

Print Frequency Change

Decision Factors

Elements of the Plan

Business Results

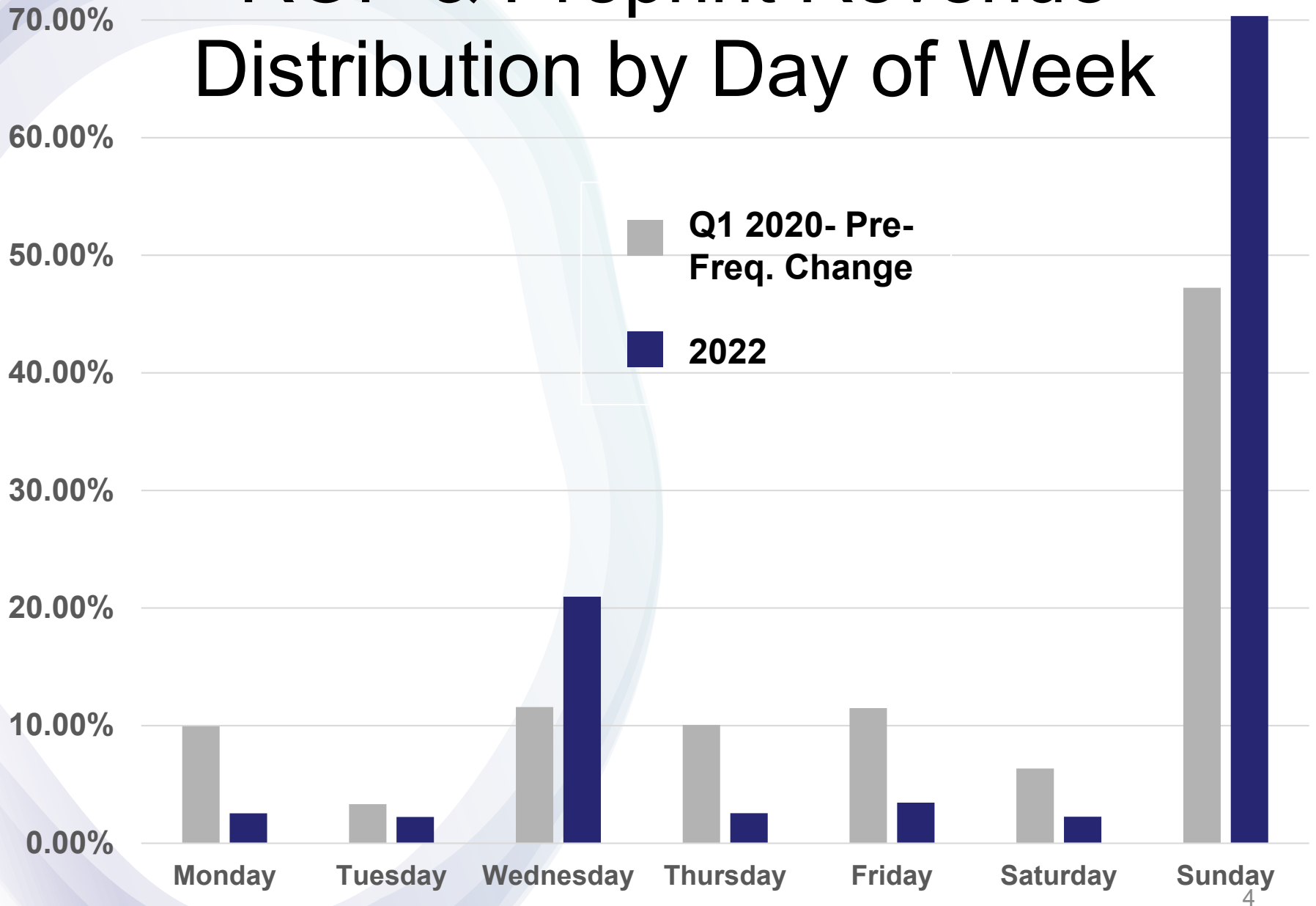
Frequency Change Decision Factors

- Times 5-year Strategic Plan created in 2019 included a frequency change strategy in 2024.
- COVID 19 Impact: Advertising revenue declined by 50% within 2 weeks, falling to the trigger point identified in Year 5 of the Strategic Plan.
- “Stay at Home” orders in 2 of 4 counties in distribution area.
- Malls closed, retail businesses reduced hours.
- Hospitality industry shut down or operating at minimal capacity – in peak season.

Strategic Elements of the Plan

- Reduction of print frequency from 7-days to Wednesday and Sunday.
- Add content and features to our Sunday print edition and our daily e-Newspaper edition.
- Aggressive focus on digital engagement of former print-only subscriber base.
- Utilize the e-Newspaper as the gateway to engagement.
- Simplify subscription offers:
 1. 7 days of content – digital only
 2. 7-days of content – All Access – digital with Wednesday and Sunday in print.

ROP & Preprint Revenue Distribution by Day of Week



Financial Impact of Frequency Change – April 2020 - March 2022

REVENUE

LOCAL RETAIL	(2,500,000)	(3,000,000)
CLASSIFIED	0	0
NATIONAL / STATE	(500,000)	(500,000)
WEB REVENUE	375,000	375,000

TOTAL ADVERTISING	(2,625,000)	(3,125,000)
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HOME DELIVERY (ALL-ACCESS SUBS)	(4,600,000)	(2,400,000)
SINGLE COPY	(1,400,000)	(1,400,000)
ALTERNATE DELIVERY	(1,800,000)	(2,600,000)

TOTAL REVENUE CHANGE	(10,425,000)	(9,525,000)
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EXPENSES

PAYROLL & OVERTIME	(3,170,000)	(3,460,000)
PAYROLL TAXES	(237,750)	(259,500)
CIRC DISTRIBUTION SUPPLIES	(310,000)	(310,000)
NEWSPRINT	(4,800,000)	(5,520,000)
INK	(185,000)	(185,000)
UTILITIES	(175,000)	(215,000)
CIRCULATION DELIVERY	(5,775,000)	(5,775,000)
ALTERNATE DELIVERY	(1,450,000)	(1,450,000)
FUEL	(260,000)	(330,000)

TOTAL EXPENSE CHANGE	(16,362,750)	(17,504,500)
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IMPACT TO OPERATING PROFIT	5,937,750	7,979,500
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April 2020 -

April 2021 -

March 2021

March 2022

Strategic Importance of the e-Newspaper

Tampa Bay Times
tampabay.com

Our e-Newspaper is e-Volving

- We added 16 exclusive comics to the e-Newspaper in 2019, leading to our first big bump in readership.
- We've added other bonus content, including a daily entertainment page and more opinion content.
- We've added some themed pages on Fridays and Saturdays. We've adapted to earlier print deadlines on Wednesdays and Sundays by treating our e-Newspaper as a Sports final. We're adding up to 4 sports pages a night.
- We have the flexibility to add more pages when important news happens. We've added full pages as early as 6 a.m.
- We've changed shifts on the copy desk and design desk to account for later e-Newspaper deadlines.
- We've added 44 interactive games and puzzles through a partnership with Tribune.

The screenshot shows the Tampa Bay Times Lightning Report page. At the top, there's a header with the Lightning logo and the word 'REPORT'. Below that is a large photo of a hockey game in progress, with players from the Tampa Bay Lightning and the Florida Panthers on the ice. The main headline reads 'Cold snap continues for Lightning offense'. Below the headline are several columns of text, including a sub-headline 'Hurricanes topple Panthers with four-goal third period'. There are also smaller photos and text snippets visible on the page.

Tampa Bay Times
tampabay.com



Mac

iPad

iPhone

Watch

TV

Music

Support



App Store Preview

Tampa Bay Times e-Newspaper

Ratings and Reviews

4.6 out of 5

1.4K Ratings



Postal hunter, 09/05/2020

I'm liking the app better than the real paper

I have been a life long reader of the St. Petersburg times. I love the print version and thought I would never be like reading the paper on an iPad. Due to the economic [more](#)



Remplir 9, 07/05/2020

Changing with The Times

I've been a daily print subscriber of TBT for over twenty years. Reading the newspaper has always helped ground me for the day ahead. So I felt almost bereft when I learn [more](#)



Wifeypou, 07/08/2020

Virtual Newspaper

Really enjoy the ease of reading the Times online. Change is difficult for most people. I've been accessing the Times on. Line for some ti [more](#)



Reporter Turned Pastor, 07/07/2020

So Thankful for Tampa Bay Times

As a former reporter/section editor for The St. Petersburg Times, I was thankful to be part of a news production team that was thorough, insightful and had such integrity. (Now T [more](#)



Jdogi, 04/30/2020

Tops

I have been using the app for about 4 months now and I think it's great. I like to read the paper on my front patio and not having to deal with turning pages in the breeze is much [more](#)



The old marmot, 08/24/2020

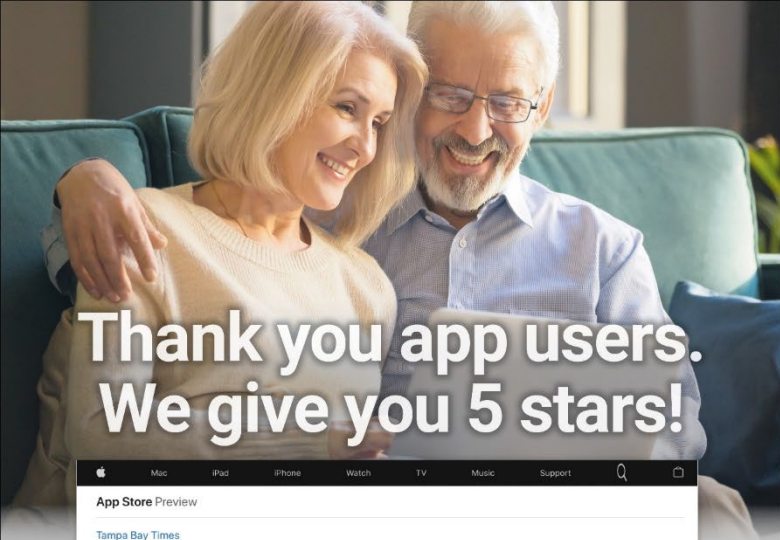
Handheld news

I have always enjoyed the feel of holding a newspaper in my hands while reading it. But, I have to admit that it now seems perfectly natural to use my handheld phone to read [more](#)

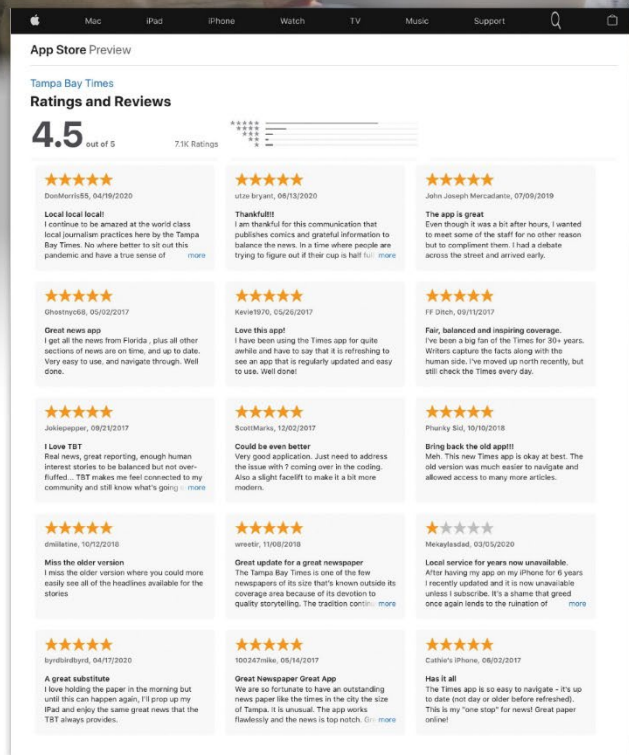
Digital Activation & Engagement

Digital Activation Statistics

	Print + Digital	Digital Only	Total
Subscribers	85,036	29,265	114,301
Activated	61,297	28,824	90,121
% Subs activated	72%	99%	79%
% Subs not-activated	28%	1%	21%
Engaged last 30 days	30,059	19,881	49,940
Engaged % of activated	49%	69%	55%



Thank you app users.
We give you 5 stars!



Subscriber Engagement Tactics

- E-mail newsletters: Day Starter, Sports teams, Politics, etc.
- E-mail campaigns – from editors, Times executives, etc.
- Direct mail postcard to non-activated subs without e-mail addresses.
- E-mail solicitation (outside company e-mail match, e-mail solicitation).
- Geo-fencing campaign: Match physical addresses to IP addresses
- Cross departmental Onboarding & Engagement Team



Download the **Tampa Bay Times e-Newspaper App** for fast easy access to daily local news. We're confident you'll love it too.

Free access for print and digital subscribers.

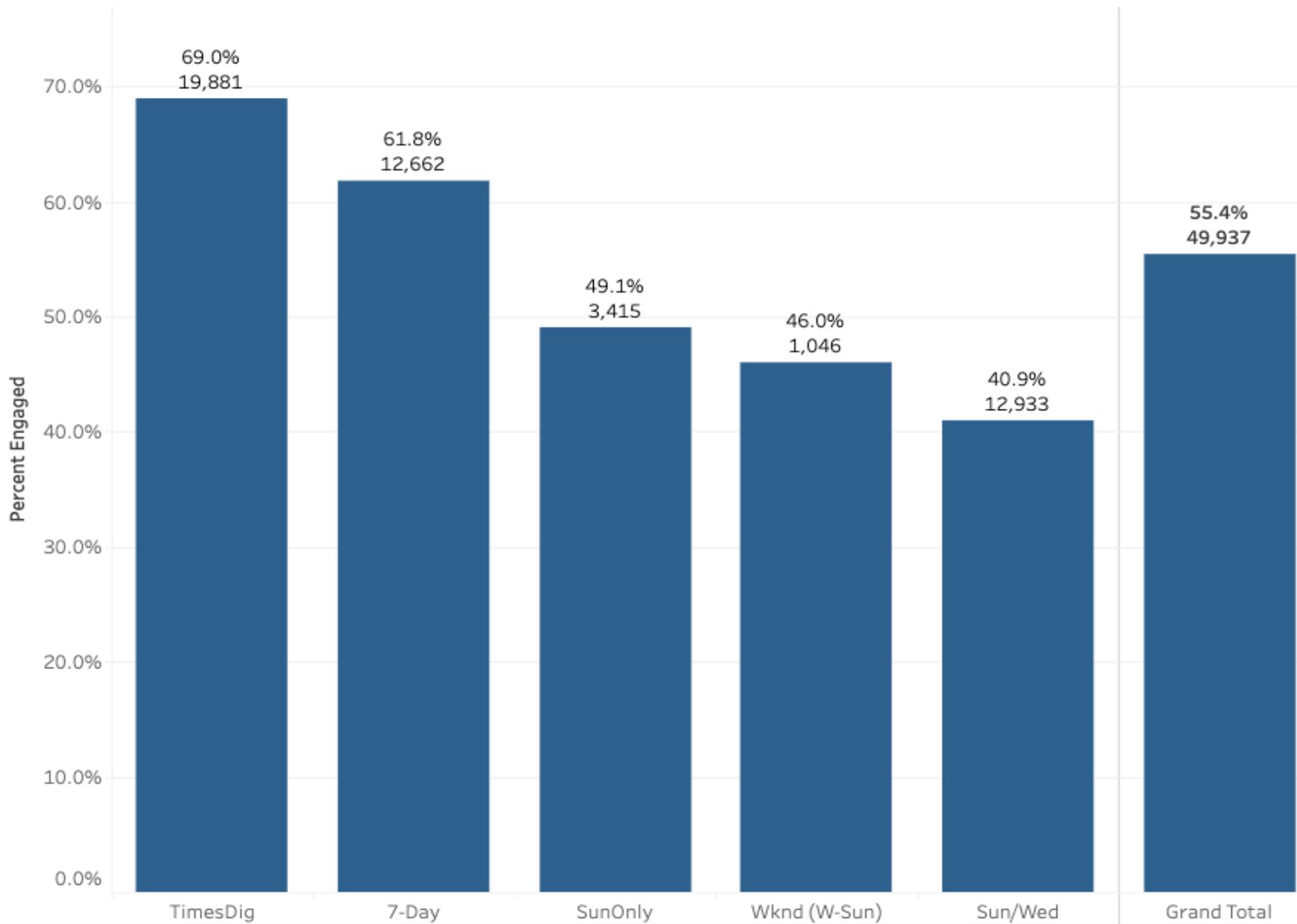


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Engagement by FOD

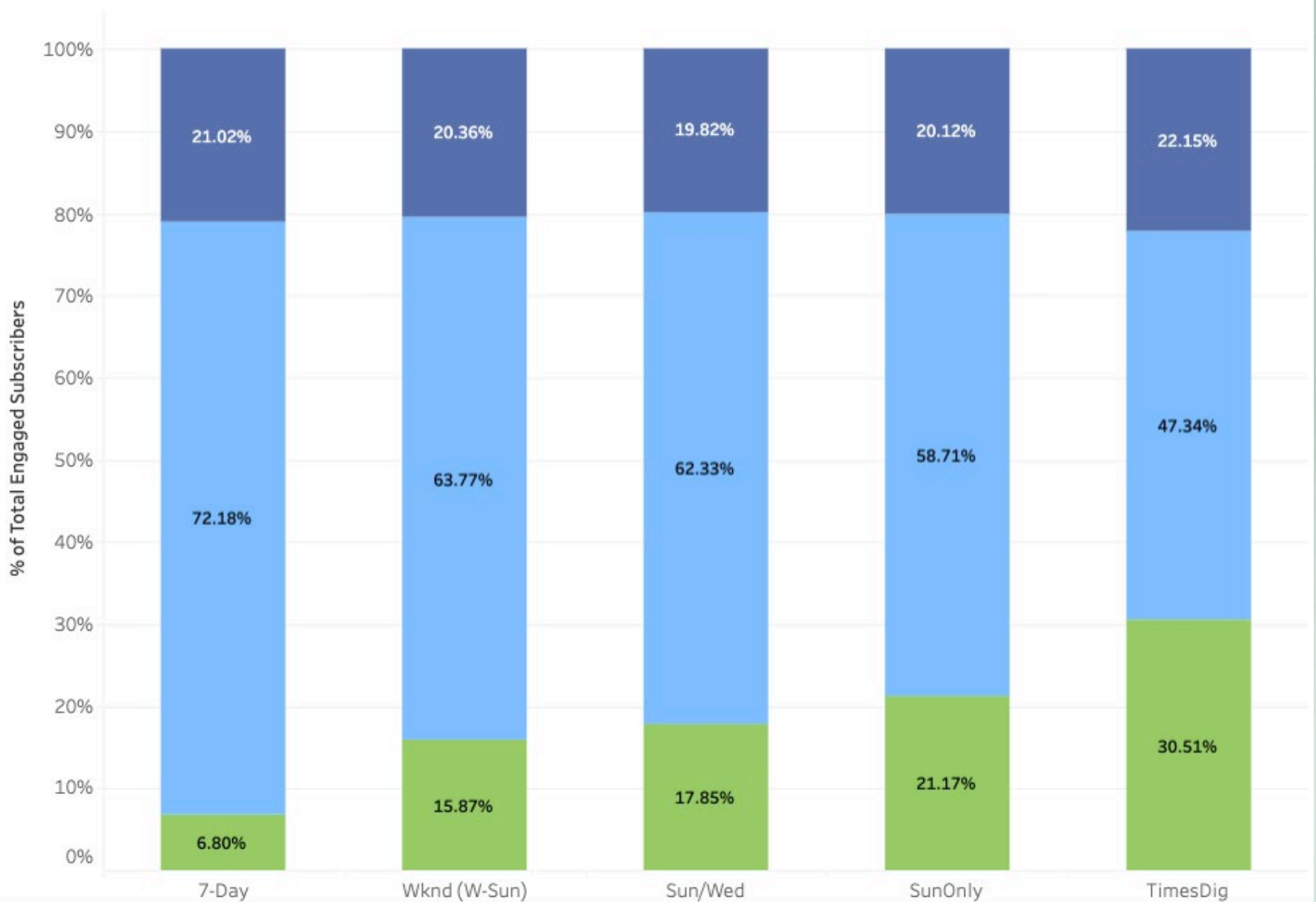
*% of Subscribers Within Each Group Using Any Platform
Total Subscribers Reflected Below the Percentage*



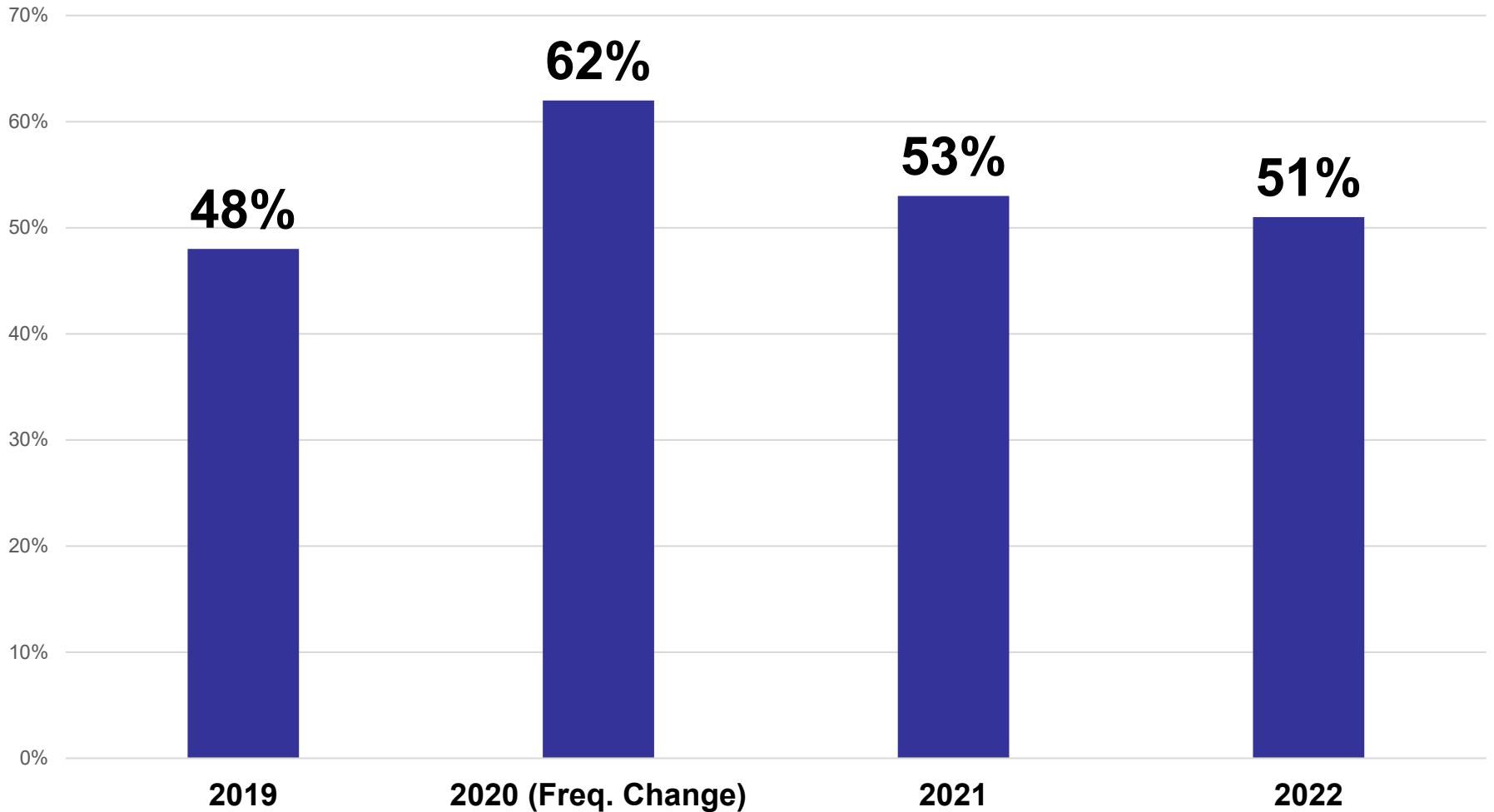
Platform Usage by FOD

% of Engaged Subscribers Within Each Group Using Each Platform

Platform ■ Use Both Platforms ■ E-newspaper ■ Latest News



Home Delivery (All-Access) Subscriber Churn Rates



Questions

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