STAT

ONA17 – All Digital Premium Subscription Model
October 2017

Original Strategic Considerations

Is it a **vibrant** market?

Is there an **unmet** reader **need?**

Can we create **must-read** journalism?

Would **readers pay**?
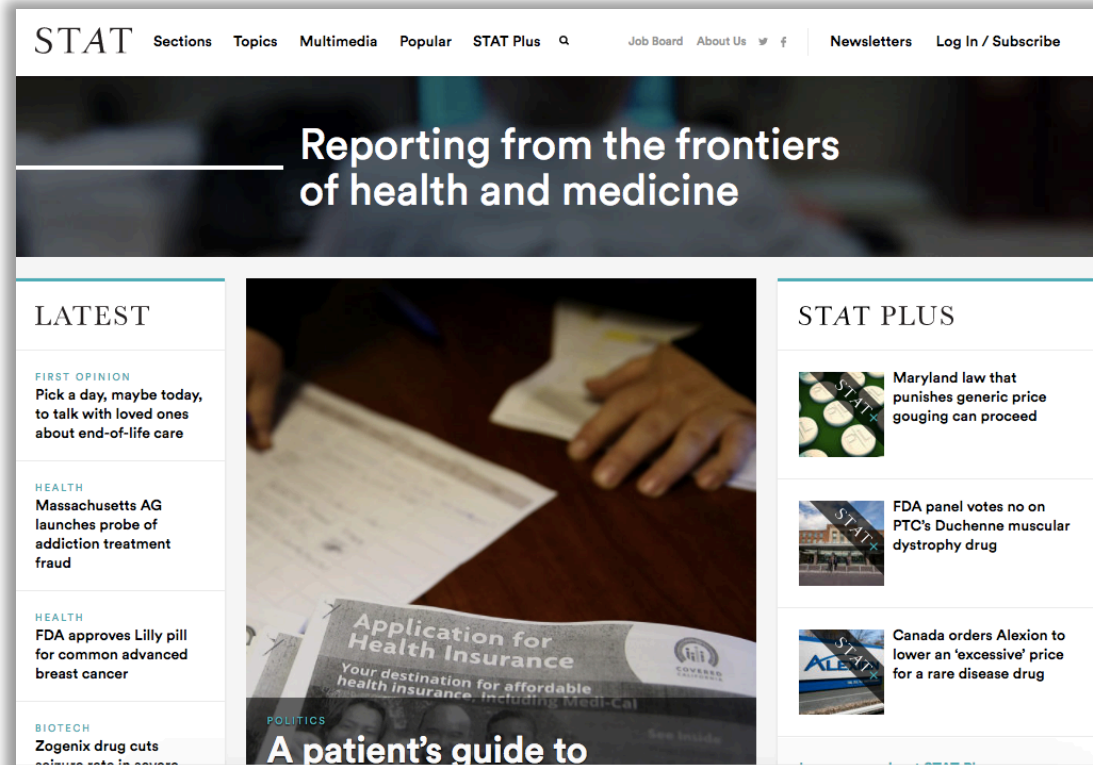
November 2015

- Launch free site: Build awareness, trust, authority
- Start monetizing with advertising

December 2016

- Launch STAT Plus

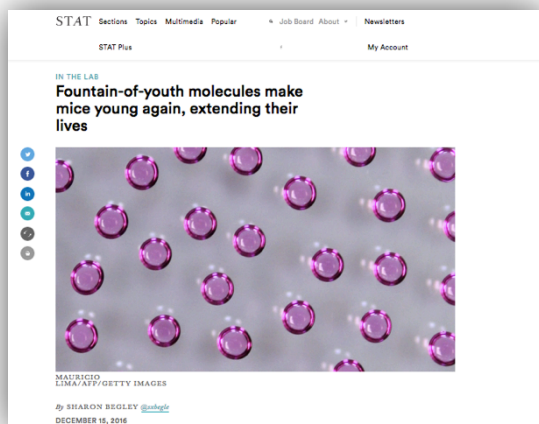**Mid -Year 2017**

- Develop Plus growth plan and/or PRO plan

2018

- Focus and grow
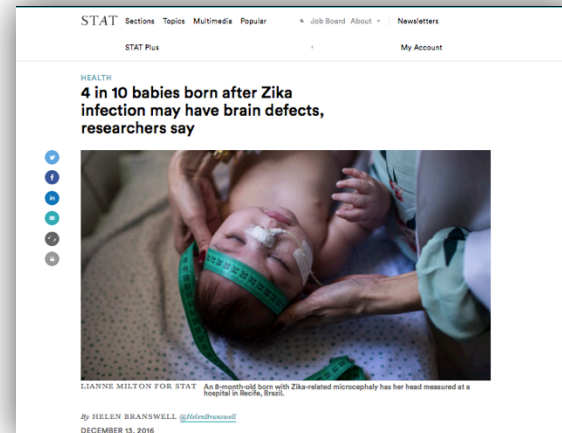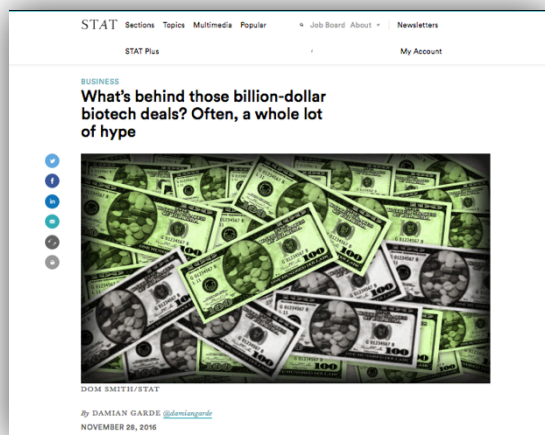
Launch with comprehensive coverage

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SCIENCE
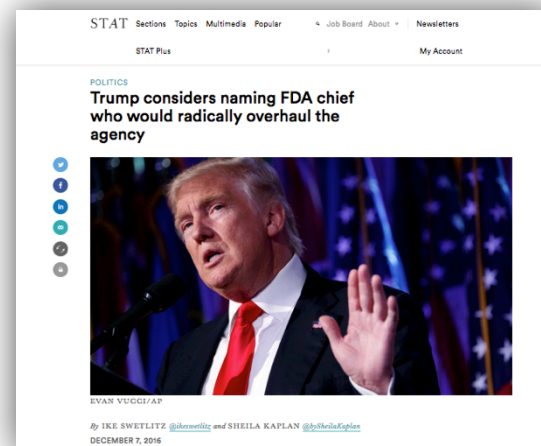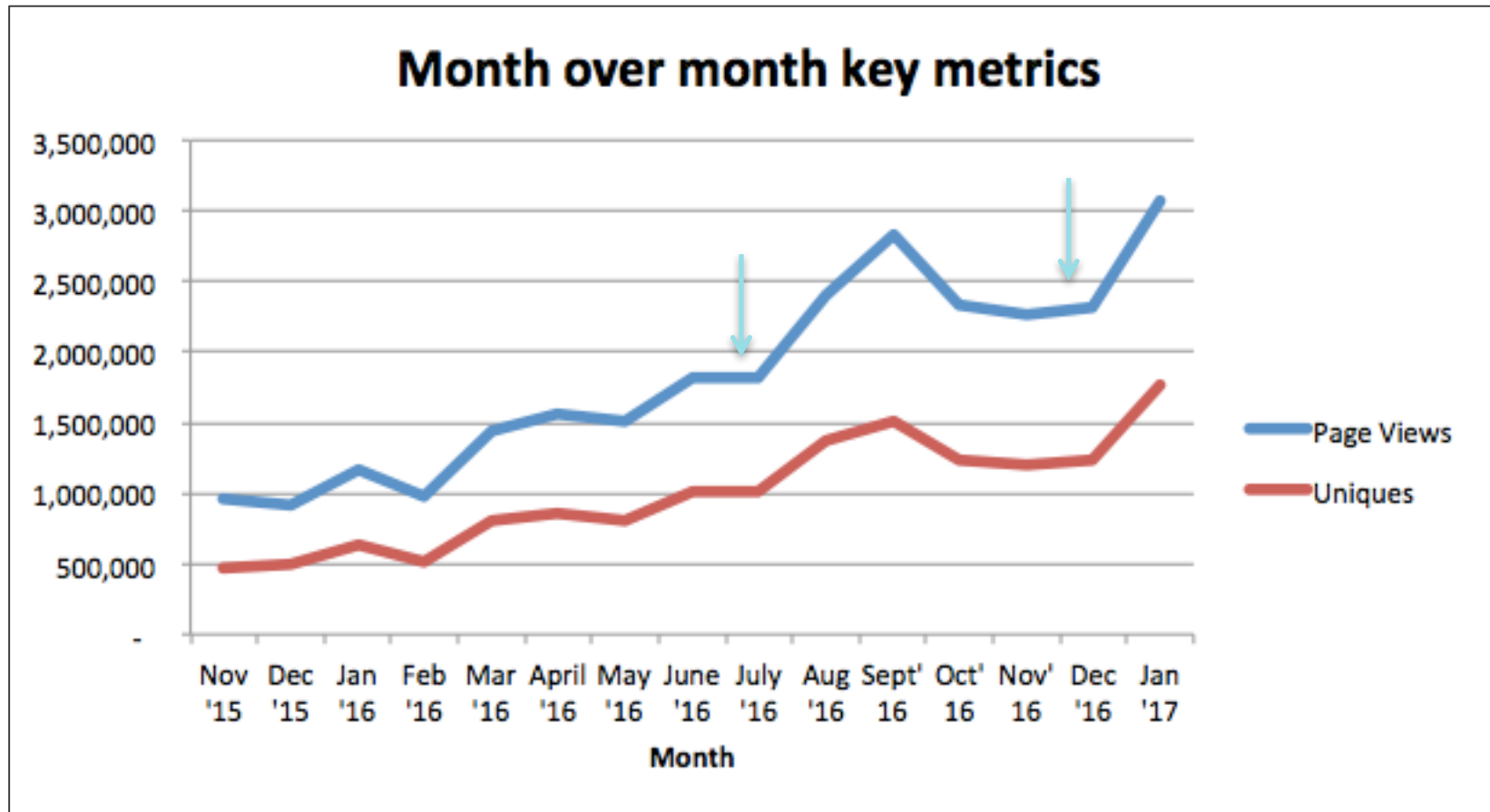

HEALTH

BUSINESS

POLICY

Month over month key metrics
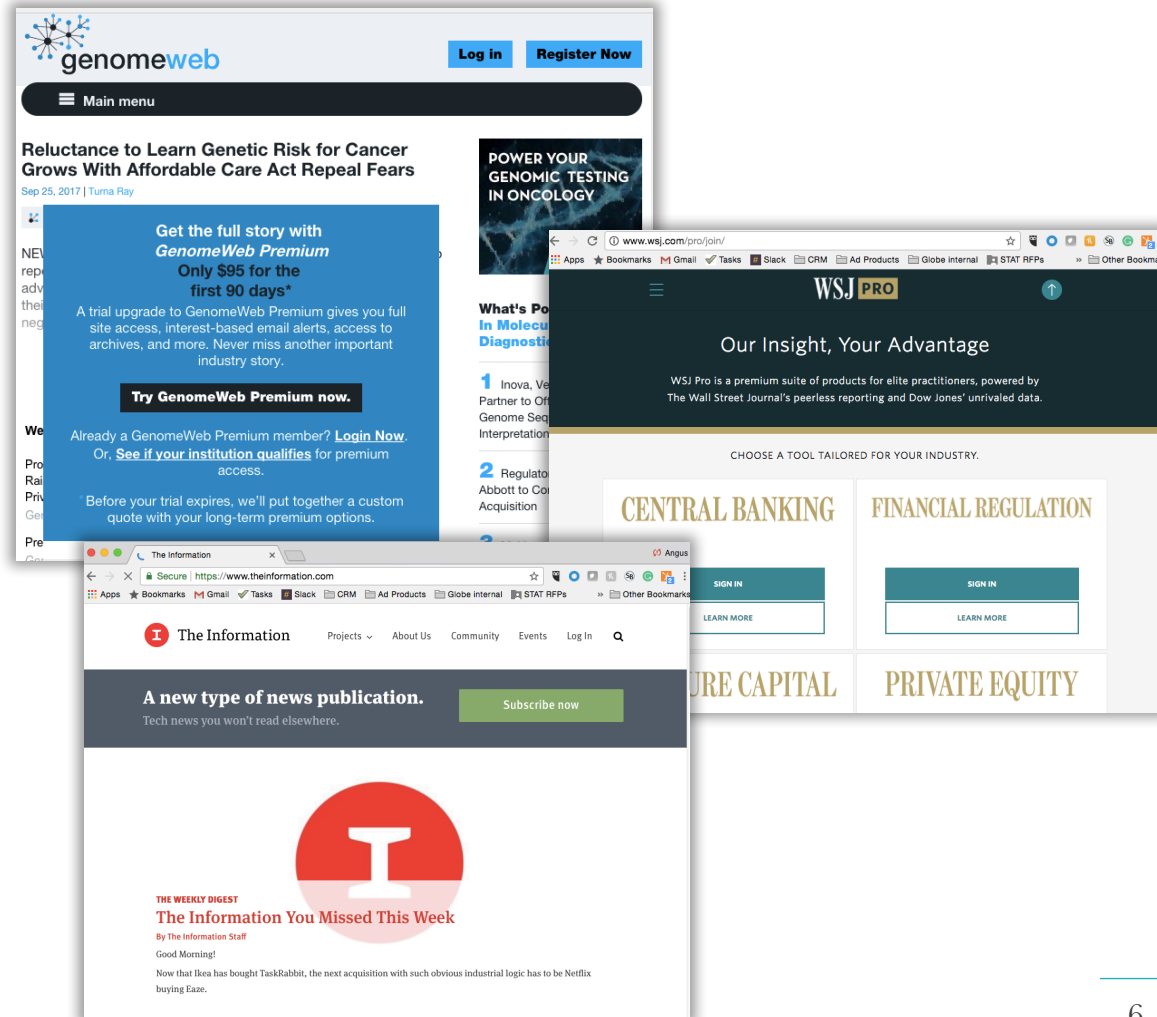
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What are media brands doing with pay walls

What **other pay wall examples** are our readers bumping into:

- Meters
- Hard pay walls
- Memberships
- Print/Digital subs
- One-off reports
- In app purchases

Target audience: Filter for a paying audience

On STATnews.com

- 50% - 66% reading for professional reasons

- Loyal/ repeat visitors: pharma & biotech industry coverage

- Primary Reader: marketing/communications, VC/Finance, Biotech, Pharma, Consulting, Legal, Provider

STAT readers, percent willing to pay:

- Yes/It depends   36%
- No   64%

Sources: Omniture, Reader Survey

Loyal

| Niche | Flagship |

Large
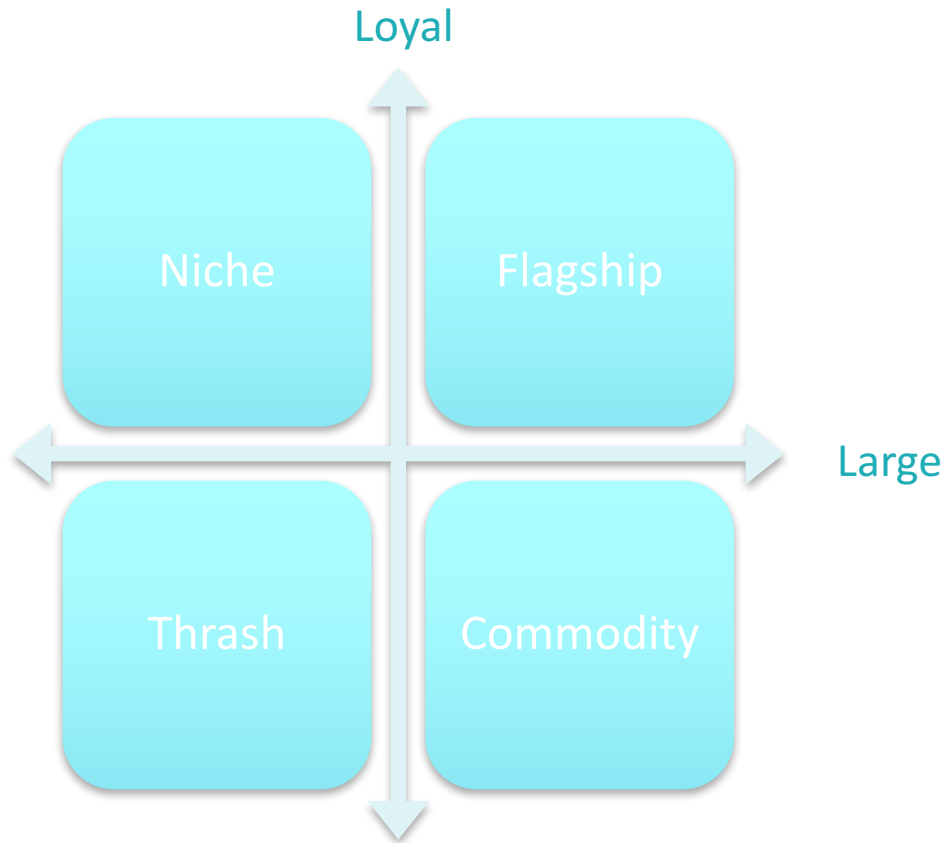
| Thrash | Commodity |

Niche: Hard Pay wall

Flagship: Meter

Commodity: Advertising

Thrash: Low value

Based on traffic analysis:

- **Pharma, Biotech, Policy coverage/columnists**
    - Most loyal, repeat visitors

- **June 2016 Survey Topics: What is "Must-Read" and worth paying for:**
    - biotech/pharma industry news
    - science & discovery
    - watchdog journalism
    - related policy/politics

Exclusive, Original reporting

Trusted, respected journalists

Commentary and perspective on news
- "Don't just tell me what happened, I can see that in many places for free. **Tell me why it matters.**"

Also…
- Key Industry Event Coverage
- Early access to enterprise stories
- Online community discussions
- Events

Current Sources for News:

NYT, WSJ, NEJM, Boston Globe, JAMA, Science, Nature, Washington Post

The Economist	$52
Science	$65 - $125
NEJM	$139
Timmerman Report	$149
NYT	$195 - $325
Nature (includes print)	$199
ModernHealthcare	$199 - $399
Boston Globe	$208
WSJ	$348
GenomeWeb	$380
The Information	$399
FT	$432 - $660

Execution: Strategic Framework & Metrics

Attract
- Search friendly content; Must-read content
- Social distribution: paid & free
- Referring sites/partners
- Key Metric: In-bound traffic, search rankings

Capture
- Social follow
- Email sign-ups
- Key Metric: Email capture rate

Engage
- Email newsletters
- Compelling free content
- Key Metrics: Email retention rate; open rate/CTR last 180 days; clean list

Monetize
- Compelling premium content
- Convert to paying user
- Key Metric: Revenue per email subscriber

Source: Mequoda

Attract: UX Considerations

- Clearly delineate free vs. Plus content

- Surface free and paid content in all areas:

- Homepage

- Article Page

- Newsletters

Attract: Promotion Considerations

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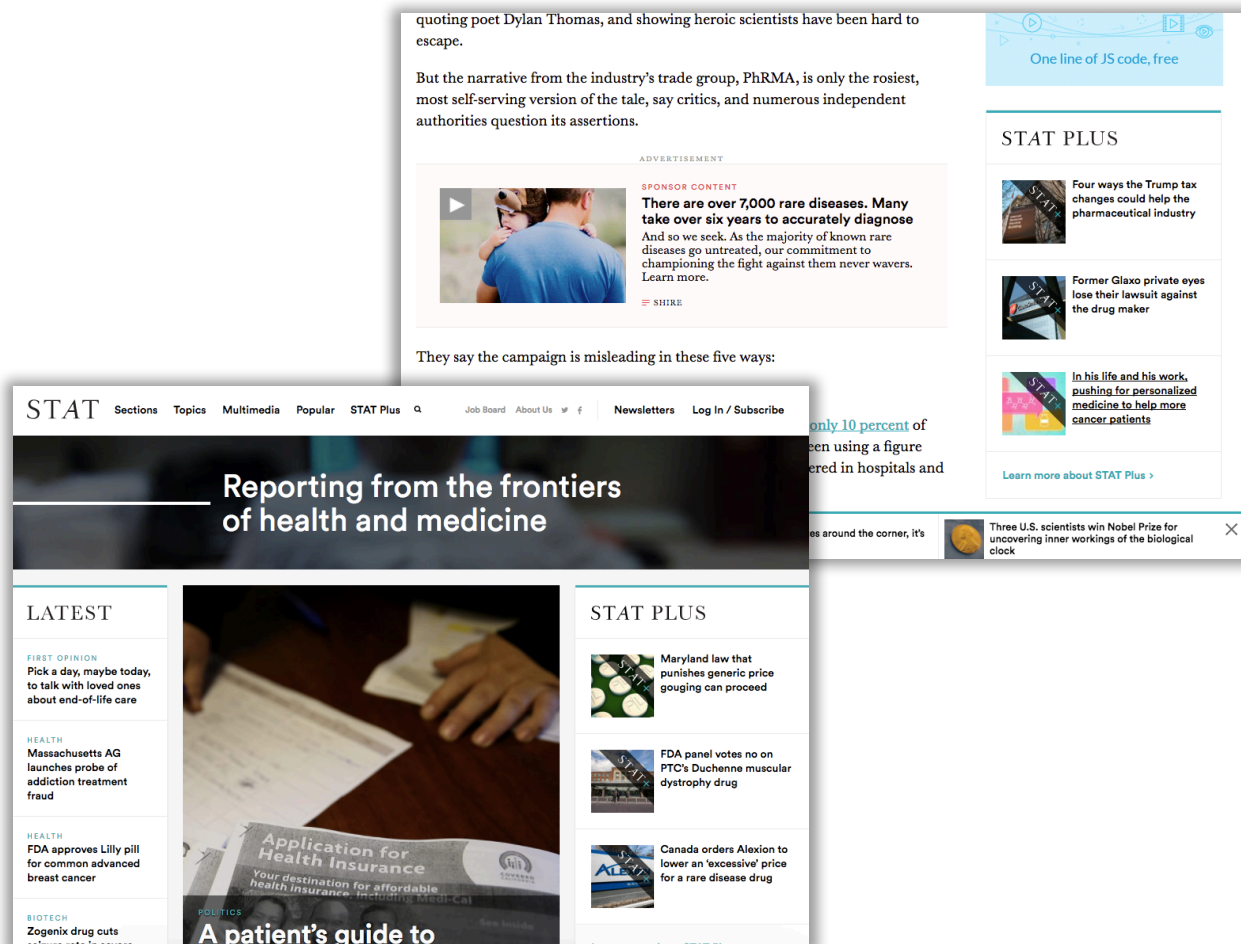
Advertising
- Retargeting
- Paid social, search

Campaigns
- Free Content
- Plus Content
- Newsletters
- Online events
- Live events

Value of Retargeting
- New brand challenge: awareness
- Many 1x visitors
- Opportunity to target high value 1x readers
- Abandoneds

Referring Sites
- Partnerships (content & email)
- Social swaps

Event Partnerships
- Promotional swaps
- Success = sign-ups

Industry Association Partnerships

Free STAT Online Events

Attract: Content Strategy Framework

Editorial mission >> What are content ideas

Who is the target audience >> Narrow content ideas

Define their needs >> Narrow the list further

Define their objective >> Narrow further

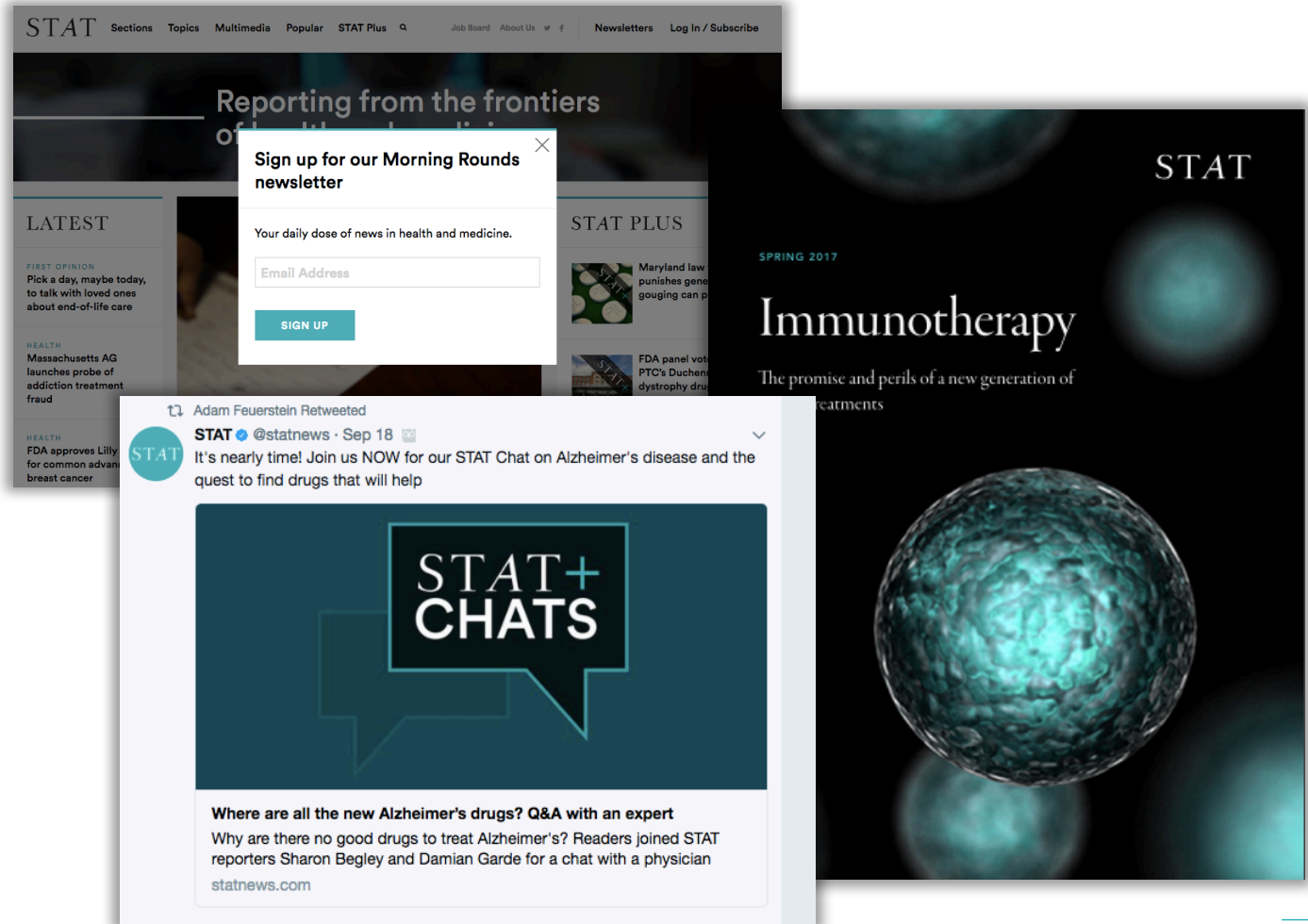Source: Content Marketing Institute

Capture Considerations

Targeted sign-ups

Repackage content

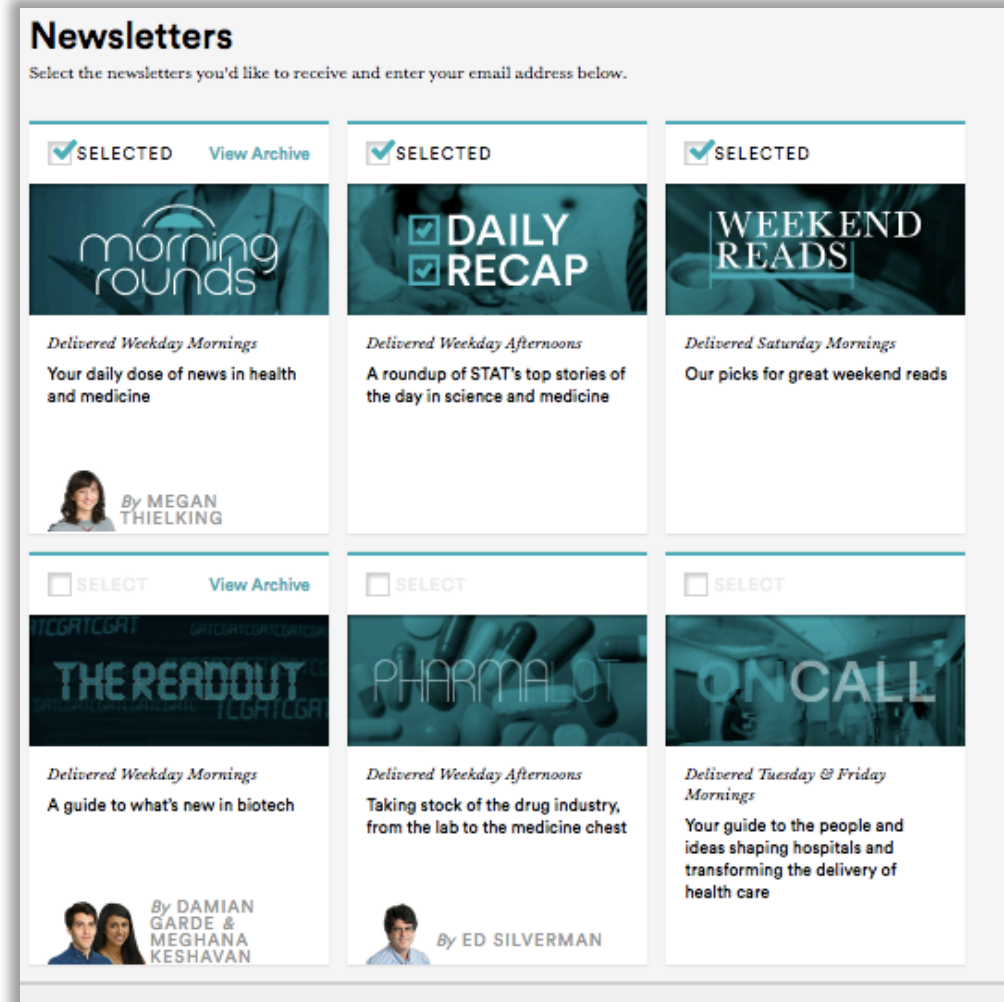Live formats

What best serves the reader

Manage intrusiveness

Engage

13 Newsletters

All prominently feature free content

All highlight STAT Plus stories

All are free

Monetize

Must read content

Hard Pay wall

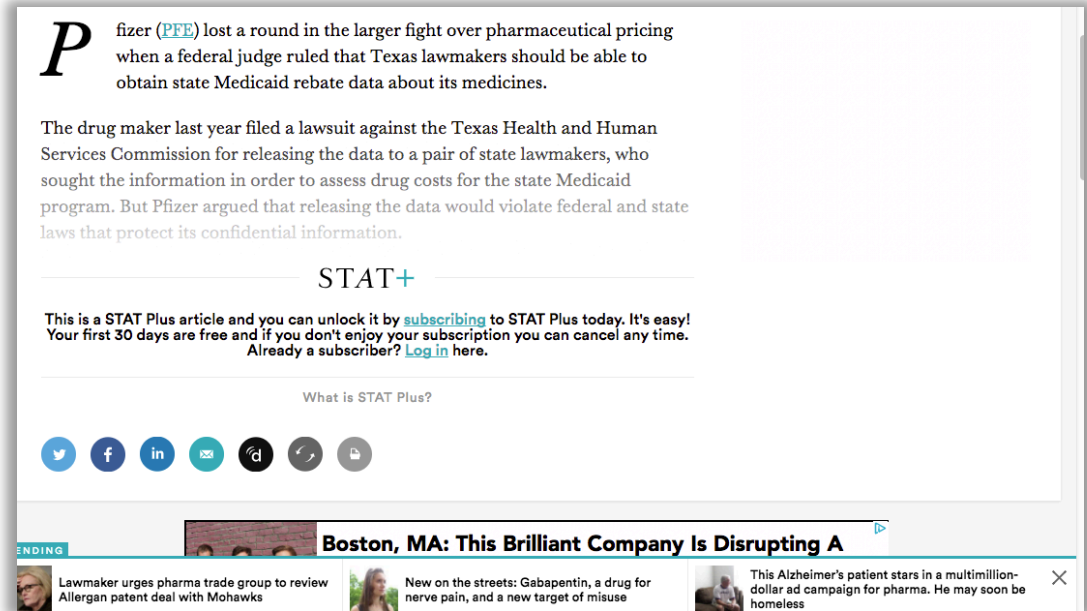30 Days Free
- Monitor cancels
- IBM Watson story

Trail Offer Tests

Paid Promotion
- Offer campaigns

What you Missed Email

Exclusive Events: live and online

Dashboard

- Channel Traffic: Direct load, email, search, social, referrals
- STAT Plus story traffic: how many people bumping into wall
- Check-out traffic
    - UX optimization
    - Abandons – pull to side to re-engage
- Trial Subscriptions Started
    - Cancellations – pull to side to re-engage
- Welcome, first two weeks of engagement & outreach

Traction To-Date

Monthly vs. Annual Subscriptions

Group Subscriptions

Dedicated selling/marketing efforts

Power of individual journalists

Cumulative Subscriptions
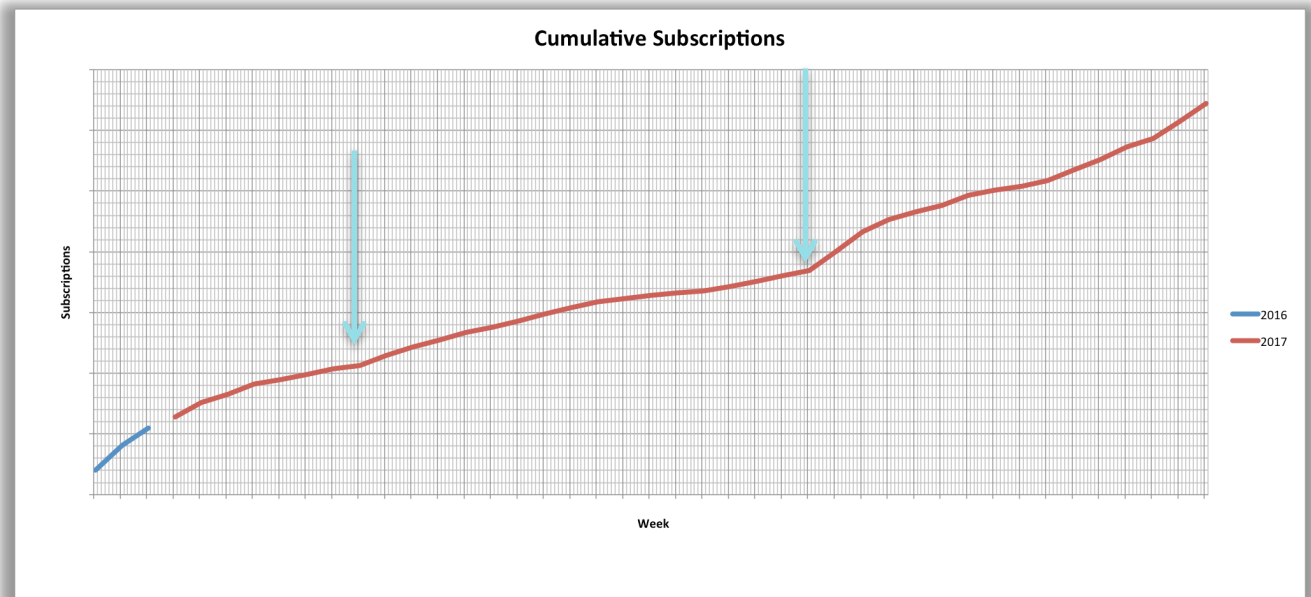
Vibrant Market

Target audience: size to scale, but need to focus

Clear position, satisfy unmet need

Must read: tensions, vanity, self improvement, do your job

Audience Data

- Who exactly is reading and then subscribing

- and who is reading but not subscribing

Content Data

- What is attracting, engaging, converting, retaining

Platform Data

- Which are driving traffic that converts to subscriptions

Hubspot blog

Content Marketing Institute

Mequoda

US Governement Bureau of Labor Statistics

Competitive Media Kits (BPA statements)

STAT

Thank you.