

# **ARA NEWSPAPER**

Strategies of growing revenue  
in print and in digital

WAN-Ifra India 2019 Annual Conference  
18-19 September 2019

**ara**

# Who are we?

ARA was founded in November 2010,  
with an *innovative DNA* and an *integrated Newsroom*

128 employees (67 men and 61 women);  
*103 journalists*

We have different editions:

Catalonia  
Andorra  
Camp de Tarragona (Tarragona)  
Terres de Lleida (Lleida)  
Comarques Gironines (Girona)  
ARA Balears (Balearic islands)  
ARA in Spanish



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# Where are we?



Population: 7.6 million

Area: 32,108 Km<sup>2</sup>

GDP (2018): 242.3 billion Euros (as Portugal 201.5 billion Euros)

Barcelona is one of the most famous cities in the world

Official Languages: Catalan and Spanish

# About us?

We have a clear commitment to the digital product, but also to the print edition

## Products that we have:

Print Edition from Monday to Sunday

ara.cat (desktop, mobile and APPs - IOS y Android)

## Specific supplements / vertical communities (to achieve new audiences):

*Ara Diumenge* (Sunday magazine)

*Llegim* (Literature)

*Criatures* (Education and Parenting)

*Emprenem* (Entrepreneurship and Economics)

*Fluor* (Pop culture)

*Ara motor* (Automobile)

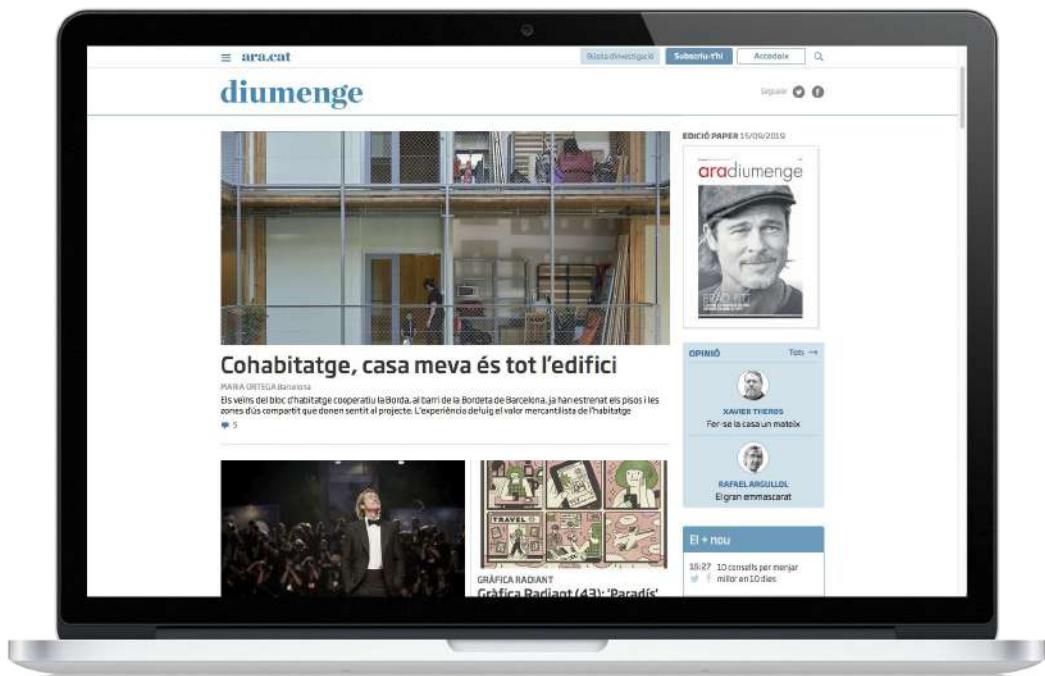
*Ara ciència* (Science)

*Ara mengem* (Gastronomy)

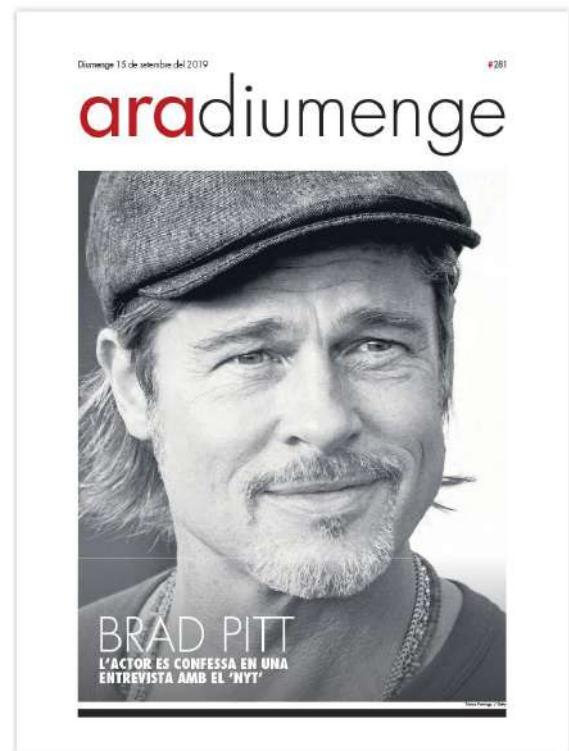
*Ara feminismes* (Feminisms)

*Partnership with The New York Times*

# ARA Diumenge (Sunday magazine)



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# Llegim (Literature)

The tablet screen shows the 'ara.cat' website with a red header bar containing the word 'llegim'. Below the header are navigation links: Actualitat, Reportatges, Entrevistes, Opinió, Ficció, No ficció, Poesia, Còmic, and a search icon. A large image of a woman's face, identified as Silvia Marimon, is displayed with the text 'REPORTAJE'. Below it is a headline: 'Muriel Rukeyser, la veu silenciada de la Guerra Civil'. To the right of the headline is a sidebar with three numbered items: 1. Muriel Rukeyser, la veu silenciada de la Guerra Civil; 2. Margaret Atwood: 'Soc massa gran per tenir por de gaires coses'; 3. El còmic en català no té qui l'editi. At the bottom of the main content area are two small video thumbnail images.

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The left page of the magazine spread features a large red vertical bar with the word 'a' in white. Below it is the word 'llegim' in a smaller font. To the right of the red bar is the title of the article: 'Muriel Rukeyser, la veu silenciada de la Guerra Civil'. The text below the title discusses the poet's experience at the 1936 Olympic Games and her activism. On the right page, there is a large black and white photograph of a woman, identified as Silvia Marimon. The text next to the photo continues the article, mentioning her work as a translator and her role in the Spanish Civil War. The bottom of the right page contains several small columns of text, likely reviews or additional articles.



posta en públic i partit d'informació a la Plataforma d'organitzacions socials i sindicals (POS) i a la Federació d'Entitats d'Esports (FEE).  
A l'entrevista, que es va fer a través del servei de videoconferència Zoom, el portaveu de la POS, Josep Maria Sànchez, ha recordat que el seu col·lectiu ha denunciat la violència policial i el 2013 la Declaració de Plataforma d'organitzacions socials i sindicals, que va ser signada per 120 entitats, però l'ajuntament va considerar que era una "declaració de principis" i va negar la seva inscripció a la visita de la Capa. De tota manera, ha recordat que el seu col·lectiu "no ha deixat de denunciar la violència policial i que encara no han obtingut res".  
Poch, que ha estat nomenat director del Servei d'Atenció a la Ciutadania (SAC), ha recordat que el seu col·lectiu "ha denunciat els fets de l'Eixample i el seu impacte en els veïns que no pertanyen al seu barri".  
En el seu intervenció, el portaveu de la POS ha recordat que el seu col·lectiu "és conscient que el seu impacte no es limita al seu barri, sinó que es fa sentir en tota la ciutat".  
El col·lectiu de les entitats, però, no s'ha limitat a denunciar la violència policial, sinó que també ha denunciat la discriminació i la xenofòbia. En la seva intervenció, el portaveu de la POS ha recordat que el seu col·lectiu "ha denunciat la discriminació i la xenofòbia en els serveis públics i en els espais públics".

El portaveu de les entitats, però,

ha recordat que el seu col·lectiu "ha denunciat la discriminació i la xenofòbia en els serveis públics i en els espais públics".

# Criatures (Education and Parenting)



A magazine spread for 'ara criatures'. The top half features a large, bold title 'ara criatures'. Below the title is a photograph of a group of children in dark t-shirts standing on a stage. The bottom half contains text in Spanish: 'DE FER HUMOR TAMBÉ SE N'APRÈN' (Making humor is also learning), '40 NOIS I NOIES PARTICIPEN EN EL CAMPUS DE PERIODISME I HUMOR' (40 boys and girls participate in the Journalism and Humor Campus), and 'P. 4-6' (Pages 4-6).

# Emprenem (Entrepreneurship and Economics)



# Fluor (Pop culture)

The image shows a laptop displaying the website [ara.cat](http://ara.cat). The main header "FLUOR" is in pink. The top navigation bar includes links like "ara.cat", "FLUOR", "ACcedeix", "SUBSCRIU-TE", and several hashtags: "#Fluor de què?", "#VidaPop", "#Micromoments", "#MenjarantEMón", "#TalentsTalentoos", and "#Doblittats".  
  
The main article features a large image of a building under construction with two prominent yellow "IKEA" signs. The headline reads: "Més de 3.000 persones queden a través de Facebook per jugar a fet i amagar a l'Ikea de Glasgow". Below the article are three smaller images with captions:

- "El festival de Woodstock es colla en una col·lecció de roba de Mango" (with a photo of people at a festival).
- "Billie Eilish fa una col·lecció de roba per a Bershka" (with a photo of Billie Eilish).
- "El calçat estival pot ser preciós (9 marques ideals per eradicar les flip-flops)" (with a photo of flip-flops).

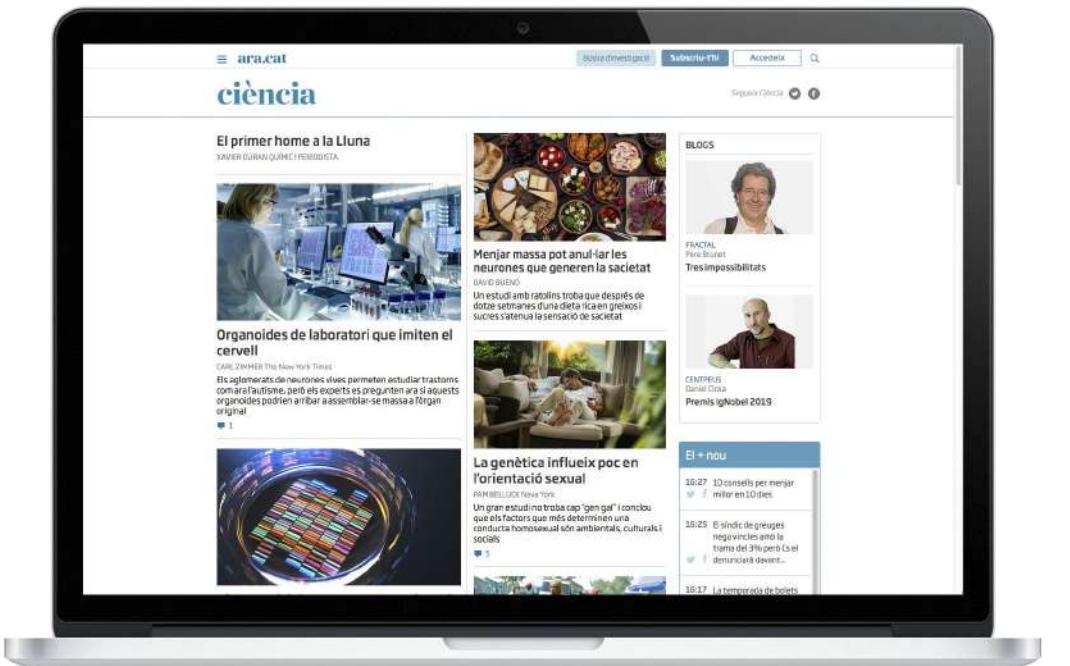
  
On the right side of the screen, there's a sidebar with the heading "EL + VIST" and three numbered items:

- 1 Una empresa catalana crea les primeres sabates biodegradables fetes de plàtan
- 2 Us agrada aquest bolso? Només n'hi ha 10 al món i tots són a Santa Eulàlia
- 3 Més de 3.000 persones queden a través de Facebook per jugar a fet i amagar a l'Ikea...

# Ara motor (Automobile)



# Ara ciència (Science)



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A magazine spread from 'araciència' magazine. The left page features a photograph of a scientist in a white lab coat working at a computer in a laboratory. The right page has a large green title 'Organoides de laboratori que imiten el cervell'. Below the title is a profile of 'Carl Zimmar' and a quote about his work on brain organoids. To the right is a detailed illustration of a brain organoid, showing a complex structure of colored cells. The bottom right corner of the right page contains a small inset image of a brain slice.

# Ara mengem (Gastronomy)



# Ara feminismes (Feminisms)

The image shows a laptop screen displaying the Ara Feminismes website. The header "ARA FEMINISMES" is visible at the top left. Below it, there are two main articles:

**Muriel Rukeyser, la veu silenciada de la Guerra Civil**  
SELVIA MARÍN GONZALO  
Una dona nord-americana va venir a col·laborar a l'Olimpíada Popular el 1936 i va viure els primers dies de la Guerra Civil. Aquella experiència va marcar per sempre la jove, que en cinc Muriel Rukeyser. Desinhibida i activista d'esqueres, mai va poder veure "Savage Coast" publicada perquè la moral de l'època considerava que l'heroína era "més que anormal".  
[Read more]

**BERYL MAGOKO: "Tenia molts dubtes i pors de si m'havia de reconstruir el clítoris"**  
HANNA RODRIGUEZ  
Directora de "Womanhood", activista contra la feblesa. Dones. El documental autobiogràfic que segueix la seixantena Magoko és la història de 200 milions de dones que han patit la mutilació dels òrgans genitais i de com pot arribar a ser des traumàtica tant l'exèrcit com la decisió de corregir els efectes d'una abusió.  
[Read more]

To the right of the articles, there is a sidebar with a thumbnail for the newsletter ("BUTLLETÍ") and a call-to-action button: "Inscríu-te".

## Bet on print edition

With an average dissemination of 17,000 copies,  
we are the only newspaper that grows in the catalan market

While the sector in Catalonia is experimenting 22% falls, the ARA Newspaper had in 2018:

- A **sales increase of 5.2%** compared to 2017
- A **sales increase of 15.2%** compared to 2016

# Why these increases in sales?

We have a **high quality print edition**, a differentiated product with some bets such:

- Comic newspaper or
- Newspapers that some artists made for us

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AMB HISTÒRIES I DIBUIXOS DE  
MANEL PONTEVILLA  
MIGUEL GALLARDO  
ANIA PINEDA  
XAVIER MARÍSOL  
PACO BOCA  
MANUEL VANTUAL  
JAVIERROJO  
JAVI  
RICARD RUA  
CALPIURAS  
LUDI BUSTOS  
RAGAZ CARRIÓN  
CONYTA HEREDERO  
ALEX FITO  
HOLOS MES

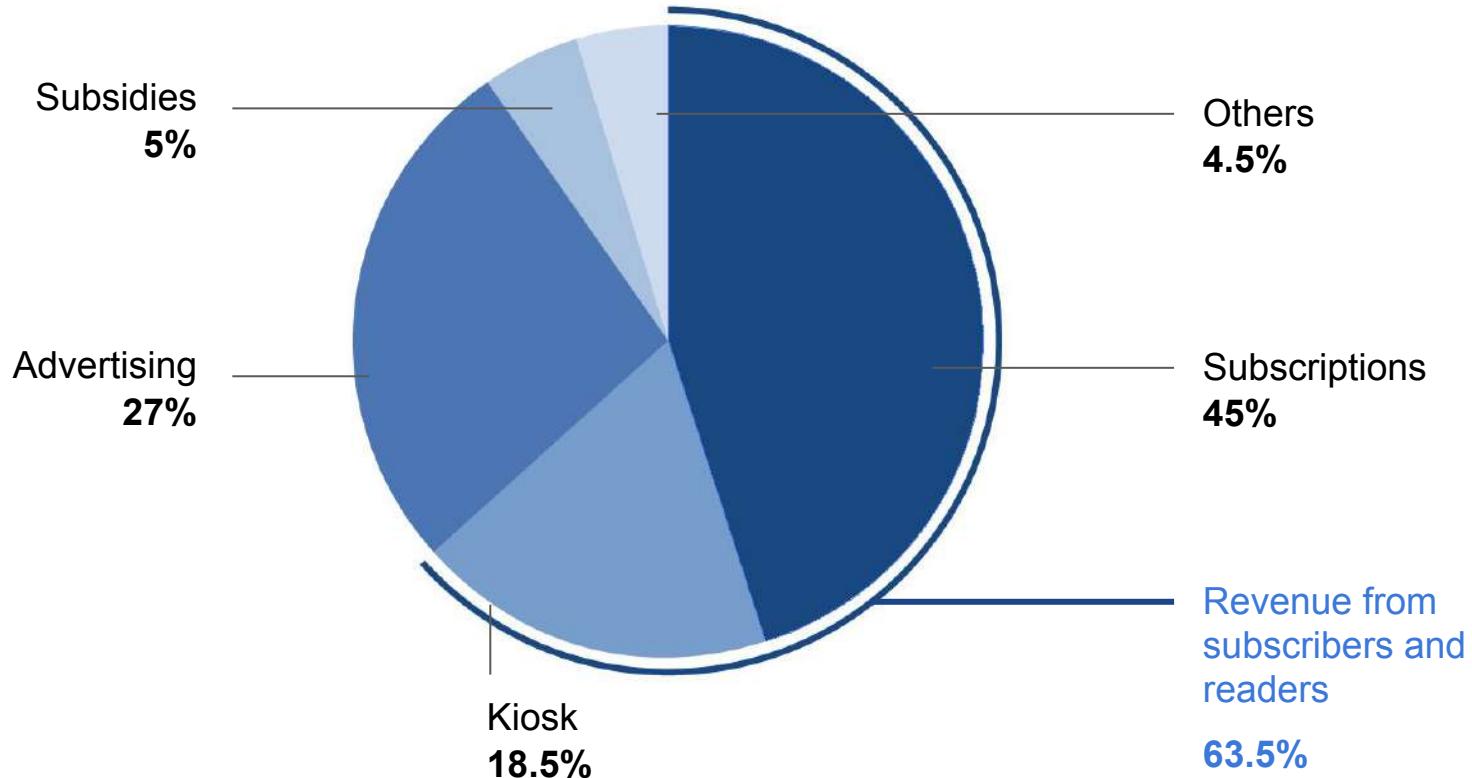


# **Economic viability**

We have a metered paywall since 2015.  
A consolidated business model, unique in the  
media landscape of Spain, with a community of  
**45,000 subscribers**

# Business Model

ARA has managed to diversify its sources of income, being the main subscriptions.



## **Profile of the ARA reading community**

Men (58%) and women (42%)

Upper and middle class - high (53%)

Higher studies (37%)

Ages between 35 and 54 years old

58% of our readers have children

Focusing on direct revenue from subscribers  
requires a **deep understanding** of your audience

# ARA is an innovative digital reference

2.5 million unique users every month (Catalan market). We make the subscribers acquisition in our **digital channels**.

Leader in interactive formats and Branded Content for companies and brands.



[Interactive link](#)



[Interactive link](#)



[Interactive link](#)

# We work the Customer Lifecycle

- We work the retention well by encouraging the consumption to get our subscribers not to go
- Marketing automatization



- Inbound Marketing
- We offer specific functionalities that can only be obtained with the registry
- PPC, Social Networks





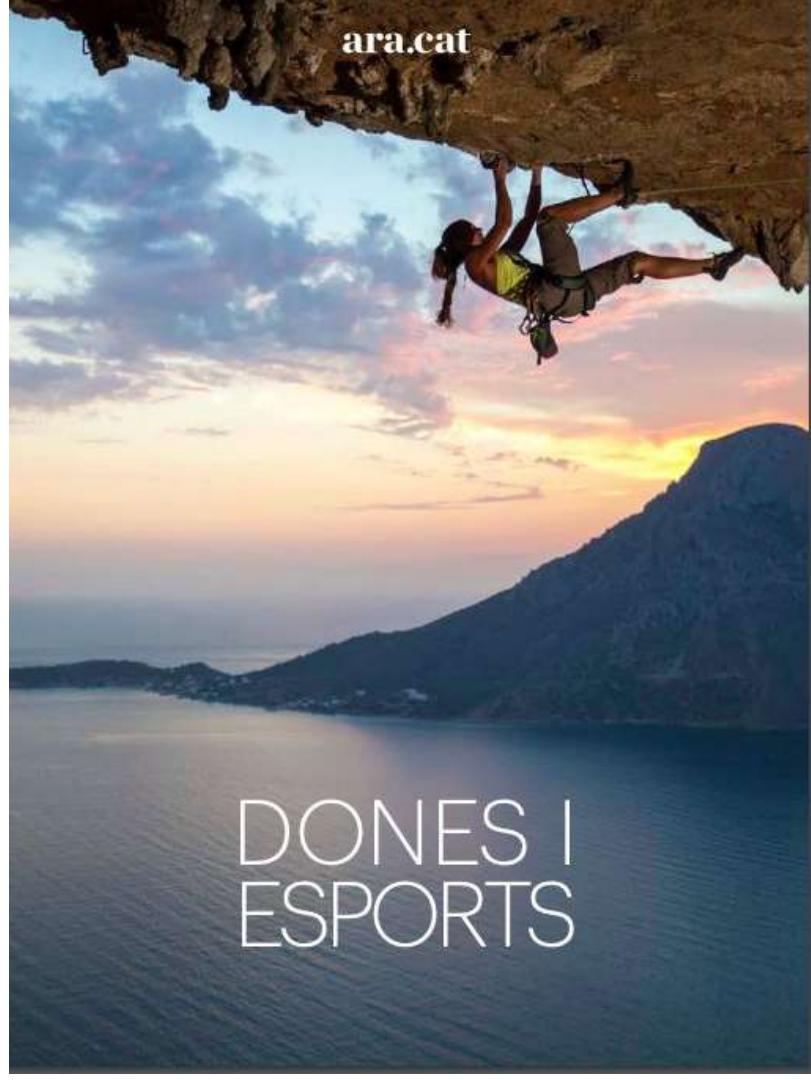
**ARA also works as a communication agency:**

We offer our know how to the brands:

- Journalists, designers and developers
- Production and disseminating CONTENT
- Sponsorships

# Products that we offer

- Thematic events: (We send Newsletters -more than 300,000 registered readers- and we offer TV coverage...)
- Interactive reports
- Dossiers of Inbound Marketing
- Print Supplements (with online version)
- Videos
- Infographics



# Sponsorships

- Section Sponsorship
- Events Sponsorship
- Podcast Sponsorship
- Sponsorship of Newsletters
- Sponsorship of special editions



**Renewal of all our digital channels...**

# Mapa de Visió

FAILFAST



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## **What do we pretend?**

Offer quality differential information

Promote the scalability of newspaper content

Increase the feeling of belonging of subscribers

Identify and offer subscribers services to increase the value proposal

Define a model of revenue

Transform our work routines → Move to a real process of digital priority, without forgetting the quality of the paper

# **ARA NEWSPAPER**

Classic journalism with new tools

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Chief Innovation Officer

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