



THE Revenue Conference

Austin, TX - April 26-27, 2017

Joe Leong

VP & Chief Revenue Officer



AlbuquerqueJournal

INLAND

PRESS FOUNDATION

SESSION OVERVIEW

HomeStlye

Weekly Real Estate Tab

Event Apps

Albuquerque International Balloon Fiesta
New Mexico State Fair

Print in Motion

Bringing Classifieds to Life



REAL ESTATE

APP DESIGN & DEVELOPMENT

INNOVATING THE FUTURE

A new publication, app and bringing print to life.

It was a busy 2016.

Albuquerque Journal is honored to be considered one of Editor & Publisher's top 100 newspapers that do it right. It's a testament to all the talent of what we do and we thank all of our employees who are making the impossible possible.

TEXT KEYWORDS CLASSIFIEDS AND PAGE REDESIGN

10
NEWSPAPERS
That Do It Right

AlbuquerqueJournal

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HomeStyle

Weekly Real Estate Tab



AlbuquerqueJournal



FEATURE STORY: ABOUT THE COVER

HS 8 AlbuquerqueJournal

ABOUT THE COVER



4 BED / 2 BATH
2,705 SQ. FT.
\$625,000

814 Sandoval Lane, Bernalillo, NM 87004



Front

ADVERTORIAL

HOMESTYLE • MARCH 31 – APRIL 6, 2017
HS 23

PAID ADVERTISEMENT
HOMESTYLE PROFILE

NM MORTGAGE FINANCE AUTHORITY

DOWN PAYMENT ASSISTANCE AVAILABLE FOR HOMEBUYERS

WITH A MINIMAL INVESTMENT OF \$500, QUALIFIED BORROWERS COULD BUY A HOME

OWNING A HOME MAKES GOOD FINANCIAL SENSE

It's no secret that owning a home helps families achieve financial security. Homeowners automatically accumulate savings as they pay down the principal on their mortgage and build a valuable investment as the home increases in value. With interest rates still near an historical low and rental demand at an all-time high, many new homebuyers are also thrilled to discover that it's cheaper to buy than to rent.

OBSTACLES TO HOMEOWNERSHIP

So why doesn't everyone own a home? Lack of a down payment is a primary reason. Saving 3 to 5 percent of a home's purchase price can take a long

time, and not everyone has a friend or family member who can step up to help. For many, renting seems like the only option — but that is not the case.

DOWN PAYMENT ASSISTANCE IS AVAILABLE

First-time homebuyers in the Albuquerque area who earn less than \$61,600 per year may qualify for down payment and closing cost assistance from the New Mexico Mortgage Finance Authority — MFA. The program is available throughout the state, but income requirements vary by location and family size. There is also assistance available for current homeowners earning less than \$90,000 who are ready to purchase their next home.

Qualifying buyers must contribute at least \$500 from their own funds. MFA

requires a minimum credit score of 620 and may accept alternative credit qualification for homebuyers with no credit score. All first-time homebuyers receive pre-purchase homebuyer counseling through MFA's online program or a HUD-approved counseling agency.

GET STARTED

There is nothing like the security and comfort of owning your own home. MFA's down payment and closing cost assistance could be just the help you need to make homeownership a reality. To get started, go to housingnm.org, select the "Homebuyers" section and find an MFA-approved lender near you. The lender will determine if you qualify for down payment assistance, help you apply and will walk you through the home buying process. ■



THE QUICK AND CLEAN GUIDE TO GOING SOLAR

WANT TO INSTALL HOME SOLAR? HERE'S WHAT TO DO

MILLIONS OF AMERICANS ARE INSTALLING SOLAR. IT'S A WAY TO:

- lower electricity bills
- enjoy stable and predictable energy prices
- support the nation's energy independence
- help ensure clean air and water

There's never been a better time to install solar. While New Mexico electricity rates typically increase by about 5% annually, the cost of solar has fallen by 54% since 2010. Add in the current 30% federal tax credits, and solar is a bargain.

Going solar is easier than you might think. Here's a step-by-step guide.

**1. CONTACT US FOR A
FREE SOLAR ANALYSIS:**

SunPower by Positive Energy Solar's experienced professionals will meet with you to understand your solar goals, provide solar design options for your home and show you how much you can save on electric bill by going solar.

2. PICK YOUR FINANCING:

With a solar system, you are purchasing 25 years of electricity at a rate that is lower than what you are paying today. The savings and return make it a great investment. Even with financing, monthly payments can be lower than your current electric bill. We offer you two financing options:

- **Loan:** We can connect you with great financing for your solar, including 5 to 20-year

plans with as little as no money down. You're still eligible for tax incentives when you purchase a system this way.

- **Purchase:** By making an upfront investment in solar, you can avoid paying electricity bills for the 25-year life of your solar system.

3. PERMIT AND INSTALL YOUR SOLAR SYSTEM:

We've installed thousands of systems for New Mexicans and are experts in design, permitting and installation. Our project manager will take care of all the details to get your solar installed including securing permits and inspections and keeping you informed throughout the process. We'll even help with your HCA process. Permitting typically takes 30 to 60 days and then installation of your home solar system is complete in one or two days.

4. GUARANTEED PERFORMANCE:

We guarantee that the solar system will provide the design output and we warranty our workmanship for 25 years. On top of that, Sun-Power panels carry a 25-year warranty, the best in the industry. You'll rest assured that you've made a good investment and you're producing your own clean, reliable, affordable power. ■

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SPECIAL EDITION: SPRING HOME- OWNERS GUIDE



OPEN HOUSE LISTINGS PAID FEATURES

HOMESTYLE • MARCH 31 - APRIL 6, 2017

HS 31

SOUTHWEST MLS OPEN HOUSES

THIS FRIDAY - THURSDAY

OPEN HOUSE LISTING INFORMATION WAS DERIVED FROM THE SOUTHWEST MULTIPLE LISTING SERVICE PROPERTIES (SWMLS) AS OF 5PM ON TUESDAY. INFORMATION IS ACCURATE, BUT NOT GUARANTEED.

**161 LISTINGS
LOW: 107K
HIGH: 1.395M**

LADERA HEIGHTS
1032 ATRISCO DRIVE NW
\$279,900 | 2165 SQ. FT. | 4BDR | 3BA
Keller Williams Realty
(505) 271-6200
Charlotte Trone
MLS # 8806178
03/31 3PM-4PM, 04/01 1PM-3PM

LADERA HEIGHTS
9116 BREEZY COURT NW
\$309,900 | 2740 SQ. FT. | 4BDR | 4BA
Coldwell Banker Legacy
(505) 292-3700
Sandy Pressley
MLS # 8876117
04/02 1:00PM-4:00PM

LADERA HEIGHTS
1104 CASA RUIZ PLACE NW
\$189,900 | 1250 SQ. FT. | 3BDR | 2BA
One Stop Realty
(505) 881-0302
Karsten & Associates
MLS # 8876119
04/01 2:00PM-4:00PM

MESA DEL SOL
2316 GANDERT AVENUE SE
\$229,230 | 1804 SQ. FT. | 3BDR | 3BA
Keller Williams Realty
(505) 897-1100
Joseph Manz
MLS # 8762288
04/02 1:00PM-3:00PM

NEAR NORTH VALLEY
3428 PEDRONCELLO ROAD NW
\$339,000 | 2638 SQ. FT. | 3BDR | 3BA
Enchanted Homes Realty
(505) 944-2400
Lon Whitmer
MLS # 881287
04/02 1:00PM-3:00PM

NEAR NORTH VALLEY
1315 CAMINO HUPARD NW
\$369,500 | 2155 SQ. FT. | 3BDR | 2BA
HydePark Realty
(505) 503-1000
James DesJardins
MLS # 881574
04/02 12:00PM-2:00PM

NEAR NORTH VALLEY
3709 CANDELARIAS LANE NW
\$229,900 | 2170 SQ. FT. | 4BDR | 3BA
Coldwell Banker Legacy
(505) 292-8900
Michelle M. Seligman
MLS # 883336
04/02 12:30PM-3:00PM

NEAR NORTH VALLEY
4000 IVY LANE COURT NW
\$575,000 | 3830 SQ. FT. | 3BDR | 3BA
Coldwell Banker Legacy
(505) 628-1000
Michelle Smith
MLS # 8838117
04/01 2PM-4:00PM, 04/02 2PM-4PM

NEAR NORTH VALLEY
2709 15TH STREET NW
\$184,900 | 1000 SQ. FT. | 3BDR | 2BA
Berkshire Hathaway Home Services
New Mexico Properties
(505) 798-6300 | James P. Parsons
MLS # 884330
04/01 10:00AM-2:00PM

NEAR NORTH VALLEY
4485,000 | 2974 SQ. FT. | 4BDR | 4BA
River Valley Realty
(505) 280-2023
Sherry A. Gray
MLS # 884795
04/01 1:00PM-3:00PM

NEAR NORTH VALLEY
3425 AVENIDA CHARADA NW
\$459,000 | 2745 SQ. FT. | 4BDR | 3BA
Coldwell Banker Legacy
(505) 898-2700
Mary Spensley
MLS # 887881
04/02 2:00PM-2:00AM

NORTH ARLACRES
1125 ANAHEIM AVENUE NE
\$479,250 | 3023 SQ. FT. | 3BDR | 3BA
24K Real Estate Group, INC.
(505) 292-2424
Beverly Team
MLS # 873867
04/02 1:00PM-3:00PM

NORTH VALLEY
208 NICO TRAIL NW
\$699,900 | 3895 SQ. FT. | 4BDR | 3BA
Brown & Associates, Inc.
(505) 883-1674
JoAnn Brown
MLS # 889468
04/01 1:00PM-4:00PM

NORTH VALLEY
8527 860 GRANDE BOULEVARD
\$500,000 | 2494 SQ. FT. | 3BDR | 3BA
Keller Williams Realty
(505) 271-6200
Dana Slade
MLS # 887291
04/02 1:00PM-4:00PM

NORTH VALLEY
103 OSUNA ROAD NW
\$195,000 | 1555 SQ. FT. | 3BDR | 2BA
Coldwell Banker Legacy
(505) 292-3700
C. Carolyn Chiedo
MLS # 887326
04/01 11:00AM-2:00PM

NORTH VALLEY
6800 VISTA DEL MONTE NE
\$187,000 | 1673 SQ. FT. | 1BDR | 1BA
Keller Williams Realty
(505) 271-6200
Jessica Slotz-Harrell
MLS # 887142
04/02 2:00PM-4:00AM

NORTHEAST HEIGHTS
251 BURMA DRIVE NE
\$119,000 | 1240 SQ. FT. | 3BDR | 2BA
Equity New Mexico
(505) 271-6200
Heather N. Whiting
MLS # 879002
03/31 4:00PM-6:00PM

NORTHEAST HEIGHTS
12208 WINONA COURT
\$250,000 | 1840 SQ. FT. | 3BDR | 2BA
Keller Williams Realty
(505) 271-6200
Team Venturi
MLS # 886485
04/02 2:00PM-4:00PM



**9909 BUCKEYE STREET NW
ALBUQUERQUE, NM 87114
\$539,900
PARADISE EAST**

5 BED / 4 BATH / 3,817 SQ. FT.
JOE MAZZ
KELLER WILLIAMS REALTY
OFFICE: 505.897.1100 CELL: 505.515.1718

MLS# 884024



**65 WIND NW
ALBUQUERQUE, NM 87120
\$399,900
LA LUZ DEL SOL**

3 BED / 3 BATH / 1,954 SQ. FT.
MOSEY ASHOURBT
KELLER WILLIAMS
OFFICE: 505.271.8200 CELL: 505.362.0023

MLS# 857823



**4248 HIGH MESA
ALBUQUERQUE, NM 87124
\$230,000
RIO RANCHO SOUTH**

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BARBARA MADRUGAS
COLDWELL BANKER LEGACY
OFFICE: 505.292.8900 CELL: 505.361.1033

MLS# 884848



**46 NATURE POINTE DR
TIJERAS, NM 87059
\$129,000
TIJERAS**

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INFINITY REAL ESTATE
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MLS# 757372


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HS 19



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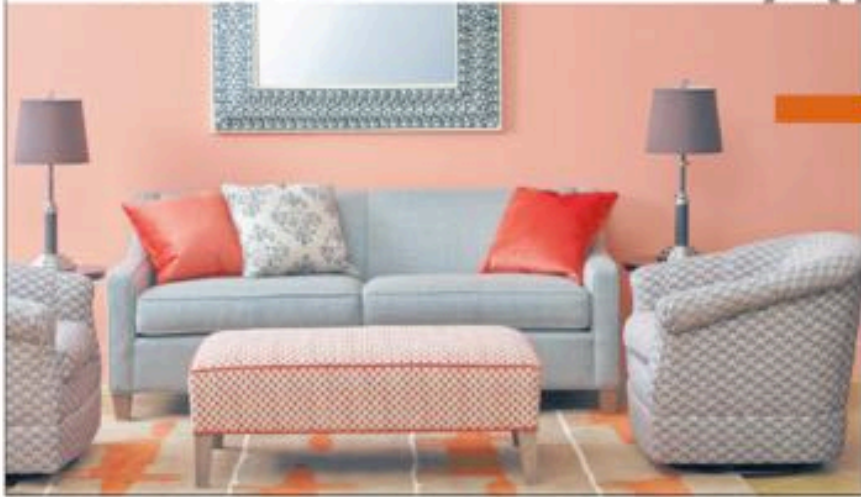
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HOME STYLE

Real Estate

Sheraton at ABQ Sunport is up for sale

The Sunport's only hotel is up for sale. The Sheraton ABQ Airport Hotel, 2910 Yale Blvd. SE, is...

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- > US home sales slowed in February after surge in January
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- > Fewer ABQ-area homeowners are underwater
- > From runway to retail

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Area Maps

Abuquerque and Bernalillo County
East Mountains
Rio Rancho
Outlying Areas
Valencia

Thank you to the HomeStyle partners who make our publication successful.

WAGE GROUP POWERED BY JOE HALL

BARNETT MONEY RETURNED

EVERY ONE HOUSE TWO WEEKS

AlbuquerqueJournal



“With our advertisement, we had more than 80 people at my open house and at the home across the street!”

- Catherine Buck, 24K Real Estate

“I brought in another agent because I knew I would be busy and we had 8 families in a 2 hour open house.”

- Susan Sedoryk, Coldwell Banker Legacy



TARGETED DISTRIBUTION

- 86,000 Home Delivery and SC Statewide
- FREE Distribution
 - Grocery Stores
 - Real Estate, Builders, Mortgage Offices
- FREE Online Replica
 - Archives



RESULTS

- 2016
 - \$227,000+ NEW Revenue (7-months)
 - \$7,500 Weekly Revenue
 - 18 Page Per Week Average

- 2017 (First Quarter)
 - \$87,000+ New Revenue
 - 20 Page Per Week Average
 - Back Cover SOLD for 52 Weeks





EVENT APPS

The Albuquerque International
Balloon Fiesta

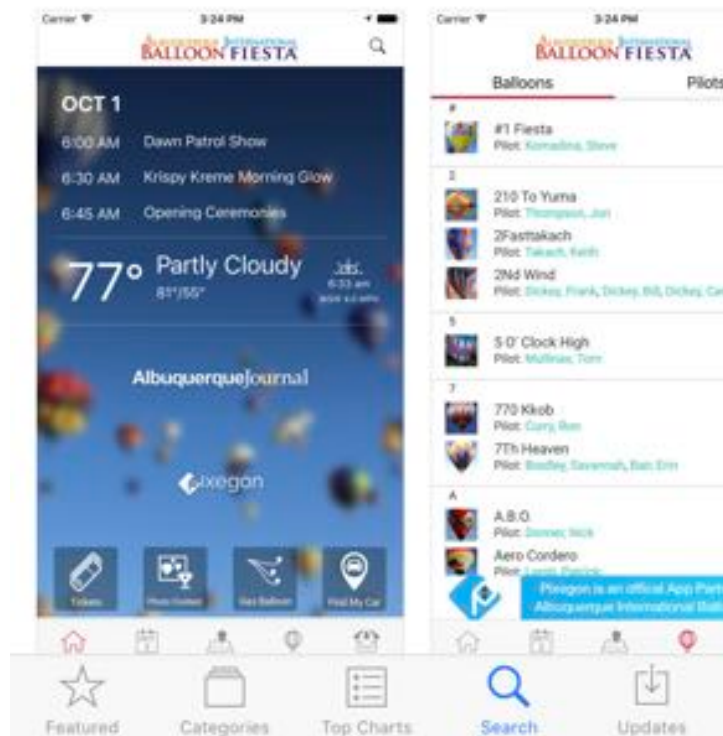


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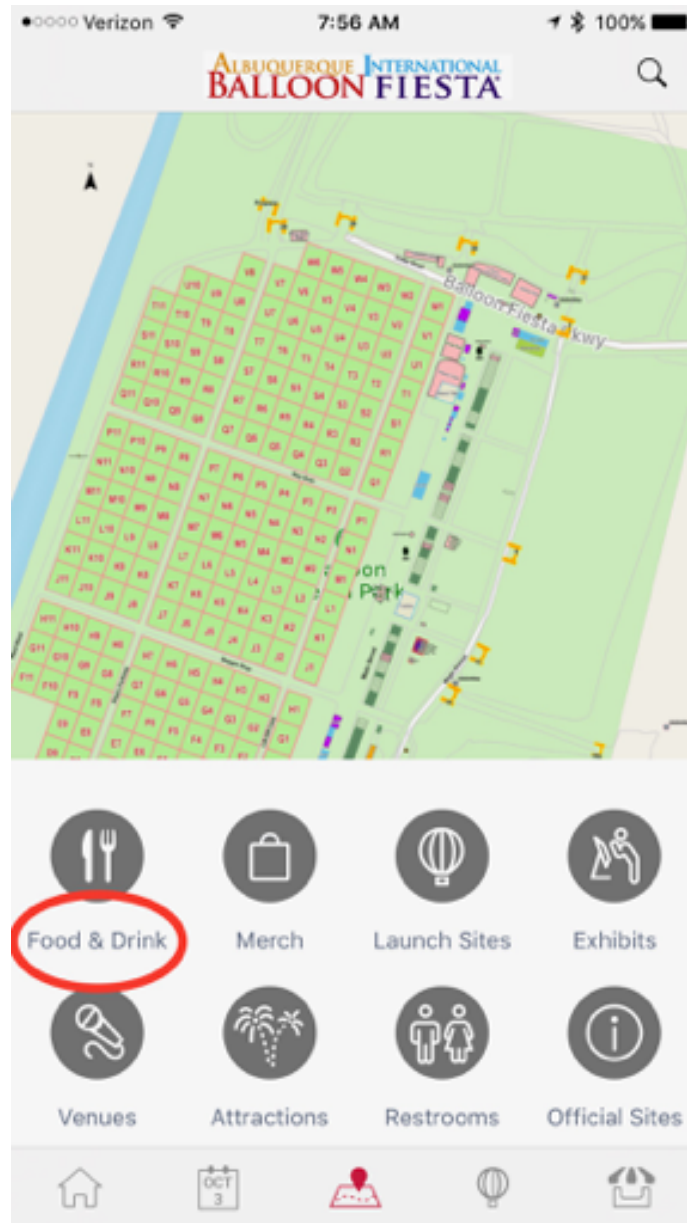




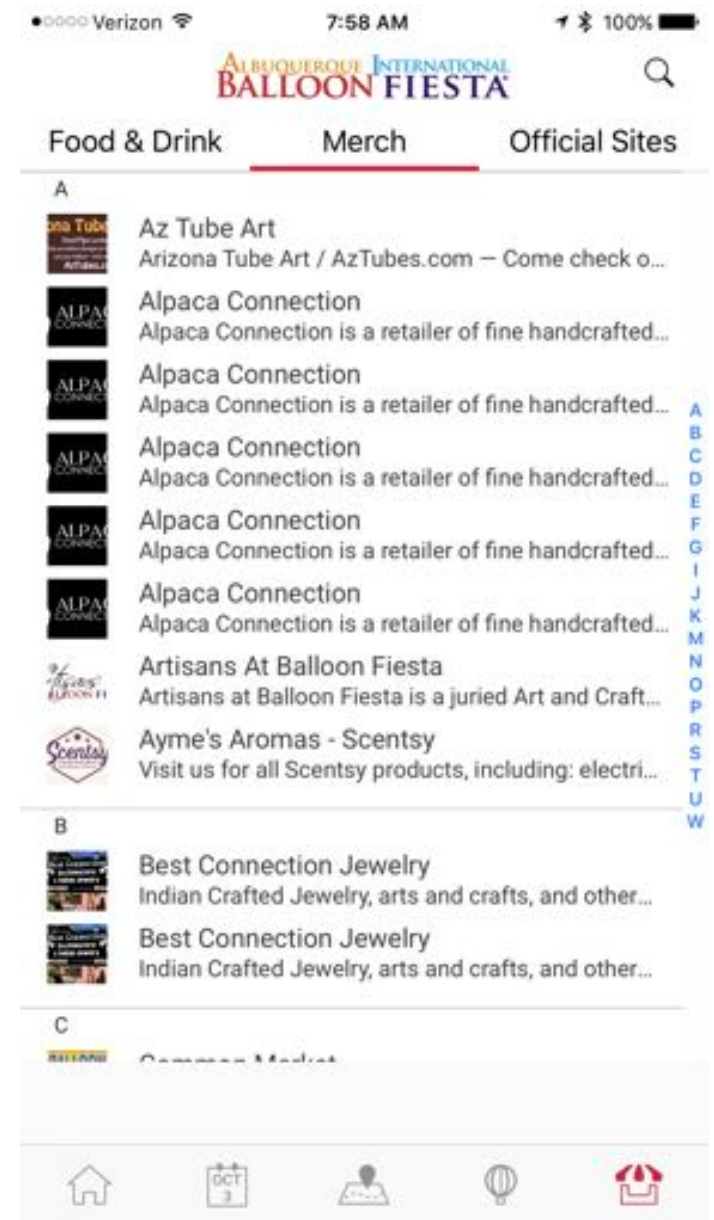
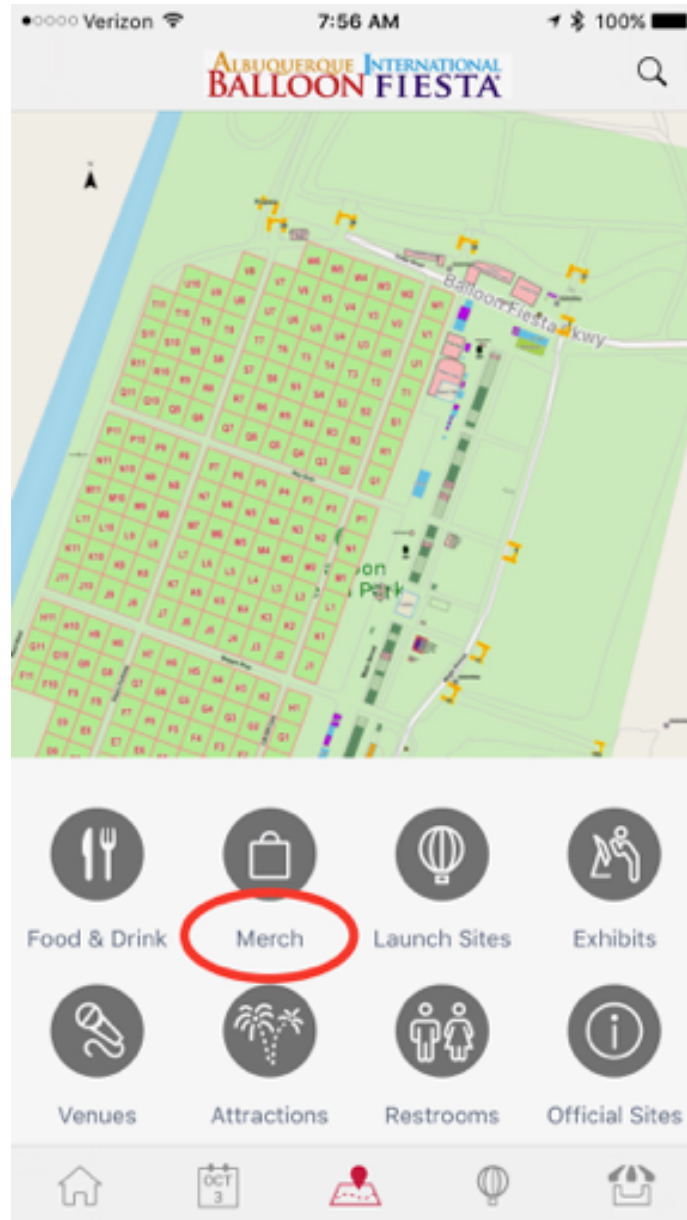
iPhone



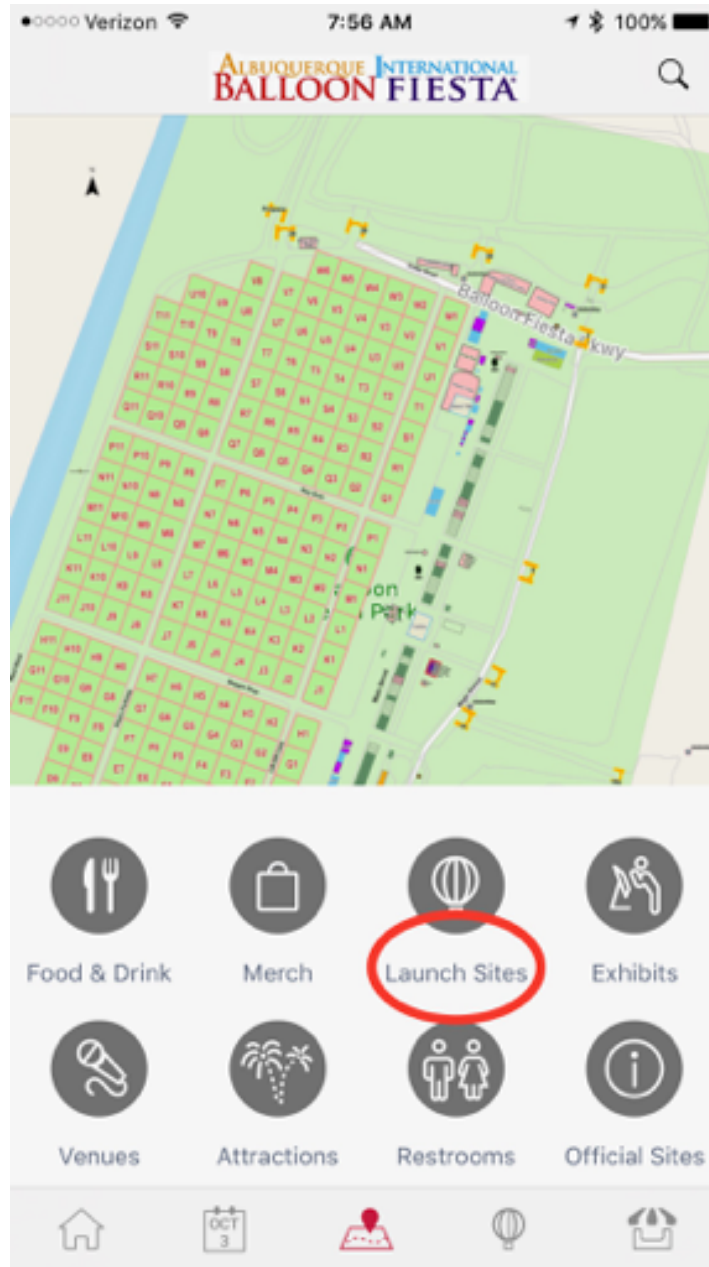
FOOD & BEVERAGE



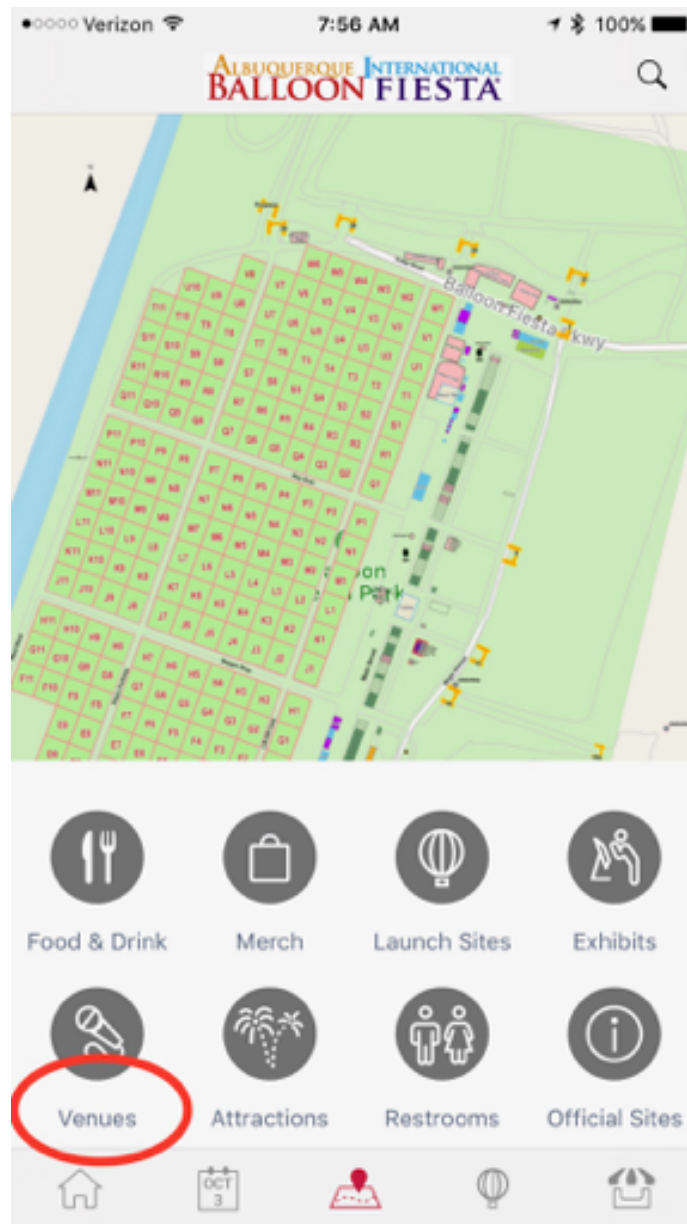
MERCHANDISE



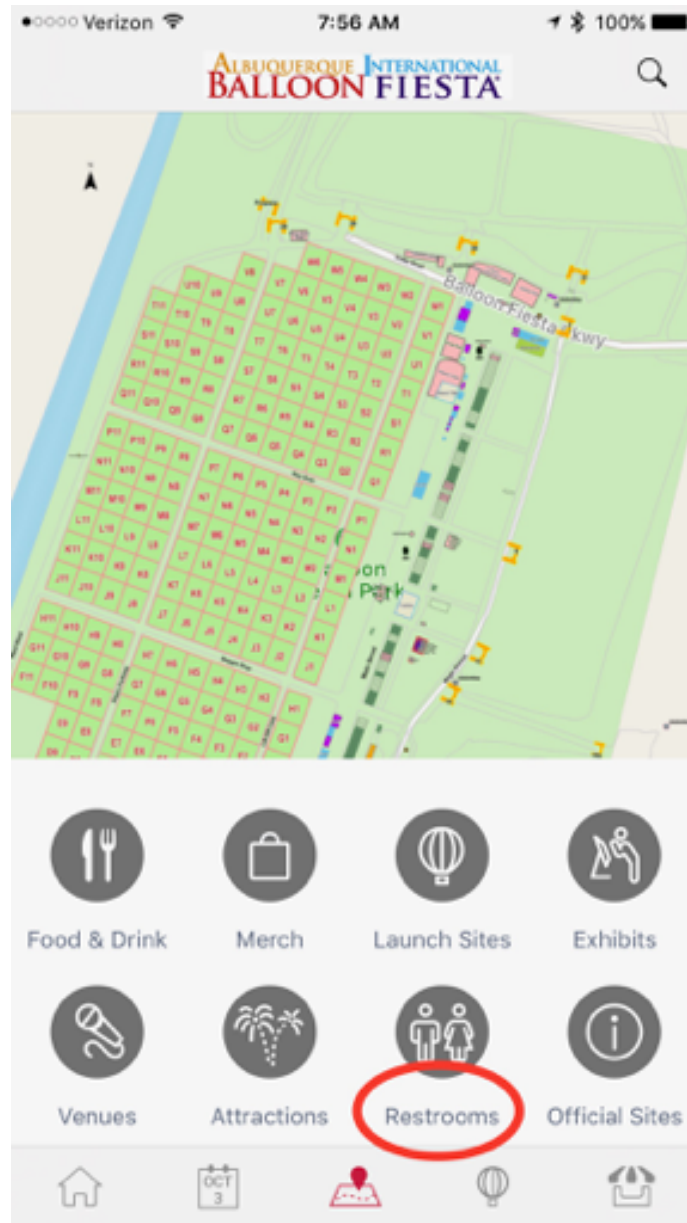
LAUNCH SITES



EVENT VENUES



RESTROOMS





FIND MY CAR



AlbuquerqueJournal

Balloon Fiesta App Summary

Downloads: 30,000

Sessions: 130,000







Print in Motion

Bringing Classifieds to Life



AlbuquerqueJournal



- Revenues down 50% from 10-years ago
- Double digit percent losses Yr/Yr
- “Do our best to manage the losses...”
- BUT... is this decline partly our fault?



AlbuquerqueJournal

1

2

Create your ad in 2 easy steps

You are not logged in. [Log in](#) [Register](#)

Step 1: What type of ad is this?

[Next: Create online ad](#)

Step One Instructions

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Legal ads may call 505-823-3377, and Employment ads may call 505-823-3521.

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Thanks and let us know if you have questions.

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no Ads in your cart.

title not set

description not set

Books Ad: \$34.95

Total: \$34.95

Select an ad package

DELUXE Package

Online:

- 7 days online
- 5 Photos Online

In Print:

- 7 Days/10 lines in print
- Photo In Print
- Print Border
- \$3.00 For Each Additional Line

**One Item Per Listing, Please!*

BASIC Package

Online

- 4 days online

In Print:

- 4 Days/4 Lines in print
- \$3.00 For Each Additional Line

\$29.95

Next: Create online ad

Step 2: Create your online ad

[Prev: Select Category/Package](#)[Next: Create print ad](#)[Save & Finish Later](#)[Cancel](#)

Step Two Instructions

* Ad Title (up to 100 characters)

* Item's Zip Code

* Description

You can enter up to 4500 characters. *Html tags not available on the editor toolbar will be stripped.*

B

Design HTML Preview



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**This is the coolest web portal
EVER!**

description not set

[Package Information](#)

Books Ad: \$34.95

Sales Tax: \$2.56

Total: \$37.51



[Online Preview](#)

[Add Map](#)

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2016 Ford Focus. 2016
Ford Focus. 2016 Ford
Focus. 2016 Ford Focus.
Call: 505.823.4444
KEYWORD: 334453

2016 FORD FOCUS

2016 Ford Focus. 2016
Ford Focus. 2016 Ford
Focus. 2016 Ford Focus.
Call: 505.823.4444
KEYWORD: 334454

2016 FORD FOCUS

2016 Ford Focus. 2016
Ford Focus. 2016 Ford
Focus. 2016 Ford Focus.
Call: 505.823.4444
KEYWORD: 334455

GOVT LEGALS

2016 Ford Focus. 2016
Ford Focus. 2016 Ford
Focus. 2016 Ford Focus.
Call: 505.823.4444
KEYWORD: 334456

2016 FORD FOCUS

2016 Ford Focus. 2016
Ford Focus. 2016 Ford
Focus. 2016 Ford Focus.
Call: 505.823.4444
KEYWORD: 334457

2016 FORD FOCUS

2016 Ford Focus. 2016
Ford Focus. 2016 Ford
Focus. 2016 Ford Focus.
Call: 505.823.4444
KEYWORD: 334458

2016 FORD FOCUS

2016 Ford Focus. 2016
Ford Focus. 2016 Ford
Focus. 2016 Ford Focus.
Call: 505.823.4444
KEYWORD: 334459

2016 FORD FOCUS

2016 Ford Focus. 2016
Ford Focus. 2016 Ford
Focus. 2016 Ford Focus.
Call: 505.823.4444
KEYWORD: 334460

ANNOUNCEMENTS / PETS / AUTOS / BUSINESS SERVICES

CLASSIFIEDS

CALL MONDAY - FRIDAY
8AM - 5PM

Text the **KEYWORD** below to **43766**
for pictures and more information about select listings!

TEXT AND DATA RATES MAY APPLY

We added a **KEYWORD** to every class ad

Text the **KEYWORD** to 43766

You instantly get a return message with a link to
Journal Digital's interactive Classified Landing Page

The landing page allows the consumer to interact
with The seller - Call, Email, Text, Website, Video,
Photos, Social Media, and even an online coupons



TUESDAY, FEBRUARY 21, 2017

HOUSES UNFURNISHED 4 BR, 2 BA, 2 LIVING ROOMS Laundry rm, porch, carpet. \$7,200/mo + \$1,200 dep. See 5 CR. 424 Buena Ventura Pl, NE. 505-377-8873 505-493-8888 505-338-2818 KEYWORD: 336384	TRANSPORTATION 4x4's FOR SALE 2012 Ford Lunar S2 Crewcab, diesel, 4x4 50,000 mi warranty EX condition, garage! Only 41k miles, \$42,150 Call 505-258-2386 KEYWORD: 335989
MOBILE HOMES FOR RENT FOR LIST OF VACATION HOMES BLUENOCOMMUNITIES.COM 800-8638 OR 409-3673 KEYWORD: 335894	FOR SALE Dodge Dakota 2000 4x4, 4.0L, 4-cyl, 170k Needs tune-up. As is. Clean title. Call Arly at 505-810-9672 or 505-752-2998 KEYWORD: 336057
OFFICES FOR RENT BEAUTIFULLY RESTORED HISTORIC BUILDING DOWNTOWN OFFICE SPACE FOR RENT 718 CENTRAL AVE SW ADULT FURNISHED 505-579-7443 KEYWORD: 336529	OPEN HOUSES BELEN NE 4th. Exceptional 2BR, 2BA, split home, vaulted beamed ceiling, new appliances, granite counters, open floor plan. 2 living areas both open to patio & pool. Great for the place. 160k w/ large designer closet. 2nd floor in great. Parking as. 100 included for only \$140,000. Please Call 917- 388-0402 KEYWORD: 336033
	FORD 2010 ESCAPE S1 4x4, 2nd 2.5, 4cyl, 75k, all, leather, leather, luggage rack, new tires, showroom condition, 610,000 Call Bob at 505-258-5498 KEYWORD: 336556
	FORD 2004 F-150 4x4 Off Road package 20k Miles, one owner \$14,000 like new! Purchased for \$20,000 in 2004. 505-864-8510 KEYWORD: 335871

AlbuquerqueJournal

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for pictures and more information about select listings!

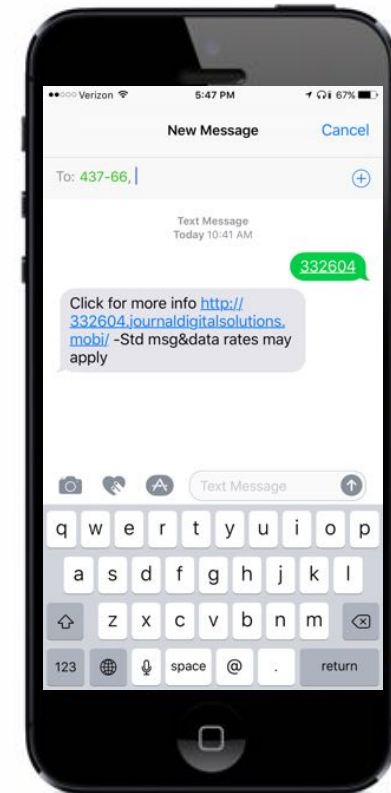
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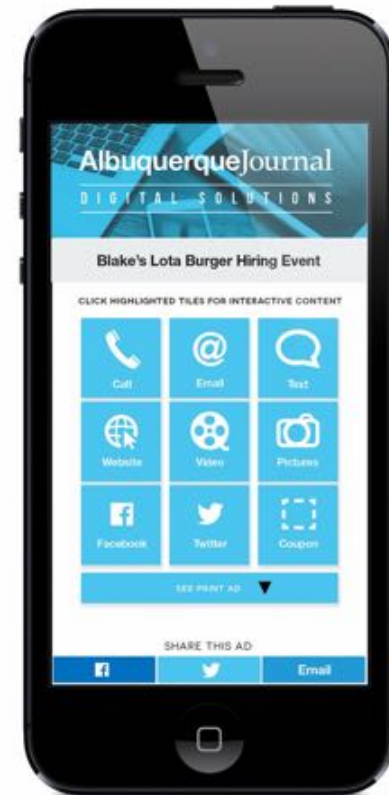
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AlbuquerqueJournal



RESULTS

- Revenue per order up \$95
- Outbound calling campaigns
- Stopped decade of declines
- Budgeted 2017 flat to 2016
- Journal Digital - all NEW \$

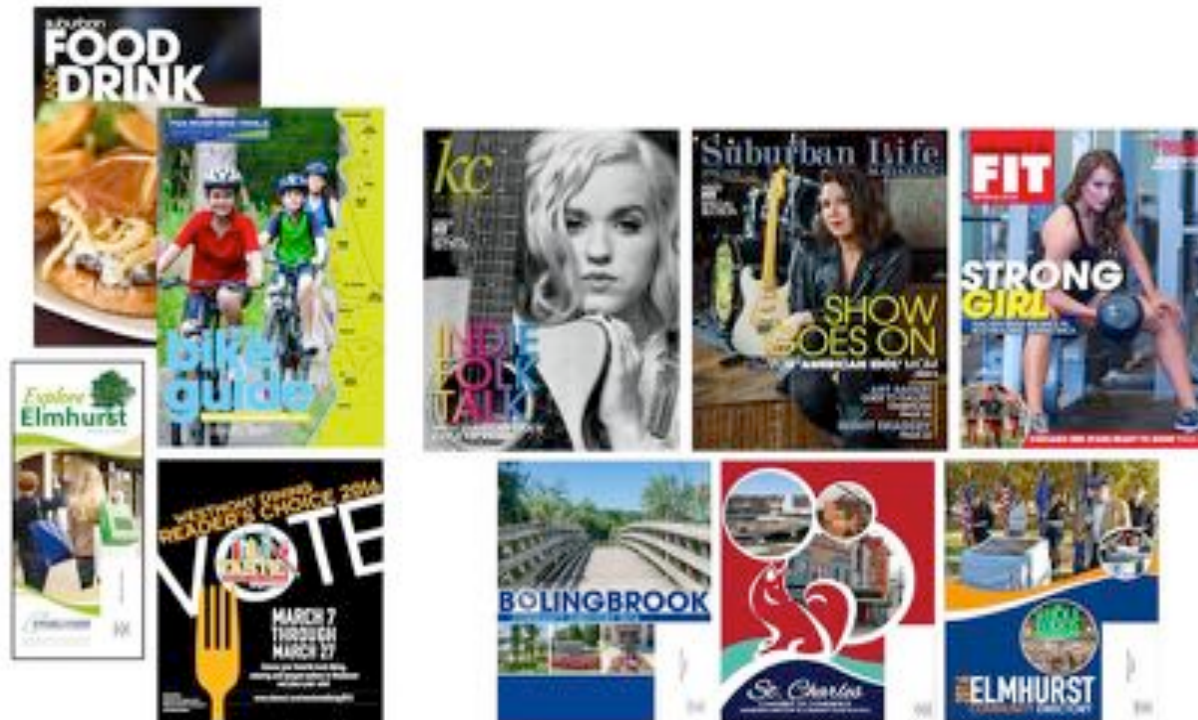


AlbuquerqueJournal





Vertical Leap: Niche Products that punch above their weight!



Laura Shaw
Director Niche Publishing, Shaw Media

Shaw Media Revenue Focus

Commitment to continue to diversify revenue streams

Revenue growth expectations in digital, niche, and events

Growing through acquisition

Shaw Media Niche Offerings: Reaching audiences with a dedicated interest



- Pro Football Weekly
- Neighborhood Tourist, Regional Magazine
- Chamber Community Guides, Maps & Newsletters
- Insight – Direct Mail Program
- Monthly Lifestyle Magazines
- The BIG Sale!

Neighborhood Tourist

- Launched in January 2017
- Circulation driven product!
Premium to subscribers
- First Regional Publication, covering the majority of Northern Illinois
- Distributed Seasonally – 90,000 households
- Content focused on local tourism & lifestyle

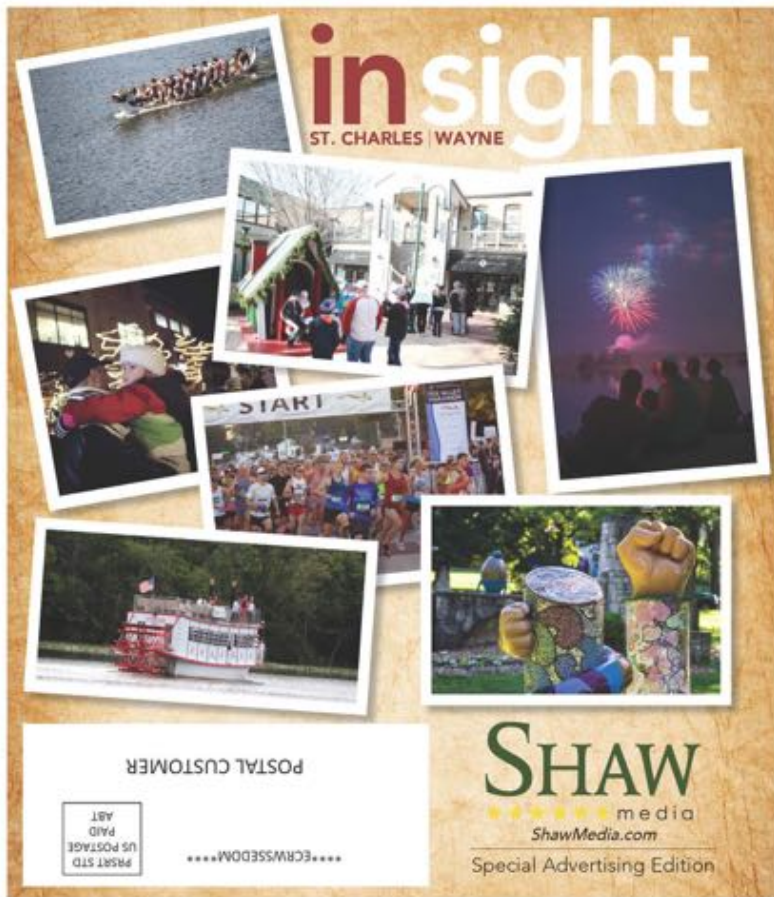


January Publication Revenue: \$88,000!
April Publication Revenue: \$159,579!!!

Chamber of Commerce Projects

- Significant revenue growth for Shaw Media
- Partner with local chamber's & downtown associations offering full support on annual community guides & maps
- Full service content & design team to customize each project
- Dedicated AE focuses on one project at a time, full time devoted to each
- AE sells all of the advertisers on behalf of the chamber. Shaw Media incurs all of the expense for the project.
- Revenue share back to the chamber
- Newsletter opportunity

Insight



- Product is direct mailed to every household within a specific geography
- Content is all paid – business profiles, professionally written
- 2016: Eight different communities (6 with dedicated rep, two with core team)

Lifestyle Magazines

High-end glossy publications targeted to affluent and influential readers and advertisers. Local content including home design, fashion, health, family and dining and entertainment



Monthly Lifestyle Magazine Content Strategy

Advertising partners have opportunity to be showcased in editorial features and profiles



FOOD AND FRIENDSHIP
with Chef Kristin Petro



▲ Kristin Petro is the executive chef at National University in the campus of the El Centro College of Nursing, a former University of California campus. Chef Petro's culinary career includes experience in Chicago, Los Angeles, and San Francisco. She is also a chef at the El Centro College and the El Centro College of Nursing.



POTATO CROQUETTES:
Tater Tots for Grownups

This scrumptious recipe provides a nice addition to your repertoire of dishes. Sweet potato, which is a nutrient-packed, healthy food, is the star of the show. It's also a great source of fiber, which is good for your digestive system. The croquettes are made with a mixture of sweet potato, onion, and garlic, which are then breaded and fried. The result is a delicious, crispy treat that is perfect for a snack or a side dish.

INGREDIENTS FOR FILLING:

- 2 lbs. sweet potato, peeled and cubed
- 1 cup onion, finely chopped
- 1 cup garlic, finely chopped
- 1 cup olive oil
- 1 cup salt
- 1 cup white onion, minced
- 1 cup ground sweet potato
- 1 cup onion, finely chopped
- 1 cup salt
- 1 cup white onion, minced
- 1 cup ground sweet potato
- 1 cup onion, finely chopped
- 1 cup salt

INGREDIENTS FOR BREADING:

- 2 eggs, slightly beaten
- 1 cup potato bread crumbs
- 1 cup onion, finely chopped
- 1 cup salt

THE METHOD: Preheat the oven to 350 degrees. In a large bowl, combine the sweet potato, onion, and garlic. Add the olive oil and salt. Mix well. In a separate bowl, combine the bread crumbs, onion, and salt. Dip the croquettes in the egg mixture, then in the bread crumb mixture. Fry in a hot oil for 3-4 minutes. Drain on a paper towel. Serve hot.

Character. Content. Collaboration.

KRISTIN PETRO
Executive Chef



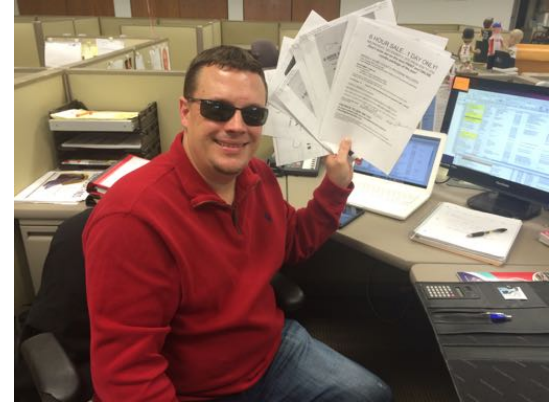
From Inspiration to Execution.
Contact your Design Team at
1.800.854.8544
or visit www.kristinpetro.com

Roberto's
Kitchen & Pub
1.800.854.8544

Are You An Artist?
See your work in the pages of
Suburban Life Magazine!

For more information, contact your local artist or visit www.suburbanlifemagazine.com

The BIG Sale!



- Phone sales blitz held annually
- Every market in the company participates
- Hourly updates with emails and video across the company
- Special advertising packages are made available with contracted rates. Businesses “lock in” their dates for the year
- Contracts are only accepted that day, but AE’s can presell
- Managers and sales assistants are there to take care of all administrative work for the day. AE’s are to do nothing but focus on closing big sale contracts
- Over \$1.5 Million in one day!!



Pro Football!! WEEKLY



SHAN
STATION

Pro Football!!
PRO FOOTBALL WEEKLY SINCE 1967

Pro Football Weekly

- Largest Niche Product for Shaw Media
- Over 1 Million in budgeted revenue, on track to significantly exceed that in 2017
- Shaw Media's only national brand
- Website Traffic over 2 million per month during off season!
- Pro Football Weekly is turning fifty! Been a part of Shaw Media since 2013.

What is Pro Football Weekly

It's a National TV Show!

Pro Football Weekly is broadcast every Friday at 5pm and Saturday at 10:30am to 42 million homes weekly during the football regular and post season (Sept-Feb) on Comcast sports net.

It's a Regional TV Show!

Broadcast weekly on Saturdays at on WCIU and The U Too,
Chicago Football Now has an average reach of 11,000 households and during peak

It's a Radio Show!

The Pro Football Radio show is syndicated nationally on the Yahoo Sports Network and broadcast locally in Chicago on 670AM, The Score.

What is Pro Football Weekly

It's a Weekly Supplement!

From July through February, the Pro Football Weekly tab is inserted every Thursday into Chicago area newspapers representing over 400,000 in circulation; **plus a full-page of Pro Football Weekly content is carried by newspapers across the country.**

It's a Website and an App!

Pro Football Weekly is back! Reaching nearly 1 million page views in its first month.

Now, with national appeal, traffic has grown to over 2 million page views! Custom app in the works!

It's a Connection to NFL Fans!

Pro Football Weekly has followers on Twitter; "likes" on Facebook; Email/Newsletter Subscribers;

and Participants who compete against our professionals in the UPickem Online Contest.

Hub Arkush – the face of PFW

- Joined Pro Football Weekly in 1976
- Began his radio career in 1979 and became the color commentator on the Chicago Bears Radio Network in 1987, where he broadcasted games through 2004.
- Joined Westwood One's national radio broadcasts of NFL Sunday night and Monday night games of the week in 2005, as a sideline reporter, analyst and NFL insider. Continues in that role today.
- Has received two Emmys, three society of Professional Journalists awards, Peter Lisagor Awards for Sports Journalism and numerous Associated Press awards for the best live radio game broadcasts.



Pro Football Weekly Annual Magazines

- Draft Magazine, Season Preview & Fantasy Football
- Distributed across the country at all major retailers
- Annual revenue over \$500K

Revenue initiatives:

- Print, digital and broadcast packages for Chicago regional
- Print, digital and broadcast package for national sponsor
- Event sponsorship & ticket revenue (50th anniversary, Dan Hampton, etc)
- Ecommerce
- New sports content opportunities

Pro Football Weekly – Cubs World Series



- Distributed through our PFW network nationally
- Sold online
- Partnered with Daily Herald on content
- \$160K+ in revenue

Pro Football Weekly Audience Growth

- Significantly grown our distribution partners and continue to do so
- Listing Articles on website, with photo galleries
- A ton of engagement with our audience
- Facebook Live – in house and remote

REVENUE follows audience!

Distribution Partners

- Content Share Program regionally and nationally – would love to work with all of you!
- All content is made available for FREE!
- Advertising positions available for partners to monetize
- Digital Content is available through RSS Feed and through content distribution partners like Town News and the Headline Network through the LMC

PFW partners can access:

- Full page broadsheet “Cheat Sheet”
- Local ad positions available to sell
- 16 page national e-edition
- PFW quick hits videos (1-2 minutes in length)
- Designed sales sheets and house ads to promote PFW Cheat sheet.

Broadsheet Mock for National



National E-edition



Listing Articles on PFW

- Eight potential value picks in the NFL Draft
- Top 10 linebackers in Steelers History
- Top First Round Draft Picks (repurposing content we already have)
- Each article has photo gallery to go with each



Content unrelated to Football

- PFW Draught Guide – featuring top craft beer from each NFL team's region
- Food around the NFL – identifying a known food for each NFL team's region (Kansas City BBQ, Chicago Hot Dog, etc)

Pro Football Weekly 50th Anniversary

Huge opportunity!

- 50 years of Football content: listings on web and social, trivia, feature in season print regionally & nationally, weekly feature on PFW TV show
- Commemorative Book
- Special commemorative 50 years of football TV Show
- 50th anniversary event

Questions?

Laura Shaw

Director, Niche Publishing Shaw Media

Lshaw@shawmedia.com