THE CHECK IS IN THE EMAIL
HOW TO MONETIZE NEWSLETTERS

Emily Dresslar
Director of RevLab at Texas Tribune

Stephanie Slagle
VP & Chief Innovation Officer, Graham Media Group

Amber Nettles
SVP of Growth & Strategy, Chicago Reader

Penny Riordan
Director of Business Strategy & Partnerships
NEWSLETTER EXAMPLES:

Sports sponsorship

Xfinity Sponsors the Houston Sports Desk, and gets banner placement on the Daily Sports Email

Sent to 20,000 people daily with a 30% open rate
NEWSLETTER EXAMPLES:

Sponsored content

Sold in conjunction with our daily lifestyle shows

Links to branded content article on our site

Sent to 40,000 people weekly with a 40% open rate
NEWSLETTER EXAMPLES:

Title sponsorship

Sent to 10,000 people with a 50% open rate

Sold individually – not part of a package
STRATEGY

We’re working on valuing this business as a stand-alone product

- Our curated newsletters do outstanding open rates (30-60%)
- Value your email audience at tryletterhead.com/calculator (it will scare you!)
- Test & Measure
NEWSLETTER EXAMPLES:

The Daily Reader

Monday-Friday daily newsletter

Largest subscription list

5 banner ad positions

$1150 daily revenue opportunity just from banners

Data analysis helps us identify content that resonates
NEWSLETTER EXAMPLES:

Food and Drink

Weekly (Fridays) newsletter focused on Food and Drink features, Foodball announcements

4 banner ad positions with opportunities for more

Utilized for House campaigns and testing, as well as data analysis

Takeover opportunities for large events
NEWSLETTER EXAMPLES:

Early Warnings

Weekly newsletter with concert listings

Highest open rate of all newsletters: a smaller, but highly engaged audience

So much advertiser demand, we doubled the number of ad spots (8)

Typically sold out
STRATEGY

Let the audience guide the products

Based on response rates, clicks, and advertiser interest, we launched a new Arts & Culture newsletter, Second & Fourth, March 30, with revenue potential of $30-$40K in its first year:

- Launch and exclusive sponsorships
- Sponsored content
- Featured event listings
- Advertiser “takeovers”
- Individual banner ads
Generating revenue with newsletters
Tribune email / newsletters

- **Program**: deliver 18 newsletter/email products daily and each week. 3 are curated and others are vertical subjects automated through article tags. Different business strategies and content strategies for flagship products

- **Audience**: 150,000 total subscribers with open rates ranging from 40-70 percent

- **Revenue**: Email/newsletters are a part of almost every corporate sponsorship package sold directly, generating approx. $1.5M annual

- **Ad types**: Display, Sponsor content, Sponsor messages (text links only)

- **What’s new**: A lot! Design refresh, audience surveys, site review of CTAs, list cleaning, alignment with membership, new newsletter product in the works
Email messaging value

Display ads and sponsor messages deliver value through high-engagement products with a known audiences:

- Open rates
- Viewability
- Brand safety
- Target topics or size
- Impact for timely events

Daily investment rates for messaging range by product
Email promotion of sponsor content:

Opportunity for brands to integrate their messages into the stream of email content

Way to share richer messages or more complex points of view than traditional display advertising

Designed space for clean format

*Investment per post*
Drivers of email newsletter engagement

From audience research, we know consumers value:

1. Quality of reporting / storytelling
2. Fact-based / verified
3. Briefing on a wide range of topics
4. Clean easy-to-read format

Sponsor positions follow a clean layout:

Reading Experience is Valued:
Clean and easy to read layout, imagery, and writing style are important to some Texans when choosing an email newsletter. Delivering on these values could help differentiate The Tribune’s products.