



There's Still Money in Print

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Not all new ideas are digital; there's still room for print innovation

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Use panel research to understand what readers want



Opt-In products generate consumer and advertiser revenue

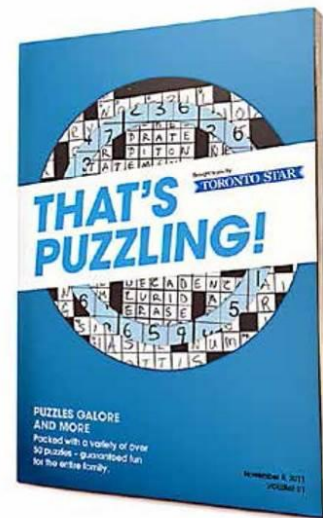


**Bigger
Better**
56% more

TV Listings
Saturday Opt-In
75¢/issue (\$39/yr.)

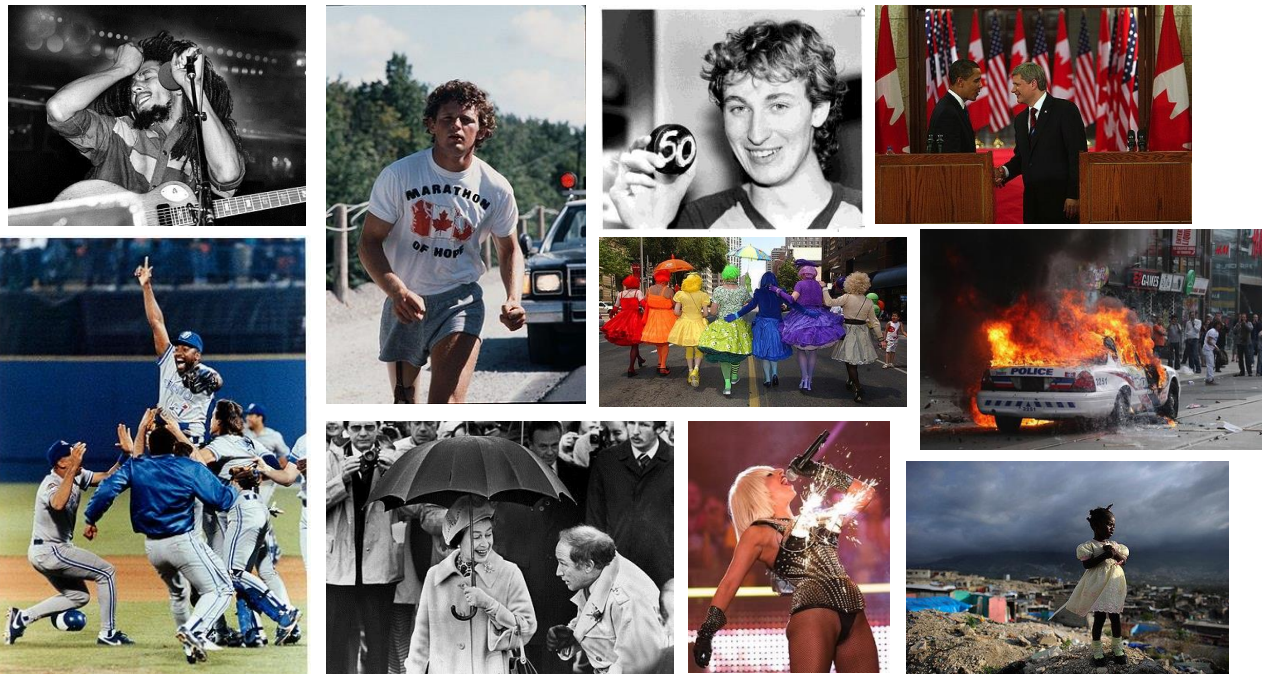


NYT Int'l Weekly
Sunday Opt-In
\$1.50/issue (\$78/yr.)



Games & Puzzles
Saturday Opt-In
\$1.49/issue (\$77/yr.)

Monetize newspaper archives by licensing photo assets



 GetStock



gettyimages®

Partnering with the dominant provider greatly expanded our reach and revenue potential.

If editorial pointers do not drive your readership...

Skyboxes



Text Throws



Pointers



Top banner +
L shaped bottom banner



What's the best way to use premium space?

Unique advertising opportunities allow marketers to stand out

PREMIUM REWARDS
All other cards seem POINTLESS

When she said "give me a ring" she didn't mean a phone call
FOREVER JEWELS

metr

LOCAL NEWS
CINEMA
WORLD
SPORTS
ENTERTAINMENT
PUZZLES & FUN

your essential daily news WEDNESDAY MARCH 25, 2015 High 7°C Low -4°C "chubbing"

Time to spring into action

Rosemary West
After a long and painful trial, the jury has found Rosemary West guilty of murdering her husband, Ian. The verdict is a landmark moment in Canadian history, as it is the first time a woman has been found guilty of murdering her husband in Canada.

It's time to solve the problem. We wanted long enough.
It's time to solve the problem. We wanted long enough.

Where technology meets tech knowledge

THE GENERATOR

SCENE 23

Wine & Dine
The 10th Annual Wine & Dine Festival is set for Saturday, June 13, from 11 a.m. to 5 p.m. at the Toronto Convention Centre. The event features over 100 wineries, food vendors, and live music.

Monsters University
The animated film "Monsters University" is now available on DVD and Blu-ray. The movie follows the story of Mike Wazowski and James P. Sullivan as they attend college together.

Disney Pixar MONSTERS UNIVERSITY
COMPLETE MONSTER ENCYCLOPEDIA

STARTS TODAY
IN 3D AND FOOTLED 3D

metro TRAVEL
EUROPE FOR EVERYONE

Last chance: American-free Cuba

What you need to experience before the island changes

Wynn
Miami Beach

What you need to experience before the island changes

Wynn
Miami Beach

Half-Crown Right with Encroachment

Flex Form

Flex Form with Navigation Bar Ad

Unique wraps help marketers grab attention



Historic Ad Wrap



Translucent Wrap



Die Cut Wrap



Digital beauty & fashion magazine reverse-engineered for print



2010 Launched as Digital Magazine



2011 Launched Print



2013 Launched Chinese Kit



2014 Launched French Kit



2015 Extending The Kit Brand

Create pop-up publications for large, unique, local events



Toronto Star Auto Show Daily



Toronto International Film Festival

Event-specific publications supported by advertisers and strategically distributed to highly targeted audiences.

Sample pack program helps marketers reach niche audiences



There's still money in print, if you **keep costs low**

- Panel research is an inexpensive way to test the market
- Think about consumer as well as advertising revenue
- Look for ways to monetize existing assets
- Explore creative print solutions for your advertisers
- Identify ad categories where print delivers a great consumer experience
- Leverage your brand in your local market to take advantage of unique, local events

Questions

