JOURNALISM that MATTERS
Brunswick News is the largest news media company in New Brunswick, Canada, serving both English and French audiences.

- Paywall for all paid titles
- 3 daily newspapers
- 7 weekly newspapers
- 15+ EMC publications
- Province-wide flyer distribution network
- Atlantic Canada’s largest job website
- English and French products
<table>
<thead>
<tr>
<th>Large</th>
<th>Small</th>
<th>EMC</th>
<th>Digital</th>
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<td>TELEGRAPH-JOURNAL</td>
<td>DAILY GLEANER</td>
<td>TIMES &amp; TRANSCRIPT</td>
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<td>THE TRIBUNE</td>
<td>Madawaska</td>
<td>KINGS COUNTY RECORD</td>
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<td>NORTHERN LIGHT</td>
<td>BUGLE OBSERVER</td>
<td>VICTORIA STAR</td>
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<td>MIRAMICHI LEADER</td>
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<td>Advertiser</td>
<td>The Post-Gazette</td>
<td>This Week</td>
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<td>Retailer</td>
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<td>T-J</td>
<td>CareerBeacon</td>
<td>canada east.com</td>
<td>BONSHAW</td>
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• All 10 subscriber publications available under one URL

• Mobile-first website built in-house, launched in March

Personalize your news in the order you want to read it

Digital replica of BNI newspapers & vast, searchable archives
5 steps to SUCCESS

1. Quality Products
2. Customer-First Structure
3. Best Tools & Data
4. Engaged Teams
5. Clear Vision
Customer-focussed Structure

Editor-in-Chief

- Marketing
- Editorial
- Customer Service Centre

Overseeing quality content ... and the subscriber experience.
Revolving around our READERS

QUALITY JOURNALISM

GIVING COMMUNITIES A VOICE

FIRST, FAST, FIERCE & FACTUAL CONTENT

CUTTING-EDGE PRODUCTS

OPTIMIZED USER EXPERIENCE

CUSTOMER VALUE

CUSTOMER RELATIONSHIPS

UNDERSTANDING OUR READER

PERSONALIZED READER JOURNEY

CUSTOMER VALUE

OPTIMIZED USER EXPERIENCE

RECOMMENDED ACTION
Empowering teams with DATA
Newsroom data CHAMPIONS

Bruce Hallihan
“I use data in concert with my social media channels - Twitter and Facebook media page - to try to maximize exposure to my stories.”

Jennifer Bishop
“Having access has helped our newsroom understand what type of content is grabbing our readers' attention.”

Tom Bateman
“I’m all for using data to help inform daily decisions in our newsrooms and get more eyeballs on the work we are doing.”

Amanda Gaudet
“Our job is to provide interesting and quality stories, and having data on our side - showing us what's trending, when people are reading, how many people our content is attracting - helps us make sure we are offering our subscribers what they want.”

Jackson Doughart
“The mark of our success in BNI newsrooms is reader engagement, and data is our most important tool for tracking the interest of our customers. I am eager to discuss how it can make our work better.”
INVESTING IN LEARNING

Monthly training program
Tailored to individual needs
Tested for 80% pass rate
Re-tested for added support

Shoot like a pro
Get great photos using your phone - with photojournalist Diana Martin

Write better headlines (let’s start here)
How better display can drive engagement, and traffic
Don’t be afraid to **MAKE IT FUN!**
BNI’s Marketing team invited staff to see ‘The Post’

80 team members took them up on the offer!
29 honours for EXCLUSIVE CONTENT

Atlantic Journalism Awards

AJAs Breaking News award for the Daily Gleaner

Michener Award finalist

Winner of Canada's Press Freedom Award
Man to be evaluated for alleged threats to premier

Investigation: No vaccination rules for N.B. teachers

Two more unconfirmed measles cases reported within province

Vulnerable, not by choice

Exclusive

More info

INVESTIGATION: No vaccination rules for N.B. teachers

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Right tools, training & data ... LEAD TO RESULTS

BEFORE

AFTER

TRAFFIC GOES UP

EMLOYEE ENGAGEMENT

AVERAGE DAILY READERS

↑ 23%

↑ 96%

↑ 22%
Marketing efforts line up with journalistic excellence.
LET US HELP YOU WEATHER THE STORM

FREE FOUR WEEKS* of print and digital access to the Telegraph-Journal

THAT'S NOT ALL!

FIND out more at www.telegraphjournal.com

Subscribe now. Call 1-844-857-7151 or visit www.telegraphjournal.com
89% conversion from trial to subscription
Daily unique visitors **DOUBLING TRAFFIC**

October 2016

46% increase

January 2019
LOWEST CHURN in three years

Stops

1 2 3 4 5 6 7 8 9 10 11 12 13

2016 2017 2018
THANK YOU for listening