

Monthly Advertising Linage Report

This report supplies newspapers with current benchmarks of ROP, classified and preprint lineage—and on a more timely basis than any other national lineage report. Each report includes monthly and year-to-date figures for each participating newspaper.

Two important features—unique to Inland’s report—are the lineage reports and number of preprints recorded for 74 individual stores, including big advertisers such as Pizza Hut, Target and J.C. Penney.

See who is getting advertising you would like to have and use the information to motivate and direct you sales force more effectively.

... the month	
Retail	-5.9%
Classified	2.3%
Legal	64.1%
National	-8.5%
Total Advertising	2.1%

Index	
Retail ROP Advertising Inches	
Classified ROP Advertising Inches	
Legal Advertising Inches	
National Advertising Inches	
Total ROP Advertising Inches	

To start employing the Inland Advantage with Publisher Benchmark, NICS, Linage Report or EES, contact Executive Director **Tom Slaughter** at tslaughter@inlandpress.org or **(847) 795-0380**.

Stay engaged.
Find solutions.
Move forward.

INLAND

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Research Services— The Inland Advantage



Most industry groups have cut back or abandoned altogether their data-gathering programs. But Inland believes—and experience confirms—that newspaper companies need robust research to better understand what they need to do to continuously improve in all aspects of their business.

Get the Inland Advantage in performance benchmarking, compensation planning, workforce engagement and advertising sales.

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Publisher Benchmarks

Insight for strategic decision-making

Publisher Benchmarks is a performance metrics tool that employs a Web-based dashboard with a virtually unlimited array of customizable metrics and comparisons. The confidential performance data is refreshed on a quarterly basis and available to participants 24 hours a day, 365 days a year.

In addition to the traditional competitive sets such as circulation size or market, the tool provides benchmarking against numerous categories. For example, groups can assess themselves against group-owned businesses, or compare performance by properties within their group. They can compare themselves against the average performance of peer newspaper business, or top performers.



The new standard in newspaper performance benchmarking

NEWSPAPER INDUSTRY COMPENSATION SURVEY

NICS

Circulation	Number of newspapers	Average Circulation in 1,000s	Average number of employees supervised	Revenue
less than 10,000	22	7		
101-15,000	23	13	41	
161-20,000	11	18	41	100,7
211-30,000	20	25		
311-50,000	25	38		
511-75,000	10	60		
711-100,000	5	82		
811-150,000	3	122		
911-250,000	8	189		
1,011-500,000	6	359		
11,011 and over	0	nsd		

The industry gold standard in compensation planning

This annual confidential survey is the industry standard in compensation planning. Learn if your compensation is in line with your peers

NICS provides pay ranges, base pay averages and medians as well as total direct compensation and medians—all sorted by circulation and revenue ranges. The data is also available in regional breakouts.

Inland can also provide custom reports from its big database, with information from approximately one-third of U.S. dailies. NICS is recognized as the most complete and reliable in the industry.

Employee Engagement Survey

Insight for strategic human resources management

Many newspapers find this the most valuable management tool Inland offers because it reveals the strengths and weaknesses of the organization. This confidential and highly customizable survey of employee opinions of the workplace compares departments within the newspaper and against peer newspapers from its extensive database. EES can be used to establish a baseline understanding of the workplace when, for instance, a new publisher is coming on board or an acquisition is being considered. Includes the opportunity to include customized local workplace issues.

