How we doubled our subscription price and lived to tell the tale

Joey and Lindsey Young Kansas Publishing Ventures



The Big Question: Publishers

• What revenue streams are you open to?

Most Open To

Advertising

Print subscriptions

Legal notices

Least Open To

Memberships

e-Newsletters

Large donors/Government support

The Big Question: Readers

 How likely would it be that you would be willing to help financially support your local newspaper through these areas?

Top very and somewhat likely answers

Events

Print subscriptions

• e-Newsletters

• Memberships

Least likely answers

Digital subscriptions

Commercial printing

Marketing/graphics

The Experiment

- The focus for KPV would be:
 - Events

- Memberships

- e-Newsletters

Events

• Blues, Brews and Barbecue

HARVEY COUNTY NOW

LOGIN RESET PASSWORD

NEWS OBITUARIES

SUBSCRIBE

PRESS CLUB

E-EDITIONS









Events

• Blues, Brews and Barbecue

• Forums



Events

• Blues, Brews and Barbecue

• Forums

Talk20





https://www.talk20hutch.com/

Memberships

Press Club







e-Newsletters

What does it look like?







<u>Major Child Care Deficit Still A</u> <u>Concern For Harvey County</u>

e-Newsletters

What does it look like?

• How is it received?

2,993 Recipients

Audience: Harvey County Now Subscriber List

Subject: Fair dates adjusted, library rules changed, funding update on Amtrak, and Habitat gets to work

Delivered: Thu, Apr 25, 2024 5:30 AM View email · Download · Print · Share

1,377 Opened	488 Clicked	3 Bounced	O Unsubscribed
Successful deliveries	2,990 99.9%	Clicks per unique opens	35.4%
Total opens	2,001	Total clicks	1,056
Last opened	4/26/24 4:21PM	Last clicked	4/26/24 4:03PM
Forwarded	0	Abuse reports	0

The Twist: Subscribers

Subscription price increase



Wheat harvest is coming and it doesn't look good

BY BILL BUSH More than a quarter of state wheat harvests are estimated to be abandoned and fall 66 million bushels short of the

BY ADAM STRUNK

If Harvey County Now's printed product was squeezed any harder, it might just drip ink on your hands. The costs of printing and mailing the paper have soared by 42 percent

the paper have soared by 42 percent in the past two years, according to our accounting data, and these pages are captive to it. In total—with print, mailing, staffing, benefits and office space—it now costs \$3.03 to print and produce the copy of Harvey County Now you're reading. With a year's subscription, you paid \$1.26 to read it.

it. "We are seeing unprecedented price increases and changes in the local economy. Without a change in how we look at the business, we aren't going to be able to properly provide a high-level news product going forward, Harvey County Now Publisher Joey Young said.

"No control over it"

The increases in the cost of print-ng, mailing and producing a newspa-er have not just taken place in

d country. Tve heard more from members

Twe heard more from members about the angst of price increases in the last two months than 1 have ever heard in all the 22 years 1 we been here," said Emily Bradbury, director of the Kanasa Press Association. The KPA serves 191 news publications across Kanasa. Ti's very concerning," abe said. Bradbury said the publishere' Bradbury said the publishere'

iggest concern was mailing costs. "We have no control over it, and it's

BY WENDY NUGEN

NEWTON-Nicholas Johnson

and Scarlet Gagnebin perfected their skills with seafood boils, doing many for friends and fam-

ly. Johnson said they were able to save a few dollars by teaching themselves how to satisfy their "extremely picky tastebuds."

Now, they're doing the same with a food truck they travel with around the area and a soon-to-be brick-and-mortar restau-

EASY FREE

CHECKING

Mail Labe

ey County but across the state

THE COST

TO PRINT

Skyrocketing prices nationwide forcing

change with Harvey County Now

364 million bushels for con below sverage 2022 harvest. 364 million buchels for con-trons in Sector 2014 and 20

be OK." Mundt said. er Jack Queen saie

See HARVEST / 14 Commissioners

> disagree on budget options

BY BILL BUSH

We CONTROL SHAP Sellowing three full days of budget hear-ings last week, County Administrator An-thory Swarritephothes told commissioners Tasseldy morring during their weekly their back of the et 22, dopending on whether they exceeded the revenue neu-tral rate (BMA) or not. There is a straight of the commission whether any term in like years 41,004. He said that even if the commission year, they would be over a million

THE NUMBERS It costs \$3.03 to print "To serve them well, we need to consider how this would impact them." Reimer said " Subscribers are paying \$1.26 to read See BUDGET / 14

BY ADAM STRUNK

Dillons releases more info on planned Newton fuel station

See DILLONS / 8

Young Bradbury

rs is Harvey me publica

hitting hard," she said. "It's causing a lot of peo-ple to look at their opera-tions and say. 'How do we maintain the same qual-ity while being hit with double-digit postal price increases?' You put that

on top of the inflationary increases al

50

ready, and that's stagge According to the Natio

per Associatio Regulatory Co

latory cap in 2021, the U.S. Postal Se

ice has increased the mailing costs of newspapers by 24

newspapers by 24 percent. It will im

percent mid-year hike in July. "Postmaster Ge eral Louis DeJoy

previously an-nounced his inten-tion to seek the

captive consumers with the USPS," it

plement



THE NEWS

Ilul





THE COST TO PRINT

o be abandoned and fall 66

nillion bushels short of the

Skyrocketing prices nationwide forcing change with Harvey County Now

vested

BY ADAM STRUNK

HARVEY COUNTY NOW STAFF

If Harvey County Now's printed product was squeezed any harder, it might just drip ink on your hands.

The costs of printing and mailing the paper have soared by 42 percent in the past two years, according to our accounting data, and these pages are captive to it. In total-with print, mailing, staffing, benefits and office space-it now costs \$3.03 to print and produce the copy of Harvey County Now you're reading. With a year's subscription, you paid \$1.26 to read it.

"We are seeing unprecedented price increases and changes in the local economy. Without a change in how we look at the business, we aren't going to be able to properly provide a highlevel news product going forward," Harvey County Now Publisher Joey Young said.

"No control over it"

The increases in the cost of printing, mailing and producing a newspaper have not just taken place in Harvey County but across the state and country.

"I've heard more from members about the angst of price increases in the last two months than I have ever heard in all the 22 years I've been here," said Emily Bradbury, director of the Kansas Press Association. The KPA serves 191 news publications across Kansas. "It's very concerning," she said.

Bradbury said the publishers' biggest concern was mailing costs. "We have no control over it, and it's

Mail Label

hitting hard," she said. "It's causing a lot of people to look at their operations and say, 'How do we

maintain the same quality while being hit with double-digit postal price increases?' You put that on top of the inflationary increases already, and that's staggering.

wheat acres to varying de-

In 2021, the state harvested grees throughout their trade

According to the National Newspaper Association, since the U.S. Postal Regulatory Commis-

sion removed a regulatory cap in 2021, the U.S. Postal Service has increased the mailing costs of newspapers by 24 percent. It will implement another 8.8 percent mid-year hike in July.

"Postmaster General Louis DeJoy has previously announced his intention to seek the maximum allowable increases for more of the mail considered captive consumers with the USPS," it stated

As the U.S. Postal Service had been the only viable method for delivering weekly newspapers for decades, one of

those captive customers is Harvey County Now. While in the past some publications have used other options such as route

The Cajun Crab bringing a brick-

carriers to deliver papers, Bradbury

See COSTS/8

THE NUMBERS

It costs \$3.03 to print and produce one copy of the paper on avg. Subscribers are



acres have been zeroed out by

insurance for several

Comn

disag

budge

BY BILL BUSH

HARVEY COUNTY NOW

Following the

ings last week

thony Swartz Tuesday mor

meeting tha ther be Aug whether th

tral rate (

Swartz

ers ker year, t

dollar of va

exce

th

pi

said she wanted

how this would

"To serve then

timated l while la He said



Dillon Stores is providing more d center at 1410 S. As previously i



paying \$1.26 to read.





papers has increased

by 24 percent in the

last two years with

another 8.8 percent

increase coming in

July.

roughly 34 percent over the last two years nationwide



Bradbury The cost to mail

The Experiment

• Events

Memberships

• e-Newsletters

• What did we learn?



Want to read more?

ROUTLEDGE FOCUS

REVIVING RURAL NEWS

Transforming the Business Model of Community Journalism in the US and Berond

Teri Finneman, Nick Mathews, and Patrick Ferrucci

"Reviving Rural News" By Teri Finneman, Nick Mathews and Patrick Ferrucci



Questions?

Joey Young joey@kspublishingventures.com

Lindsey Young lindsey@kspublishingventures.com