

# EDITOR & PUBLISHER®

Live Vodcast Recording

Hosted by Publisher Mike Blinder

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## FREE Papers Creating PAID Digital Subscribers

June 24th, 2021  
2pm EST

### Panelists



Jim Rule, Publisher

**The Acorn Newspaper Group**

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CHESTERFIELD  
**Observer**

Frank McCracken, Publisher  
**Chesterfield Observer**

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**Our  Hometown**

Matt Larson, CEO  
**Our-Hometown.com**

# CHESTERFIELD Observer

- Registration Wall required email to access content for free 1 month prior to paywall
- Paid Digital Subscriptions introduced October 2020
  - One Year = \$48 introductory rate
    - Auto renews at \$72/year
  - Monthly = \$0.99 introductory rate
    - Auto renews at \$7.99/month

### BECOME A DIGITAL SUBSCRIBER

By subscribing to [chesterfieldobserver.com](https://chesterfieldobserver.com), you'll have unlimited online access to all of the articles that appear in our weekly print issue, as well as exclusive online content and more than 10 years of digital archives. You'll also be helping to strengthen our community by supporting local, independent journalism.

#### One-year digital subscription

\$72

**\$48**

SPECIAL INTRODUCTORY RATE

BEST VALUE

Breaks down to just \$4 per month for the first year, then \$6 per month each year after that.

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Unlimited access on any device.

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Renews automatically. Cancel anytime.

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Subscribe

#### Monthly digital subscription

\$7.99

**99¢**

SPECIAL INTRODUCTORY RATE

Pay just 99¢ for the first month, then \$7.99 per month after that.

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Unlimited access on any device.

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Renews automatically. Cancel anytime.

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Subscribe

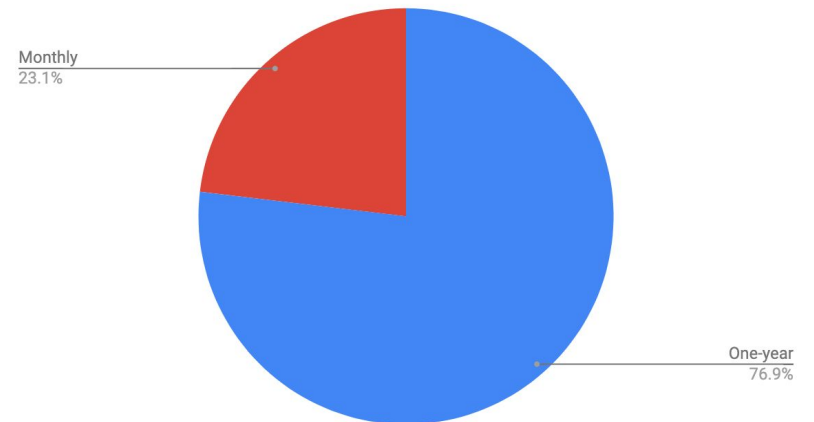
Purchase a gift subscription

Redeem a gift subscription

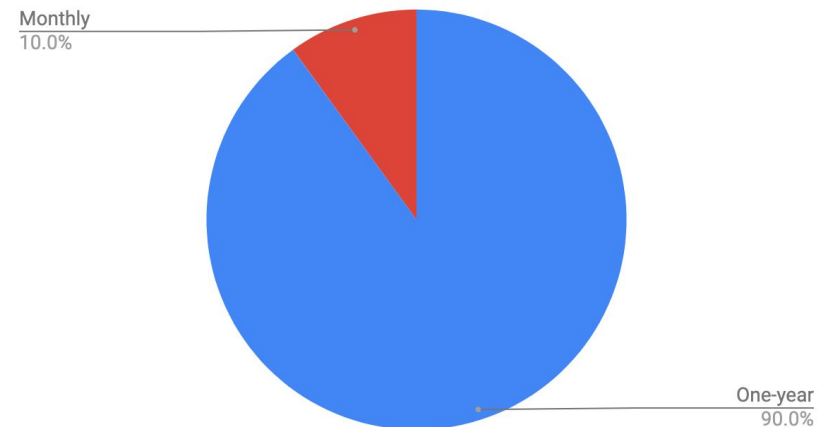
# *C H E S T E R F I E L D* Observer

- Subscriber Count since launch
  - One Year Subscribers
  - Monthly Subscribers
- Subscription Revenue since launch
  - One Year Subscription Revenue
  - Monthly Subscription Revenue

Subscriber Count



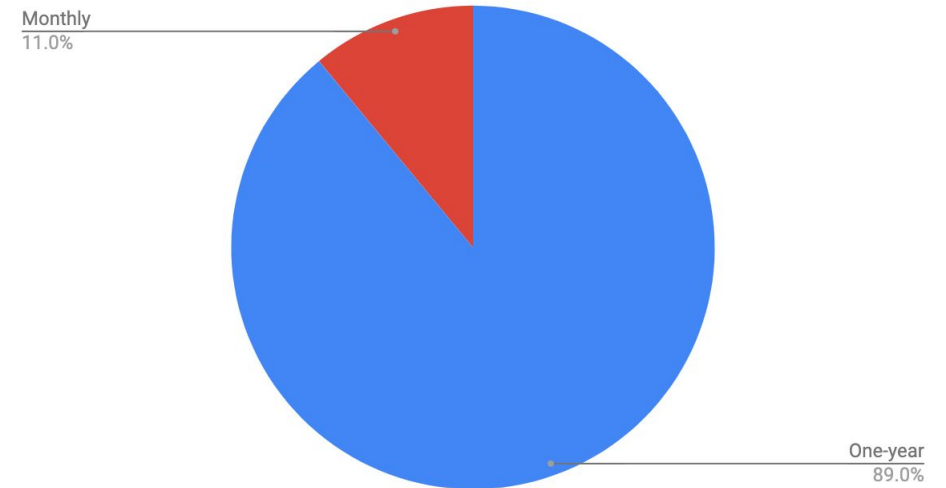
Revenue



# *CHESTERFIELD* Observer

- 191 Active Paid Subscribers
  - One Year Subscribers
  - Monthly Subscribers

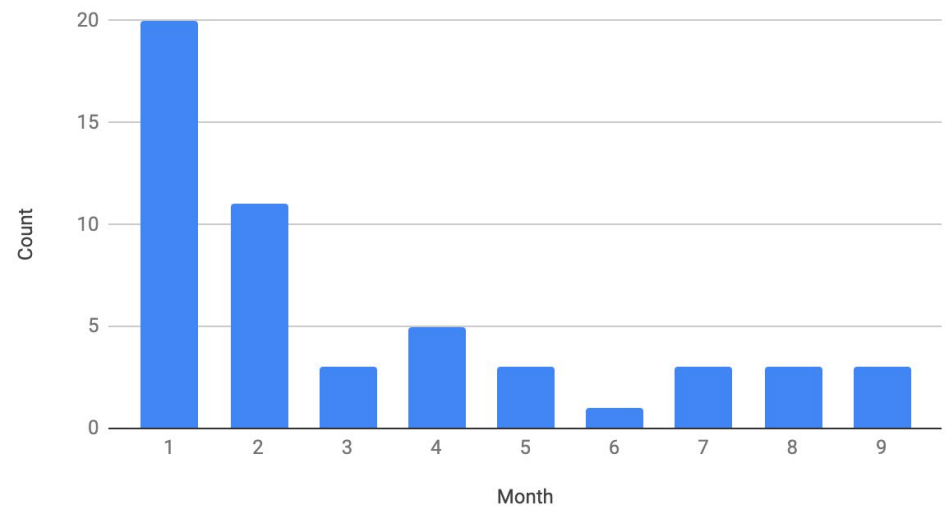
Active Paid Subscribers



# *CHESTERFIELD* Observer

- Monthly Subscriber Churn
  - Subscribe 1 month @ \$0.99
  - 61% subscribe 2 months @ \$8.98
  - 40% subscribe 3 months @ \$16.97
  - 34% subscribe 4 months @ \$24.96
  - 25% subscribe 5 months @ \$32.95
  - 19% subscribe 6 months @ \$40.94
  - 17% subscribe 7 months @ \$48.93
    - Annual sub = \$48
  - 11.7% subscribed 8 months @ \$56.92
  - 5.8% subscribed 9 months @ \$64.91
- ID Subscribers paying for 4+ months and offer annual sub?

Monthly Subscribers vs. Months



# *CHESTERFIELD* Observer

- Annual Averages

- 2019

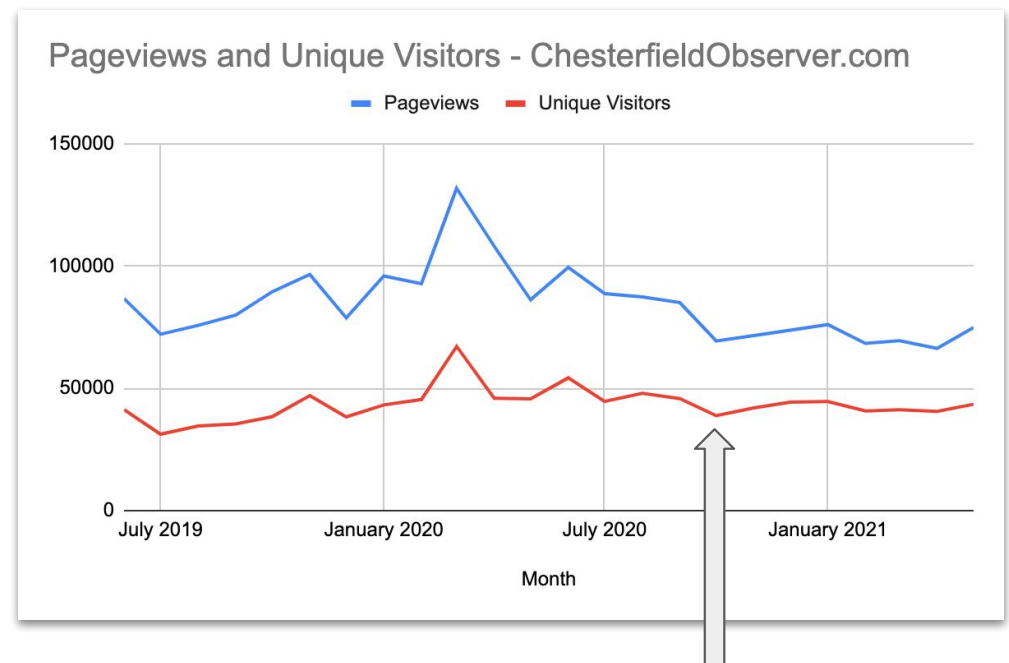
- 82,722 pageviews
    - 38,017 unique visitors

- 2020

- 90,808 pageviews (+9.7%)
    - 47,080 unique visitors (+23.8%)

- 2021

- 70,974 pageviews (-14.2%)
    - 42,102 unique visitors (+10.7%)





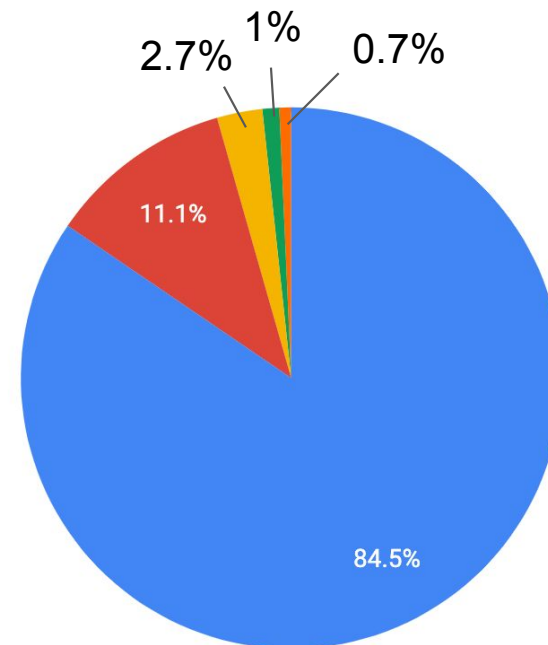
- **Launched Paid Subscriptions Fall 2018**

- 12 month subscription
- 12 month multisite subscription
- 6 month subscription
- 1 month subscription
- Single Issue Sales

This is a screenshot of the Thousand Oaks Acorn website's digital subscription page. At the top, there is a header with the "THOUSAND OAKS Acorn" logo on the left, a Volvo advertisement in the center, and a "SUBSCRIBE NOW" button on the right. Below the header is a navigation bar with links for News, Neighbors, Opinion, Sports, On the Town, Calendar, Community, Acorn Series, Business, Real Estate, Photos, and Classifieds. A secondary navigation bar includes links for Advertising, Legal Ads, Video, E-Edition, Contact Us, Archives, and Pick Us Up. Social media icons for Facebook, Twitter, YouTube, and others are also present. The main content area is titled "DIGITAL SUBSCRIPTION OPTIONS" and features three columns for different subscription durations: 12 Month Digital Subscription (\$36.00), 6 Month Digital Subscription (\$24.00), and 1 Month Digital Subscription (\$5.00). Each column includes details about 24/7 online access and a "Subscribe" button. Below these is a section for a "Single Issue" priced at \$3.00 with its own "Subscribe" button. A green button labeled "Looking for Gift Subscriptions? Click here!" is positioned below the subscription options. At the bottom, a box informs users that if they already subscribe to another Acorn publication, they are eligible for a discounted membership, with a "Click here to claim your discount" button. On the right side of the page, there is a search bar, a Hotels.com advertisement, and a section titled "READ THE PRINT EDITION" featuring a preview of the "Class of 2021" issue.



- **969 active paid subscribers**
  - 12 month subscription
  - 12 month multisite subscription
  - 6 month subscription
  - 1 month subscription
  - Single Issue Sales
- **Guess the highest and lowest selling subscription offering!**

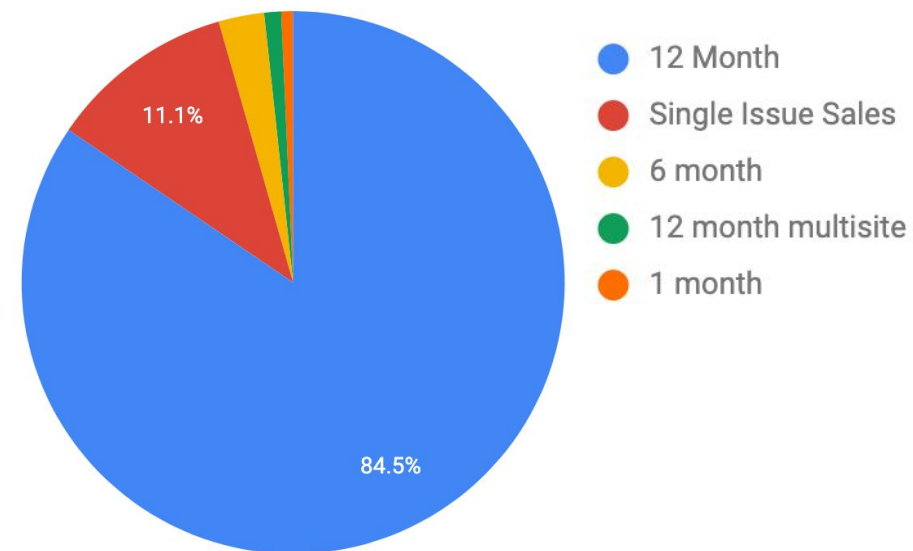






- **969 active paid subscribers**

- 84% have 12 month subscriptions
  - 818 active members (54 with auto renewal)
- 11% are single issue sales
- 2.7% are 6 month subscriptions
  - 27 active members, 10 are auto renewing
- 1% are 12 month reciprocal digital subscriptions
- 0.7% are 1 month subscriptions
  - 7 active members (All with auto renewal)



# Promotions

- **First Month Promo**
  - 12 months for \$19.99
  - Run during the first month of the paywall (Sept 18 - Oct 18 2018)
  - Created 241 subscriptions
- **Holiday Offer**
  - 12 months for \$25 (30% discount off full price of \$36)
  - Promotion ran at the end of Dec 2019
  - Generated 27 subscriptions

The screenshot shows the 'Acorn' website header with the 'THOUSAND OAKS' logo and a Volvo advertisement. The navigation bar includes links for News, Neighbors, Opinion, Sports, On the Town, Calendar, Community, Acorn Series, Business, Real Estate, Photos, and Classifieds. Below the navigation bar are social media icons and a search bar. The main content area is titled 'DIGITAL SUBSCRIPTION OPTIONS' and features three subscription plans:

12 Month Digital Subscription	6 Month Digital Subscription	1 Month Digital Subscription
<b>\$36.00</b>	<b>\$24.00</b>	<b>\$5.00</b>
24/7 Online access to all Thousand Oaks digital issues and archives!	24/7 Online access to all Thousand Oaks digital issues and archives!	24/7 Online access to all Thousand Oaks digital issues and archives!
Subscription renews automatically until cancelled!	Subscription renews automatically until cancelled!	Subscription renews automatically until cancelled!
<a href="#">Subscribe</a>	<a href="#">Subscribe</a>	<a href="#">Subscribe</a>

Below these options is a 'Single Issue' for \$3.00 with a 'Subscribe' button. A green button at the bottom reads 'Looking for Gift Subscriptions? Click here!'. At the very bottom, a note states: 'If you already subscribe to another Acorn publication, you are eligible for a discounted membership! Click here to claim your discount!'. On the right side of the page, there is a 'Hotels.com' advertisement and a 'READ THE PRINT EDITION' section featuring a preview of the 'Class of 2021' issue.



- Welcome Back Promo
- 12 months for \$28 (22% discount off full price of \$36)
- Run for 1 week in February 2020
- Targeted offer sent via email to expired subscribers
- Generated 16 subscriptions



### **We'd love to have you back!**

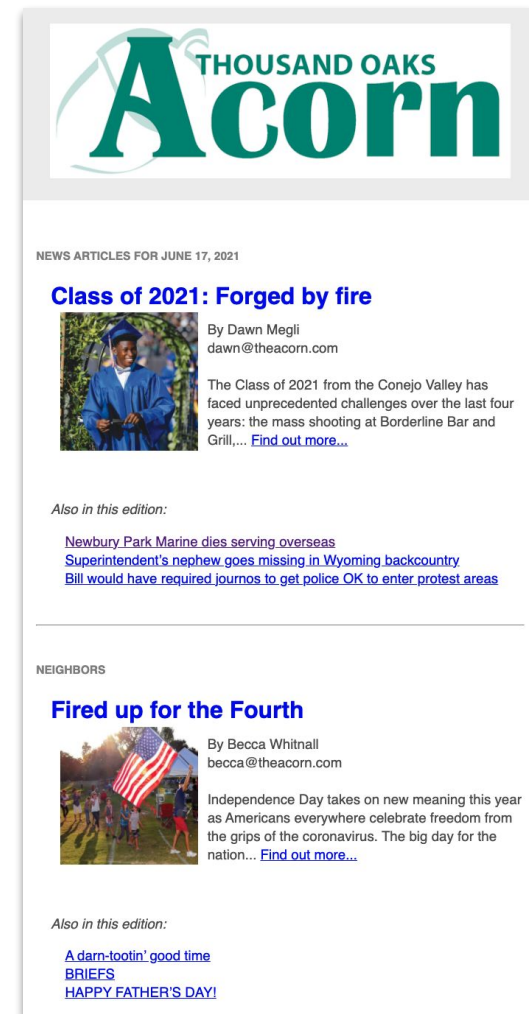
The Thousand Oaks Acorn is running a special promotion for past subscribers to renew with us at a reduced cost of just \$28 for a **12 Month Digital Subscription! (Value \$36)**

Visit our [Subscribe](#) page and select the 12 Month Digital Subscription membership, then enter coupon code **WELCOMEBACK2020** to activate your discount — or, just click the button below! Act fast because the offer ends Feb. 29.

**Subscribe for just \$28!**

# Newsletter Marketing

- In the Spring of 2020 (March - July), the paywall was replaced with a Free Registration Wall.
- Required users to provide email to register for free access.
- Collected 4706 emails
- Still generated paying annual subscriptions during this period
- 236 members purchased their first paid subscription AFTER signing up for the Free Account
  - 137 of those members used a coupon for their first paid transaction





- “Squirrel 2020” Coupon
- 12 months for \$25 (30% discount off full price of \$36)
- Promotion ran from July 31 - August 31 2020
- Offer sent to 4059 non-paying newsletter subscribers
- Generated 119 subscriptions



***Get A Year Of Access To The  
Thousand Oaks Acorn For Only  
50 Cents A Week!***

Want unlimited access to all of the local news, features, events and sports that come with a digital subscription to the Thousand Oaks Acorn?

Your coupon for **ONE YEAR** of access to [www.TOAcorn.com](http://www.TOAcorn.com) for **ONLY \$25** (normally \$36) is still active, but only until Sept. 1. Use it now to get 24/7 access to all of our online content, breaking news, letters to the editor, weekly e-edition, photo galleries and complete archives (going back to 2004).

**It's a great way to keep up to date on news you can't find anywhere else. Plus there's the satisfaction of knowing you're supporting independent local journalism at a time when it's needed most.**

To get your discount, go to [www.TOAcorn.com/subscribe](http://www.TOAcorn.com/subscribe) and select the one-year digital subscription option. Then enter SQUIRREL2020 in the coupon box to receive your discount. Or simply click the button below to apply your discount and begin the checkout process.

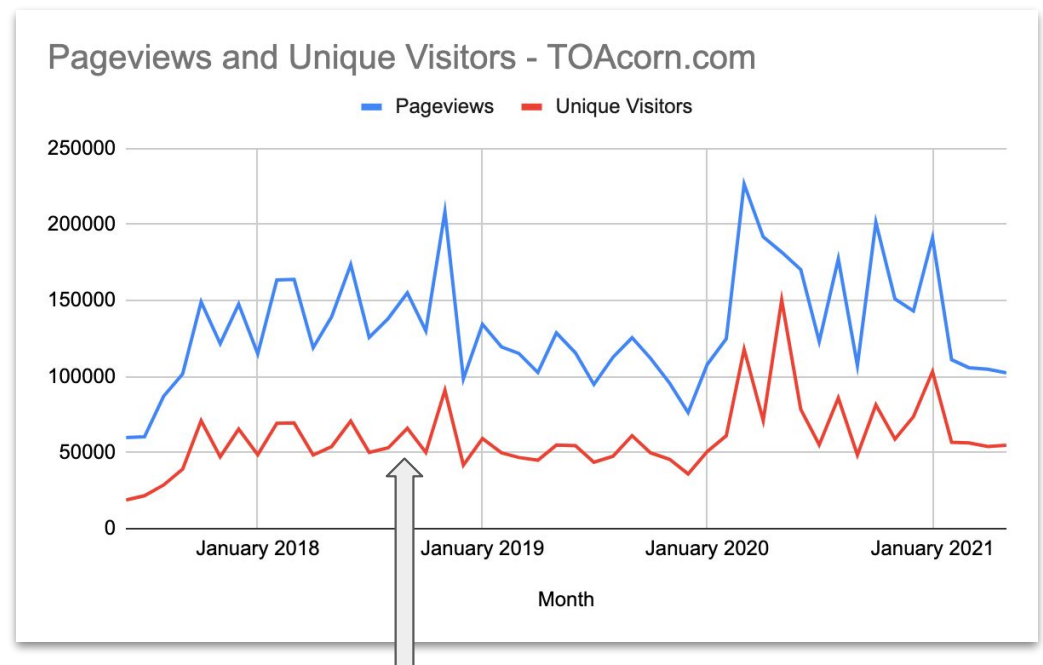
**Activate My Coupon Now!**

**KEEP LOCAL JOURNALISM THRIVING!**



- Annual Averages (% change compared to 2017)

- 2017
  - 103,902 pageviews
  - 41,682 unique visitors
- 2018
  - 144,208 pageviews (+38.8%)
  - 59,382 unique visitors (+42%)
- 2019
  - 111,094 pageviews (+6.9%)
  - 49,517 unique visitors (+18%)
- 2020
  - 158,881 pageviews (+52.9%)
  - 77,753 unique visitors (+86.5%)
- 2021
  - 123,077 pageviews (+15%)
  - 65,045 unique visitors (+56%)



Paywall Launch  
(September 2018)