Who are we?

ARA was founded in November 2010, with an innovative DNA and an integrated Newsroom.

128 employees (67 men and 61 women);
103 journalists

We have different editions:
- Catalonia
- Andorra
- Camp de Tarragona (Tarragona)
- Terres de Lleida (Lleida)
- Comarques Gironines (Girona)
- ARA Balears (Balearic islands)
- ARA in Spanish
Where are we?

Population: 7.6 million
Area: 32,108 Km2
GDP (2018): 242.3 billion Euros (as Portugal 201.5 billion Euros)
Barcelona is one of the most famous cities in the world
Official Languages: Catalan and Spanish
We have had a metered paywall since 2015. A consolidated business model, unique in the media landscape of Spain, with a community of 45,000 subscribers.
About us?

We have a clear commitment to the digital product, but also to the print edition. Our business side and newsroom people work together with shared goals.

Products that we have:
Print Edition from Monday to Sunday
ara.cat (desktop, mobile and APPs - IOS y Android)

Specific supplements / vertical communities (to achieve new audiences and to serve audiences we have):

Ara Diumenge (Sunday magazine), Ilegim (Books), Criatures (Education and Parenting), Emprenem (Entrepreneurship and Economics), Fluor (Pop culture), Ara motor (Automobile), Ara Ciència (Science), Ara mengem (Gastronomy), Ara feminismes (Feminisms), ARA in Spanish, ARA in English

Partnership with The New York Times
ARA Diumenge (Sunday magazine)
Muriel Rukeyser, la veu silenciada de la Guerra Civil

Una poeta nòrd-americana va recordar el catal·litzat Popular el 1919 i el círcol d'escritors i artistes de la Guerra Civil. Aquí es presenta una nova publicació que reedita l'obra de Muriel Rukeyser, amb una nova introducció i una nova recollida de documents, així com un nou discurs sobre la poesia i la poesia de l'època del Popular i la Guerra Civil.
Criatures (Education and Parenting)
Emprenem (Entrepreneurship and Economics)
Fluor (Pop culture)
Ara motor (Automobile)
Organoides de laboratori que imiten el cervell

El nombre de neurones vives permeten estudiar les malalties com ara l’autisme, però els experts es plantejan ara si aquests organoides podrien arribar a assemblar-se més com a organismes originals.
Ara mengem (Gastronomy)
Ara feminismes (Feminisms)
Comintment to the print edition

With an average circulation of 17,000 copies, we are the only newspaper that is growing in the catalan market

While the sector in Catalonia is experimenting falls of 22% in 2018, ARA Newspaper achieved:

- A sales increase of 5.2% compared to 2017
- A sales increase of 15.2% compared to 2016
How are we bucking these trend?

Differentiation, added value, quality and positive journalism for a subscribers community
Differentiation, added value, quality and positive journalism for a subscribers community

We have a high quality print edition, a differentiated product with innovative experiments such as:

- Publishing the newspaper in Comic format
Inviting artists to create special collectors’ edition for us
La ciutat que volen els nens

DIARI ESPECIAL
Infants i adolescents ens expliquen com s’imaginen les ciutats del futur i ens dibuixen totes les notícies d’avui
ARA is an innovative digital reference
2.5 million unique users every month (Catalan market). We make the subscribers acquisition in our digital channels.

Leader in interactive formats and Branded Content for companies and brands.
We produce stories using a wide range of formats and approaches

http://interactius.ara.cat/accidents/bicis

https://interactius.ara.cat/openarms/en
Editorial work in progress

- Data and analytics to set and track audience and story performance for each platform we use
- Personalisation
- Reduce routine coverage of institutions
- Positive journalism (help our specific audiences solve necessities of their lives, enhance the quality of their lives)
- Promote premium stories readers are willing to pay for
- Different digital and print deadlines that match the rhythms of our audiences’ lives
- Guarantee that our reporters and editors can build and publish a complete digital story (tags, photo, hyperlinks, embeds)
- Innovation team (continuous experimentation to fail fast)
- Revenue goals for events and gatherings to build a Community of subscribers
Economic viability
ARA has managed to diversify its sources of income, being the main subscriptions.

- Subscriptions: 45%
- Advertising: 27%
- Kiosk: 18.5%
- Subsidies: 5%
- Others: 4.5%

Revenue from subscribers and readers: 63.5%
Profile of the ARA reading community

Men (58%) and women (42%)

Upper and middle class - high (53%)

Higher education (37%)

Ages between 35 and 54 years old

58% of our readers have children

Focusing on direct revenue from subscribers requires a deep understanding of your audience
We work the Customer Lifecycle

- We work the retention well by encouraging the consumption to get our subscribers not to go
- Marketing automatization

- Inbound Marketing
- We offer specific functionalities that can only be obtained with the registry
- PPC, Social Networks
Diversification of advertising revenue

Before the fall of the advertising market, we are making a commitment to quality branded content like TBrand Studio of The New York Times. And we are finding some new revenue sources like our Summer Camp focused on journalism, that means:

- New revenue
- Increase our community
- To reach new young readers
ARA also works as a communication agency:

We offer our know-how to the brands:

- Journalists, designers and developers
- Production and disseminating CONTENT
- Sponsorships
Products that we offer

➔ Thematic events: (We send Newsletters - more than 300,000 registered readers - and we offer TV coverage...)
➔ Interactive reports
➔ Dossiers of Inbound Marketing
➔ Print Supplements (with online version)
➔ Videos
➔ Infographics
Sponsorships

- Section Sponsorship
- Events Sponsorship
- Podcast Sponsorship
- Sponsorship of Newsletters
- Sponsorship of special editions
Renewal of all our digital channels...
What do we want to accomplish?

Offer quality differential information

Promote the scalability of newspaper content

Increase the feeling of belonging of subscribers

Identify and offer subscribers services to increase the value proposal

Define a model of revenue

Transform our work routines → Move to a real process of digital priority, without forgetting the quality of the paper
ARA NEWSPAPER
Classic journalism with new tools

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