

The Day's Membership Model

{ the real strategy }



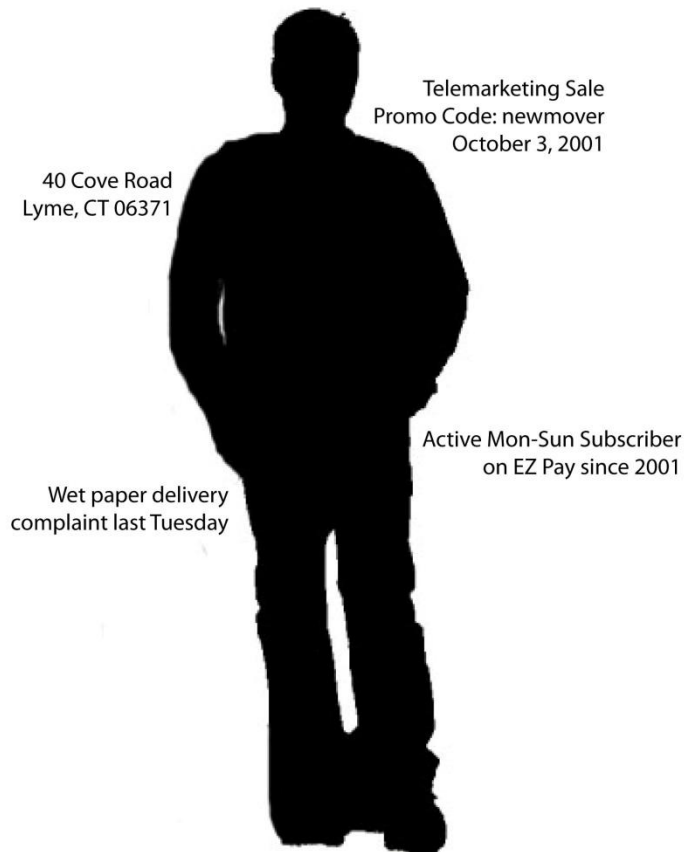
5th Annual Sales & Marketing Joint Conference
Radisson Hotel | Corning, NY
June 10 – 12, 2012

Discussion

- Strategic Pivot
- Targeted Growth Model
- The Day's Membership Model

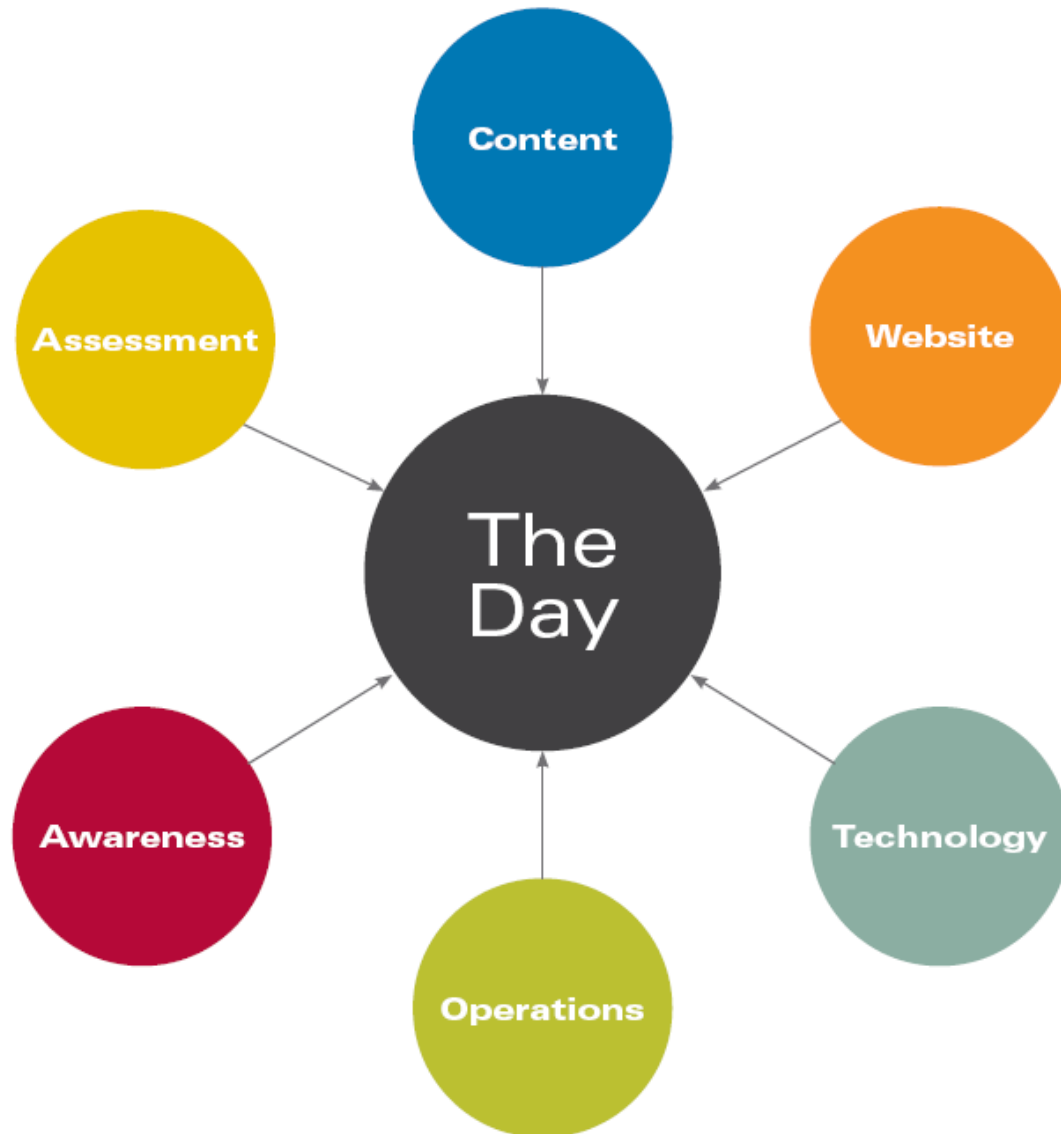
How do we build a new business model to sustain our future?

What we once knew of our “subscribers”



Subscriber 12,832 of 20,468

Change management initiative (2010-ongoing)



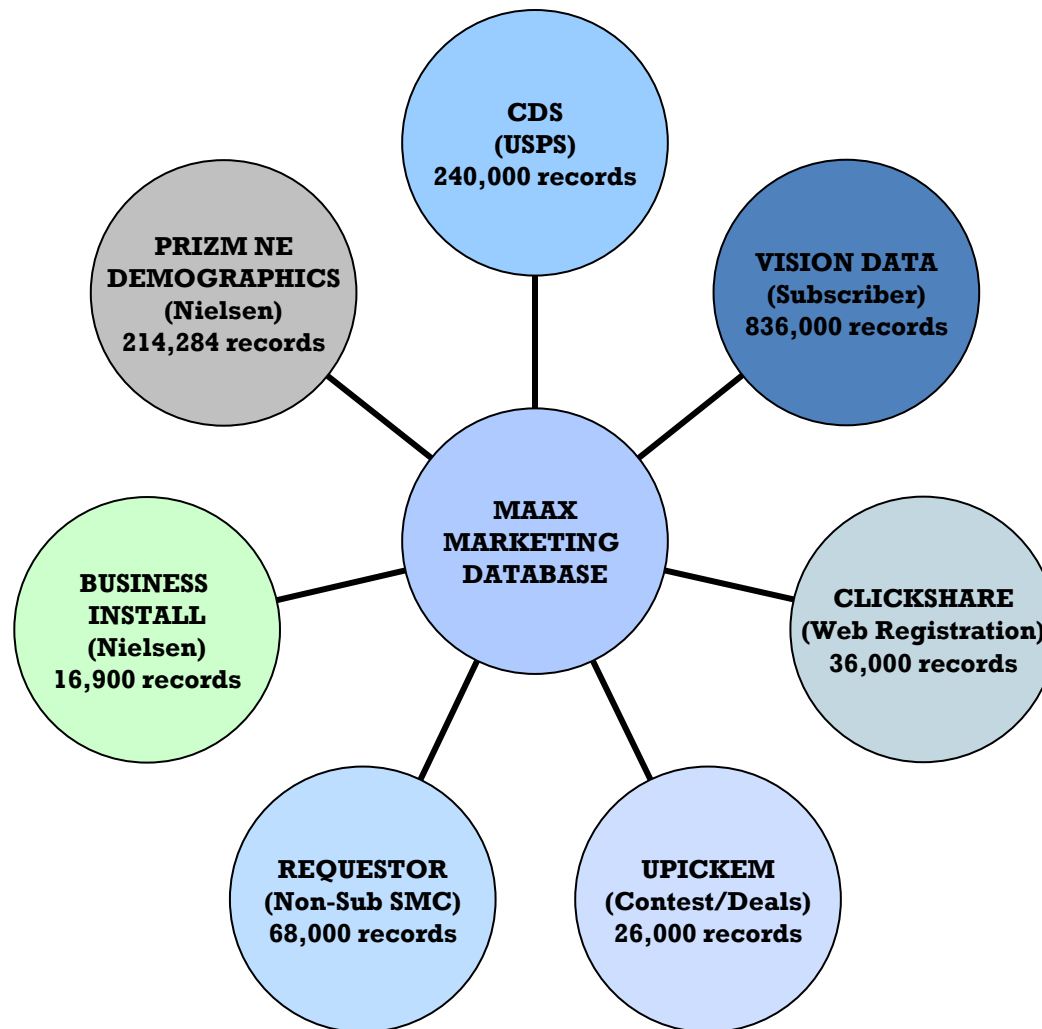
Competitive position we could own

“A hub of distributed content and conversation with a local connection from a trusted source.”

Key Requirements

- A content management and digital publishing infrastructure
- A new publishing structure that assigns value to proprietary content
- A customized user experience, with single sign-on authentication
- A synergistic advertising, CRM, and consumer business model that identifies and drives significant new revenue growth

Strategic asset: MaaX™ enterprise data warehouse



Strategic asset: Nielsen Consumer Point™

Build and evaluate markets on specific behaviors

Access to over 4,000 consumer behaviors and attributes through MRI syndicated research.

The screenshot displays the Nielsen Consumer Point software interface. The main window shows a 'Profile Comparison Report' for the 'CT Tigers Market'. The report is sorted by index, descending, with a break at index 0. The report includes columns for Segments, Base, Ticket Buyers vs CT Tigers Market, and Go to Baseball Games- Regularly (A). The data is presented in a table with columns for Code, Variable Title, and various metrics like %Comp, Users/100 HHs, and Index.

Overlaid on the report is the 'Profile Selector' dialog box. It allows users to select profiles from the data warehouse or from My MarketPlace. The dialog includes a search bar, a list of categories (MRI Radio Media Usage, MRI Restaurants, MRI Retailers & Shopping, MRI Sports & Leisure), and a list of specific profiles (e.g., Attend Art Galleries/Shows- 1yr (A), Attend Classical/Opera perform, Belong to a Church Board (A)). Users can add, remove, or clear profiles, and then download them to the current workbook.

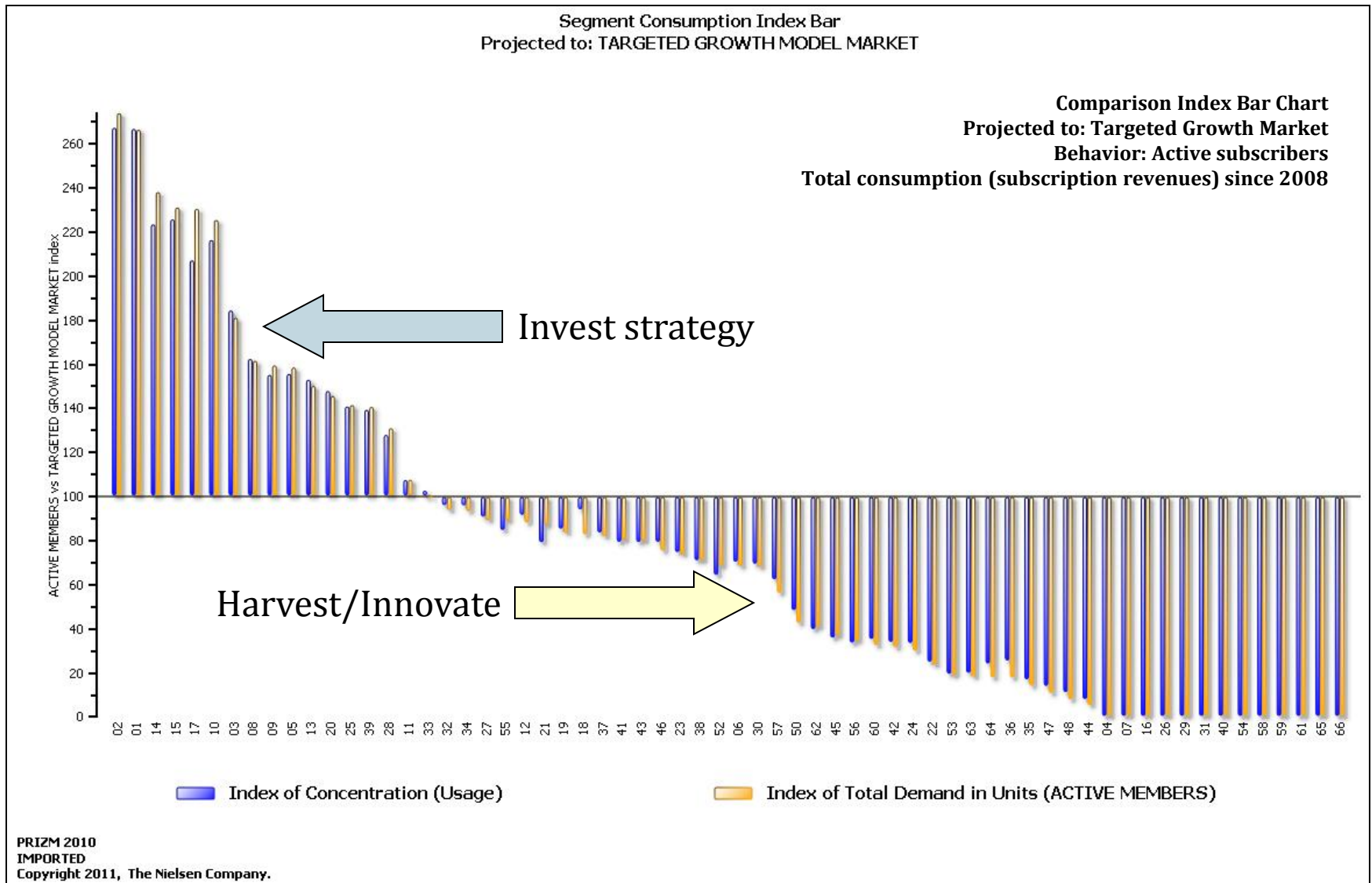
At the bottom of the interface, the following text is visible:

PRIZM 2011
IMPORTED, Mediamark Research Inc., 2011
Copyright 2011, The Nielsen Company.

Segmentation model derived from consumption data

<div> <div> Profile 1 ACTIVE MEMBERS vs TARGETED GROWTH MODEL MARKET Profile 2 FORMER MEMBERS vs TARGETED GROWTH MODEL MARKET Market TED GROWTH MODEL MARKET </div> <div> Run </div> <div> Subtotals Tercile (3) </div> <div> Color Themes </div> <div> Custom Subtotals </div> <div> Target Groups </div> <div> 1 / 3 </div> <div> Display Segments(65/67) </div> <div> Copy </div> <div> Export </div> <div> Print </div> <div> Print Preview </div> </div>													
<div> <div> Nielsen Profile Comparison Report </div> <div> Projected to: TARGETED GROWTH MODEL MARKET Sorted By: Index, Descending Break: Tercile (3) </div> </div>													
Segments		Base		ACTIVE MEMBERS vs TARGETED GROWTH MODEL MARKET				Base		FORMER MEMBERS vs TARGETED GROWTH MODEL MARKET			
Code	[.]Variable Title	[.]Count	[.]%Comp	[.]Count	[.]%Comp	[.]Users/100 HHs	[.]Index	[.]Count	[.]%Comp	[.]Count	[.]%Comp	[.]Users/100 HHs	[.]Index
02	Blue Blood Estates	107	0.15	62	0.40	57.94	267	107	0.15	32	0.12	29.91	82
01	Upper Crust	370	0.51	214	1.37	57.84	267	370	0.51	143	0.54	38.65	106
15	Pools & Patios	378	0.52	185	1.18	48.94	226	378	0.52	152	0.57	40.21	110
14	New Empty Nests	291	0.40	141	0.90	48.45	224	291	0.40	89	0.34	30.58	84
10	Second City Elite	663	0.92	311	1.98	46.91	217	663	0.92	217	0.82	32.73	90
17	Beltway Boomers	118	0.16	53	0.34	44.92	207	118	0.16	41	0.16	34.75	95
03	Movers & Shakers	340	0.47	136	0.87	40.00	185	340	0.47	115	0.43	33.82	93
08	Executive Suites	176	0.24	62	0.40	35.23	163	176	0.24	67	0.25	38.07	104
05	Country Squires	4,001	5.53	1,351	8.62	33.77	156	4,001	5.53	1,379	5.22	34.47	94
09	Big Fish, Small Pond	7,675	10.61	2,584	16.49	33.67	155	7,675	10.61	2,244	8.49	29.24	80
13	Upward Bound	452	0.62	150	0.96	33.19	153	452	0.62	174	0.66	38.50	105
20	Fast-Track Families	2,160	2.99	693	4.42	32.08	148	2,160	2.99	1,017	3.85	47.08	129
25	Country Casuals	4,633	6.40	1,416	9.03	30.56	141	4,633	6.40	1,793	6.78	38.70	106
39	Domestic Duos	807	1.12	244	1.56	30.24	140	807	1.12	329	1.24	40.77	112
49	American Classics	265	0.37	80	0.51	30.19	139	265	0.37	120	0.45	45.28	124
	Tercile 1	22,465	31.06	7,693	49.08	34.24	158	22,465	31.06	7,928	29.99	35.29	97

Evaluate market on consumer behaviors



Case Study:

The Day's Targeted Growth Model

Three distinct life-stage segments to monetize



“Work hard, play hard”

- 25-34; single or young married
- College educated; dual incomes
- Outdoor activities; latest technology
- 16,998 households inside target market

“Families & sporty SUVs”

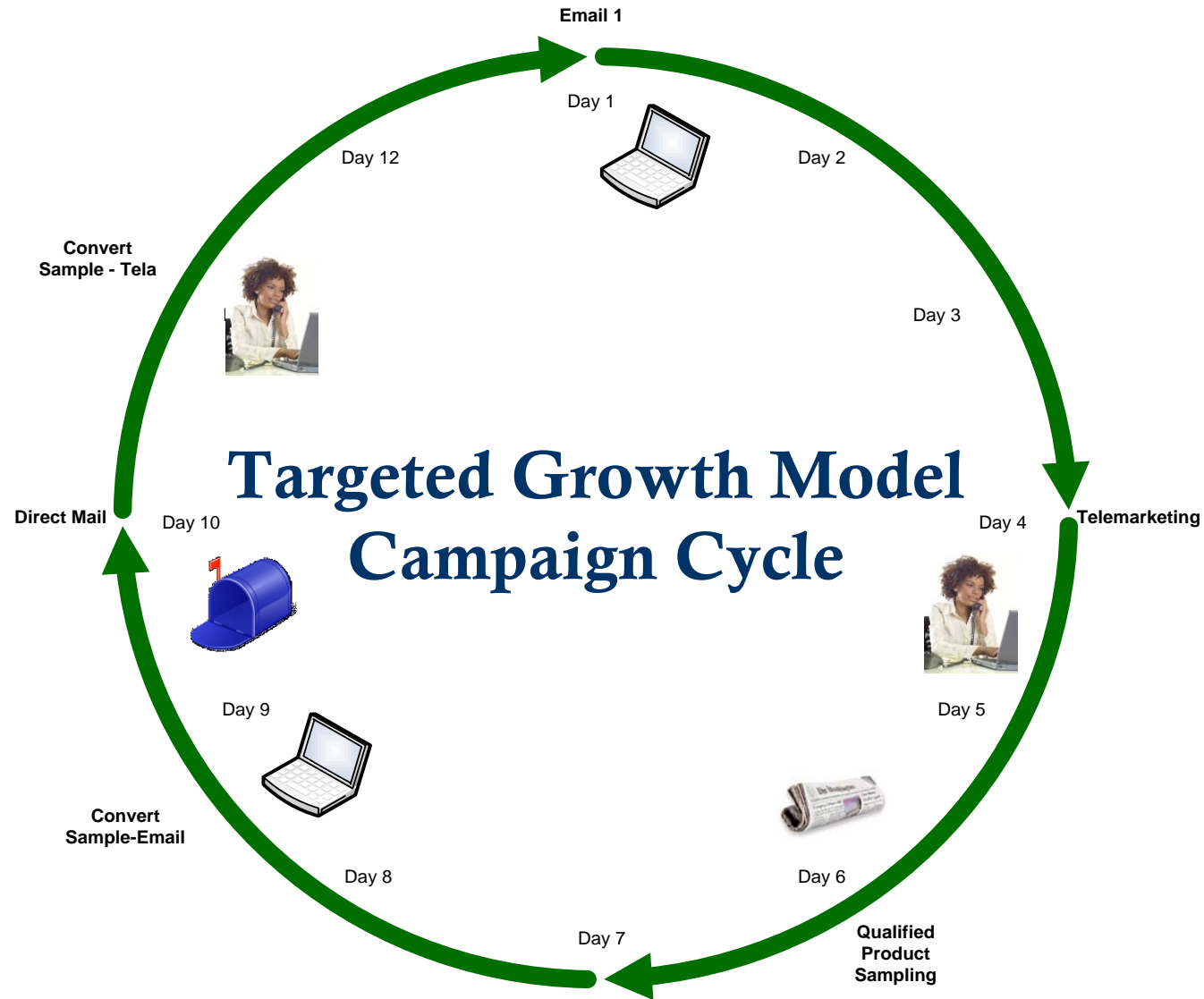
- 35-54; children present; upper income
- College educated; professional class
- Prime print; vacations; family activities
- 12,345 households inside target market



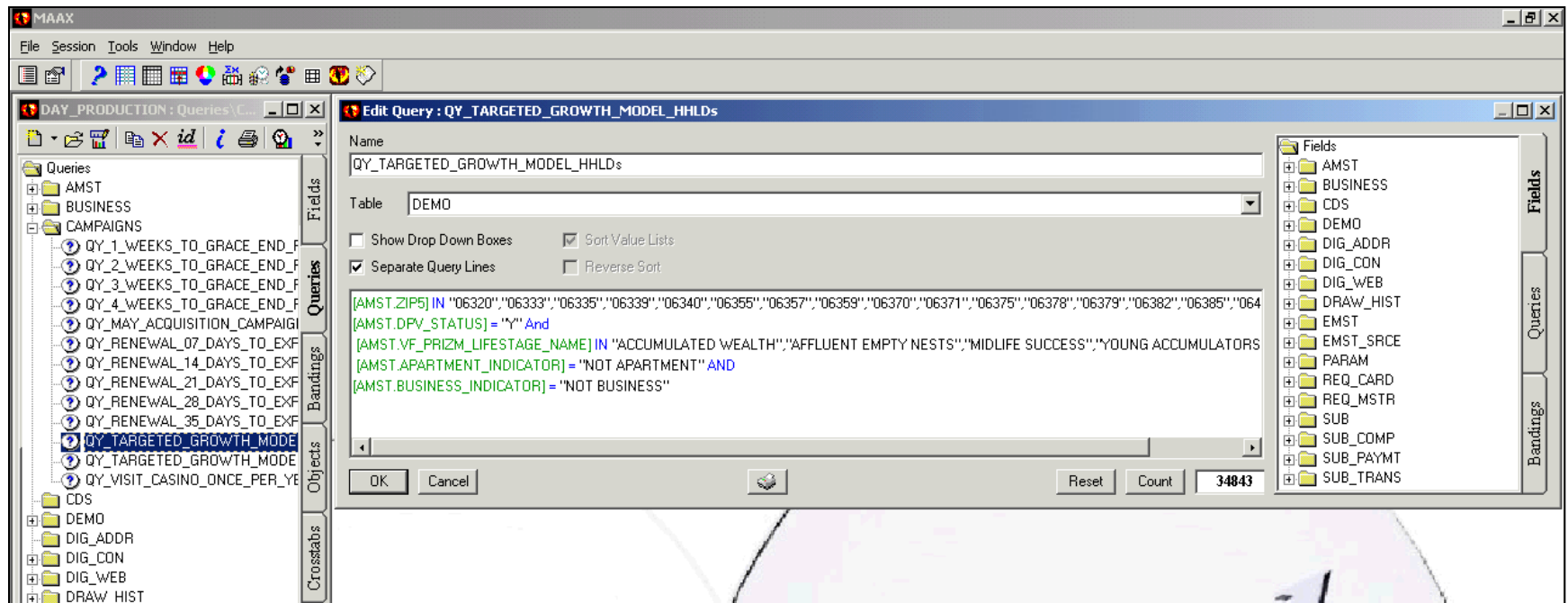
“Engaged citizen readers”

- 55+; empty nests; high income or net worth
- College educated; disposable cash
- Travel; cultural arts/events; civic activities
- 23,138 households inside target market

Segment > Target > Integrate > Convert > Measure



Extract target segments from MaaX



Multi-channel campaign automation & CRM

The image displays three overlapping screenshots of a campaign automation software interface, likely for a CRM system. Each window shows a different campaign configuration and a list of segments.

Top Window: Campaign : TGM HHLDs - DIRECT MAIL

- Display Level: DEMO
- Prioritise one per: < None >
- Base Domain: [Empty]
- Segments Table:

Segment ID	Name	Criteria	Type	Count	Export Destination	Notes
Exc001	SUB.QY_TELEMARKETING_ACTIV...	SUB.QY_TELEMARKETING_ACTIVE_SUPPRESSI...	Exclude	18856		
Exc002	DIG_WEB.QY_ACTIVE_MEMBERS	DIG_WEB.QY_ACTIVE_MEMBERS	Exclude	5070		
Out001	TGM DIRECT MAIL HHLDs	DEMO.QY_TARGETED_GROWTH_MODEL_HHLDs	Output	34843	File	

Middle Window: Campaign : TGM HHLDs - EMAIL

- Display Level: EMST
- Prioritise one per: < None >
- Base Domain: [Empty]
- Segments Table:

Segment ID	Name	Criteria	Type	Count	Export Destination	Notes
Exc001	TGM EMAIL HHLDs	DEMO.QY_TARGETED_GROWTH_MODEL_HHLDs	Exclude	8616		
Exc002	DIG_WEB.QY_ACTIVE_MEMBERS	DIG_WEB.QY_ACTIVE_MEMBERS	Exclude	5917		
Out001	SUB.QY_TELEMARKETING_ACTIV...	SUB.QY_TELEMARKETING_ACTIVE_SUPPRESSI...	Output	11350	File	

Bottom Window: Campaign : TGM HHLDs - TELEMKTG

- Display Level: AMST
- Prioritise one per: < None >
- Base Domain: [Empty]
- Segments Table:

Segment ID	Name	Criteria	Type	Count	Export Destination	Notes
Exc001	SUB.QY_TELEMARKETING_ACTIVE_SUPPRE...	SUB.QY_TELEMARKETING_ACTIVE_SUPPRESSI...	Exclude	20611		
Exc002	[AMST.VF_PHONE_ON_RECORD_FLAG] = "NO"	[AMST.VF_PHONE_ON_RECORD_FLAG] = "NO"	Exclude	210973		
Exc003	DIG_WEB.QY_ACTIVE_MEMBERS	DIG_WEB.QY_ACTIVE_MEMBERS	Exclude	5678		
Out001	TGM TELEMKTG HHLDs	DEMO.QY_TARGETED_GROWTH_MODEL_HHLDs	Output	34843	File	

Lifestyle-oriented direct marketing

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THE CLASSICS ENDURE.**

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or CURRENT RESIDENT
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Thursday, May 16, 2012

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The Day and the Connecticut Tigers have teamed up with a special membership offer for you!

Dear (FIRST_NAME)\Valued Reader):

Become a digital member and receive 4 tickets to the Connecticut Tigers opening night game Wednesday, June 20 at 7:05 p.m. at Dodd Stadium.

As a digital member, you will enjoy complete access to theday.com, The Day's electronic replica edition, and The DayPassport rewards program - all for only \$59.99/year.

Watch the Connecticut Tigers take on the Lowell Spinners. Enjoy fireworks, fun, and more for the entire family!

Don't miss this great offer! Sign up today on our secure membership portal

*Offer expires June 1, 2012. Offer only valid to new members of The Day. At the completion of your first year, digital only membership will autorenew every 52 weeks for \$59.99.

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For tickets and more information,
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Lifestyle marketing promotes engagement + membership

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Celts dominate Game 3

U.S. census says minority babies are now in majority


Washington - For the first time in U.S. history, most of the nation's babies are members of minority groups, according to new census figures that signal the dawn of an era in which whites...

Lineup for state House, Senate races taking shape

Familiar names in local political arenas are making their way up to the state level as the November election nears.




Art meets food at food stroll



Schilling's gaming firm asks R.I. for more help

Plans for \$5.5 million Groton road project take shape

Town Manager Mark Oefinger said Wednesday that construction is at least two years away, but plans and funding have cleared some recent hurdles that have kept the much-needed improvements on...




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Membership Model:

Paradigm shift from “address” to “user”

Registration requirement

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Welcome, your profile is activated! You now have access to 10 premium articles per month.

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Link my subscription to this theday.com profile for UNLIMITED access to ALL premium articles on theday.com.

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Connects registered user to all content access points – print, mobile, digital

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Unlimited Digital Access	✓	✓	✓	✓
Exclusive Rewards, Giveaways, & Events at The Day Passport	✓	✓	✓	✓
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Four membership levels based upon frequency of home delivery

Fully activated membership

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- ✓ EXCLUSIVE REWARDS, GIVEAWAYS, and EVENTS on THE DAY PASSPORT

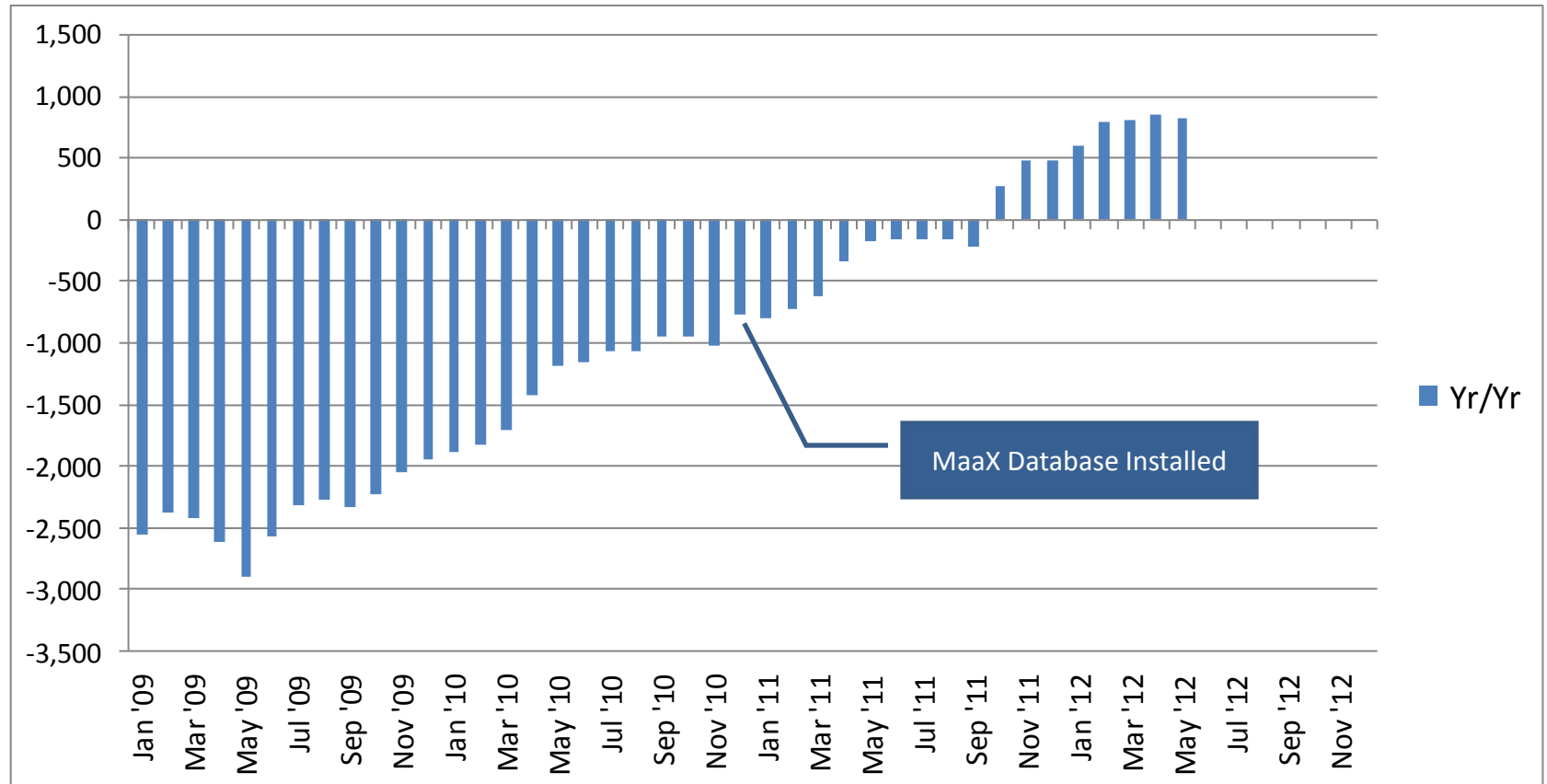
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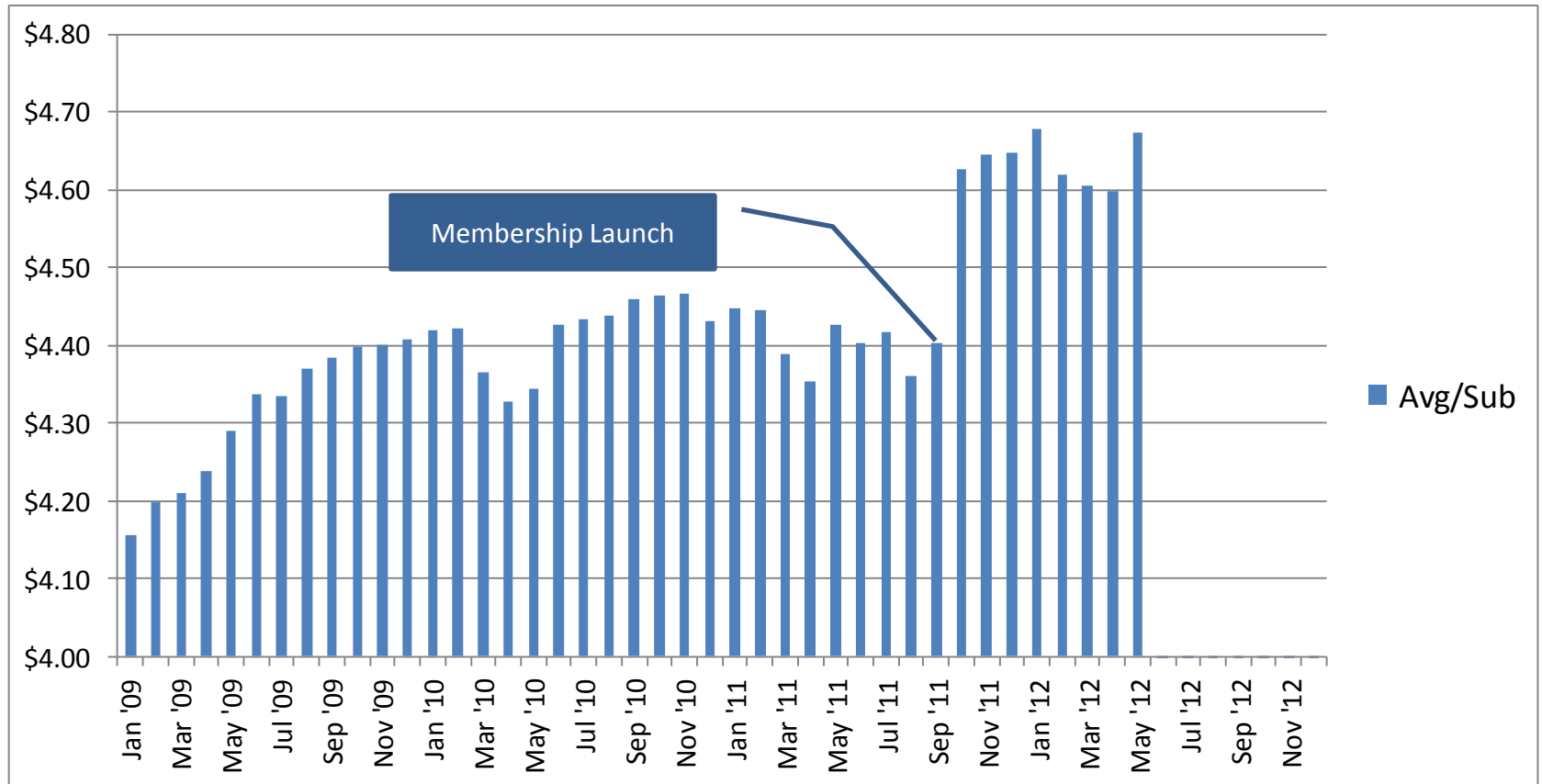
Shift from “address-based” to “user-based”

Member levels vs. prior year (2009 – current)



Overall member levels have grown since the deployment of the MaaX database and campaign automation system

Average weekly revenue per member (2009 – current)



Despite the introduction of non-daily frequencies and incentive rating, average revenues per member have climbed

Data-driven marketing:
exchange of value with customer data

Content marketing / e-newsletter design and execution

Elegant presentation of news content, event and calendar listings & other features

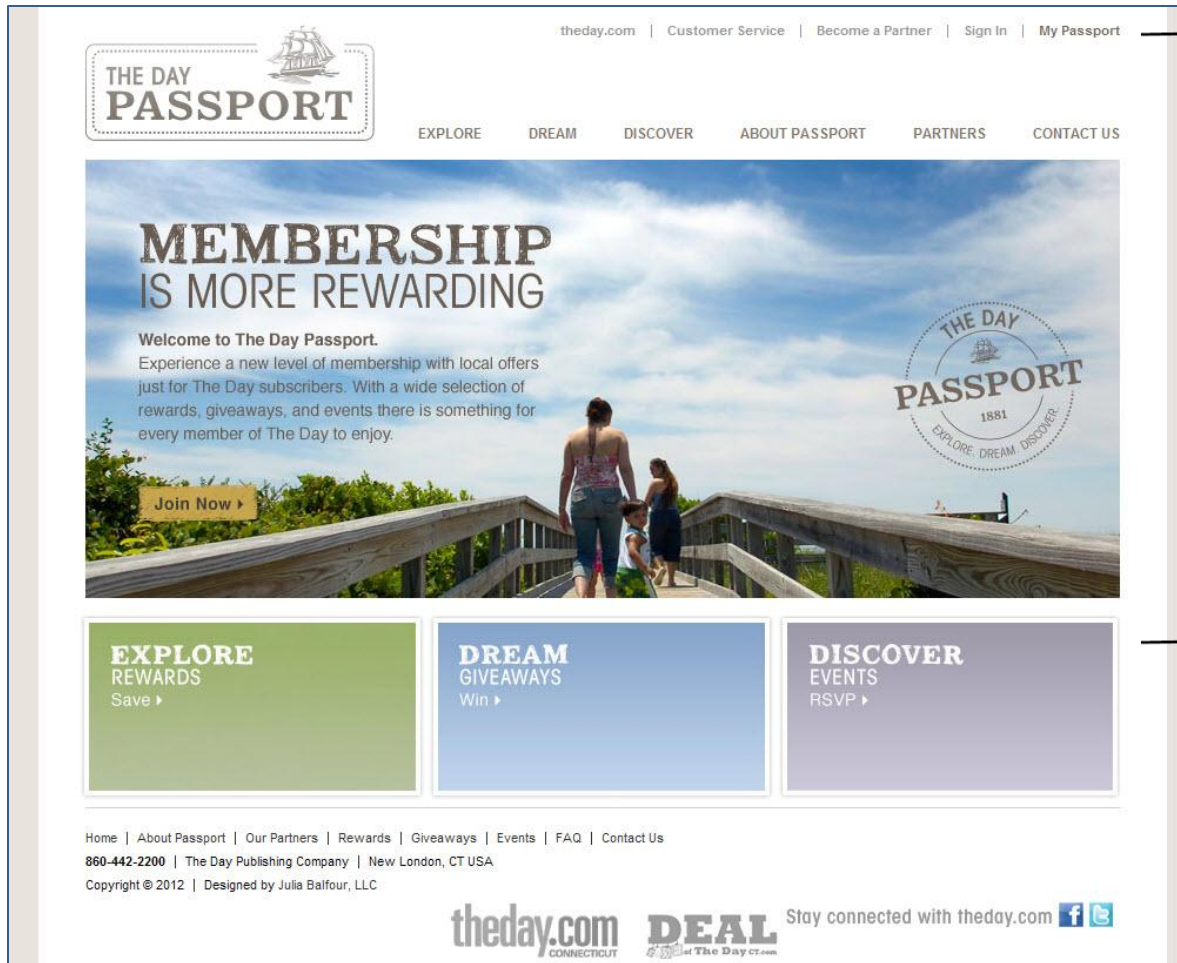
Links to rewards, contests, and other engagement builders

Facebook, Twitter, and Email sharing of content through social media

Sponsored advertiser position sold at \$8/M



Loyalty / membership rewards platform development



Fully-integrated with premium content / single sign-on authentication service

Members enjoy exclusive access to rewards, contest giveaways, and local events

Loyalty / membership rewards platform development

Partner listing is featured on a dedicated landing page with social media plug-ins


theday.com | Customer Service | Become a Partner | Sign In | My Passport

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DREAM GIVEAWAYS

Home > Dream Giveaways > Disney On Ice-Mickey and Minnie's Magical Journey



DEC 5, 2011

Win four complimentary passes to Disney On Ice Mickey and Minnie's Magical Journey

Make your imagination your destination! Join Mickey Mouse and Minnie Mouse on a journey into the magical worlds of Disney's The Little Mermaid, The Lion King, Peter Pan and Lilo & Stitch. You'll be captivated by the music, beauty and laughter in a journey in a journey so magical, you'll never want to go home.

Win **four complimentary weekday passes** to Disney On Ice Mickey and Minnie's Magical Journey at the Dunkin' Donuts Center in Providence to one of the following performances:

- Wednesday, December 28 at 1 p.m. or 7 p.m.
- Thursday, December 29 at 11 a.m. or 3 p.m.
- Friday, December 30 at 1 p.m.

[More Details](#)



Disney On Ice Produced by Feld Entertainment

If you suddenly sense the hairs standing up on the back of your neck, you know you're in the right place. We've become quite famous for creating that kind of electricity, the kind that tells you something magical is about to happen and the show is about to start. It's all part of the Feld Entertainment® experience and just one of the many thrills we spine-tingling, giggle-making specialists provide as the world's largest source of live family entertainment.

Disney on Ice

Produced by Feld Entertainment

8607 Westwood Center Drive

Vienna, VA 22182

(703) 448-4000

Sponsored Contest Marketing

Since Jan 2011, contests have generated over \$200,000 in sponsorship revenue and over 21,000 unique registrants

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0% APR FOR 60 MONTHS
+ \$1,000 bonus cash for qualified buyers
*Monthly payment is \$16.67 for every \$1,000 financed. Example down... GET TO IT >

Contests

October 11, 2011



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2012 Southeastern Connecticut
Calendar Photo Contest

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Welcome

Vote

Welcome to the Southeastern Connecticut Calendar Contest!
How does it work?
Share your photos of southeastern Connecticut and they may be included in the 2012 Southeastern Connecticut Calendar, brought to you by theday.com and Sprigs & Twigs.

We're looking for photos that capture the essence of the area. We're talking the essential images of our towns, in all sorts of weather and seasons.

Submissions and voting for this year's contest are closed. Thank you to all who participated. Winners will be announced soon.

Are there prizes?
After the submission period, voting will open to the public. You may vote once per day. The photos with the most votes, along with some of the editors' favorites, will appear in the 2012 calendar.

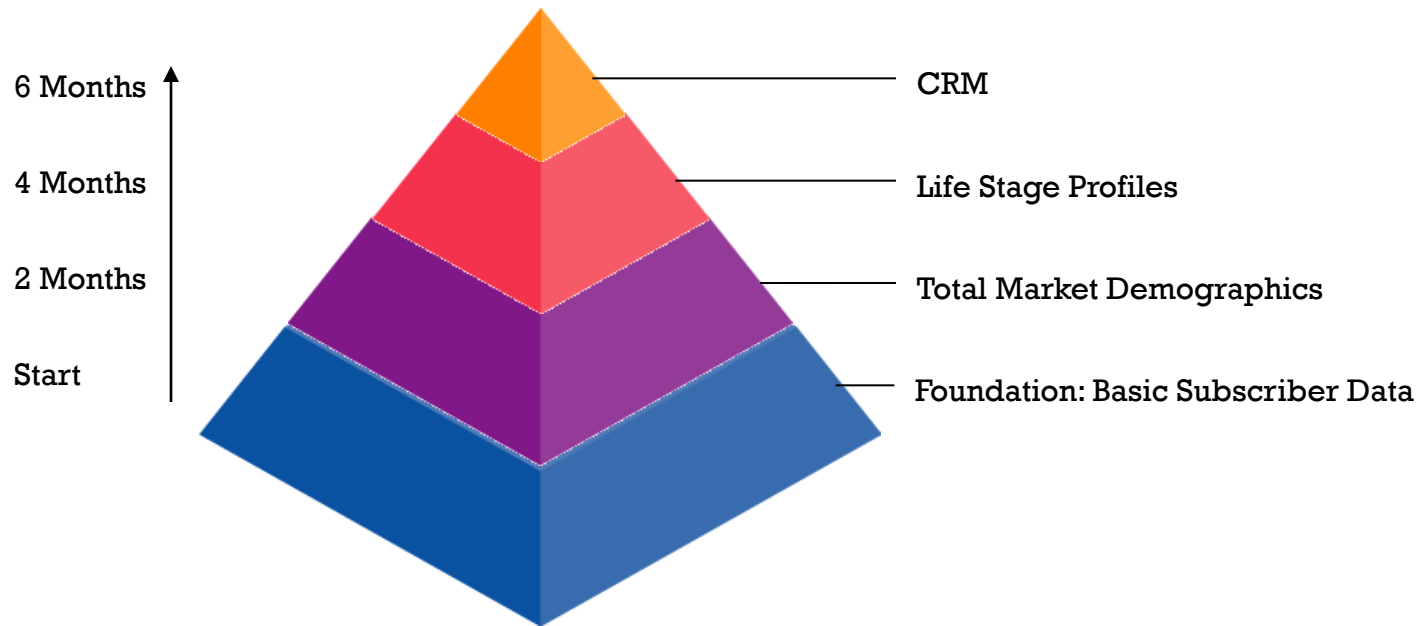


Our Co-Sponsors:



Circulation/Subscribers >> Audience/Members

Evolution of Customer Insight: The CRM Pyramid



Marketing Database builds Consumer Insight and begins the process of treating customers as **Strategic Assets** which implies investment and ROI.

What we now know of our “members”



Born in 1956

Born in 1954

Registered for Sun Winefest Dream Giveaway

HH Income: \$100,000+

Reads Grace magazine and Sound & Country

Zillow Home Value: \$455,000

Registered as “LymeMom” on theday.com

Downloaded tickets to Eastern CT Symphony through The Day Passport rewards program

Signed up for Deal of The Day and has activated six offers

\$780.16 in total Consumer Revenue since 2008

Two-week vacation each July since 2003

Registered as “Wigwam” on theday.com

Homeowners in Old Lyme, CT

Signed up for mobile breaking news alerts

custom Town Page: Old Lyme

custom Town Page: Waterford

Indexes high for having an annuity

Indexes high for international travel 1x per year

Active Platinum Member (Mon-Sun) on EZ Pay since 2001

The Day Member Profiles

Thank you

Daniel L. Williams
Director/Audience Development
The Day Publishing Company
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