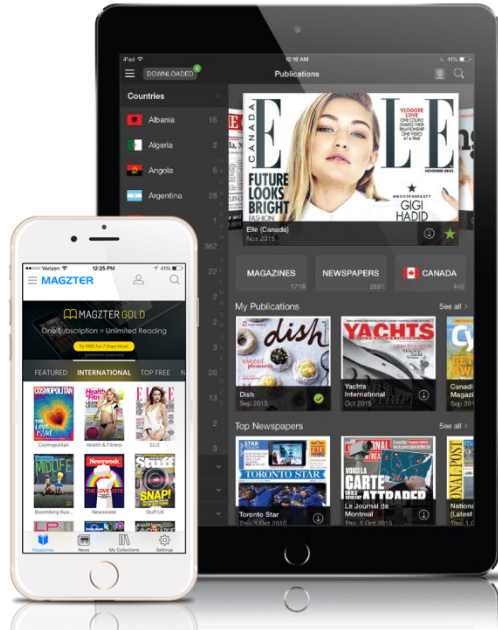


# Free Models that Exist Today

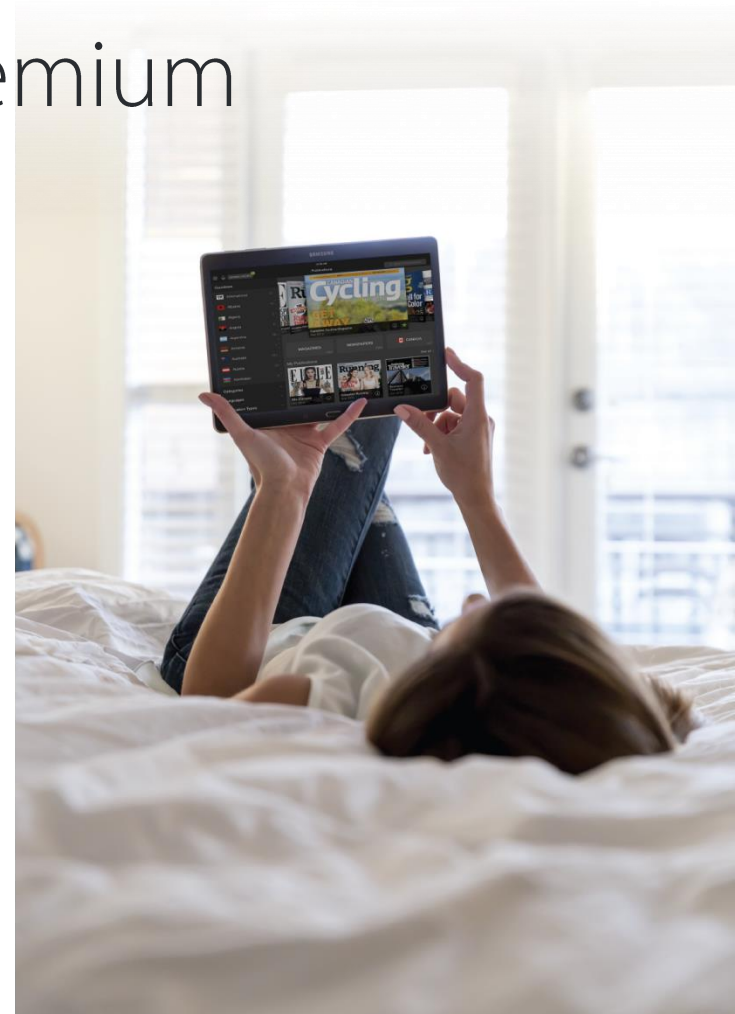
Aggregators like Apple News, Facebook Instant Articles, Google News, Google AMP and Snapchat



# Freemium and Premium

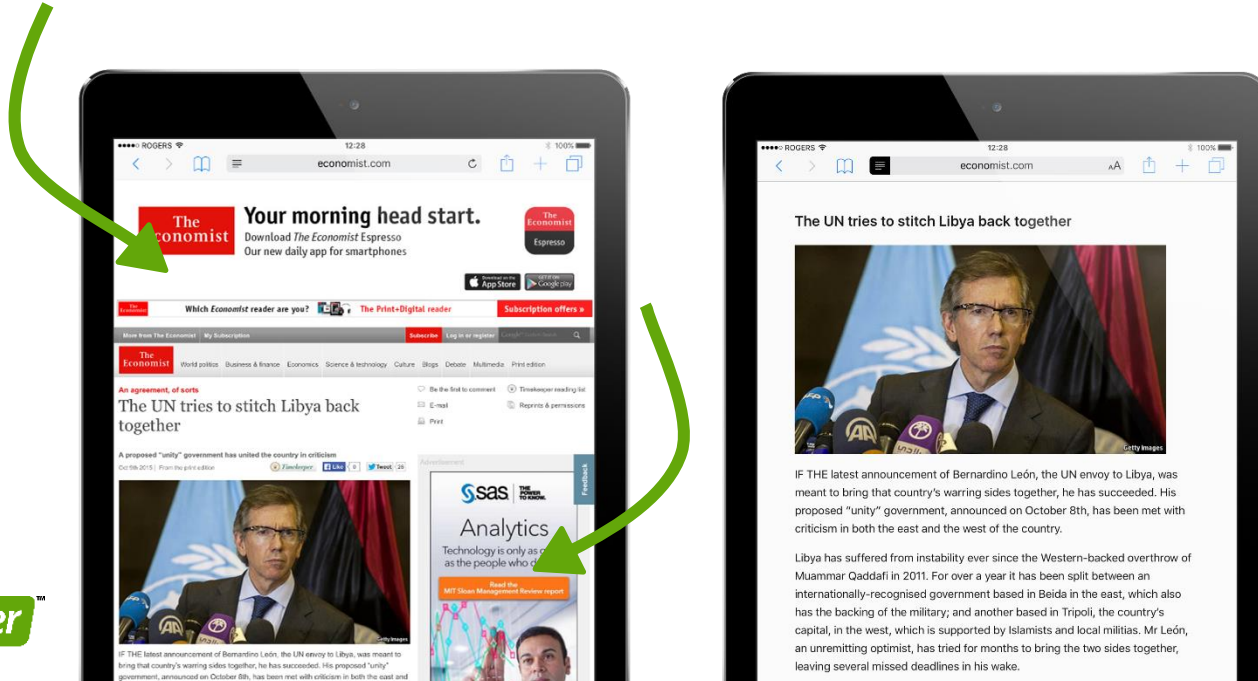


press reader™



# Advertising

**Instead of chasing digital dimes** publishers should be working to solve the premium placement problem with digital advertisers



# Engaging Advertising

**HOROSCOPE**

San Francisco Chronicle 2 Feb 2016  
+195 more

By Christopher Reinstrom

ARIES (March one, 19-April 18): Lighten up, turn down a happenen leaf overnight, and changes in foliage.

TAURUS (April 19-May 19): Don't look to status symbols for validation. You're surrounded by loved ones and friends and nothing could be richer than that.

GEMINI (May 20-June 19): Yesterday's story doesn't gibe with today's version. Investigate the inconsistency because somebody's glossing over the facts.

CANCER (June 20-July 21): Put away personal things or risk a curious child or a frolicsome pet parading them around for public view.

LEO (July 22-Aug. 21): You may think a family matter is settled but it isn't. Listen to gripes with fresh ears because they're not completely unfounded.

VIRGO (Aug. 22-Sept. 21): A critical relative or in-law makes a reappearance. But don't go on the defensive. This person needs your help and herein lies your chance to change the relationship.

LIBRA (Sept. 22-Oct. 21): Don't let yourself get drawn into a

**ENERGY TAKES OVER**

**boost**  
GUARANTEED  
FEEL THE ENERGY  
OR YOUR MONEY BACK

**adidas**

Democrats push stopgap plan to avert a shutdown

OFFICIAL TECHNICAL PARTNER

## Embryo gene editing receives OK

Lab work to be destroyed after 7 days; ethic

The Dallas Morning News 2 Feb 2016 +150 more Maria Cheng



**Biologist Kathy Niakan leads a team looking at gene editing in the first week of an embryo's growth. The lab work aims at improving fertility treatments.**

**LONDON** — In a landmark decision that some ethicists warned is a step down the path toward designer babies, Britain gave scientists approval Monday to conduct gene-editing experiments on human embryos.

The researchers won't create babies — the modified embryos will be destroyed after seven days. Instead, they said, the goal is to better understand human development so as to improve fertility treatments and prevent miscarriages.

The decision by the U.S. Food and Drug Administration's fertility clinic's review board to approve the work isn't expected to be a game-changer for the U.S. fertility industry.

Gene editing is a technique for repairing or modifying DNA inside living cells. It has the potential to say goodbye to some of the most common genetic disorders and some of the most common causes of infertility.

**Ferti**

The re



# Native Advertising

## Women Inmates: Why the Male Model Doesn't Work

As the number of women inmates soars,  
so does the need for policies and programs that meet their needs

By **Melanie Deziel**

**press reader** 0228276





The collage features three distinct elements. At the top left is a blue magazine cover for 'THE INSTRUCTION ISSUE' with a sub-header 'TAHOE REBOOTED South Lake Tahoe's Back'. Below this is a page from 'Fresh' magazine titled 'Snap Judgment' which lists several articles including 'Hill in the Cloud', 'The 100 Best Restaurants in America', and 'The 100 Best Places to Live in America'. To the right is a photograph of a man in a grey hoodie and green pants holding a snowboard on a paved path. The man is standing on a paved path that leads towards a line of trees in the distance. The path is flanked by green grass and a low concrete wall on the left. The man is holding a snowboard with both hands, and his arms are extended outwards. The snowboard has a blue and white design. The man is looking towards the camera with a slight smile. The background shows a clear sky and a line of trees in the distance.



# Whistler Blackcomb

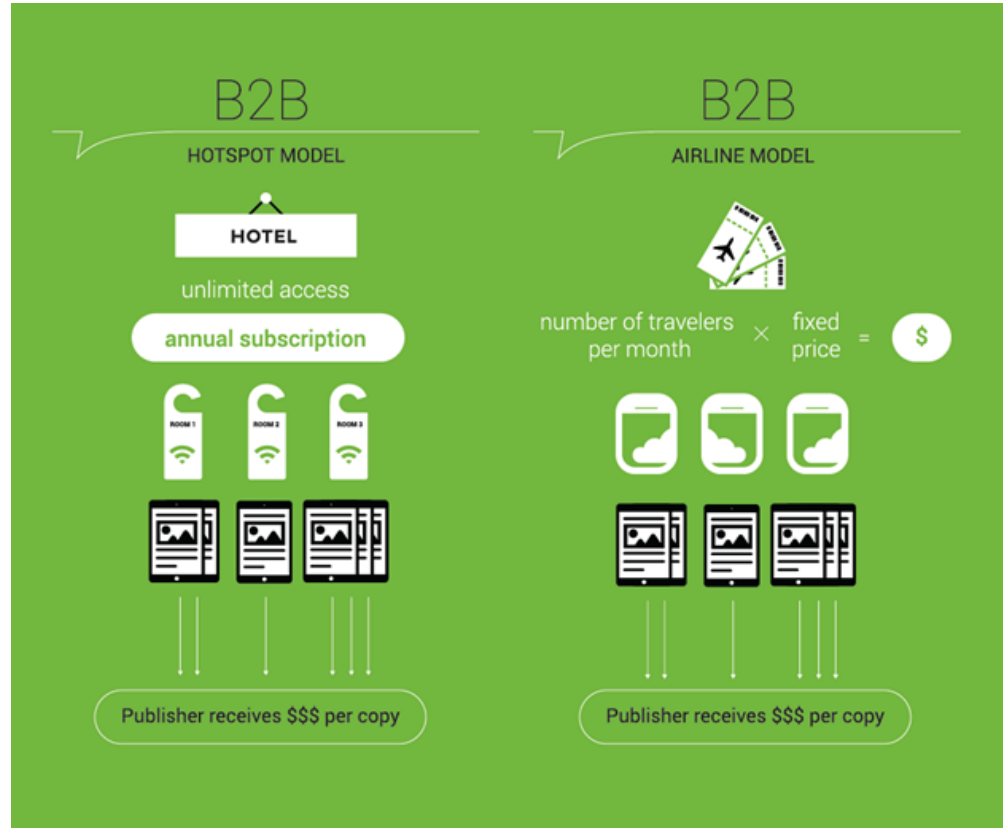
A circular award seal with a black border. Inside, the top half is black with "SKI" in large white letters and "MAGAZINE" in smaller white letters below it. The bottom half is orange with a black silhouette of a mountain range. Below the mountains, the text "#1 OVERALL RESORT" is written in black, and "2016" is written in white at the very bottom.

Enjoy lively conversation and live entertainments as you sip mountain mojitos and savor the delicacies of locally sourced fare, from Queen Charlotte yellow-eye rockfish and Alberta prime beef to spices from a rooftop garden.

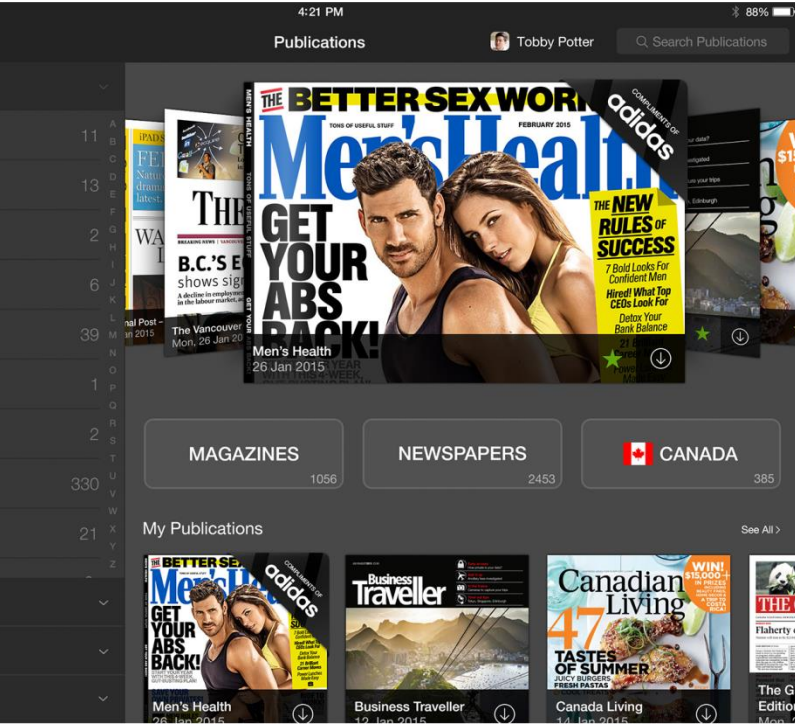
**WHAT'S NEW** Named for the distinctive curvature of a ski, Sidecut Modern Steak & Bar celebrates its spectacular alpine location with glorious views of the local mountains.

# Sponsored Access Model

Thousands of customer-first businesses are making it an integral part of their customer relationship strategy.



# Gifted Issues



*let's talk!*

Are there other sources of revenue?  
Is there anyone here who does ALL of this?

# Nikolay Malyarov

CHIEF CONTENT OFFICER



 @malyarov

 publishing@pressreader.com

 [www.pressreader.com](http://www.pressreader.com)  
[about.pressreader.com](http://about.pressreader.com)

*let's talk!*



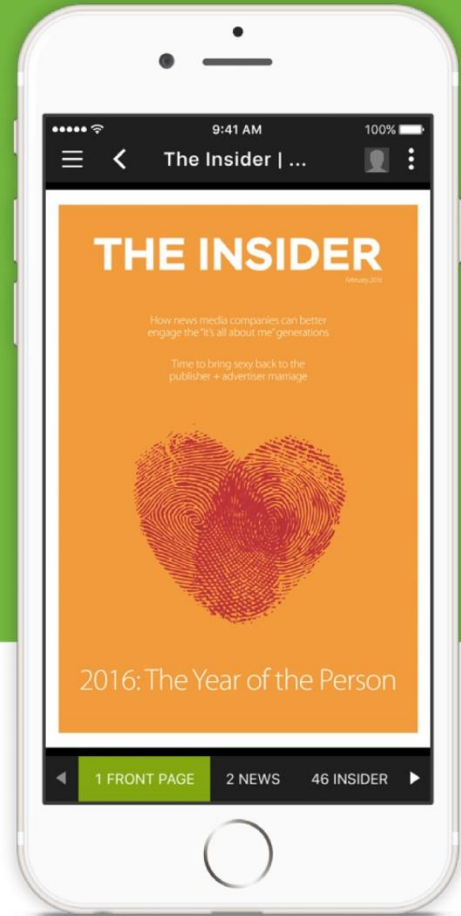




Delve deep into The Insider to discover the latest industry news, insights and trends as we take a look back at 2015, and focus on what's going to be hot in 2016.

*Guest interviews with Ken Doctor and Mathew Ingram!*

Search for **The Insider** on PressReader now





Thousands of magazines  
and newspapers. **One app.**

Complimentary access  
for one week

- 1 Download the PressReader app  
on any smartphone or tablet
- 2 Visit [www.pressreader.com/fipp](http://www.pressreader.com/fipp)  
to start reading

