

28 September 2010

# WCAA ANNUAL CONFERENCE

# Newspapers are in decline?

- ⦿ Circulation is down at a majority of daily papers
  - A concern of course, but reader base is solid
- ⦿ Website traffic is up
  - Daily papers are reporting MOM increases in unique visitors and pages views of 5-8%.
- ⦿ Regarding readership increases...

# Readership increase facts

- Readership increases with education
- Readership increases with household income
- Readership increases with job responsibility (Executive / managerial)
- Readership increases with home value

# Key to success is “more”

Know more, be more

- ⦿ Know your customer – the reader
- ⦿ Be more: relevant, motivating, believable

# Key to success is “more”

- ◎ More connective with readers
  - — *adj* 1. serving to connect or capable of connecting
- ◎ More personalization
  - Readers want info, in the form they want it
    - Printed
    - Online
    - Mobile
    - Mobile apps

Mark Osmers

[markosmers@zadv.com](mailto:markosmers@zadv.com)

Office: 562/977-2124

Mobile: 949/500-5920

**Contact information**