

# **ARA NEWSPAPER**

Strategies of growing revenue  
in print and in digital

WAN-Ifra India 2019 Annual Conference  
18-19 September 2019

**ara**

# Who are we?

ARA was founded in November 2010,  
with an *innovative DNA* and an *integrated Newsroom*

128 employees (67 men and 61 women);  
*103 journalists*

## We have different editions:

Catalonia

Andorra

Camp de Tarragona (Tarragona)

Terres de Lleida (Lleida)

Comarques Gironines (Girona)

ARA Balears (Balearic islands)

ARA in Spanish



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# Where are we?

Population: 7.6 million

Area: 32,108 Km<sup>2</sup>

GDP (2018): 242.3 billion Euros (as Portugal 201.5 billion Euros)

Barcelona is one of the most famous cities in the world

Official Languages: Catalan and Spanish



# About us?

We have a clear commitment to the digital product, but also to the print edition

## Products that we have:

Print Edition from Monday to Sunday

ara.cat (desktop, mobile and APPs - IOS y Android)

## Specific supplements / vertical communities (to achieve new audiences):

*Ara Diumenge* (Sunday magazine)

*Llegim* (Literature)

*Criatures* (Education and Parenting)

*Emprenem* (Entrepreneurship and Economics)

*Fluor* (Pop culture)

*Ara motor* (Automobile)

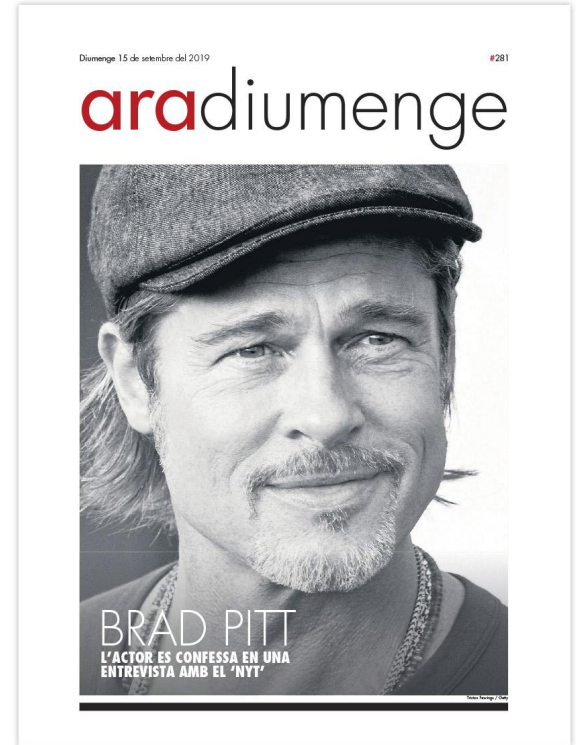
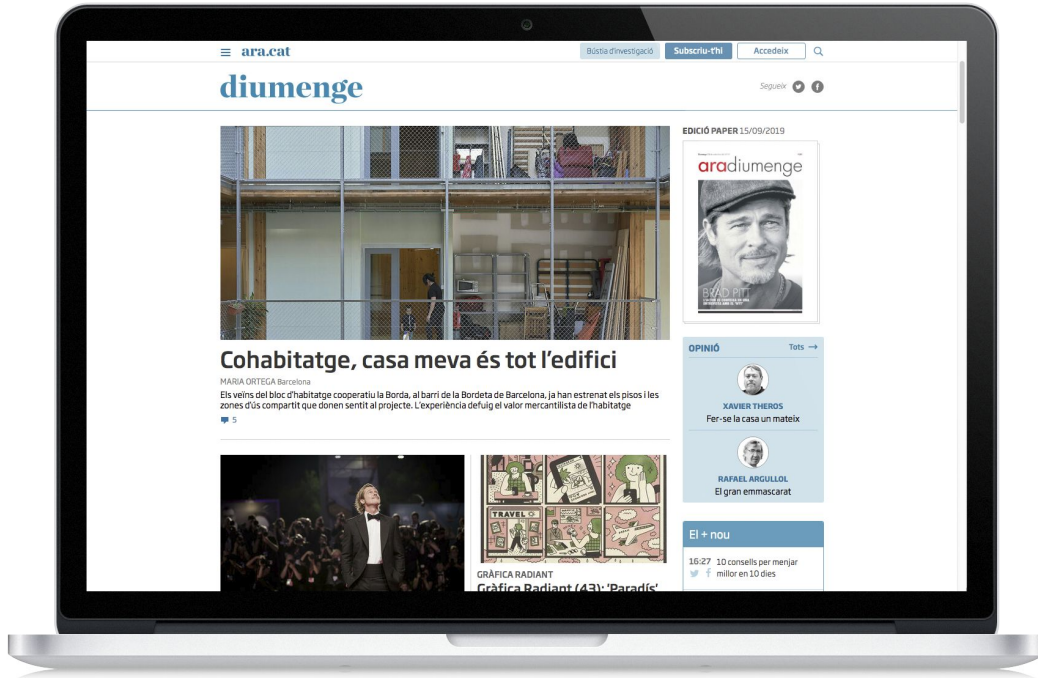
*Ara ciència* (Science)

*Ara mengem* (Gastronomy)

*Ara feminismes* (Feminisms)

*Partnership with The New York Times*

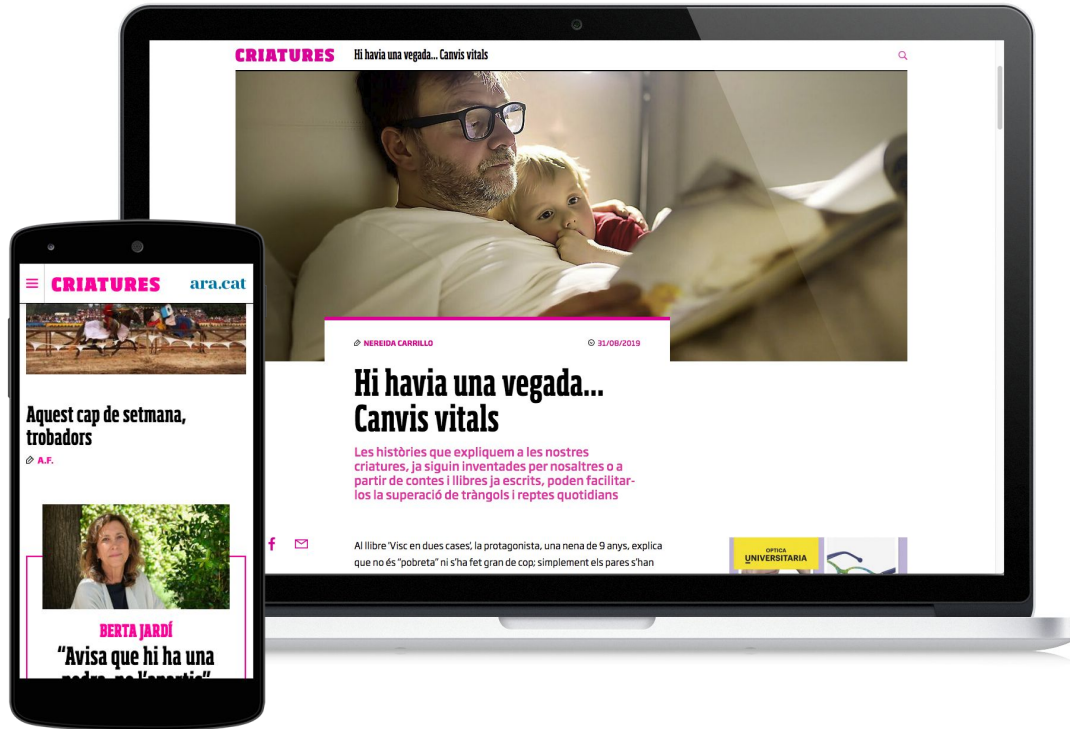
# ARA Diumenge (Sunday magazine)







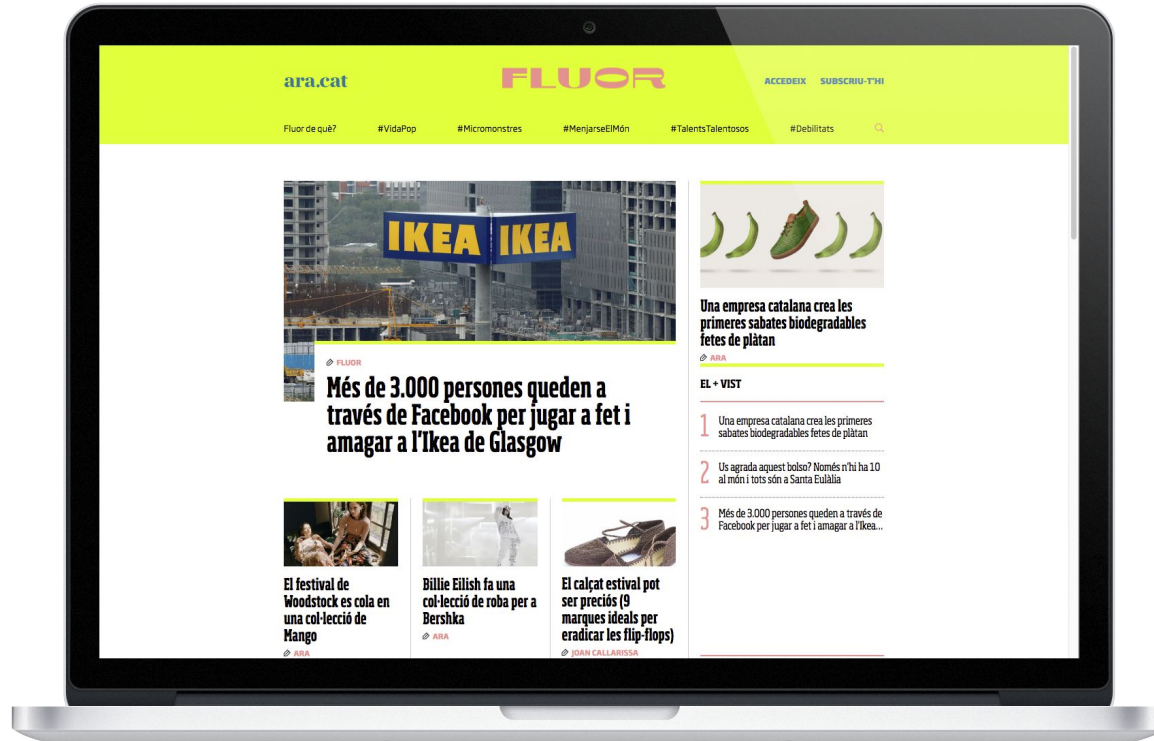
# Criatures (Education and Parenting)



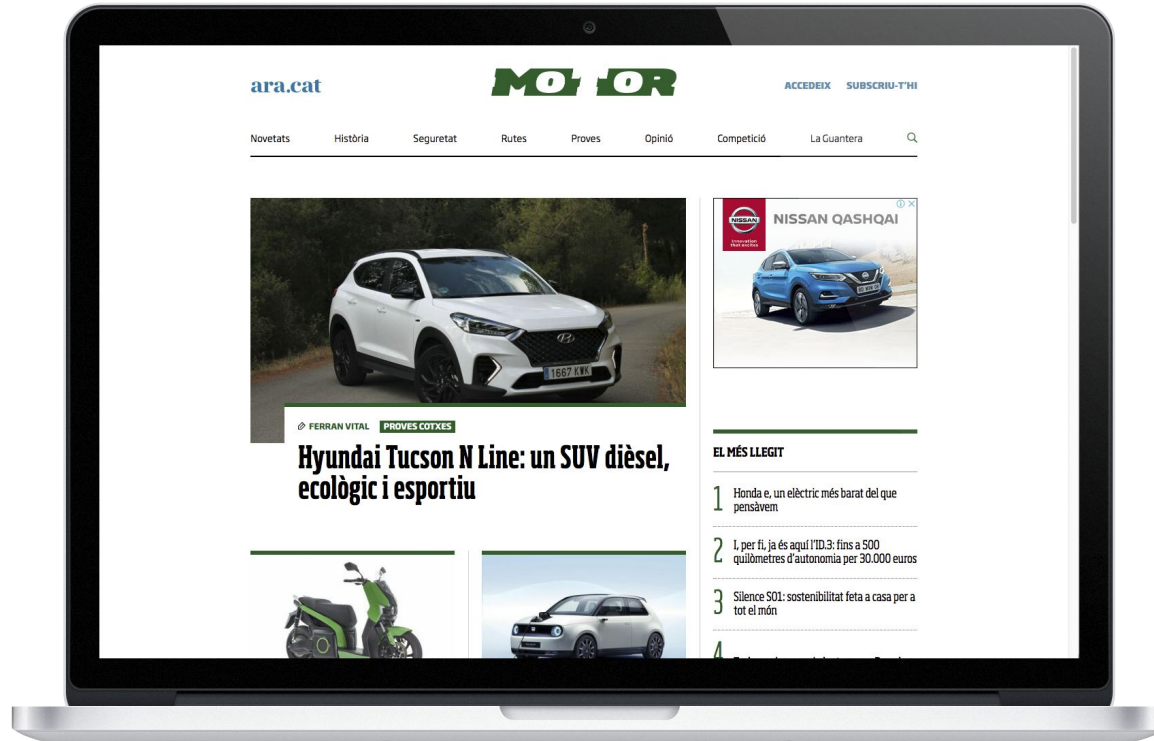




# Fluor (Pop culture)



# Ara motor (Automobile)



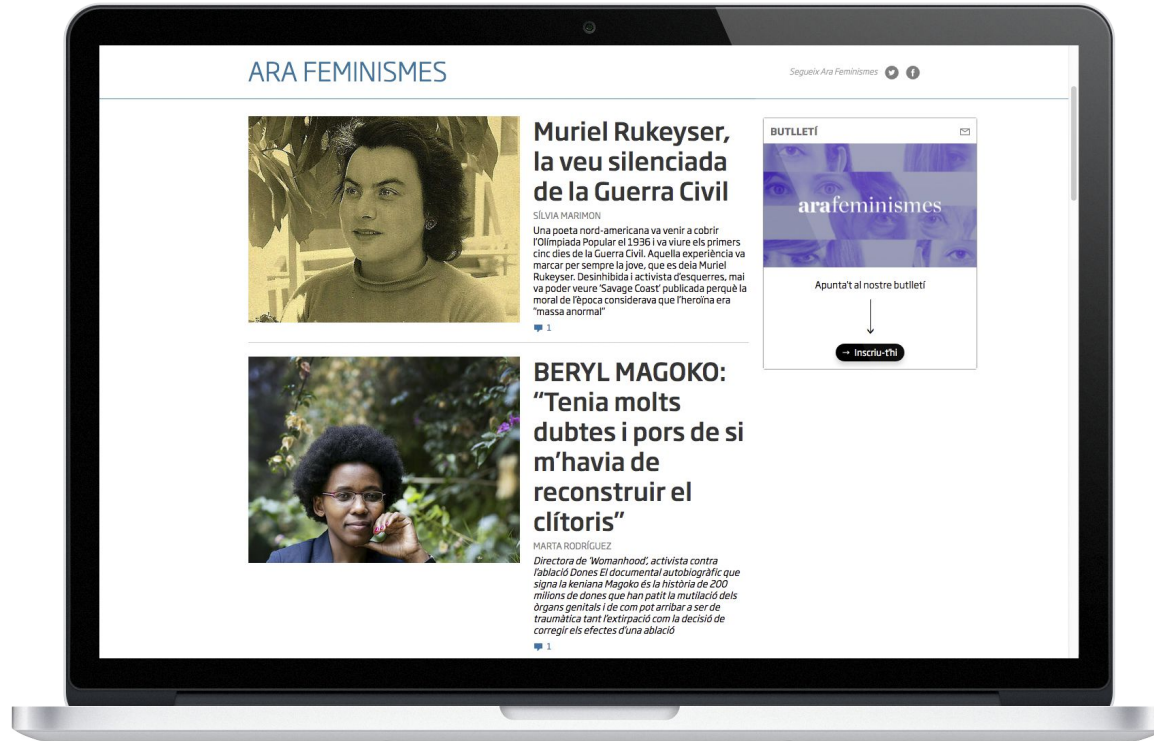


# Ara mengem (Gastronomy)





# Ara feminismes (Feminisms)



## Bet on print edition

With an average dissemination of 17,000 copies, we are the only newspaper that grows in the catalan market

While the sector in Catalonia is experimenting 22% falls, the ARA Newspaper had in 2018:

- A **sales increase of 5.2%** compared to 2017
- A **sales increase of 15.2%** compared to 2016

# Why these increases in sales?

We have a **high quality print edition**, a differentiated product with some bets such:

- Comic newspaper or
- Newspapers that some artists made for us

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ara.cat

DISSABTE  
14 D'ABRIL DEL 2008  
L'ANO EL BOO

ESPECIAL  
DE MARI DEL  
COMIC  
Recollint el  
44è Aniversari  
de la República

AMB  
HISTORIETES  
I DIBUIXOS DE  
MANEL FONTDEVILA  
MIGUEL GALLARDO  
ANÀ PLENAS  
XAVIER MARISCAL  
PASC BOCÀ  
MANUEL BARCELÓ  
JAVIERROYO  
JAN  
RICARD EFA  
CALPUERNO  
LUIS BUSTOS  
SAGAR CABRIÓN  
CONXITA HERBERO  
ÀLEX FITO  
...I MOLTS MÉS



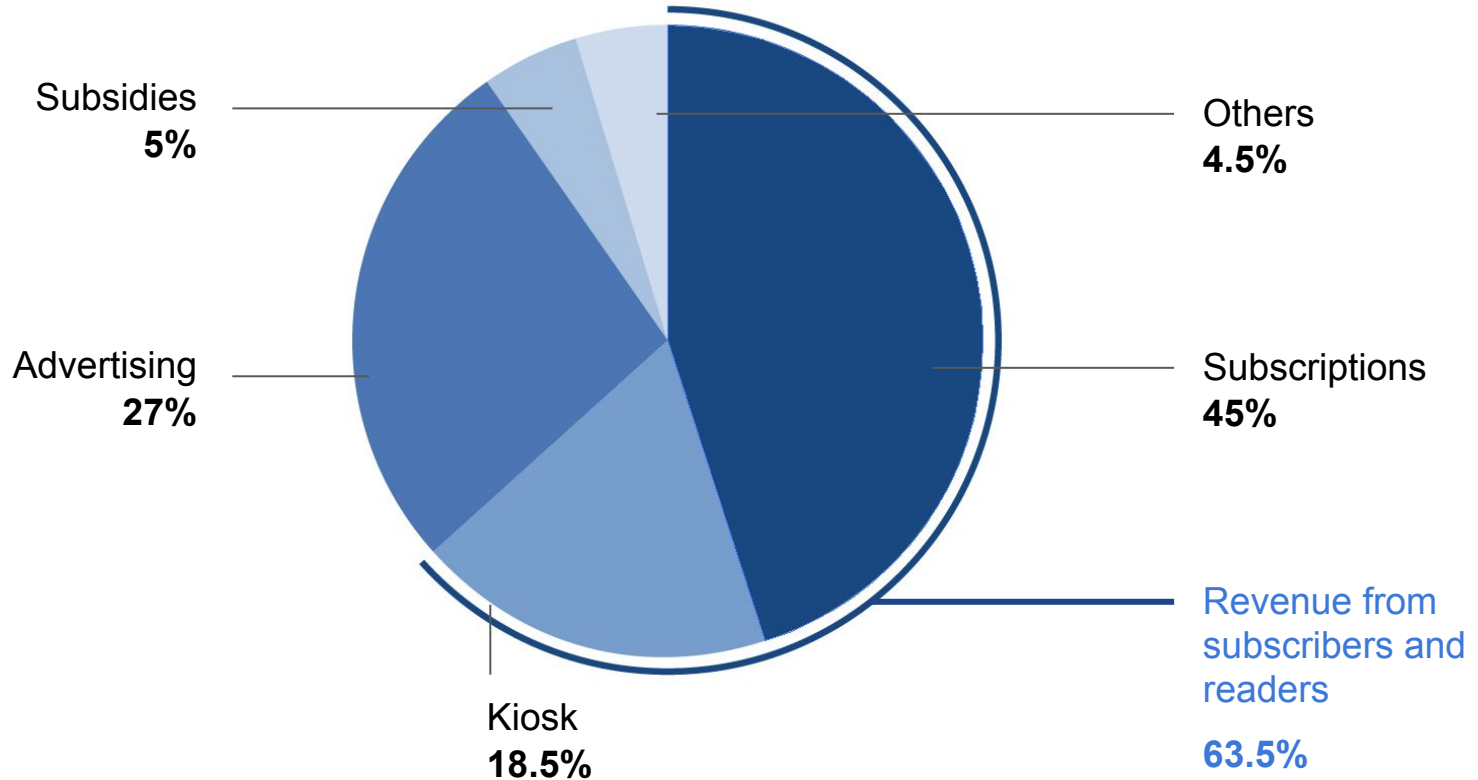
# **Economic viability**

We have a metered paywall since 2015.  
A consolidated business model, unique in the  
media landscape of Spain, with a community of  
**45,000 subscribers**



# Business Model

ARA has managed to diversify its sources of income, being the main subscriptions.



## Profile of the ARA reading community

Men (58%) and women (42%)

Upper and middle class - high (53%)

Higher studies (37%)

Ages between 35 and 54 years old

58% of our readers have children

Focusing on direct revenue from subscribers  
requires a **deep understanding** of your audience

# ARA is an innovative digital reference

2.5 million unique users every month (Catalan market). We make the subscribers acquisition in our **digital channels**.

Leader in interactive formats and Branded Content for companies and brands.



Interactive link

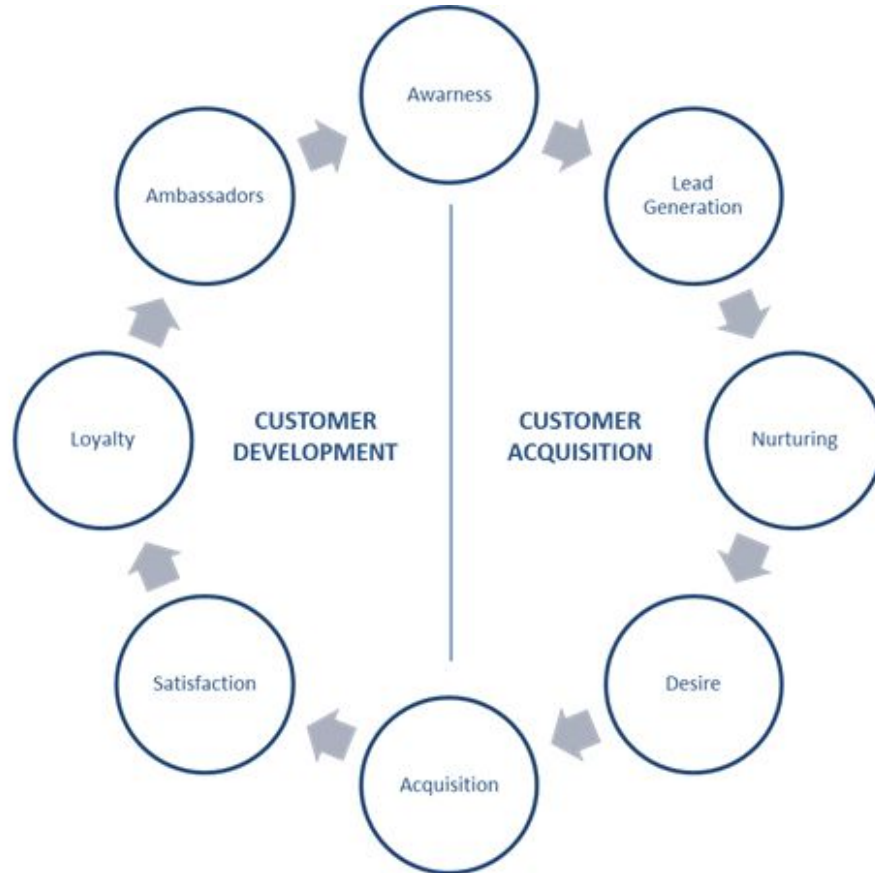


Interactive link



Interactive link

# We work the Customer Lifecycle



- We work the retention well by encouraging the consumption to get our subscribers not to go
- Marketing automatization

- Inbound Marketing
- We offer specific functionalities that can only be obtained with the registry
- PPC, Social Networks







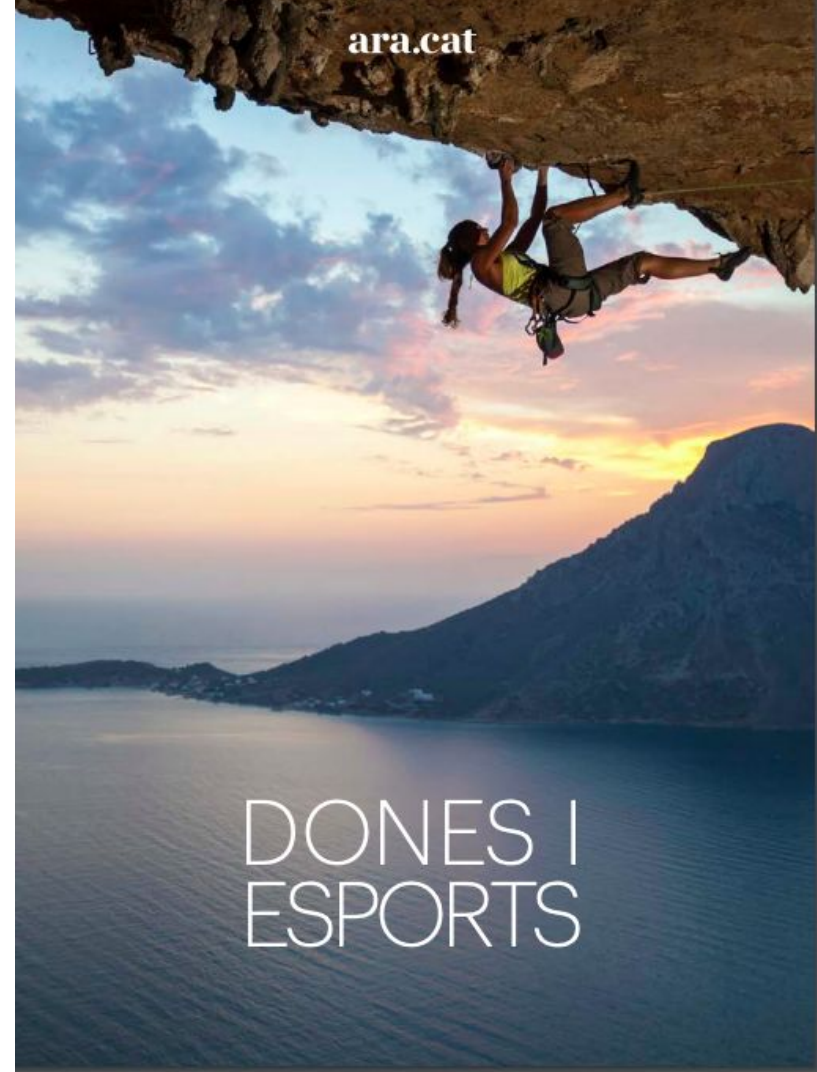
ARA also works as a **communication agency:**

We offer our know how to the brands:

- Journalists, designers and developers
- Production and disseminating CONTENT
- Sponsorships

# Products that we offer

- Thematic events: (We send Newsletters -more than 300,000 registered readers- and we offer TV coverage...)
- Interactive reports
- Dossiers of Inbound Marketing
- Print Supplements (with online version)
- Videos
- Infographics



# Sponsorships

- Section Sponsorship
- Events Sponsorship
- Podcast Sponsorship
- Sponsorship of Newsletters
- Sponsorship of special editions

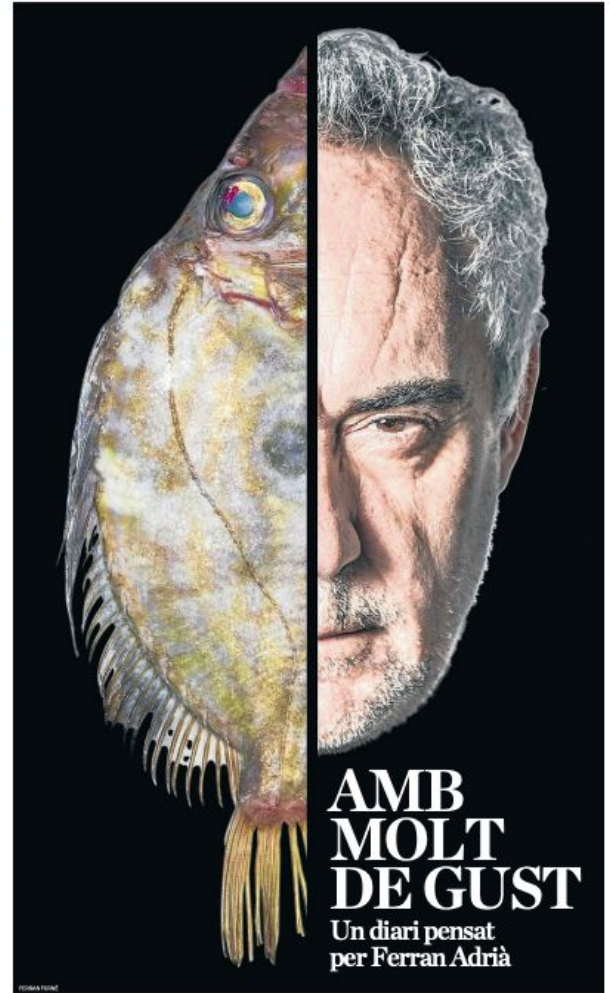
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DIUMENGE  
9 DE DESEMBRE DEL 2018  
NÚMERO 276  
—  
2,50 EUROS  
—  
FINS A UN 30% D'ESTALVI  
PER ALS NUS SUBSCRIPTORES  
DE PAPER  
#MOLTESINARA.CAT

**DIARI  
ESPECIAL**  
Dedicuem un dossier  
a l'alimentació i  
il·lustrem tot el diari  
amb bodegons  
fotogràfics

**ESTHER  
VERA**

El motor de l'obra de Ferran Adrià ha sigut la innovació, que es també el que un món com TANA busca cada dia. Avui era la innovació a mirar de manera diferent el nostre propi diari



**Renewal of all our digital channels...**

**ara**







## **What do we pretend?**

Offer quality differential information

Promote the scalability of newspaper content

Increase the feeling of belonging of subscribers

Identify and offer subscribers services to increase the value proposal

Define a model of revenue

Transform our work routines → Move to a real process of digital priority, without forgetting the quality of the paper

# ARA NEWSPAPER

Classic journalism with new tools

**Georgina Ferri**

Chief Innovation Officer

[gferri@ara.cat](mailto:gferri@ara.cat)

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