Paid-content-strategy
for
regional newspapers

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STUTTGARTER-ZEITUNG.DE
» Part of the SWMH Group
» Place of Business: Stuttgart, Germany
» Market Setting: regional newspaper with focus on local and regional newspapers, as well the Süddeutsche Zeitung and some special interest magazines
» StZ-Print: 100.000 circulation / Digital: 16.700 subscribers (14.600 e-paper, 2.100 so called digital-only)
» Stuttgarter Nachrichten: same editorial departamento, different strategy (reach, focus on locality)
WHAT MAKES A GOOD PLUS ARTICLE FOR THE STZ?

REGARDING REACH

> Criteria for Plus: Emotional, regional, exclusive, relevant for everyday-life, special perspective

1. 502.061 PI’s
2. 124.203 PI’s
3. 110.008 PI’s
WHAT MAKES A GOOD PLUS ARTICLE FOR THE STZ?
REGARDING PAYWALL OFFER CLICKS

1. 385 clicks on Paywall offer
2. 173 clicks on Paywall offer
3. 144 clicks on Paywall offer
VISITS IN MIO./MONTH PER OKTOBER 2019

Monthly Average/Year
January
Clear strategy for StZ (Paid) and STN (Reach)

March
Pay Team

April
Coaching
Facebook Journalism Project

May
5 Meter Test

June
-18
NPS

July
Editorial Offensive
50 % Plus Articles within the best topics

September
The end of the daily pass

Next steps:
- Use synergies
- New checkout process
- Integrate PayPal
- Subscribe with Google
- Implement the NPS results
- Expand newsletter offers
NEWSLETTER PROJECT

Projekt 50.0001 NL Subscribers

» Increase newsletter subscriptions
» Crucial digital strategy instrument

Engagement and digital subscriptions!

Project

» Project Team: 10 Employees / 5 Departments / 6 Months
» Starting with: 1.238 subscriptions StZ-Daily, status end of October: 16.622 subscriptions
» Nine Newsletters: Cars, literature, Stadtkind, VfB, Sunday – more to come
» Opening rates between 40 - 60 %

Next steps

» November: Newsletter campaign Print/Digital
» Optimize the editorial aspect
» More newsletters
» Implement the project into daily routine
1. The organisation needs a clear goal – data is always a good goal!

2. Prove your assumptions with tests (z.B. A/B Test)

3. Base decisions on data

4. „Content is king, but distribution is the queen.“ (Dan Oschinsky, The New Yorker)

5. Interdisciplinary teams lead to success

6. „Get everybody on the bus."

7. Create a finishline. Set goals!

8. Don’t be afraid! Be fast!

9. It’s okay to fail ...

10. ... but fail fast!