



Mission Possible: The Monroe East Experiment

Manuel Karam

General Manager

Featured Media/Penny Lane Printing



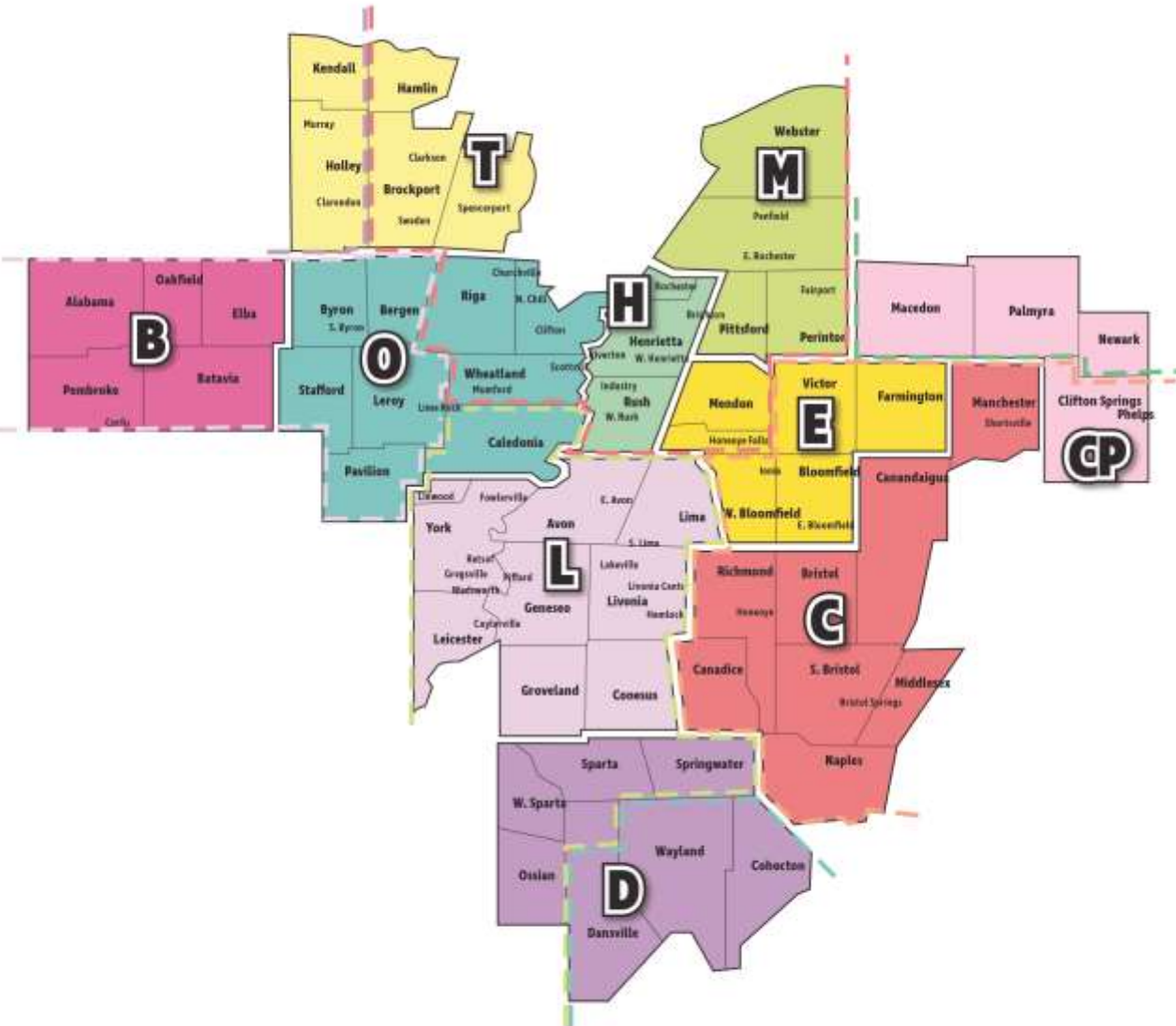
My Background

- Started career as an attorney
- Joined the family business in 2017 as Sales Manager
- General Manager in 2022
- Our company publishes weekly over 100,000 copies of Genesee Valley Penny Saver, 10 editions
- Publish a number of other magazines/guides/directories
- Print a number of other publications at our facility



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Various Distribution Strategies

We use:

Adult carriers

Total market mail

Requester

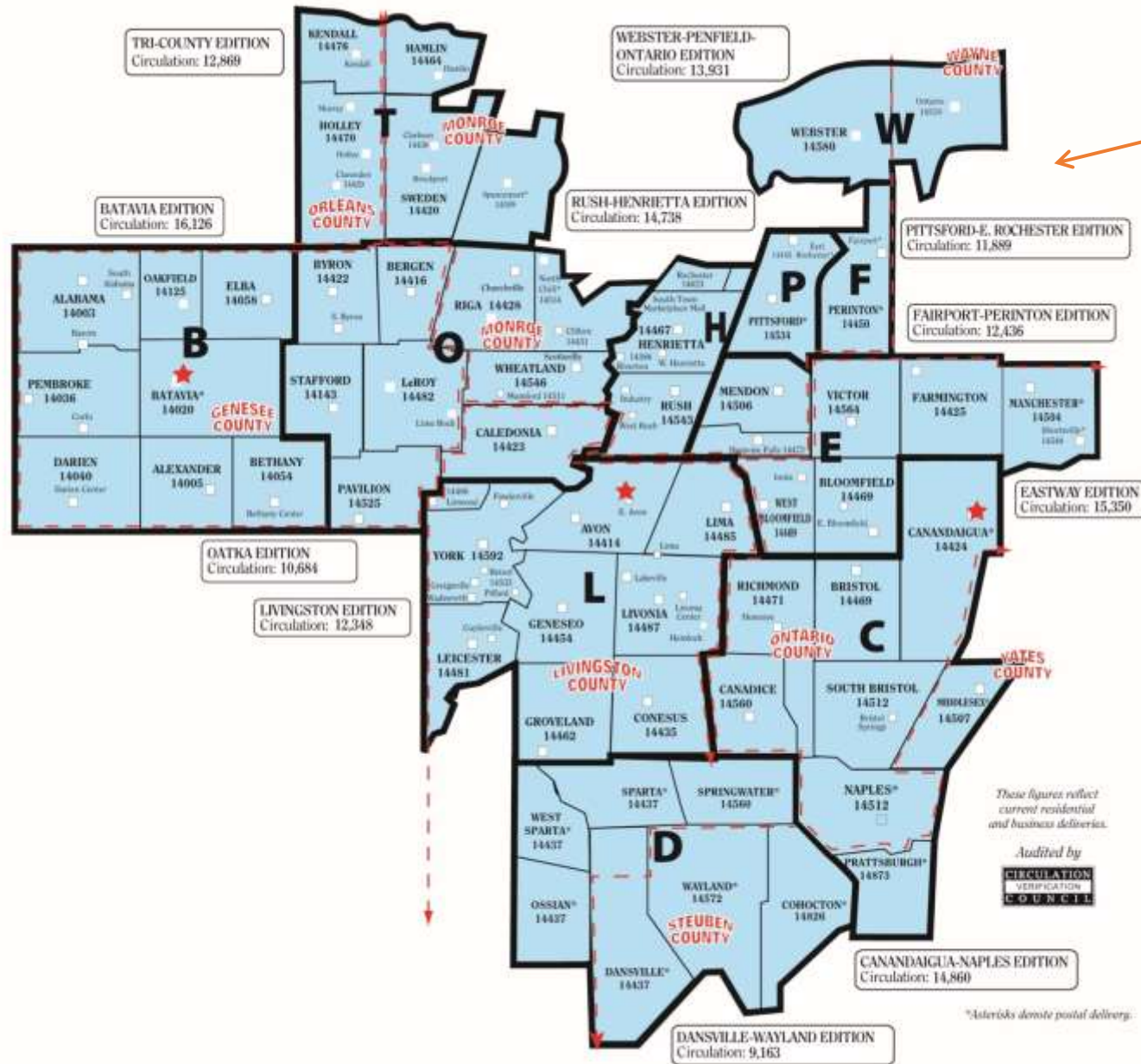
Periodical

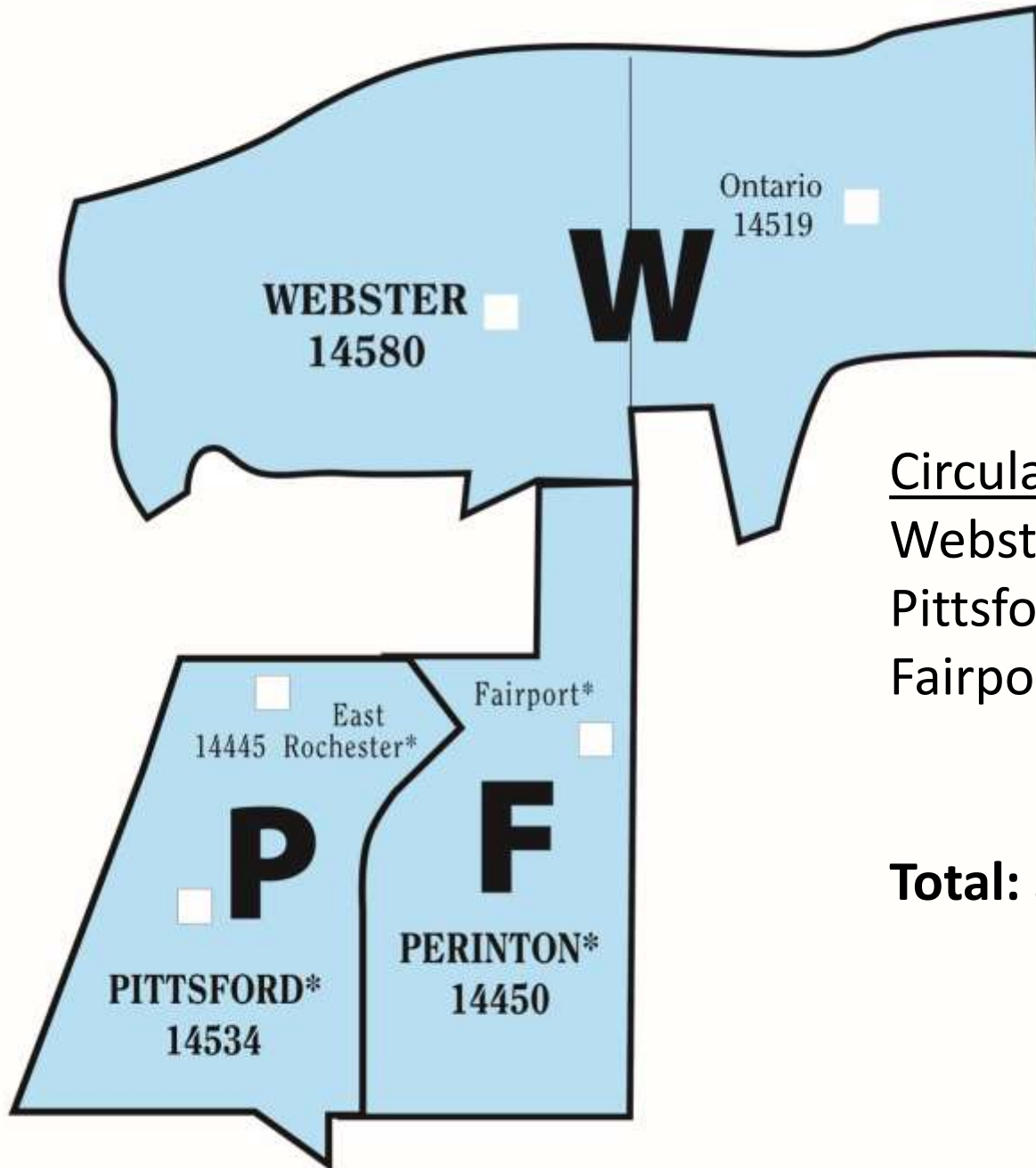
Bulk drop

Digital subscriptions



A look back in time to early 2019.....





Circulation

Webster Zone: 13,931

Pittsford Zone: 11,889

Fairport/Perinton Zone: 12,436

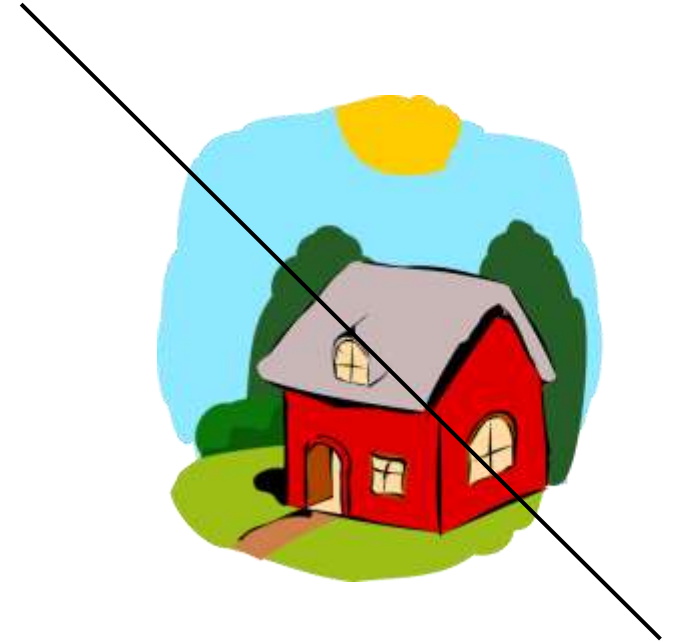
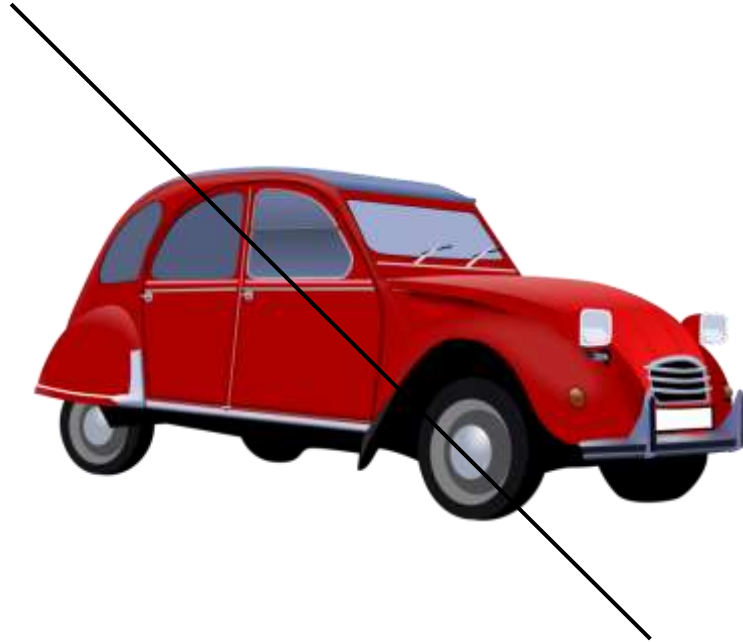
Total: 38,356 Weekly Mailed Circulation

A Challenging Area

- Very affluent suburban communities w/ limited number of local businesses
- Churning reps
- High mailing costs
- Diminishing interest
- Weakened relationships with advertisers

Up until the pandemic we were trimming circulation to keep these editions afloat

A Challenging Area



A Challenging Area

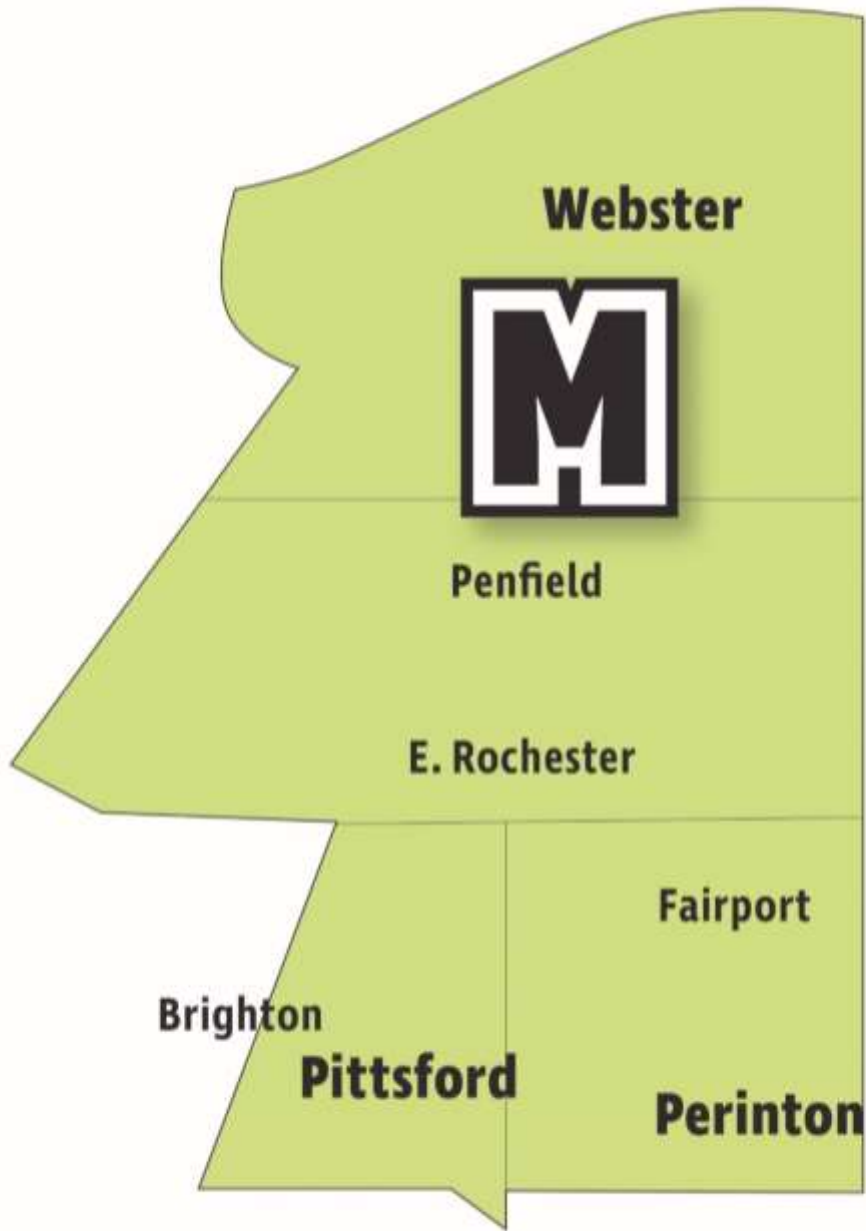
Trimming Mailed Circulation is problematic

- Fewer homes/lower response to ads
- Advertisers complain and ask for lower rates
- Feeds into the narrative that print is dead
- Cost pressure remain relatively high
- Risk getting into a “death spiral”

A Challenging Area

Once the pandemic hit, advertising dropped down and costs stayed the same.

We had to make a quick decision as to what we were going to do with these zones.



Introducing Monroe East

- ~7,000 circulation: more than half is mailed, just under half is dropped at high traffic locations.
- Mailed circulation went to requester to start, now periodical.
- Serving the same areas as before but now with 100% engaged readership.
- No waste.

Wins

- In-County postage is under \$600/week
 - Previously close to \$7,000/week
- Took the pressure off sales and management
- New strategy: Slow down. Sell ROP but add other products around it like digital, niche, printing, promotional products

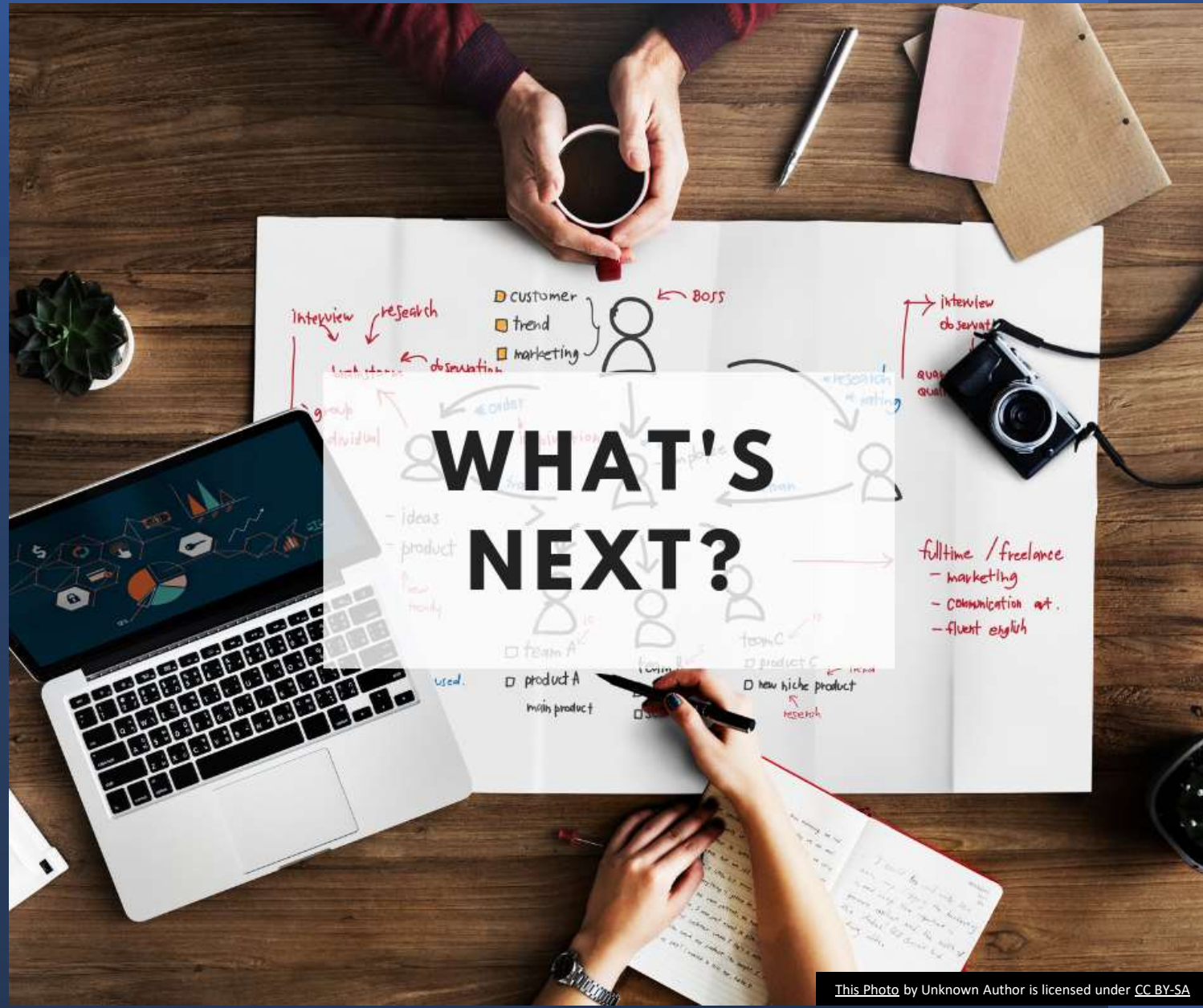
featured MEDIA™



- Circulation is GROWING each week
- ROP advertising is GROWING due to consolidation into 1 zone and disappearance of competitors
- Digital revenue GROWING: in 2023 up over 100% since 2021
- Magazine/Niche revenue GROWING: up 34% since 2021
- Printing revenue GROWING: up 13.5%/year since 2021

Wins

- Monroe East is our only edition since the pandemic where revenue is growing, circulation is growing, and costs are decreasing.
- Cost decrease due to change from requester to periodical.
 - Compare \$0.18/ piece total market mail; \$.30/ piece requester, \$.11/ piece periodical



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