Premium Ad Revenue Models;  
A Local Perspective  
Morgan Stevenson – Director of SME Solutions
Who we are

NEWSQUEST Media Group

200+ local news brands & magazines
28m digital users per month
6m print readers per week
Newsquest Strategic Goals

Leverage the unique combination of our trusted local media with market leading Digital Marketing Services, tailored for SMEs.

Employ and develop the best local Digital Marketing Specialist in our markets

Be the most efficient and effective local print publisher
Need to build on Digital Display

Need to Grow our suite of Marketing Services to increase the share of marketers' spend.

Digital Display on its own won't win enough greater share of spend.
Where SMEs will be spending their marketing budgets in 2018

In what areas are you planning to **INCREASE** your marketing spend for 2018

- Social Media Advertising: 60%
- Search Engine Optimisation: 42%
- Search Engine Advertising: 38%
- Website Creation / Maintenance: 34%
- Retargeting: 23%
- Print Advertising: 5%

In what areas are you planning to **DECREASE** your marketing spend for 2018

- Reputation Management: 13% vs 2%
- Local listings Optimisation: 8% vs 6%

Source: Reach Local SME Marketing Survey
We are uniquely placed to provide our customers with the knowledge they need to adapt to the new digital world and to provide them with the solutions that will ensure they can measure the effectiveness of their digital marketing.
Need to develop Digital Marketing Mind-set

**Digital Marketing Specialist**
- Extending the Digital Champions Programme starting in 2017 with 3-day intensive “Top Gun” training course.
- Focus on development of consultative sales skills and enabling full Marketing Solutions Proposition.

**Digital Advertising Champion**
- Programme started 2016 taking core Field sales achieving above 30% of total revenue from digital.
- 3 month programme with direct access to Head of Digital Talent & Head of Digital Solutions.
- Access to NQ’s most advanced ad formats and targeting tools

**Core NQ Sales Force**
- Continued focus on developing a multimedia sales force that actively sells digital advertising with print
- New Multi Media Induction Programme leading onto
  - Multimedia Acceleration Programme
  - Beyond Excellence Programme
Developing Digital Marketing Specialist

ESSENTIAL

12 Month Assessment

ENHANCED

24 Month Assessment

ELITE

36 Month Assessment

TOP GUN

48 Month Assessment
Sales Academy – Blended learning approach
Premium Ad Revenue Models;
1XL & Newsquest
Working together
Working together

Formed by a UK media-first partnership between 30 of the UK’s longest established news publishers, we can match the national coverage offered by the Portals through display media hosted exclusively on sought-out, unique-content filled and implicitly trusted branded news sites.
The Sun
1XL
The Guardian
Telegraph.co.uk
Independent.co.uk
Newsquest

Source: ComScore – Total Unique Visitors/Viewers (000) Last 12 months
Greater Data Targeting

- Up to 11 different data points per user per page.
- Across 153 million page views per month.
- Equating to 1.7 billion data points collected on a monthly basis.
Greater Optimisation

- First Party Navigational Data
- 1XL Site
- Third Party Partner Site
- Third Party Data Partners
- First Party Registration Data
- Onboarding of Offline Data

Data Management Platform

Semantic Contextual Targeting Engine

1XL Adserver

<table>
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<tr>
<th>Site</th>
<th>Site Part</th>
<th>Connection Speed</th>
<th>Operating System</th>
<th>Day of the Week</th>
<th>Day Part</th>
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Ad to Page
Learnings

Talent opportunity

Trust

Flexibility

“The sum is greater than the value of the parts”
A Local Perspective

Thank you

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