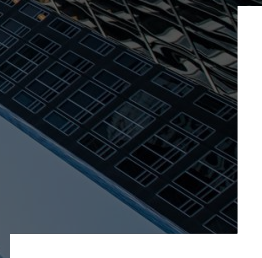


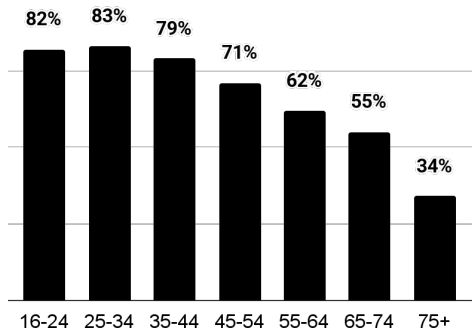
Project Overview Print Optimisation



The Print industry is declining, driven by user behaviours, increasing production costs and environmental sustainability pressures

Shifting consumer habits

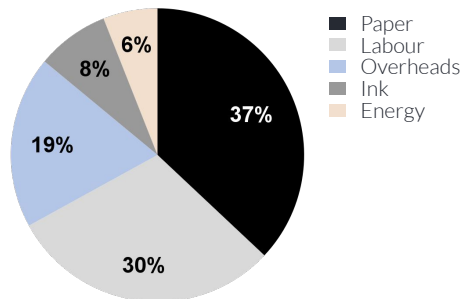
News consumption via social media (%), UK age split¹



Most print readers belong to ageing population groups, while younger consumers are shifting to digital and social platforms, putting the long-term sustainability of print at risk.

Rising costs

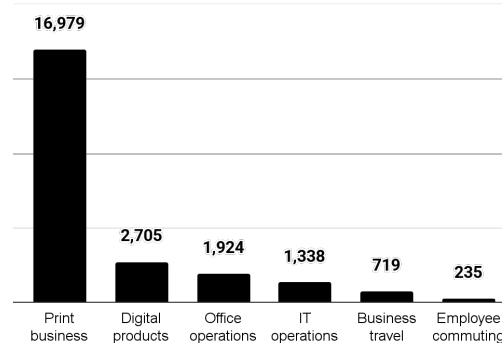
Cost breakdown of newspaper production, in %²



Rising paper costs - rising by 18% YoY - are limiting the financial sustainability of newspaper printing.

Environmental sustainability

The Guardian's annual emissions, in tonnes³



Media organisations are facing growing societal pressures to cut their carbon footprint - an increasingly unsustainable goal under traditional print operations.

Despite its decline, print remains vital in hyperlocal areas, highlighting the need for publishers to develop financially sustainable tactics

1

Vital role in local coverage: Print newspapers remain essential for hyperlocal news, covering community events, local government, and neighborhood updates that larger outlets overlook¹

2

Target demographic (older and more rural population): Print appeals to older readers and rural communities who may have limited access to digital alternatives and prefer traditional news consumption¹

3

Financial cornerstone for locals: Print remains valuable for consumers looking for grocery store coupons, retail discounts, and local deals, reinforcing its role in household budgeting²

4

Small businesses rely on print for advertising: Local businesses depend on print ads, classifieds, and coupon inserts to reach their target audience, especially those who may not engage with digital ads²

5

Historic and economic contributions: Print newspapers have long-standing cultural and economic significance, serving as trusted institutions that have shaped Pennsylvania's local communities³

Media organisations are optimising print to unlock cost and operational advantages; reinvesting for digital growth

Examples of print optimisation initiatives



Implementing cost-saving measures

The Guardian transitioned to tabloid format and outsourced printing to cut costs as part of their three-year transformation plan.¹



Reducing publication days

Falling circulation and £84.5m in revenue losses led the Evening Standard to cut print from daily to weekly.²



Transitioning to a 'weekend-only' model

The Nashua Telegraph, a US paper covering news in the state of New Hampshire, switched to Saturday-only print in 2020.³



Building a premium print product

The FT launched FT Weekend, a premium print edition with curated supplements and magazines, enabling the brand to charge a higher price.



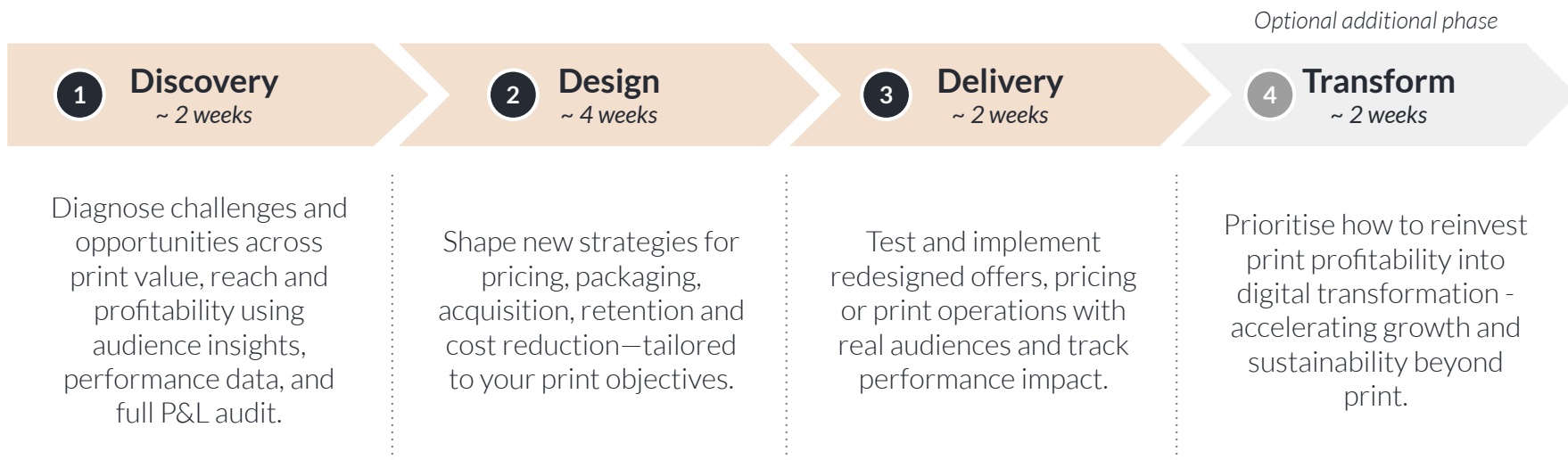
Increasing the price of print editions

Reach's national titles including the Mirror, Express and Star increased prices in January 2025⁴.

Key benefits

- ✓ **Improved print margins**
By reducing production and distribution costs, media organisations can stabilise or increase profitability.
- ✓ **Reinvesting into digital**
Freeing up time, budget, and resources to accelerate digital product development, subscriptions, and engagement.
- ✓ **Operational simplification**
Fewer editions mean less logistical complexity, faster workflows, and leaner teams.
- ✓ **Higher-quality flagship products**
Focusing on fewer, stronger editions can enhance perceived value and improve reader experience.
- ✓ **Stronger environmental commitment**
Lowering paper use, carbon emissions, and waste aligns with sustainability targets and audience expectations.

Print optimisation projects generally progress through three key stages and leave clients with a roadmap to a financially sustainable print operation



FT Strategies' offers a number of solutions to transform your print strategy

1

Enhance Value Proposition

Reshape your print product to better meet evolving reader preferences - offering tailored propositions backed by data and market insight.

Solutions

- **Audience research & feedback:** Conduct qualitative and quantitative research to uncover reader behaviours, preferences and unmet needs to guide product and editorial strategy.
- **Audience segmentation & personas:** Develop detailed segments based on demographics, behaviors and motivations to enable tailored messaging and offerings.
- **Competitor & market analysis:** Define market positioning in order to identify innovation or growth opportunities.
- **Product variation scenarios:** Build and test product enhancements based on audience and market needs to improve engagement and retention.

2

Improve Profitability

Optimise how your print product is positioned, priced and sold to drive acquisition, retention and revenue growth.

Solutions

- **Print pricing:** Apply data-led, dynamic pricing strategies to maximise customer value and revenue growth.
- **Acquisition and retention strategy:** Develop offers and journeys that convert and retain high-value readers.
- **Distribution channel optimisation:** Tailor how and where print is sold - from newsstands to subscriptions - to reach valuable audiences.
- **Audience targeting:** Use segmentation to refine distribution and marketing efforts for profitability.

3

Reduce Operational Costs

We offer tried-and-tested strategies and tactics for increasing print efficiencies and driving down print costs

Solutions

- **Streamline print portfolio:** Consolidate underperforming editions and focus on high-value products to reduce print complexity and cost.
- **Renegotiate supplier and vendor contracts:** Identify opportunities to reduce spend through better pricing, revised service levels, or consolidated vendor relationships.
- **Improve operational efficiency:** Restructure staffing and workflows to reduce labour costs, improve inventory management and print forecasting to minimise paper waste and storage needs.



Partner with FT Strategies to optimise your print operations
and build a stronger, more sustainable business model.

Book a Strategy call



FTStrategies.com

