Brunswick News is the largest news media company in New Brunswick, Canada, serving both English and French audiences

- Paywall for all paid titles
- 3 daily newspapers
- 7 weekly newspapers
- 15+ EMC publications
- Province-wide flyer distribution network
- Atlantic Canada’s largest job website
- English and French products
TJ.news **PAID CONTENT WEBSITE**

- All 10 subscriber publications available under one URL
- Mobile-first website built in-house, launched in March

**SCROLLABLE TIMELINE** Browse stories at a glance the same way you would check your social media.

**ENHANCED PHOTOS**

**UPDATED, MODERN LOOK**

**Personalize your news in the order you want to read it**

**Digital replica of BNI newspapers & vast, searchable archives**
5 steps to SUCCESS

1. Quality Products
2. Customer-First Structure
3. Best Tools & Data
4. Engaged Teams
5. Clear Vision
Customer-focussed STRUCTURE

Editor-in-Chief

Marketing

Editorial

Customer Service Centre

Overseeing quality content ... and the subscriber experience.
Revolving around our **READERS**

- **QUALITY JOURNALISM**
- **CUSTOMER VALUE**
- **GIVING COMMUNITIES: A VOICE**
- **CUSTOMER RELATIONSHIPS**
- **FIRST, FAST, FIERCE & FACTUAL CONTENT**
- **UNDERSTANDING OUR READER**
- **CUTTING-EDGE PRODUCTS**
- **PERSONALIZED READER JOURNEY**
- **OPTIMIZED USER EXPERIENCE**

**将焦点放在我们的读者上**

- **高品质新闻**
- **客户价值**
- **给予社区的声音**
- **理解我们的读者**
- **第一时间，快速，激进且事实**
- **尖端产品**
- **个性化读者旅程**
- **优化用户体验**
Empowering teams with **DATA**
Newsroom data CHAMPIONS

Bruce Hallihan
“Having access has helped our newsroom understand what type of content is grabbing our readers' attention.”

Jennifer Bishop
“I use data in concert with my social media channels - Twitter and Facebook media page - to try to maximize exposure to my stories.”

Tom Bateman
“I'm all for using data to help inform daily decisions in our newsrooms and get more eyeballs on the work we are doing.”

Amanda Gaudet
“Our job is to provide interesting and quality stories, and having data on our side - showing us what's trending, when people are reading, how many people our content is attracting - helps us make sure we are offering our subscribers what they want.”

Jackson Doughart
“The mark of our success in BNI newsrooms is reader engagement, and data is our most important tool for tracking the interest of our customers. I am eager to discuss how it can make our work better.”
INVESTING IN LEARNING

Monthly training program
Tailored to individual needs
Tested for 80% pass rate
Re-tested for added support
Don’t be afraid to **MAKE IT FUN!**
BNI’s Marketing team invited staff to see ‘The Post’

80 team members took them up on the offer!
honours for EXCLUSIVE CONTENT

Atlantic Journalism Awards

AJAs Breaking News award for the Daily Gleaner

Michener Award finalist

Winner of Canada’s Press Freedom Award
Quality journalism COUNTS
Right tools, training & data ... LEAD TO RESULTS

BEFORE

AVERAGE DAILY READERS

TRAFFIC GOES UP

23%

EMPLOYEE ENGAGEMENT

96%

AVERAGE DAILY READERS

22%
Celebrating OUR SUCCESS

Marketing efforts line up with journalistic excellence
LET US HELP YOU WEATHER THE STORM

FREE FOUR WEEKS* of print and digital access to the Telegraph-Journal

THAT’S NOT ALL!
When you activate your online subscription, you gain a chance to win a $50 Canadian Tire Gift Card.

FOUR WEEKS FREE* of print and digital access to the Telegraph-Journal

Subscribe now. Call 1-844-857-7151 or visit www.telegraphjournal.com
89% conversion from trial to subscription
Daily unique visitors **DOUBLING TRAFFIC**

October 2016

January 2019

46% increase
LOWEST CHURN in three years
THANK YOU for listening