

Background & Problem

The Increase in costs of delivering a subscription base international newspaper was becoming onerous on the publisher. In addition to the costs delivery to certain addresses globally was erratic. The challenge was to find a better and more cost effective way to deliver the newspaper and its content both editorial and advertising to its disparate audience. The MD/O/publisher was open to various suggestions.

Action Taken

After undertaking a company wide audit, its target market and other international publishers with an SGBA Business Advisor, it became clear that no one had yet produced a practical solution to this issue. The next step was to hold a workshop, with the management team, to identify a possible delivery option for the newspaper. It became clear that the best option for the company was an internet based delivery method. This would satisfy the challenge of reducing the hard copy delivery costs and reduce delivery time, but also allowed for an additional revenue stream.

The issues then became:

- Sourcing a method of converting the newspaper at production stage to an internet deliverable.
- Developing a suitable secure logon protocol for subscribers.
- Creating a database of subscribers together.
- A campaign to gain market confidence and acceptance of the new product from readers and advertisers alike.

The Result

The result was a better than expected 45% decrease in international freight charges within the first year, coupled with a +15% increase in advertising.

This was gained by charging for a link from the clients on line advertisement to their home page.

If you want to find out more about any of the areas covered in this case study and how we can support your business – contact us today.