

# **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



# 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)

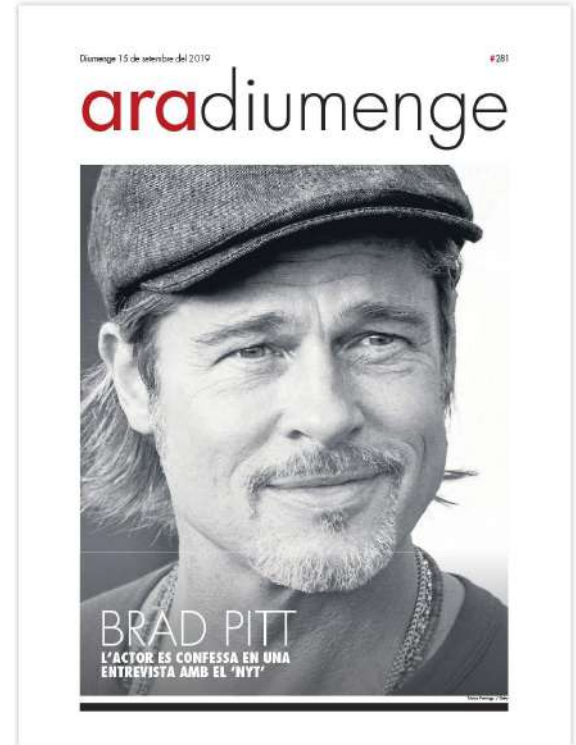
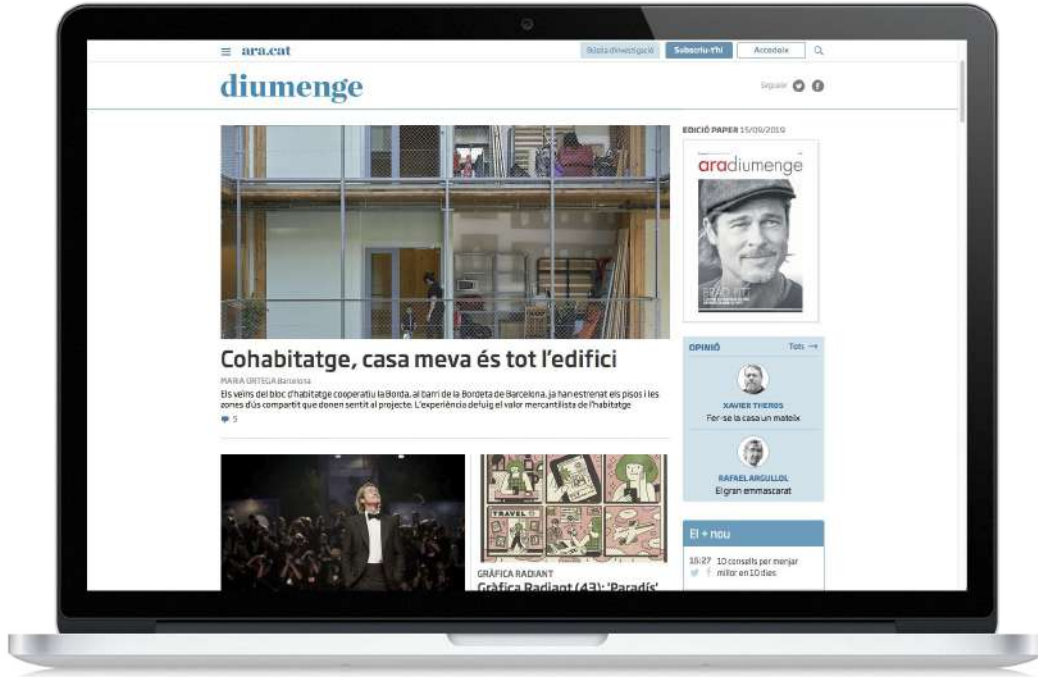
*Ara ciència* (Science)

*Ara mengem* (Gastronomy)

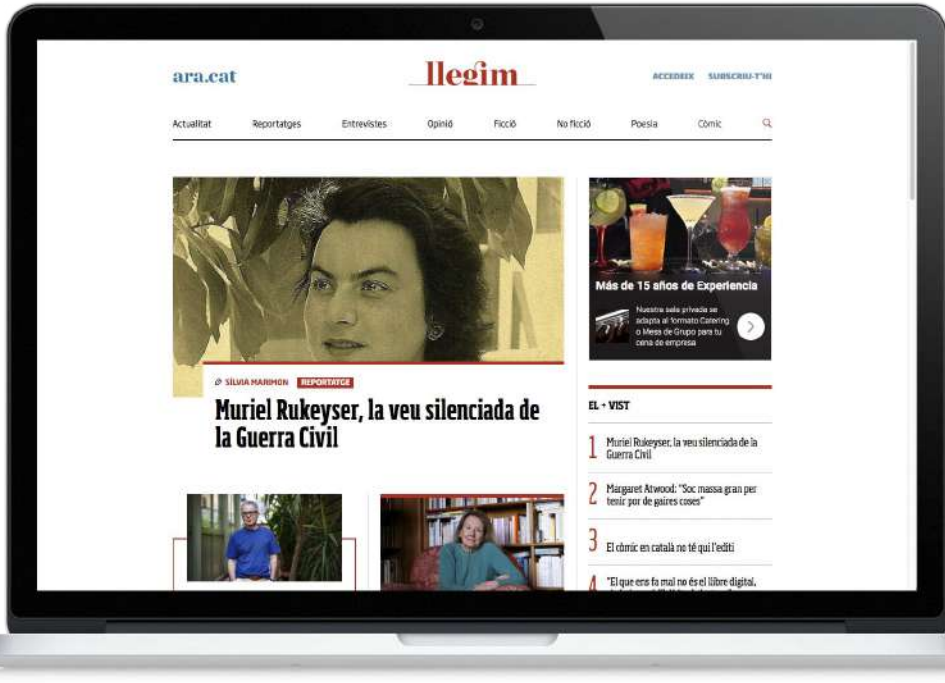
*Ara feminismes* (Feminisms)

*Partnership with The New York Times*

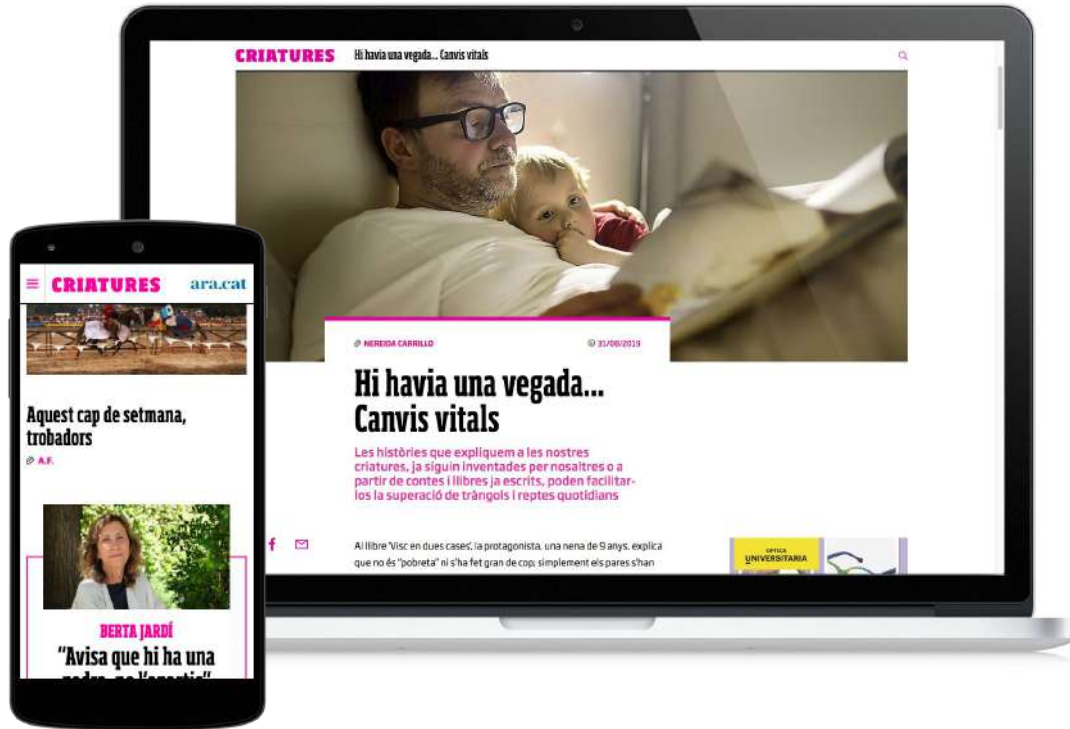
# ARA Diumenge (Sunday magazine)



# Llegim (Literature)



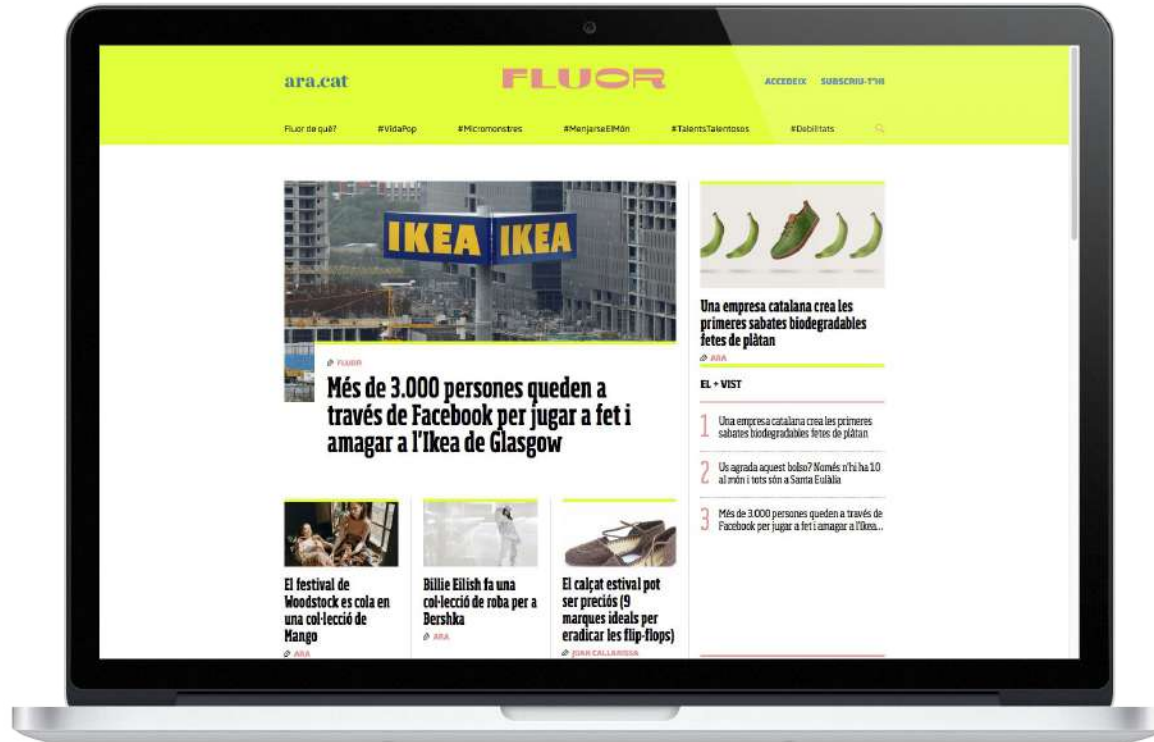
# Criatures (Education and Parenting)



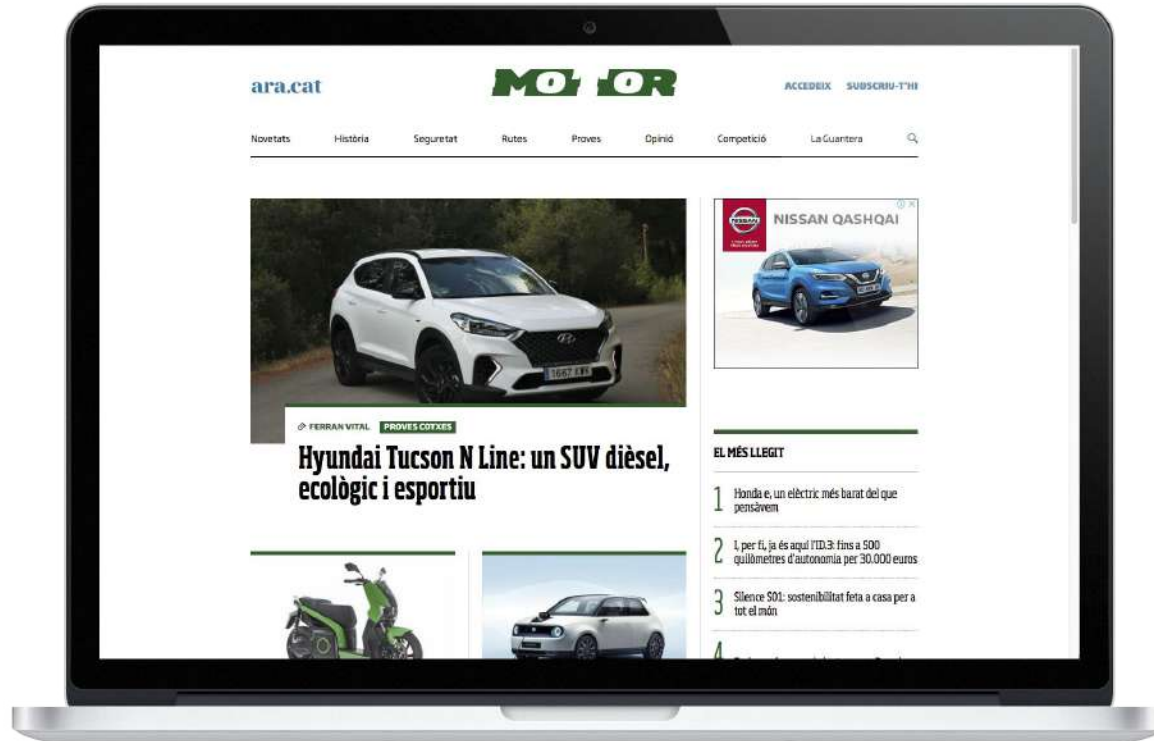




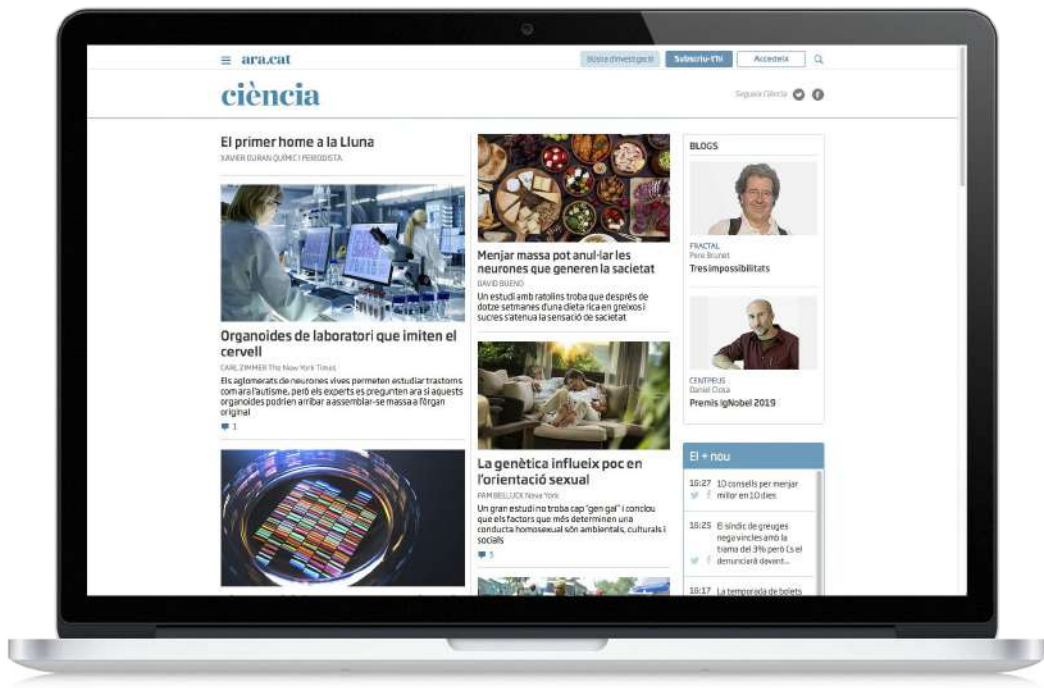
# Fluor (Pop culture)



# Ara motor (Automobile)



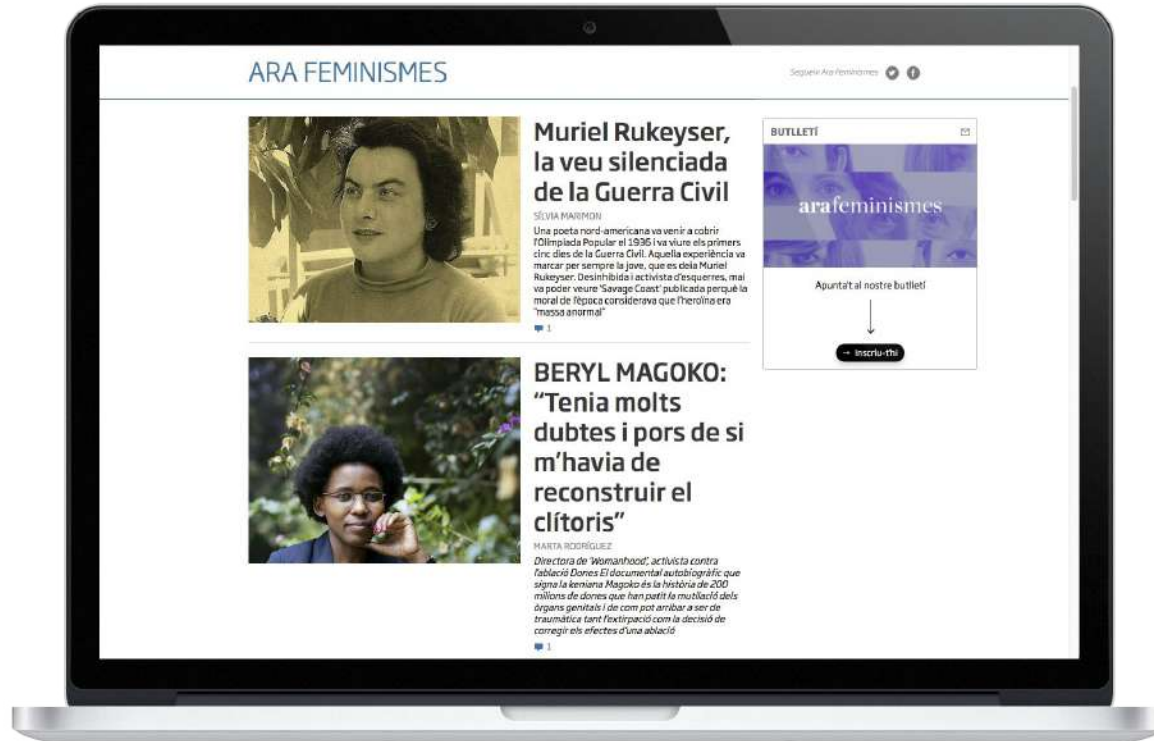
# Ara ciència (Science)



# 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

ara

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ara.cat

DISSABTE  
14 D'Abril del 2018  
10€  
L'11 d'11

ESPECIAL  
DE LA REPÚBLICA  
COMIC  
Presentat el  
14 d'abril del 2018  
a les 12 hores

AMD  
HISTORIETES  
I DIBUIXOS DE  
— MANE, FORT I REVELA  
— VICI RI, COLL ALBERO  
— ANA FUSTAS  
— XAVIER MÀJESCAL  
— PACHO BOCA  
— MANUEL HARTUNG  
— JAVIER BORO  
— JAVI  
— RICARD BEA  
— CARPUXERO  
— LUIS BUSTOS  
— RAIGAN, CARBÓN  
— COSMETÀ I GORRIBERRE  
— ÀLEX FITO  
— JORDIS MÉS



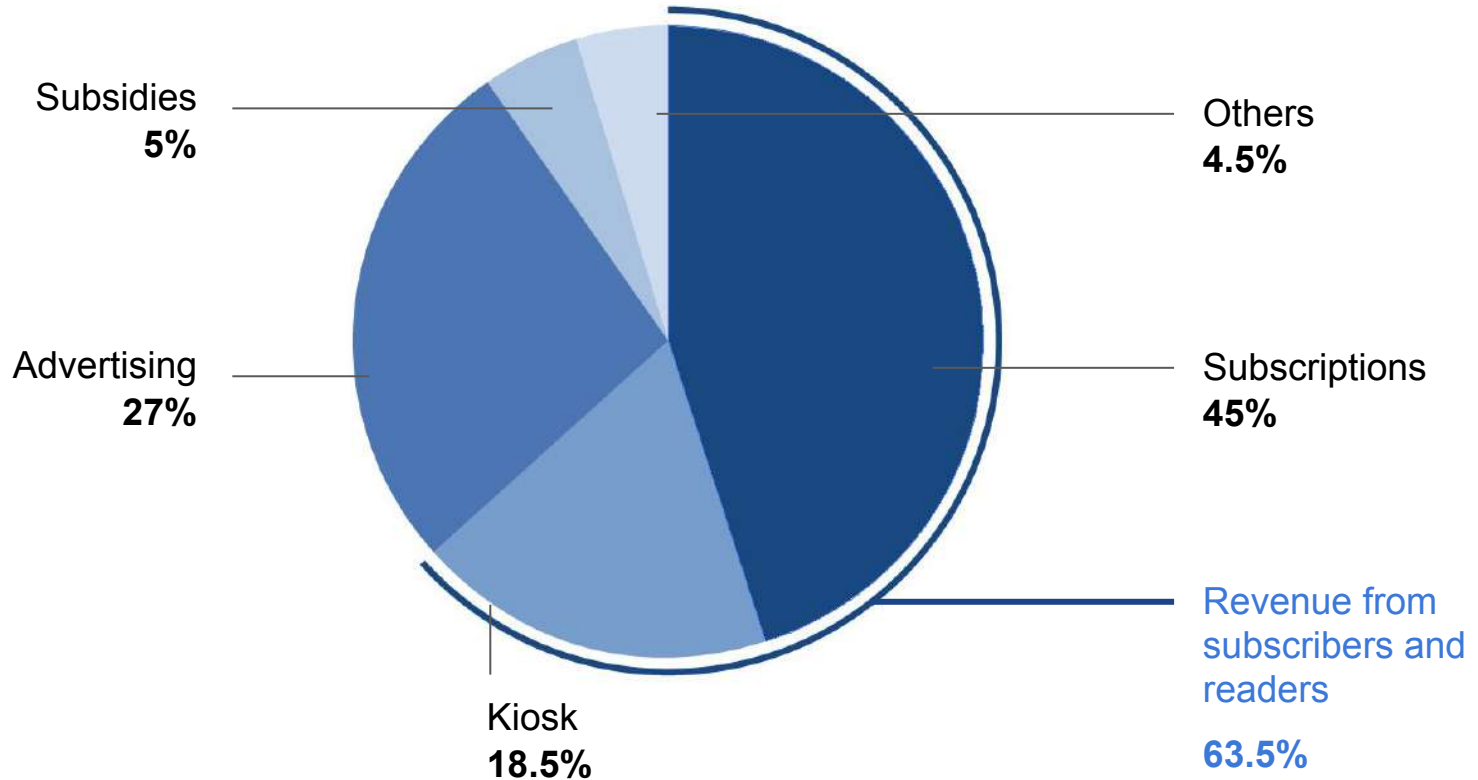


# Economic viability

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](#)

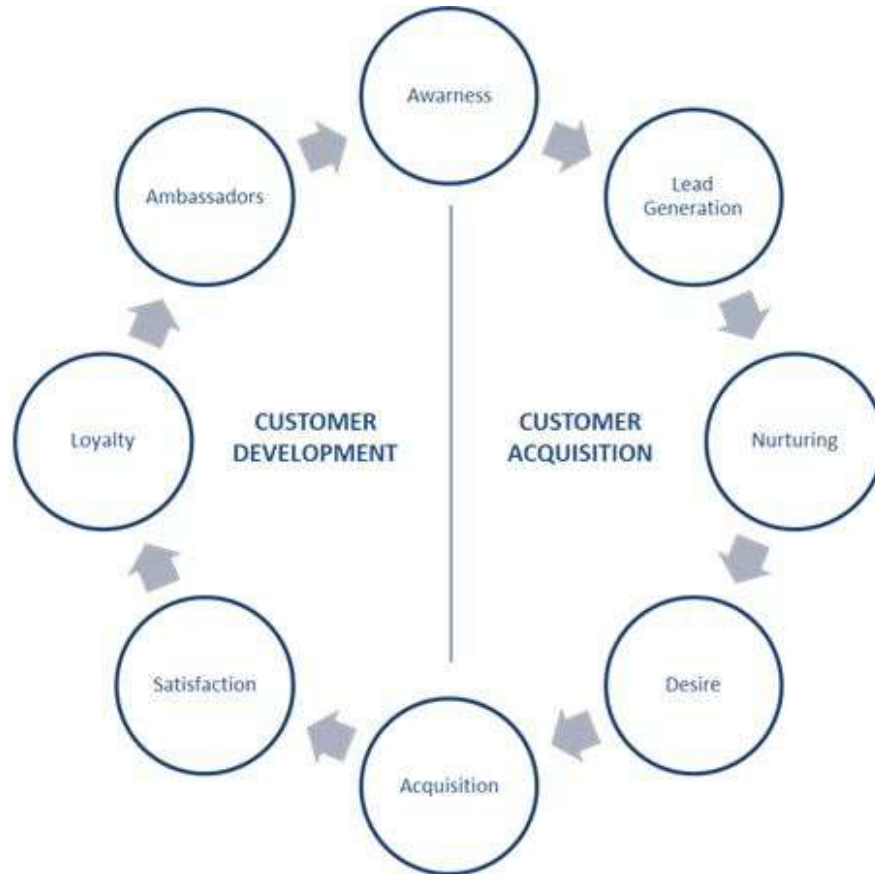


[Interactive link](#)



[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:**

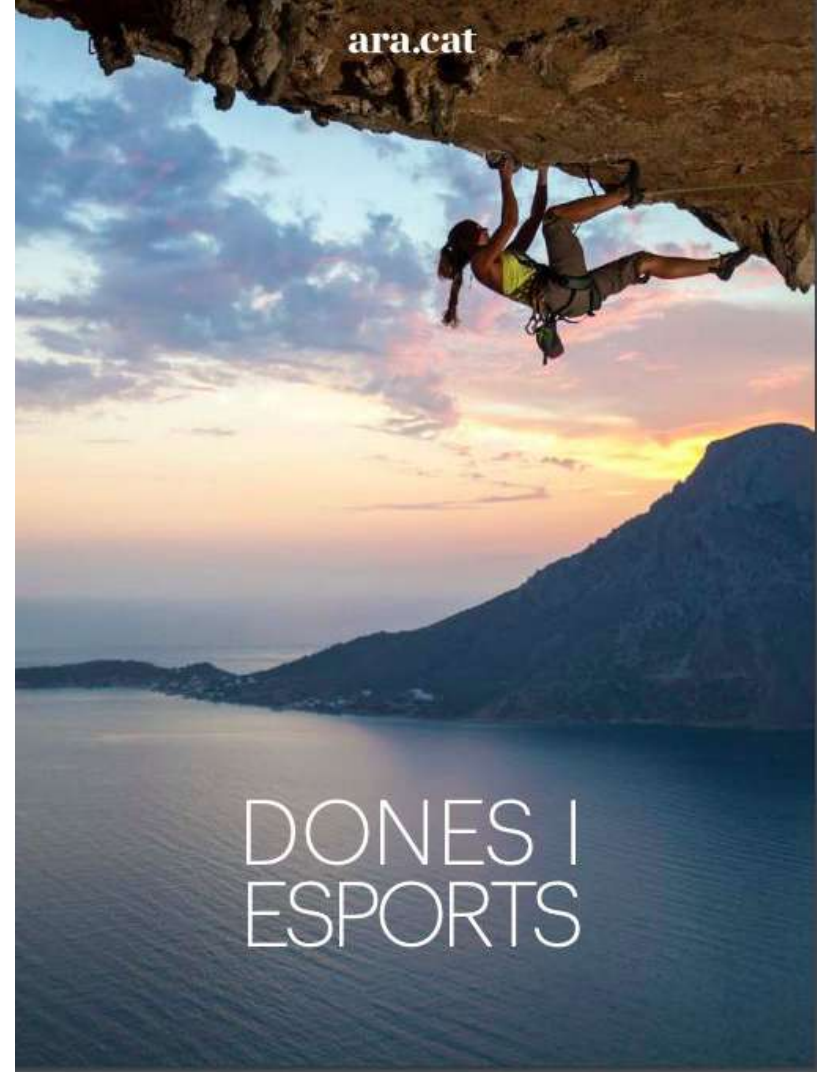
We offer our know how to the brands:

- 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

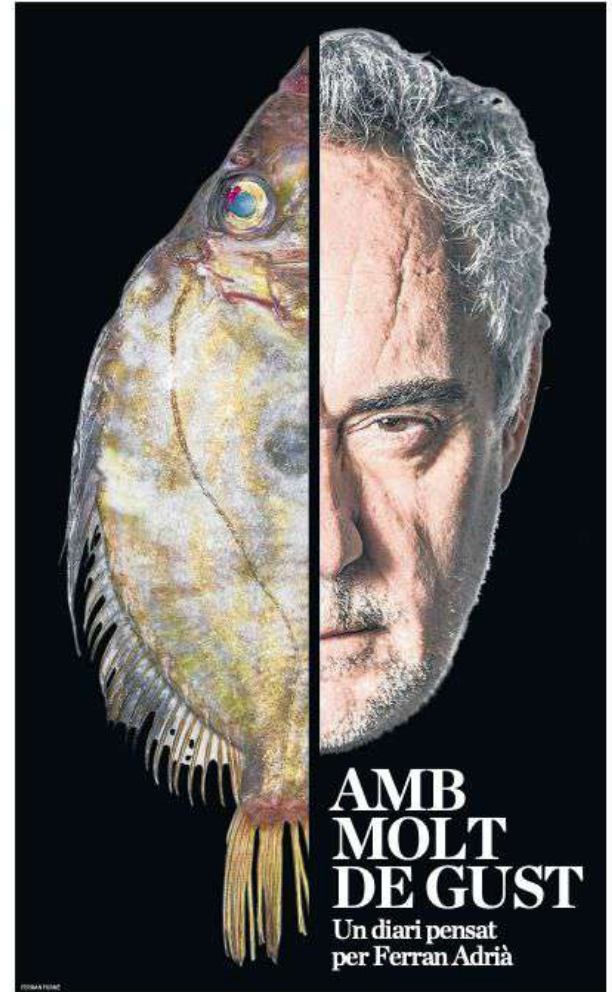
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DIUMENGE  
9 DE DESEMBRE DEL 2018  
10.000 PAGES  
2,90 EUROS  
—  
FINS A UN 10% D'ESTALVI  
PER ALS NOSTRES LECTORS  
DE PAPER  
#MOLTESPORARACAT

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

**ESTHER  
VERA**

*Esther*  
El motor de l'obra de  
Ferran Adrià ha sigut la  
innovació, que es també  
el que m'ha ajudat a  
TATA brava cada dia.  
Avui era la innovació a  
mí me de manera oberta  
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

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