

ATTRACT AND RETAIN SUBSCRIBERS WITH ENGAGING CONTENT

The fragmentation of information distribution is providing a challenge to the newspaper industry. Even though individuals still spend an average of one hour reading their Sunday newspaper, the key to retaining and attracting new subscribers is the continued creation of engaging content.

THE CHALLENGE

Because revenue from the weekend newspaper often accounts for over 50% of a newspaper's profit, maintaining subscribers is critical. One major publication wanted to study the importance of each major newspaper section, as well as establish important benchmarks of their competitor's sectional readership.

APPLYING OUR INSIGHTS

Using an extensive telephone survey, Scarborough re-contacted readers of competing weekend newspapers. For each newspaper, the survey measured the importance of the key newspaper sections overall. We then established the importance of each section – specific to our client's newspaper – to determine if any key sectional components of the reading experience were subpar. The analysis highlighted two under-performing areas for our client.

We also asked a host of reader engagement questions:

- Do you read nearly all of the Sunday sections?
- Do you share a section with other people?
- Do you ever contact the editor?
- Do you save articles for future reference?

These answers highlighted that sectional short-falls were especially important to engaged readers.

CUSTOM RESEARCH

THE RESULTS

Because two sections were under-performing among their most important readers, the newspaper added resources to those sections and updated their look and navigability.

Early reports showed that readers noticed the difference and these improvements are helping to retain existing subscribers and pull readers away from competing weekend newspapers.

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