

PR

THEN & NOW



REPORTER



BLOGGER

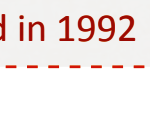


164 million blogs in 2011, up from 3 million in 2006

DIRECT MAIL



SMS



U.S. Postal Service instituted in 1832
In 2012, it processed 554 million pieces of mail per day

First used in 1992

As of June 2012, U.S. consumers sent and received an average of 6.1 billion messages per day

IN-PERSON MEDIA TOURS



10-MINUTE PHONE CALLS



\$519 for round trip flight from BOS>SFO>JFK

Included in your minutes

SECOND DAY NEWS



SECOND-HOUR NEWS



2003 circulation: 4 million
2010 circulation: 1.5 million (and just 40 thousand copies/week)

The Daily Beast debuted in 2008
More than 18 million monthly visitors now

PRESS CONFERENCE



TWITTER CHAT



65% of Fortune 500 companies have an active Twitter account

IMPRESSIONS



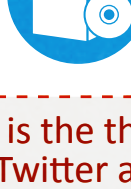
In 2011, newspaper ad revenues fell to less than \$25 billion (1/2 of what they were in 2003)

INFLUENCE

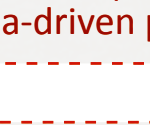


91% of marketers say social media campaigns have increased Web traffic
78% say it generates more quality leads

PRODUCT SHOTS

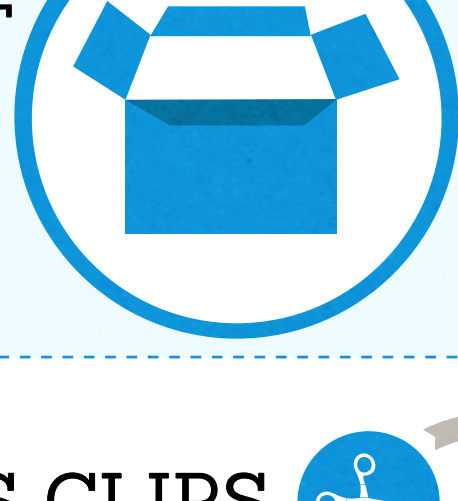


PINTEREST



Pinterest is the third most popular social network behind Twitter and Facebook (and accounts for 40% of social media-driven purchases)

YOUR PRODUCT



YOUR POINT OF VIEW



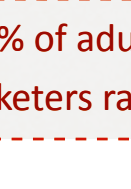
NEWS CLIPS



NEWS LINKS



USER FEEDBACK

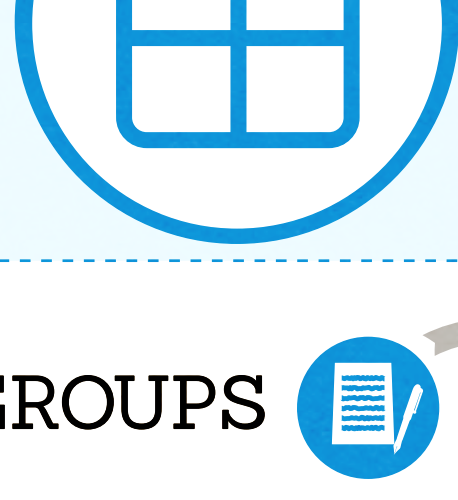


SOCIAL MEDIA CHATTER



62% of adults use social media
93% of marketers rate social tools as "important"

PRESS KITS



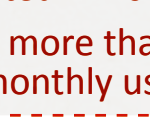
CONTENT



FOCUS GROUPS



FACEBOOK FRIENDS



Facebook debuted in 2004
There are now more than 1 billion active monthly users

The top 10 brands on Facebook have a median of 4,356,852 fans

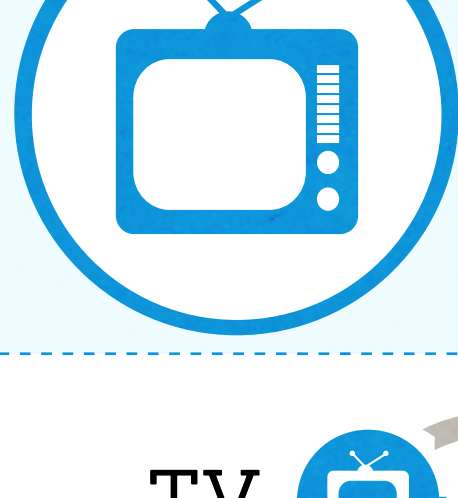
LIVE DEMOS



VIDEO DEMOS

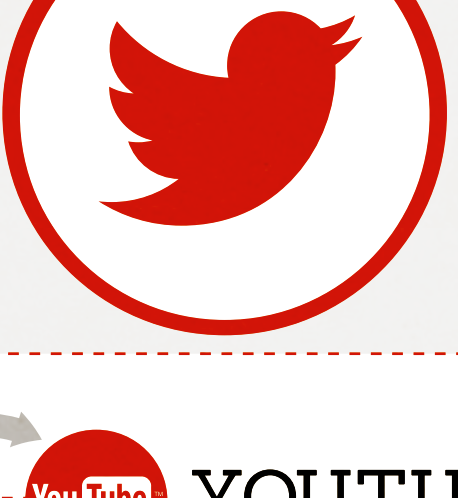


EVENING NEWS



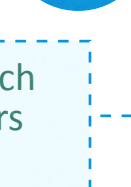
22.5 million viewers

TWITTER



More than 200 million active users

TV



YOUTUBE



Still king: 290 million people watch traditional TV and spend 32 hours and 47 minutes per week

Gaining: 145 million people watch video online and spend an average of 3 hours and 58 minutes per week

EXCEL SPREADSHEETS



INFOGRAPHICS

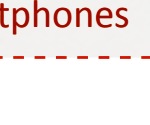


Visual.ly houses 24,335 graphics

ONLINE NEWS



MOBILE NEWS APPS



The New York Times Digital had 640,000 subscribers as of December 2012

Almost 1/2 of Americans own smartphones

The New York Times' iPhone app has been downloaded 19 million times (through January 2013)

ALWAYS

THOUGHT LEADERSHIP

CREDIBILITY

RELATIONSHIPS

STORYTELLING

AUTHENTICITY

FACTS!

SPEED

PREPAREDNESS

Links:
<http://about.usps.com/who-we-are/postal-facts/welcome.htm>
http://en.wikipedia.org/wiki/United_States_Postal_Service
http://www.ctia.org/media/industry_info/index.cfm/AID/10379
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<http://www.expedia.com/>
<http://mediadecoder.blogs.nytimes.com/2012/10/18/newsweek-will-leave-print-publication-at-end-of-year/>