

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 PRESENTS



Blues, Brews & Barbecue

Gates open at 4 pm | Bands start at 6 pm

SATURDAY, SEPTEMBER 23, 2023

**ATHLETIC PARK
NEWTON, KS**



Tickets: \$20 at harveycountynow.com/bbb (\$25 day of event)







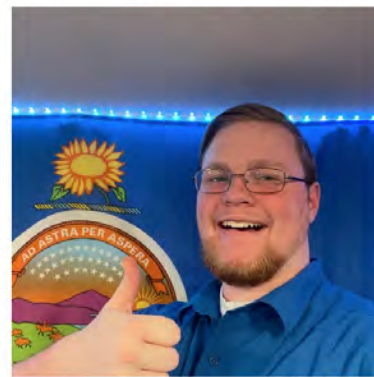
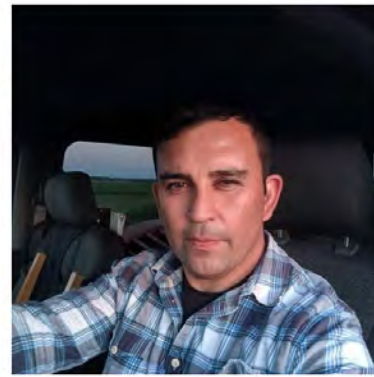
Events

- Blues, Brews and Barbecue
- Forums



Events

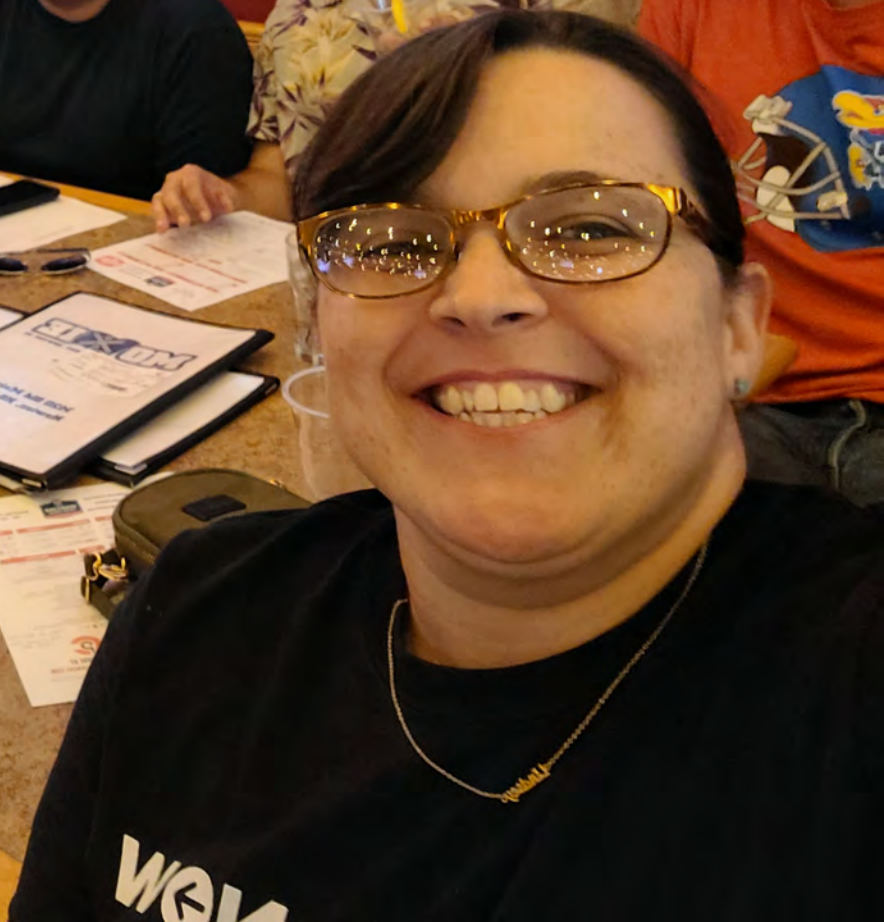
- Blues, Brews and Barbecue
- Forums
- Talk20



<https://www.talk20hutch.com/>

Memberships

- Press Club







e-Newsletters

- What does it look like?

We are committed to working for our customers.

Bringing comfort home.

Click here for CPAP and supplies, mobility aids, lift chairs, and much more!

120 F 12th Street, Newton

Phone: 316-804-4008 • Toll Free: 1-844-477-0888



HEALTH-E-QUIP

Extra Edition!

Subscribe



[Major Child Care Deficit Still A Concern For Harvey County.](#)

e-Newsletters

- What does it look like?
- How is it received?

2,993 Recipients

Audience: Harvey County Now Subscriber List

Delivered: Thu, Apr 25, 2024 5:30 AM

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

[View email](#) · [Download](#) · [Print](#) · [Share](#)

1,377 Opened	488 Clicked	3 Bounced	0 Unsubscribed
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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

The Experiment

- Events
- Memberships
- e-Newsletters
- What did we learn?



Want to read more?



“Reviving Rural News”

By Teri Finneman,
Nick Mathews and
Patrick Ferrucci



Questions?

KANSAS PUBLISHING VENTURES



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