

Welcome ICMA Members

Today's Topic

Why are free distribution papers
doing so well ?

Presented by Jim Kendall
President of *the flyer* in Tampa



the flyer

Tampa
Florida

What we are....

Direct mailed weekly - shopping
magazine

870,00 circulation - 57 editions





IT'S TRULY AGE DEFYING!

Experts Indicate
Physically Fit Women
May Be As Many As
10-20
BIOLOGICAL
YEARS YOUNGER
Than Their True
Chronological
Age!

Shapes

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Now! 800-522-5777

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TURFCO
Post Guard and Fertilization

FREE

Spinal Exam
Chiropractic

STAN
WIS

L.R.S. SELL-OFF
Sell Off Event To Be
Local Businesses to sell 300 Vehicles
New & Used Vehicles
Tires
Tow Trucks
MOTOR EQUIPMENT
FARM EQUIPMENT
LAWN EQUIPMENT
INDUSTRIAL EQUIPMENT
LEASE HOMES & VEHICLES
VEGETATION

ORDERED
secondhand
in quality

Great Buys!

For THAI
Porterhouse or
Steak!

Life Just
Got Better!
Any Purchase Through Dining Out
Entitles You to
Free Gratu

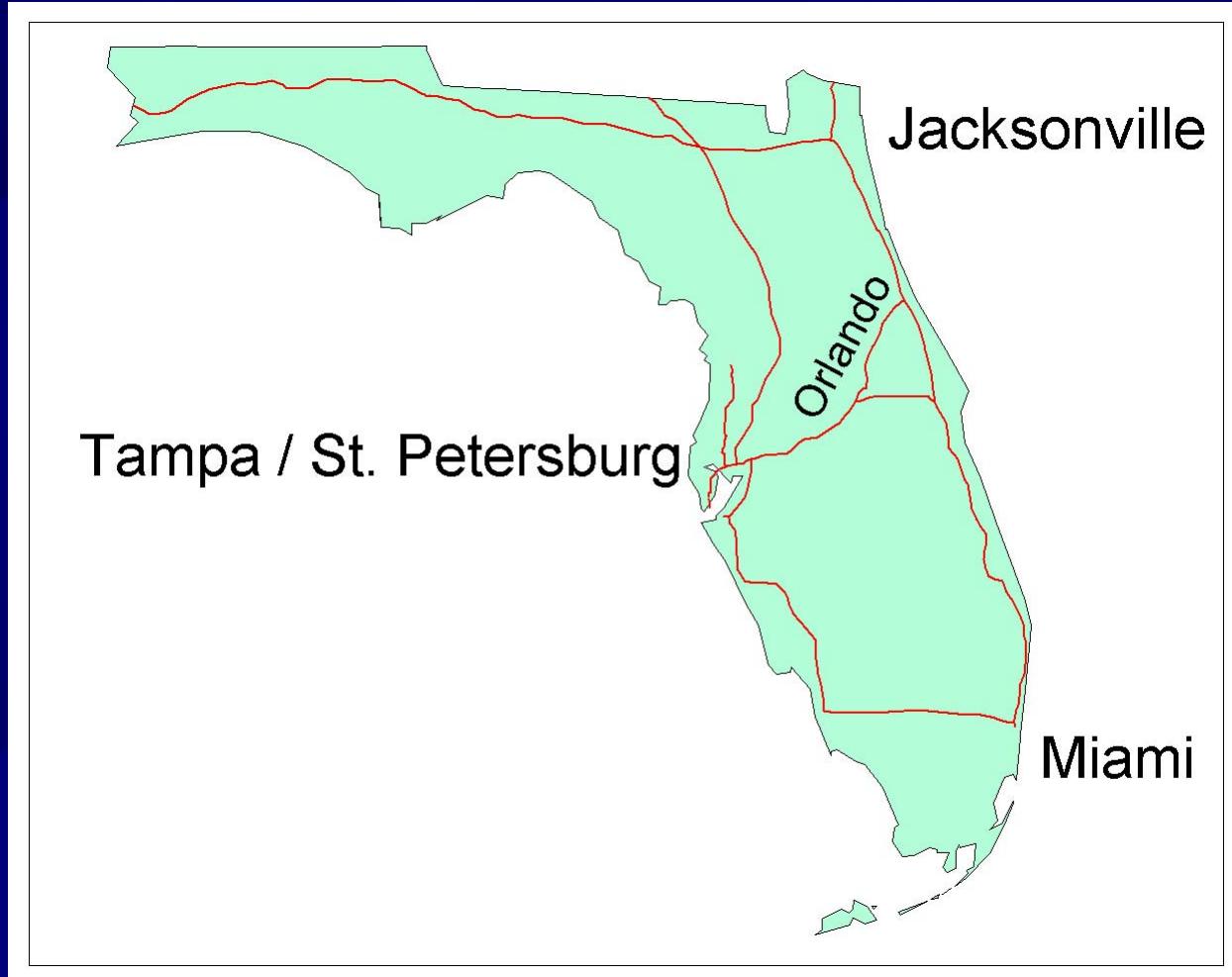
The Flyer

THE
POWER
IN YOUR
PANEL

CLEARWATER - 70
The Flyer

HURRICANE SEASON IS
NO MATCH FOR STAN
\$100.00
OFF
STAN
WIS

Where we are





the flyer Model



Saturation Coverage (96% of homes and businesses in our market receive *the flyer*)

Weekly distribution

57 Editions accommodate Highly Targeted Geography

100% Advertising

Multiple Product Lines Including:

- ROP Display and Classifieds
- Print and Mail
 - Inserts
 - VIP Cards

Professional Sales Team:

- Geographically and Vertically Integrated

Locally Owned

What Free Distribution Papers Have in Common

The Good

The Bad

The Ugly

Barriers to Entry

- It is easy to get into the free distribution paper business. That's good
- It is easy for your competitors to get into the free distribution paper business. That's bad
- Small start-up operations will tend to drastically lower the perceived value of advertising by giving or trading away ad space. That can be ugly

Circulation Growth isn't dependent on subscribers

- For direct mail papers expanding circulation is as simple as adding new addresses
- New circulation does not guarantee new advertising dollars
- Postage cost alone can exceed 50% of revenue in some start-up circulation

Free Weekly Papers can be very efficient

- Generally the free distribution paper can eliminate most or all of the news hole and the related expenses
- The lack of editorial enables the publisher to invest in color and other expensive impact features
- Creating readership for a new product in a time-strapped society can be difficult

Conclusion... if done right, it is all “Good”

- Free distribution papers are increasing in circulation with a positive story that is compelling to advertisers
- Free distribution papers present outstanding growth opportunities for the established publisher and new publisher alike
- Trade associations are providing win-win opportunities for advertisers and publishers