



**&associates**

Press Promotion

## **TP & Associates, Editorial Marketing Projects**

We like to define TP & Associates as a “light co.”

We are not sugarless or without nicotine, but just a group of very specialized professionals, internationally oriented who know a lot about one industry, the newspaper industry.

Light means that we work as a network, only with the internet, mobile phones and flight connections to be as efficient and nearest to the newspaper as we can.

During our previous experiences, within the newspaper industry, we have had the chance to create a new business for the newspaper.

A new business which now represents in many countries the third way for generating incomes for the publisher, together with advertising and copy sales.

Two years ago, after more than 10 years running editorial marketing of newspapers, we decided to start TP & Associates to develop with newspaper publishers marketing strategies to make copies, new readers, brand recognition and incomes.

## The Third Way For newspaper incomes

Newspaper business is different in every country, but every paper has:

- A strong brand credibility
- A huge distribution network
- The power of self-advertising

The Third Way consists in:

- Creating editorial or gadget collections
- Offering it to the readers at an attractive price with an advertising campaign
- Selling it with the newspaper For an extra optional price

The objectives that the paper wants to achieve are:

- Promoting paper sales (new buyers and increasing frequency)
- Earning money from this new kind of promotions

We call this collections “Complementary Products”

TP&Associates create, in a very dispersed, not internationalize market and with huge product differences, profitable projects

The way to get it is involving TP managers in all the projects, building long term relationships.

TP&Associates does not sell product, but create, due to our experience in this industry, mechanics in which takes place:

- Newspaper
- Publisher/ Content Provider
- TP&Associates

## **Spain and Italy as a mayor case**

Spain and Italy are, nowadays, the most developed and experienced countries in the world selling complementary products in newsstands.

Spain is the model market for complementary products associated to newspapers. In Spain this market started 10 years ago and today it represents nearly 40% of the net incomes of newspapers such El País or El Mundo.

In Italy newspapers such as El Corriere della Sera, La Gazzeta dello Sport or La Reppública have generated revenues for their companies with the complementary products arising near to the 25% of the total incomes per year.

In both countries, every paper offers annually, average, 250-300 different products, within collections of 12 to 50 editions.

TP&Associates has developed his experience mainly in Spain and Italy since 1995.

## **What works and what don't in complementary products**

The closer the reader feels the offer being near to the brand values, the highest is the result in terms of sales and results.

For general information quality papers, the experience is that:

- Collections based in cultural projects
- Based on books, illustrated volumes, cd's, dvd's or gadgets
- Large in number of issues (eg. 25 to 100)
- With an extra price from ? 5 to 12
- With a TV, radio and press media plan and the first issue for free
- Generated average sales from 10% to 75% of newspaper circulation.



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And:

An average increase in circulation of 50% of the sales of Complementary Product

A net income depending on the PnL of the Complementary Product, but almost always positive or very positive.

## **What does the reader/customer feels about complementary products.**

Readers buy:

- Very good products at a cheap price;
- Offered from his/hers newspaper
- Inserted in a communication virtual circle made of cultural projects, editorials in the paper and advertising.

Readers appreciation of brand values today includes all the classical attributes, but also:

- Innovation in marketing
- Capability of involving in cultural challenges

## On Going projects

Business agreements:

TP&Associates represent for the international markets the following publishing groups:

-RCS. Italy. (Rizzoli, publisher of Corriere de la Sera and Gazzeta dello Sport)

-Grupo Recoletos. Spain. (Marca and Expansión)

-RBA (Atlas National Geographic, Animal Encyclopaedia National Geographic, Opera Deutsche Grammophon, Classical Music Deutsche Grammophon)

-DMP: Publisher of the English courses BBC English Plus and Muzzy

-Microsoft: Microsoft courseware



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## Audiovisual projects

TP has made in the last 12 months several audiovisual projects in DVD Format based on Sport and documentary contents:

**-Golden Duels:** Gazzeta, Marca and Sport Day (Greece): 13 DVD with the main duels between players who have won the Ballon D'Or

**-Champions of Europe:** Gazzeta dello Sport, Marca. 10DVD with all the Champions Leagues Finals since 50 years ago

**-The History of F1:** Gazzeta dello Sport and Marca. 15 DVD with the entire history of Formula One. It's a exclusive collection with FOA's rights

**-History of the Fascism:** With Catalgirone Group, Poligrafici Group, the two main regional publishing groups in Italy. 10 DVD with the history of the Fascism in Italy since 1936 till Mussolini's Fall

### Projects:

- Sport
- History

### To make this projects is necessary:

- Get the rights
- get the images
- Produce the contents