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**DIGITAL AGE NEWSPAPER MODEL FOR BANGLADESH**

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**By**

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It’s incredible to believe that newspaper is declining in Bangladesh, but it’s the true, it’s the reality. Till 2013, newspaper industry of Bangladesh observed a tremendous growth. But after 2013 it observed a sharp fall of circulation and revenue.

Newspaper circulation declined 24% at 2015 than 2011. At 2014 the fall was 14% and at 2015 it is 2% on year by year.

At this situation, old investors are confused about their investment. Some investors are quitting this market being unable to continue heavy loss.

It’s social media age and aptitude and demand of news of the readers have been changed with modern technology.

So you can’t run your Newspaper through old and analogue system. You can’t start your newspaper with traditional system. If you do it, you must fail as like those who came in this industry before you.

To fulfill the demands of readers, you need to be digital, you need a digital age newsroom and new marketing model.

***If you want to run or running a newspaper business, you must keep it mind, if once reader reject your newspaper, they will never ever accept this.***

***It’s a business of trust. So hold on readers trust upon you.***

**EXECUTIVE SUMMERY**

**INTRODUCTION**

Newspaper undoubtedly is the strongest influencer of the public mind. It can play a great role to make or break a person or an organization and convey any reputation it desires. Thus many have come to play in this field making it as highly competitive as it is today. This flourish of newspaper industry may be attributed partly to its increased population, increased literacy rates, improved employment opportunities and more disposable income (Santhanam & Rosenstiel 2011). But there has been widespread concern that newspapers will face an uncertain future, and many fear a long-term decline due to the rise of the electronic media, economic pressures based on a loss of advertising share and increasing costs of production and distribution, and online delivery of news (Santhanam &Rosenstiel 2011). In most developing countries print newspapers are still growing but their gains may be temporary as those countries shift to new technologies. It is hoped that they’ll take notice of what’s happening in developed markets, and they’ll try to transform themselves.

Stucky (2011) noted that the financial crisis, combined with competition from the Internet and free newspapers, has led to drops in newspaper circulation in the USA (-3.7%) and Europe (-1.9%). While the newspaper industries in United States and parts of Europe struggle to attract and retain readers, newspapers in many developing markets around the world enjoy boom times. Circulation in Africa in 2009, for instance, rose across the continent by 4.8%. South America saw circulation bump up 1.8% in 2008, but then its newspapers saw a 4.6% drop in circulation in 2009.Asia overall saw circulation gains of 1.03% and is home to 67 of the 100 largest newspapers in the world. The gains were found at greater rates in nations such as India (5%), Afghanistan (7%) and Qatar (4%) (WAN 2010).

In India and Pakistan, newspaper sales increased up to 35% in the last five years; in China, by about 20% (Stucky 2011). Bangladesh, being one of the emerging economies of South-East Asia is not an exception. There was a sudden boom in the number of newspapers published in Bangladesh in the 1990s and that number is still increasing (Mamun 2011). An overwhelming 292 daily newspapers are published in Bangladesh. In addition, 125 weekly, 18 fortnightly, 30 monthly, 1 quarterly and 1 bi-annual newspaper also share the pie in the newspaper industry of this country (MOI 2010). Dhaka, the capital of Bangladesh alone is home to 97 daily newspapers, seven of which boast a circulation of more than 12, 00,000; fourteen of which are printed in English, and eighty three in Bengali. The total circulation is roughly more than 14,00,000. Although, in English there is only about 8% of the total circulation of all newspaper.

History of newspaper in Bengal region is 235 years. In its’ long journey, it has not able to obtain a stable and sustainable position. Few years ago Bangladesh government declared newspaper as industry, but it failed to get an image of industry.

Interested new investors are coming with huge budget without any prior knowledge on this industry and failing tremendously. They are going back with a rude experience and losing their capital. Their experience is as like the fox who failed to unload the grapes from vine.

Huge opportunities of this industry are waiting for the investors for years after years, but no one is picking out these opportunities due to lack of proper knowledge.

This is an industry, but not as like garment industry. It’s except from each and every industry we know.

No massive and organized research has been conducted on newspaper market of Bangladesh and no guideline for new and old investors, and future investors.

JOURNALISM SCHOOL, a research institute of Mass Media, has taken initiative to find out the trends of the newspaper market in Bangladesh.

After analyzing the world and local trends, JOURNALISM SCHOOL has propounded a Digital Age Newspaper Model for Bangladesh.

**HISTORY OF BANGLADESH NEWSPAPER INDUSTRY**

According to Rahman (1984: 243), the history of emergence and spread of newspaper in Bangladesh is not preserved carefully and many documents had lost. The first newspaper named *The Bengal Gazette* in Bengal part of India was published in 1780 (Press Institute of Bangladesh; henceforth PIB, 2003:10).  Some other newspapers were *Calcutta Gazette*(1784), *Bengal Journal*(1875), and *Calcutta Chronicle*(1786) ( PIB, 2003: 13). The first ever Bangla newspaper *Shamachar Darpan*  was published by the missionaries of Shree Rampur in 23rd May 1818 (PIB,  2003: 21). It was a milestone in the history of Bangla Newspaper.

Raja Ram Mohon Roy published a Bangla newspaper named *Shambad Koumudi*in 1821 (PIB, 2003: 27). He also published another newspaper named *Mirat ul Akhbar.*In the editorial of *Mirat ul Akhbar*he wrote,

“My only object is that I may lay before the public such articles of intelligence as may increase their. Experience and that to that extent of my abilities, I am may indicate to the rulers a knowledge of the real situation of their subjects and make the subjects acquainted with the established laws and customs of their Rulers, that the Rulers may the more readily find an opportunity of granting relief to the people:  and the people may be put in possession of the means of obtaining protection and redress from their Rulers.”           (quoted in PIB, 2003: 27).

In April 1863, school teacher Horinath Majumder published a monthly newspaper Grambarta*prokasika* (PIB, 2003:41). According to (PIB, 2003: 41) this newspaper was a critic of the government and the zaminders. Its objective was to create awareness among the public against the suppression and oppression of the ruling class.

In March 1864, Ramsundor Roy and Kashinath Metre co-edited Pabna Darpan(PIB,  2003: 41). It was also a critic of the government. According to this newspaper the government was not doing the right things and did not take any step to implement the rules and regulations taken.

In January  1867, school teacher Rajmohan Chottopadhay published a newspaper from Bikrompur named *Palli Biggan* (PIB, 2003: 43) Its aim was to increase awareness regarding education among the people and to eliminate superstitions from the villages.

The first ever newspaper for the women was first published from Dhaka in 1906 named *Vharat Mohila*(PIB,2003: 44). It was all about the problems women used to face in those days. It was edited by Sorojbala Datta.

In 1911, the first ever agriculture related Bangla newspaper was published from Sutrapur, Dhaka (PIB 2003: 45).

In 1932, the educated woman of Dhaka published a monthly newspaper *Jayashri* (PIB, 2003 : 45). Famous writer Leela Roy was the editor. According to (PIB, 2003: 45) Its main objective was to talk about social reformation as well as the improvement of education system.

After the division *Poygam*  the first daily newspaper was published from Chittagong in 18 August 1947. It was edited by Foyez Mahmud (Rahman 1984: 251).

Maolana Akram Khan is the pioneer of Muslim Bangali jouranalists. In 19 October 1948 he shifted the renowned daily *Azad* from Calcutta to Dhaka .(Rahman 1984: 252). *The Pakistan Observer*was published in 19th March 194 . It was edited by Hamidul Haque Chowdhury.

The newspaper of Bangladesh faced many ups and downs during 1958-1971 (Rahman 1984: 254). Rahman  (1984: 254) gives the following list of newspaper published from captured and free Bangladesh during the liberation war of 1971:

*Shaswata Bangla, Jay Bangla, Biplobi Bangladesh, Banglar Bani, Durjeo Bangla, Songrami Bangla, Hushiar, Avijan, Banglar Mukh, Akota, Dahanol, Shadhin Bangla, Agrodut, Ranangon Mukti, Jagroto Bangla, Bangladesh, Mukto Bangla, Shadhin Bangladesh, Bongobashi, Sonar Bangla, Amar Desh, Akhoni, Biplobi Andolon, Rashtrdut, Chauk, Swadesh, The people, Rudrobina, Darpan, Ora Durjoy Ora Durbar, Lorai, Notun Bangla , Janata, Muktijuddho Muktijoddha, The Nation, Janmavumi, Desh Bangla, Amod, Protinidhi, Mayer Dak and Kalantor.*

The government of Bangladesh published a newspaper under a publication board from Rajshai on 15th October 1976 named *Dainik Bangla*(Rahman, 1984: 255). Many other newspapers flourished gradually after liberation war of Bangladesh.

**WORLDS PRESS TRENDS**

Print and digital combined are increasing audiences for newspapers globally, but digital revenues are not keeping pace, posing a risk for newspaper businesses and the societies they serve, the annual World Press Trends survey released recently by the World Association of Newspapers and News Publishers (WAN-IFRA) revealed.

“Unless we crack the revenue issue, and provide sufficient funds so that newspapers can fulfill their societal role, democracy will inevitably be weakened,” said **Larry Kilman**, Secretary General of WAN-IFRA, who presented the survey to 1,000 publishers, chief editors and other senior newspaper executives at the 66th World Newspaper Congress, 21st World Editors Forum and 24th World Advertising Forum in Turin, Italy.

“The role that newspapers play in society cannot be underestimated, and has never been more crucial,” he said. “If newspaper companies cannot produce sufficient revenues from digital, if they cannot produce exciting, engaging offerings for both readers and advertisers, they are destined to offer mediocre products with nothing to differentiate them from the mass of faux news. Finding the sustainable business models for digital news media is not only important for your businesses, but for the future health of debate in democratic society.”  
  
The survey, presented annually at the global summit meetings of the world’s press, revealed:  
  
- Print circulation increased +2 per cent globally in 2013 from a year earlier but declined by -2 per cent over five years. Around 2.5 billion people around the world read newspapers in print and 800 million on digital platforms.  
  
- Print circulation continues to rise in countries with a growing middle class and relatively low broadband penetration, but long-term structural declines in print circulation continue in mature markets as audiences shift their focus from print to digital. Circulation rose +1.45 per cent in Asia in 2013 from a year earlier and +2.56 per cent in Latin America; it fell -5.29 per cent in North America, -9.94 per cent in Australia and Oceania, -5.20 percent in Europe and -1 per cent in the Middle East and Africa.  
  
Over five years, newspaper circulation rose +6.67 per cent in Asia, +6.26 per cent in Latin America and +7.5 per cent in the Middle East and Africa; it fell -10.25 per cent in North America; -19.59 per cent in Australia and Oceania; and -23.02 per cent in Europe.  
  
- Print advertising world-wide declined -6 per cent in 2013 from a year earlier and declined -13 per cent over five years. Digital advertising for newspapers increased +11 per cent in 2013 and +47 per cent over five years, but remains a relatively small part of overall internet advertising. Much of internet advertising revenue goes to only a handful of companies, and most of it goes to Google.  
  
- Print newspaper advertising increased +3.9 per cent in Latin America in 2013 compared with a year earlier, but fell in all other regions: -3.2 percent in Asia and the Pacific, -8.7 percent in North America, -8.2 per cent in Europe; and -1.8 per cent in the Middle East and Africa.  
  
Over five years, print newspaper advertising increased +3.3 per cent in Asia and the Pacific, +49.9 per cent in Latin America. It declined -29.6 per cent in North America, -17.9 per cent in Europe, and -21.1 percent in the Middle East and Africa.  
  
- While digital advertising continues to grow, it still represents a small part of overall newspaper revenue. Globally, 93 per cent of all newspaper revenues continue to come from print.  
  
- Global newspaper publishing revenues from print circulation and advertising were stable year-on-year at US$163bn in 2013. But that figure is down from US$187bn in 2008.   
  
- Paid digital circulation increased 60 per cent last year and rose more than 2,000 per cent over the last five years, albeit from a very low starting point.  
  
“There is growing understanding by the public that you get what you pay for, and an increasing willingness to pay for newspaper content on digital platforms,” said Mr. Kilman. “With all the free offerings out there, people are still willing to pay for news that is professionally written and edited, that is independent, entertaining and engaging. In short – what newspapers have offered for 400 years, and continue to offer, on emerging and existing platforms, no matter how it is delivered.”  
  
The World Press Trends survey includes data from more than 70 countries, accounting for more than 90 per cent of the global industry’s value. The data is compiled through an enormous undertaking by dozens of national newspaper and news media associations and generous support from global data suppliers: Zenith Optimedia, IPSOS, ComScore, RAM and the ITU.  
While newspapers attract a significant portion of the total internet audience, the biggest challenge for publishers continues to be how to increase the engagement of audiences on digital platforms. While 46 per cent of the digital population visits newspaper websites, newspapers are a small part of total internet consumption, representing only 6 per cent of total visits, 0.8 per cent of pages viewed and 1.1 per cent of total time spent on digital platforms.  
Newspapers have begun working to increase these measures of engagement, and are doing so in a variety of ways, the survey found:  
  
- By increasing their social media presence to interact with audiences and building their brands;  
  
- By promoting upcoming material and providing incentives through database marketing;  
  
- By improving site navigation and restructuring pages based on audience interest, to encourage increasing page visits;

- By developing audience knowledge based on past visits to enhance their experience and increase the time they spend.   
  
“While there is much to be done, the good news is, there is evidence that progress is being made,” said Mr. Kilman. “And it is essential for our industry to continue to come together to exchange ideas, learn what others are doing, find inspiration about what can be done so, ultimately, we can continue to provide the accurate and credible news and information that citizens need, and have long come to expect from us, to make informed decisions in democratic society.  
  
“This is the ultimate goal, and the challenge,” he said. “Your successes – and your failures -- will not only have an impact on your businesses today, but are also likely to have a profound impact on your children, on the shape of society in the future.”  
  
The survey also found:  
  
- Television continues to maintain the largest share of global advertising revenues, with 40.1 per cent, followed by internet with 20.7 per cent, newspapers with 16.9 per cent, magazines with 7.9 per cent, outdoor with 7 per cent, radio with 6.9 per cent, and cinema with 0.5 per cent.  
  
- The newspaper industry’s value – US$ 163bn annually from circulation sales and advertising – compares with US$ 102bn book publishing revenues, US$ 87bn film revenues, and US$ 50bn music revenues.   
  
- Regionally, 36 per cent of newspapers’ market value is in Asia, 34 per cent in Europe, the Middle East and Africa, 21 per cent in North America and 9 per cent in Latin America.   
  
- While single copy newspaper sales have fallen 26 per cent since 2008, subscription sales have fallen only 8 per cent, indicating higher loyalty and stronger customer relationships with subscribers.

**NEWSPAPER TRENDS IN INDIA**

According to the article ‘Why newspaper markets are growing in China and India, while they decline in the US and UK’ (*Hooke, Paolo: 2011*), newspaper industry in India is increasing day by day.

*The Economist*, in a special report on the news industry, says that there is certainly no sign of a news crisis in India, now the world’s fastest-growing newspaper market. It cites some remarkable statistics from the World Association of Newspapers and News Publishers: between 2005 and 2009 the number of paid-for daily newspapers in the country jumped by 44 per cent to 2,700 and the total number of newspapers rose by 23 per cent to more than 74,000. In 2008 India overtook China to become the leader in paid-for daily circulation, with 110 million copies sold each day.

Newspaper revenues are driven by advertising, which is buoyant. In the year to March 2010, the amount spent on newspaper advertisements in India surged by 30 per cent, the fastest increase in the Asia-Pacific region, according to market research firm Nielsen India.

According to the *Indian Media and Entertainment Industry Report 2011* by the Federation of Indian Chambers of Commerce and Industry, a trade body, and KPMG, a consultancy, India is one of the largest newspaper markets with more than 107 million copies circulated daily, more than China, and accounting for more than 20 per cent of all dailies across the world.

“The total literate population in India is estimated to be 579 million with over 30 per cent readership penetration. The Indian print market is well off in comparison to the global market, which is witnessing a decline in print revenues over the past few years. Developed regions such as North America and U.K. are witnessing a significant decline in newspaper circulation while India defies the trend. In contrast to the U.S., U.K. and global trends, print circulation numbers in India continue to be on an uptrend. Furthermore, given rising literacy levels and no immediate threat of new media platforms, the trend is expected to sustain over the next five years.”

For Rasmus Nielsen, the newspaper for more than a century has been essentially an urban middle class phenomenon. “So when you have a situation like in India and the one you see also in other emerging economies like Brazil where you have sustained economic growth combined with political decisions that mean that millions of people join the middle class and also millions of people learn to read in countries that are democracies in which to be a full citizen there is a social convention, an expectation that you stay at least somewhat informed about public affairs, beginning to buy newspapers become a more attractive proposition for the individual citizen.”

Nielsen says that newspapers also become more attractive for advertisers who see a growing customer base for people who have been lifted out of poverty and deprivation and who suddenly have money to spend. “So those are the main drivers in countries like India. So it’s urbanization, growing literacy, economic growth within the context of a democracy in which it is a meaningful thing for the average citizen to try to stay informed about public affairs.”

Dr William Crawley, Senior Fellow, Institute of Commonwealth Studies at the University of London, says the factors behind the growth of India’s newspapers have been the liberalization and growth of the country’s economy, the boost to advertising from competitive consumer oriented industries, the freeing of restrictions on the availability of newsprint and the still low cost of newspaper production, in contrast to Europe and the U.S.

“This was taking effect before the great expansion of satellite television and television advertising and it built on the long standing traditions of newspaper readership especially in urban and metropolitan India.”

Growing literacy rates particularly in regional languages has broadened the potential readership of newspapers, Crawley adds; citing as an example the state of Kerala where high literacy has supported large circulation publications in the local Malayalam language. He says that the diversification of electronic media and the explosive growth of entertainment TV have also boosted print publications which feed on the publicity about the entertainment industry.

Robert Picard points out that India has put a lot of effort into boosting its literacy rate. The 2011 national census data showed an adult literacy level of 74 per cent, up nine per cent from the last census a decade ago. “As soon as a person becomes literate, what they get is a newspaper – even before they buy a phone, it’s the first luxury a man affords,” said A.S. Raghunath, in a report by *The Globe and Mail*. Mr. Raghunath, a veteran editor who advises new entrants in regional markets, said the newspaper retains an aura of respect in India and the newly literate like to be seen with one.

“And with a cover price of one, two or at most four rupees, new-reading households will often subscribe to not just one paper, but two or three,” says the report.

Peter Herford also cites the importance of increased literacy: “…here is one take that can explain the rise in circulation of some newspapers in India (and a few other developing countries): increased literacy. This does not work so well in China where literacy is high, but India the jump in literacy is significant, along with a larger population. The illiterates are the poor. Once they read newspapers are their only choice as most cannot afford a TV...yet.”

*The Economist* points to the country’s booming economy, which it says is driving the “headlong growth” of Indian newspapers. “As India’s middle class swells, firms are splashing out on newspaper advertisements for property, mobile phones, cars and matchmaking services that promise your daughter a computer-savvy hubby.”67 At less than four rupees a pop, Indian papers are cheap, so many households buy more than one daily, it says.

“English-language papers, which attract richer readers, charge the most for ad space. *The Times of India*, whose circulation of 4 million makes it the world’s biggest English-language newspaper, charges roughly ten times more than regional dailies do. Regional papers rely instead on a steady but less lucrative flow of government ads.”

As wealth and literacy spread, however, regional and local-language papers are likely to gain ground, says *The Economist*. “People like to read in their mother tongue. The circulation of Hindi papers rose from less than 8 million in the early 1990s to more than 25 million last year.” Even more growth may lie ahead. If 200 million Indians read a paper daily, that still leaves a billion who don’t. The Federation of Indian Chambers of Commerce and Industry and KPMG forecast that over the next four years the newspaper industry’s revenues will grow by 9 per cent a year, to US$5.9 billion.

According to the *Indian Media and Entertainment Industry Report 2011* by the Federation of Indian Chambers of Commerce and Industry and KPMG, contrary to most other markets in the world where print media continues to lose market share, the trend in India is strikingly different.

“Print media witnessed a growth of 10 per cent in 2010 and is expected to continue to grow at a similar pace over the next five years. Rising literacy levels and low print media penetration offer significant headroom for growth. The growing regional markets are a testimony to the increase in newspaper consumption and hence the potential for advertising revenues.”

“While many newspaper markets have been hit by the growth of online journalism the outlook for Indian print media remains buoyant. One of the key reasons is the low penetration of Internet outside large urban centers,” says a report by BBC News Chennai.

“India is considered among those developing countries that will last see the wrath of digital penetration because Internet penetration is still nascent and consumer migration [to online] has not yet happened,” says the report, quoting KPMG.

While they are growing considerably, India’s newspapers are well aware of the imminent threat posed by the Web, especially considering the country now has over 100 million Internet users. The BBC report cites Mukund Padmanabhan, associate editor of *The Hindu*; “Internet penetration is still relatively low but that will soon change. Every newspaper realises there’s lots more competition than there was before.”

Dr Usha Rodrigues, co-author of *Indian Media in a Globalised World,* explains the rise of India’s newspaper market with this reckoning: as theeconomy grows, incomes grow and demand for media and entertainmentrises as people want to read more newspapers, magazines and books.

Anotherimportant reason has been the end of the idea that newspapers should beshared communally - whereas before perhaps five newspapers would bepurchased for a village of 5,000 people and read out, Indians nowincreasingly prefer to buy their own paper.

Rodrigues says that the Indian newspaper market will not decline for a while yet despite improved Internet access. “This is because of continuing increase in literacy level and disposable income of the growing population. India’s middle class will continue to grow for a while, particularly the bottom half of the population will increasingly benefit from the trickle-down effect of economic growth, giving them increasing purchasing power.”

She notes this purchasing power should translate into higher newspaper sales and advertising revenue for the newspaper industry, although competition with new media platforms will intensify.

“But, overall, Indian newspapers are in a better position because they have time to learn from their Western counterparts and adapt to a multimedia environment in the news business.”

The Indian newspaper market has got many of the same factors promoting its growth as exist in China, says Robert Picard. “The interesting thing in India is they have gone very heavily to the entertainment, sports, light news, celebrity kind of journalism, and much more so than the Chinese have, and it’s [India] a very vibrant market serving that but it’s not being as much of a check on government as we see elsewhere.”

These comments are echoed by Rasmus Nielsen. He says that the elite press in India such as *The Times of India*, *The Indian Express* and other respected titles, will face some of the same challenges that confront their Western peers.

“But what you also see is the growth of a popular vernacular press that has more in common with the tabloid tradition in some Western European countries, which are partly about entertainment, partly about scandal and gossip and sports but also include coverage of public affairs from the point of view of communities who historically have been underserved by the media in India.” Nielsen says this is not a perfect development, it’s not a development that serves all the needs of democracy, but it’s a development that supplements way what the Indian media system has offered to the country’s citizens in the past.”

It’s shocking but reality is that, after 2013 the newspaper industry of Bangladesh is passing a very hard time. When developing world including India and China are enjoying tremendous growth at newspaper industry, Bangladesh is experiencing a sharp fall.

**NEWSPAPER TRENDS IN BANGLADESH**

No one is feeling the inner decay of this industry, but it is happening.

From 2011 till 2013 Bangladesh newspaper industry passed the best ever time of its history. The existing top newspapers circulation was high and many new investors came with craze in this market.

But from 2014 newspaper circulation is decreasing in Bangladesh. According to JOURNALISM SCHOOL research, circulation dropped 14% at 2014 than previous year and at May 2015, drop rate is 2% on YOY basis.

According to May 2015 calculation, top 10 circulated newspaper’s circulation dropped 24% compared to 2011.

This top 10 newspaper holds the 95% market share of this industry.

Government published circulation amount is totally incorrect. Government published circulation amount is many times more than real circulation. If we give an example it will be clear.

Government published data show that, circulation of Daily Ittefaq is 1.56 lac. But at this time the real circulation is only 8,000 copies in which there are free copies also.

At this situation JOURNALISM SCHOOL tried to find out the real circulation of newspapers to realize the market trend. For that, we interviewed few people who are involved with newspaper printing. We also collected data from advertisement agencies who also keep the real circulation data. We also interviewed local newspaper agents to analyze the market.

We collected the top 10 most circulated newspaper’s real circulation data from 2009 to present, but we failed to collect the data of 2012 to 2014. These data is presented the table (Table: ) below:

**Top 10 Most Circulated Newspaper’s Circulation (Table:01)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Newspaper | Nov 2009 | Feb 2010 | May 2011 | 2013 | May 2015 |
| Prothom Alo | **430,000** | **410,000** | **450,000** | **502,000** | **426,000** |
| Jugantor | **150,000** | **130,000** | **140,000** |  | **55,000** |
| Amader Shomoy | **125,000** | **130,000** | **250,000** |  | **20,000** |
| Ittefaq | **110,000** | **90,000** | **90,000** |  | **8,000** |
| Samakal | **110,000** | **80,000** | **90,000** |  | **30,000** |
| Nayadiganta | **70,000** | **60,000** | **60,000** |  | **225,000** |
| Amar Desh | **70,000** | **60,000** | **50,000** |  | **closed** |
| Janakantha | **30,000** | **25,000** | **35,000** |  | **23,000** |
| Jay Jay Din | **22,000** | **20,000** |  |  |  |
| Inqilab | **20,000** |  |  |  |  |
| Bangladesh Protidin |  |  | **400,000** |  | **450,000** |
| Kalerkantho |  | **150,000** | **160,000** | **160,000** | **50,000** |
| Daily Star |  |  |  |  | **20,000** |
| Total Circulation | **11,37,000** | **11,55,000** | **17,25,000** |  | **13,07,000** |

Newspaper circulation trend is showing the chart (Chart:01) below:

With every newspaper circulation of Daily Prothom Alo, known as the number 1 newspaper in Bangladesh, is decresing. This trend is showing the chart (Chart:02) below:

In this 10 newspaper, Bangladesh Protidin, Prothom Alo and Naya Diganta jointly holds 84% market share which is shown the chart (Chart:03) below:

Due to lack of data of newspaper circulation at national level, we took Kawkhali upazilla in Pirojpur District as case study to realize the trends clearly.

We collected the data of 10 most circulated newspaper’s circulation from 2011 till May 2015. We collected the data form Mr. Ruhul Amin, who is the only agent at this upazilla for last 25 years.

The circulation amounts of 10 most circulated newspapers are shown the table (Table: ) below:

**Newspaper Circulation at Kawkhali Upazilla, Pirojpur (Table 02)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Newspaper | 2011 | 2012 | 2013 | 2014 | 2015 |
| Prothom Alo | 30 | 40 | 45 | 35 | 30 |
| Bangladesh Protidin | 50 | 60 | 115 | 90 | 90 |
| Naya Diganta | 12 | 12 | 12 | 15 | 15 |
| Jugantor | 45 | 45 | 35 | 28 | 28 |
| Samakal | 17 | 17 | 17 | 17 | 17 |
| Kaler Kantho | 20 | 20 | 15 | 15 | 15 |
| Amader Shomoy | 20 | 20 | -- | -- | -- |
| Ittefaq | 15 | 15 | 15 | 15 | 15 |
| Janakantha | 10 | 10 | 10 | 10 | 10 |
| Shokaler Khabor | 20 | 12 | 12 | 12 | 12 |
| Total | **239** | **251** | **276** | **237** | **232** |

-- No sell

After 2013, newspaper circulation decreased sharply. Circulation trend at Kawkhali is shown the bar chart (Chart:04) below:

Circulation of Daly Prothom Alo increased sharply till 2013. It is decreasing sharply from 2014 (Chart:05 ).

Highest circulated newspaper Bangladesh Protidin’s circulation is decreasing also (Chart:06).

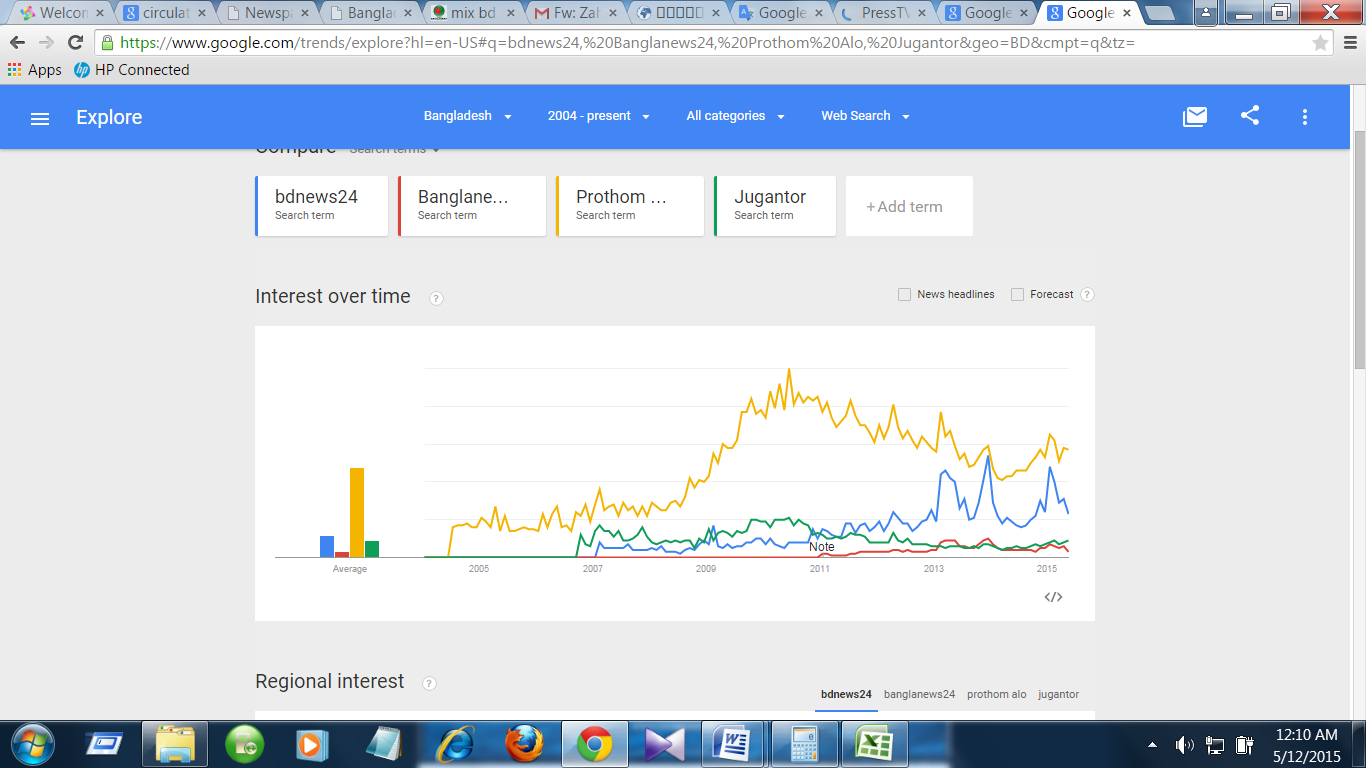
Most of the reader of daily Jugantor are in Barisal Region, but it’s circulation is falling after 2012 at this southern upazilla (Chart:07).

**Online reading trend**

Newspaper publishers are demanding that, though their print circulation is decreasing, but their online reader is increasing. But what the Google Trend says? If we analyze the Google trend data of 5 dailies- Prothom Alo, Bangladesh Protidin, Nayadiganta, Jugantor and Samakal, we will found that, online readers of daily newspapers are leaving also. Since 2011, online reading of Dailies is decreasing (Chart:08).

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But where the readers are going? Google Trend shows that, readers are moving to online news portal as like bdnews24.com, banglanews24.com etc (Chart:09)

****

**WHY PEOPLE ARE LEAVING NEWSPAPER?**

To find out the reasons of circulation drop of dailies, JOURNALISM SCHOOL conducted a survey on 63 people once who bought newspapers and now don’t buy any copy.

We asked them a question, “Why you left newspaper?”

We gave them 4 options to answer. The options were:

1. There is nothing to read at Newspaper
2. Increasing price
3. Writing on behalf of the government and
4. Getting news update through TV and Online, so no necessity of newspaper

**Key finding of this survey are below:**

* People now get news update through TV and online. Because of that 51% readers left newspaper.
* 12% reader believe that, there is nothing to read at Newspaper; increasing price making burden on them; newspapers are nakedly supporting government and readers are getting news update through TV and Online before a day newspaper publish. So they left newspaper.
* 7% readers believe that, newspapers support government nakedly. So they left newspaper.
* 10 per cent readers believe that, newspapers are supporting government openly. They can get news update from TV and Online. Though they have option to get news update through another channel, they left newspaper.
* 7 per cent readers believe that, at now there is nothing to read at newspaper. That means, newspapers can’t fulfill the readers demands. So they left newspaper.
* 5 per cent readers believe that, there is nothing to read at Newspaper; newspapers are nakedly supporting government and readers can get news update through TV and Online before a day newspaper publish. So they left newspaper.
* Only 3.17 per cent reader left newspaper for increasing price.
* For nothing to read at newspaper and options to get news through TV and Online, 3.17 percent reader left newspaper.
* For nothing to read at newspaper and writing news on government favor, 3.17 percent reader left newspaper.
* Increasing price of newspaper and options to get news through TV and Online, 1.5 percent reader left newspaper.

**Reasons for decreasing circulation (Chart 10)**

**WHICH NEWS**

**PEOPLE READ?**

To run a popular newspaper or to make your newspaper popular, you must need to know, what kind of news people read and which news they want to read.

JOURNALISM SCHOOL conducted a research to find out the Newspaper reading trends in Bangladesh.

We surveyed online readership of Daily Samakal for 10 days. We took everyday’s 10 highest read news for this survey. Total news was 100 and total online reader was 25,65,304.

**Key findings of this survey are below:**

* 38.13 per cent people read Sports news on newspaper. In this 100 news 28 was sports news and total reader were 978,136.
* National news attend the 2nd highest attention of readers and its’ portion is 17.3 per cent. In most read 100 news 14 was national news and its’ reader were 443,916.
* 10 per cent people read Law and Justice news. In this 100 news, 14 were related to Law and Justice and total reader were 261,472.
* People feel little attention on Crime news, but most interest is on sexual crime news. Only 7.4 per cent people read crime news, 8 were crime related news and total reader were 189,824.
* Reader of Entertainment news is only 5.57 per cent. In this section total news was 8 and readers were 142,944. Most of them were sensational news.
* People don’t feel attention on political news. So we included government news with politics and reader of Politics and Government news was only 6.67 percent. Total news was 8 and total readers were 171,320.
* Reader of International news is only 2.85 per cent and most of them are public interested news.

**People’s reading interest (Chart 11)**

**Methodology of this study**

We selected 10 days for this study from the date started 31 March 2015 and ended 15th May 2015 to avoid error, because at one time there have one news trend.

We avoided the days when there were any big issues. Such as, we avoided the days when Bangladesh Cricket Team played.

We avoided the day when war criminal judgment was executed but we took the days before judgment were executed. So at the section Law and Justice, there may be 5 to 10 per cent discrepancy with our calculation.

**NEWSPAPER READING BEHAVIOR**

Readership is the main way of measuring success in the newspaper industry. Several editor agreed that readership is one of the most important and vital point for newspaper industry. As the readership increases, advertisers view the paper as an increasingly attractive spot and it increases the revenue of the paper. Historically there are some countries with high readership such as Sweden, where 86% people read at least one newspaper in a day. On the other hand Bangladesh has only 26% readership which was very low. And this percentage was higher in urban areas than the rural areas. But this habit of reading newspaper is increasing among the literate people. According to a study by Rahman and Chapal (2009) 60% of the literate population of Dkaha metropolitan area read newspaper. Only 16% do not read newspaper and the rest 24% people are occasional readers. But in rural area this finding might vary due to low literacy and low economical position. This statistics indicates that majority of the readers go through the paper daily while there are some occasional readers who may read newspapers often(3/4 days a week), or may read only at weekends and may be very few of them read newspaper seldom (Mamun and Khan 2011).

Despite the advent of electronic news and strong turnout of audiovisual media, in Bangladesh, newspapers are still the most important medium to inform people about the world. As there are many newspapers circulated daily, it is evident that different people read different newspapers and the competition in this industry is hence intense. It triggers the question about what people read what type of newspaper (Mamun and Khan 2011).

Consequently, it is very important for a newspaper publisher to focus first on those people who can be their target customers and what qualities they expect from their preferred newspaper. One possible method of determining those target customers is by utilizing customer demographics. Hansman and Schutjens (1993) proposed a “rational assumption” that age is a strong predictor of changes in attitudes and behavior. In a study, it is stated that the prime factor explaining young people’s lower subscription shares is their way of life (Johansson and Miegel 1992).He also mentions that young people read newspapers less frequently than the older ones. Again, Somerville (2001) in one of his articles mentioned that interest in news increases with age and is linked with newspaper readership. According to Rahman and Chapal (2009) newspaper readership is closely related with age of the readers.

According to Stokmans (2011) people in the higher social classes consume high ‘quality’ newspapers next to newspapers of lesser quality while people in lower social classes only read low ‘quality’ newspapers. He also states that high social classes compared to lower social classes read more newspapers and read newspapers that are more diverse in quality. According to Bourdieu (1984) the social class of an individual in the society is determined by the amount and composition of his/her capital. Bourdieu (1984) in his article distinguished three kinds of capital. Firstly, income, wealth and occupation are indicators of economic capital. Secondly, he stated educational level as the indicator of cultural capital while inherited dispositions and family relations as the indicator of social capital. In another study, comparing the social backgrounds of young subscribers and nonsubscribers to newspapers it is found that subscribers are more likely to have professional-technical jobs than nonsubscribers (Wanta 1995).The Newspaper Advertising Bureau, for example, concluded that higher income and social status were associated with readership of more than one paper a day (Wanta 1995).

**Newspaper Contents and Other Factors: What Increases Newspaper Readership**

Mass communication researchers have long grappled with two important questions:

1. How can the newspaper industry get more people to read newspapers?
2. How can the newspaper industry get people to read more newspapers?

The first question, of course, addresses the problem of nonreaders who refuse to read any newspaper. The second question addresses the potential for luring current single newspaper readers into reading more than one newspaper a day (Wanta 1995). To increase the number of newspaper readers, as well as, to make the existing customers make read more newspaper, the content preference and the other factors that influence both existing and potential customers need to be identified.

**Section Preferences:**

**Power to Grow Readership**

Jeremy (1987) did a factor analysis of 12 avoidance items for readers and nonreaders. He found a three-factor solution suggesting that people's reasons for non-reading consist of their dissatisfactions with the newspaper's utility, readability and credibility. These findings partially support the conclusions that nonreaders avoid the newspaper because of newspaper content, use of other media, poor eyesight, bias and lack of time(Wanta 1995). On the contrary, some people read newspaper as the lists of events and advertisements published there on a daily basis provide a framework for their daily living. Few of the readers go through newspapers for relaxation or entertainment while many readers felt the newspaper was important not just because it gave them information, but because it enabled them to appear more informed at social gatherings.In addition, there are some customers for whom newspaper acts as a source of social contact: human interest stories, personal advice columns, gossip pieces and their variety provided much more than respite from daily routine.

Thus, content matters to readers, and without prompting, readers recognize differences in coverage. Changing content can increase satisfaction – and that satisfaction has the potential to translate into higher readership (Readership Institute, 2001a). The same study also shows that a typical weekday U.S. newspaper – regardless of size – offers a story mix emphasizing sports, politics/government/war, police/crime/ courts & legal, health/home/food/fashion/travel and Business & personal finance stories. These five categories take up almost 75 percent of the typical weekday newspaper’s space. The other 25 percent is a mix of entertainment, science, technology & environment, arts, disaster & accidents, parenting, relationships & religion, education, community news & ordinary people, etc.

Another study by shows that "Intensely local, people-centered news" ranks at the top of the list of content items with the greatest potential to increase overall readership of the newspaper (Readership Institute, 2001b). It includes community announcements (including weddings, events etc.), stories about ordinary people, and obituaries.

**Other Influencing Factors:**

**Power to Grow Readership**

Along with the newspaper contents, researchers have identified many other factors which play important role in influencing newspaper readership (Mamun and Khan 2011). Many findings confirm what editors instinctively know, that increasing the quantity of coverage, changing how the news is written and promoting content more effectively makes a difference (Readership Institute, 2001b).Research identifies "four cornerstones of readership growth":i) providing excellent customer service, ii) improving editorial and advertising content, iii) building recognition and loyalty through stronger brand promotion and iv) reforming management and culture (Stepp, 2004). In the same study it is shown that better content, especially community news, brings in readers, variety helps and service greatly affects readership (people aren't likely to subscribe if the paper doesn't arrive, or shows up late or wet). Newspapers need to improve how they're run and become more open to change. It also shows that may be making the paper easier to use; however, contemporary touches such as more attractive design, extensive use of color and informational graphics matter less than heavy promotion and easy-to-understand organization.

Advertising and service sometimes outrank editorial content in luring readers. Readers want shorter stories in some cases (about weather), but longer ones in others (about science and technology); fewer stories on some topics (crime), but more on others (community activities, lifestyles, global relations and "how we are governed"). The research encourages more narrative-style writing, more awareness of how ads help draw readers to editorial content, and special attention to attracting readers who are young, African American or Hispanic (Stepp 2004).

In another study by the Readership institute, extraordinary service (Condition and completeness of the delivered newspaper, Quality of the paper, ink, and type size, When and how the newspaper is delivered, Cost of home delivery) of newspaper has been emphasized(Readership Institute 2001b). It indicates that readers respond well to content (both news and advertising) that is not a struggle to find, engage with, and move through. It suggests they respond well to presentation that helps them find both what they know they’re looking for and what they might not know is in the newspaper but relates to their interests.

Many researchers have shown that that many readers are drawn by the advertising content. Another study indicates that newspapers that can make readers more satisfied with advertising content will reap great benefits in terms of more readership of the newspaper overall(Readership Institute, 2001a). Brand value of a newspaper does also matter. An effective brand connects with characteristics and values that are important to readers. The image has to be both perceived as a positive attribute and be relevant to the reader. Impact research identified several brand characteristics (reflects my personal beliefs and values, it cares about people like me, the newspaper has personality, is a leader in the community, it is honest, trustworthy, helpful, the newspaper is intelligent, successful, experienced) that have strong potential for driving higher overall use of the newspaper (Readership Institute 2001b).

Editor Randolph D. Brandt of the Journal Times in Racine, Wisconsin, cites that civic involvement is "a brand factor related to increased readership." Readers say they want a paper that "looks out for my interests." The reports also relate higher readership to the belief that a paper is "a leader in the community," one that "makes me think," and one that keeps readers "informed about the world and the nation" (Stepp 2004). Promotion has also been found as a key factor to grow the newspaper readership. The most commonly occurring sort is general newspaper promotion, followed by promoting content in the paper the same day, promotion of the newspaper Web site, and, lastly, promoting content in upcoming editions (Readership Institute 2001b). Free newspapers are having a significant effect on the newspaper market. According to WAN (2010), free daily papers account for about 8% of all global newspaper circulation and almost 32% in Europe alone. Surveyed Scandinavian editors of paid newspapers considered free newspapers, and not the Internet, to be their biggest competition. Many European readers and editors argue that the threat is not only to their revenues, but also to quality journalism as a whole (Stucky 2011).

**NEWSPAPER READING BEHAVIOR OF BANGLADESHI PEOPLE**

A recent study on ‘Factors In The Study Of Newspaper Reading Behavior: Dhaka City Perspective’ (Mamun & Khan 2011) reveals that the most preferred distribution channel for newspapers in Bangladesh is door-to-door delivery. The study shows that 92.2% of the newspaper readers purchase their dailies from vendors delivering it to their houses while only about 6.7% readers purchase it from the hawkers. Normally the delivery takes place early morning. Hence it can be deduced that the readers are very eager to know what is happening even before they start their daily routine work (Mamun & Khan 2011).

**Reading Pattern**

The study (Mamun & Khan 2011) reveals that most of the readers (70.9%) go through the newspaper daily; while quite a few (17.3%) readers read it often (3/4 days in a week). Again some (9.5%) of the readers stated that they read newspaper only at weekends and a very small portion (2.2%) read the newspaper seldom. These findings may be attributed to the fact that majority are regular readers of the newspaper. The irregular readers have interest in reading newspaper but they avail it at the week days (in the office) or subscribe at home in weekends as because the paper cost may be a crucial factor for them.

**Age**

The study (Mamun & Khan 2011) shows that there is a relationship between age and reading pattern (i.e., they are not independent of each other) at 5% significance level. It is noted that most of the readers are regular readers irrespective of their ages. Readers from ages 35-60 dominates the figure but quite significant regular readers exist between the ages of 18-24. This findings can be attributed to the fact that the young people at their early stage of their career don’t lead a stable life, tend to have less regular habits and less disposable income than elders. In course of time, they tend to be more stable, disposable income increases and interest on news grows with age and become regular readers of newspapers. Another interesting finding is that the majority of the weekend readers are of the age between 18-24 years. This can be explained by the fact that most of the advertisements (job, property, vehicle, etc.) are in weekend newspaper and this group at their start of career is more interested in these personal details (Mamun & Khan 2011). These findings resemble to the findings of a study by Weibull (1992).

**Table 03: Role of age on reading pattern**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Frequency of**  **Reading** | **Respondent’s Age (Years)** | | | | | **Total (Col %)**  **(Row %)** |
| **18-24** | **25-35** | **36-50** | **51-60** | **≥ 61** |
| **Everyday** | **21(48.8%)**  **(16.5%)** | **32(76.2%)**  **(25.2%)** | **32(69.6%)**  **(25.2%)** | **33(84.6%)**  **(26.0%)** | **9(100%)**  **(7.1%)** | **127(70.9%)**  **(100%)** |
| **Often (3/4 days a week)** | **8(18.6%)**  **(25.8%)** | **7(16.7%)**  **(22.6%)** | **11(23.9%)**  **(35.8%)** | **5(12.8%)**  **(16.1%)** | **0(0%)**  **(0%)** | **31(17.3%)**  **(100%)** |
| **Week ends** | **12(27.9%)**  **(70.8%)** | **3(7.1%)**  **(17.6%)** | **2(4.3%)**  **(11.8%)** | **0(0%)**  **(0%)** | **0(0%)**  **(0%)** | **17(9.5%)**  **(100%)** |
| **Seldom** | **2(4.7%)**  **(50%)** | **0(0%)**  **(0%)** | **1(2.2%)**  **(25%)** | **1(2.6%)**  **(25%)** | **0(0.0%)**  **(0%)** | **4(2.2%)**  **(100%)** |
| **Total (col. %)**  **(Row %)** | **43(100%)**  **(24.0%)** | **42(100%)**  **(23.5%)** | **46(100%)**  **(25.7%)** | **39(100%)**  **(21.8%)** | **9(100%)**  **(5.0%)** | **179(100%)**  **(100%)** |

**Gender**

The study (Mamun & Khan 2011) shows that more males (66.9%) read newspaper daily in comparison to females (33.1%). Similar results are observed for often readers. On the other hand weekend newspaper readers are found to be more females (52.9%) than males (47.1%). Also more female members read newspaper seldom (75.0%). Statistically there is no relationship found between gender and reading pattern of the newspaper readers .

**Occupation**

The study (Mamun & Khan 2011) reveals that top level management professionals (85.7%), govt. employees (82.1%) and business executives (81.6%) are the most regular readers of newspaper (Table ). It also shows that a substantial number of students (60.9%) were found to be the regular newspaper readers in Bangladesh. The mid-level managers are found to be a little less regular newspaper readers (54.2%). On the other hand pure home makers are more of an irregular reader of newspaper. The statistical analysis shows that peoples’ occupation and their reading pattern of newspapers are associated at 5% significance level. Further it is observed that majority of the regular readers are government employees and business persons.

**Table 04: Role of Occupation on reading pattern**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Frequency of Reading | Occupation | | | | | | | Total (Col%)  (Row %) |
| **Business**  **persons** | **Top level manager** | **Mid-level manager** | **Govt.**  **employee** | **Home makers** | **Students** | **Others** |
| Everyday | **31(81.6%)**  **(24.4%)** | **18(85.7%)**  **(14.2%)** | **13(54.2%)**  **(10.2%)** | **32(82.1%)**  **(25.2%)** | **5(45.5%)**  **(3.9%)** | **14(60.9%)**  **(11.0%)** | **14(60.9%)**  **(11.0%)** | **127(70.9%)**  **(100%)** |
| Often | **3(7.9%)**  **(9.7%)** | **3(14.3%)**  **(9.7%)** | **5(20.8%)**  **(16.1%)** | **6(15.4%)**  **(19.4%)** | **3(54.5%)**  **(9.7%)** | **6(26.1%)**  **(19.4%)** | **5(26.1%)**  **(16.1%)** | **31(17.3%)**  **(100%)** |
| Weekends | **2(7.9%)**  **(11.8%)** | **0(0%)**  **(0%)** | **5(20.8%)**  **(29.4%)** | **1(2.6%)**  **(5.9%)** | **3(0%)**  **(17.6%)** | **2(8.7%)**  **(11.8%)** | **4(13.0%)**  **(23.5%)** | **17(9.5%)**  **(100%)** |
| Seldom | **2(5.3%)**  **(50%)** | **0(0%)**  **(0%)** | **1(4.2%)**  **(25%)** | **0(0%)**  **(0%)** | **0(0%)**  **(0%)** | **1(4.3%)**  **(25%)** | **0 (0%)**  **(0%)** | **4(2.3%)**  **(100%)** |
| Total (col%)  (Row %) | **38(100%)**  **(21.2%)** | **21(100%)**  **(11.7 %)** | **24(100%)**  **(13.4%)** | **39(100%)**  **(21.8%)** | **11(100%)**  **(6.1%)** | **23(100%)**  **(12.8%)** | **23(100%)**  **(12.8%)** | **179(100%)**  **(100%)** |

**Readers Preference of Sections in the Newspapers**

The study (Mamun & Khan 2011) reveals that the socio-economic-demographic factors are related to the readers’ preferences to different sections of a newspaper, which is described below.

**Age**

The study (Mamun & Khan 2011) shows that irrespective of age most of the readers prefer headlines and national affairs, and this preference increases with age. Thus, the relationship between age and section preference may be attributed to the fact that the relatively older readers are attracted more to the national affairs. Reversed trend is found for sports section. It is noted that readers of the age 18-24 years prefer mostly sports news. Interestingly editorial section is found to be read mostly (50%) by mid-level (36-50) group. Young group (18-35) is found to be more interested in lifestyle and culture sections. For other sections no significant relationship is observed.

**Table 05 :Age and section preference**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Sections | Age Group (years) | | | | | Total (Col%)  (Row %) |
| **18-24** | **25-35** | **36-50** | **51-60** | **≥ 61** |
| Headlines& National | **13(30.2%)**  **(15.1%)** | **14(33.3%)**  **(16.3%)** | **25(54.4%)**  **(29.1%)** | **26(66.7%)**  **(30.2%)** | **8(88.9%)**  **(9.3%)** | **86(48.0%)**  **(100%)** |
| International | **6(14.0%)**  **(35.3%)** | **3(7.1%)**  **(17.6%)** | **4(8.7%)**  **(23.5%)** | **3(7.7%)**  **(17.6%)** | **1(11.1%)**  **(5.9%)** | **17(9.5%)**  **(100%)** |
| Editorial | **1(2.3%)**  **(16.7%)** | **1(2.4%)**  **(16.7%)** | **3(6.5%)**  **(50.0%)** | **1(2.6%)**  **(16.7%)** | **0(0%)**  **(0%)** | **6(3.4%)**  **(100%)** |
| Business | **3(7.0%)**  **(14.3%)** | **11(26.2%)**  **(47.8%)** | **5(10.9%)**  **(21.7%)** | **4(10.3%)**  **(17.4%)** | **0(0%)**  **(0%)** | **23(12.8%)**  **(100%)** |
| Sports | **17(39.5%)**  **(47.2%)** | **8(19.0)**  **(22.2%)** | **8(17.4%)**  **(22.2%)** | **3(7.7%)**  **(8.3%)** | **0(0%)**  **(0%)** | **36(20.1%)**  **(100%)** |
| Lifestyle& Culture | **3(7.0%)**  **(27.3%)** | **5(11.9%)**  **(45.5%)** | **1(2.2%)**  **(9.1%)** | **2(5.1%)**  **(18.2%)** | **0(0%)**  **(0%)** | **11(6.1%)**  **(100%)** |
| Total (col%)  (Row %) | **43(100%)**  **(24.0%)** | **42(100%)**  **(23.5%)** | **46(100%)**  **(25.7%)** | **39(100%)**  **(21.8%)** | **9(100%)**  **(5.0%)** | **179(100%)**  **(100%)** |

**Occupation**

The table (Table ) given below presents the percentages of section preference among several occupations considered in this study (Mamun & Khan 2011). It is found that the government employees (59.0%), business persons (57.9%), home-makers (72.7%) and others (56.5%) have keen interest on headlines and national news in comparison to other sections. On the other hand top and mid-level management, prefer business and sports news along with headlines and national news. The students, as expected, are found to have more interest in sports news (43.5%). Further those who prefer headline and national news most of them are business persons and government employees, whereas, business section is mostly read by business persons and managers. The two variables are found not independent at a level of significance of 5%.

**Table 06: Relationship between Preference of section and Occupation of the readers**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Sections | Occupation | | | | | | | Total (Col%)  (Row %) |
| **Business**  **persons** | **Top level managers** | **Mid-level managers** | **Govt.**  **employee** | **Home makers** | **Students** | **Others** |
| Headlines & National | **22(57.9%)**  **(25.6%)** | **7(33.3%)**  **(8.1%)** | **7(29.2%)**  **(8.1%)** | **23(59.0%)**  **(26.7%)** | **8(72.7%)**  **(9.3%)** | **6(26.1%)**  **(7.0%)** | **13(56.5%)**  **(15.1%)** | **86(48.0%)**  **(100%)** |
| International | **3(7.9%)**  **(17.6%)** | **2(9.5%)**  **(11.8%)** | **4(16.7%)**  **(23.5%)** | **2(5.1%)**  **(11.8%)** | **1(9.1%)**  **(5.9%)** | **3(13.0%)**  **(17.6%)** | **2(8.7%)**  **(11.8%)** | **17(9.5%)**  **(100%)** |
| Editorial | **0(0%)**  **(0%)** | **3(14.3%)**  **(50.0%)** | **0(0%)**  **(0%)** | **2(5.1%)**  **(33.3%)** | **0(0%)**  **(0%)** | **1(4.3%)**  **(16.7%)** | **0(0%)**  **(0%)** | **6(3.4%)**  **(100%)** |
| Business | **9(23.7%)**  **(39.1%)** | **5(23.8%)**  **(21.7%)** | **5(20.8%)**  **(21.7%)** | **2(5.1%)**  **(8.7%)** | **1(9.1%)**  **(4.3%)** | **0(0%)**  **(0%)** | **1(4.2%)**  **(4.3%)** | **23(12.8%)**  **(100%)** |
| Sports | **4(10.5%)**  **(11.1%)** | **4(19.0%)**  **(11.1%)** | **4(16.7%)**  **(11.1%)** | **7(17.9%)**  **(19.4%)** | **0(9.10%)**  **(0%)** | **10(43.5%)**  **(27.8%)** | **7(30.4%)**  **(19.4%)** | **36(20.1%)**  **(100%)** |
| Life Style & Culture | **0(0%)**  **(0%)** | **0(0%)**  **(0%)** | **4(16.7%)**  **(36.4%)** | **3(7.7%)**  **(27.3%)** | **1(9.1%)**  **(9.1%)** | **3(13.0%)**  **(27.3%)** | **0(0%)**  **(0%)** | **11(6.1%)**  **(100%)** |
| Total (col%)  (Row %) | **38(100%)**  **(21.2%)** | **21(100%)**  **(11.7%)** | **24(100%)**  **(13.4%)** | **39(100%)**  **(21.8%)** | **11(100%)**  **(6.1%)** | **23(100%)**  **(12.8%)** | **23(100%)**  **(12.8%)** | **179(100%)**  **(100%)** |

**Parameters Influencing Newspaper Reading Behavior in Bangladesh**

The results of the descriptive statistical analysis (Mamun & Khan 2011) regarding the parametric variables affecting newspaper readership in Bangladesh are presented in Table below seven-point Likert scale (1 as highly disagree while 7 meant highly agree) was used, where the respondents had scored each variables (in the form of statements) on the basis of their level of agreement. It can be noted that we have considered eight parameters consolidated from 23 variables. The most important parameter perceived by the respondents is Quality of Information (5.37), followed by Quality of text (5.24) and Ethical standards (5.15). The next two important parameters appeared to be Level of Biasness (5.03) and Brand value (4.36). The last three parameters affecting newspaper readership are external value addition factors, i.e., reputation of contributors (3.91), value for money (3.87) and Market strategies (3.72).

From the above analysis it can be concluded that the parameters having an index value more than 4.0 (i.e., Quality of Information, Quality of text, Ethical standards, Level of Biasness and Brand value) are perceived to be the factors that strongly influence the reading behavior of the readers. On the other hand the parameters having an index value less than 4.0 (i.e., external value addition factors, value for money and Market strategies) are perceived to be the factors that have least influence on the reading behavior of the readers. Each of the parameters is indexed on the basis of a number of equally weighted variables, which are described below:

The Quality of Information (5.37) is the most important factor as perceived by the respondents for newspaper readership. It is based on three variables: Completeness of Information (5.55) is the most important variable followed by Practicality (5.28) and Verifiability (5.28). On the other hand, regarding Quality of Text (5.24), the second most important factor, the respondents feel that Use of Language (5.48) is the most important factor followed by Graphics & layout (4.99). Ethical Standards (5.15)is the third most important parameter perceived by the respondents. This is divided into three variables. In terms of ethical standards the respondents feel that Exaggerations of facts, controversies and propaganda (5.24) is the major factor and should be carefully dealt with. The other important factor perceived by them is avoiding unwanted hypes (5.06) followed by Social responsiveness (4.97). In terms of level of level biasness (5.03), the forth important factor, the respondents feel Political bias (5.21) and use of language/ tone/ inferences (5.21) are important readership factors. Other factors they found critical are General optimism/ pessimism (4.74) and bias towards business partners (4.68).

Brand value (4.36) comes as next important factor. This is indexed on the basis of three variables: Brand Name (4.75), Brand Positioning (4.44) and Age (3.89). Value for money (3.86) is the next important parameter to the newspaper readers. The research tried to measure this in terms of Pages to price ratio (3.50), Product to price ratio (4.34) and Advertisement to price ratio (3.77). External value addition factors (3.91), measured by reputation of contributors (4.58) and number of awards (3.23), comes next in the list. From the responses it appeared that both price and reputation of contributors carry quite close value to the respondents. *Market* strategies (3.72) appeared to have least affect on the newspaper readership. This is measured by Advertisement campaigns (3.72), Sponsorships (3.30), and Word of mouth (4.15).

**Table 07: Factors Affecting Newspaper Readership in Bangladesh**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Parameters | Variables | Index | Group Index | Rank |
| Quality of text | **Use of Language (Grammar & Style)** | **5.48** | **5.24** | **2** |
| **Graphics & layout** | **4.99** |
| Quality of  information | **Completeness of Information** | **5.55** | **5.37** | **1** |
| **Practicality** | **5.28** |
| **Verifiability** | **5.28** |
| Ethical Standard | **Avoiding unwanted hypes** | **5.06** | **5.15** | **3** |
| **Exaggerations of facts, controversies & propaganda** | **5.24** |
| **Social Responsiveness** | **4.97** |
| Level of Biasness | **Use of language (tone and inferences)** | **5.21** | **5.03** | **4** |
| **Political bias** | **5.21** |
| **Bias towards business partners** | **4.68** |
| **General optimism/ pessimism** | **4.74** |
| Value of Money | **Pages to price ratio\*** | **3.50** | **3.87** | **7** |
| **Product to price ratio** | **4.34** |
| **Advertisement to price ratio\*** | **3.77** |
| External Value  Addition Factors | **Reputation of contributors** | **4.58** | **3.91** | **6** |
| **Number of awards\*** | **3.23** |
| Brand Value | **Brand Name** | **4.75** | **4.36** | **5** |
| **Brand Positioning** | **4.44** |
| **Age and holding companies ads\*\*** | **3.89** |
| Marketing Strategies | **Advertisement campaigns\*** | **3.72** | **3.72** | **8** |
| **Sponsorships\*** | **3.30** |
| **Word of mouth** | **4.15** |

**POSTMORTEM OF BANGLADESH NEWSPAPER INDUSTRY**

Bangladesh newspaper industry is old by age but till child by nature. But before being adult it started a journey to death. In developed country this industry passed the adult and youth period and now at its’ old age newspaper is going to extinct.

In a report of World Association of Newspapers and News Publisher (WAN-IFRA), in developed country newspaper will exist till 2017 and in Bangladesh it will exist with growth till 2040. But the findings of JOURNALISM SCHOOL research showing us, Bangladesh newspaper industry experienced a sharp fall after 2013. Why the WAN-IFRA projection is not working in Bangladesh?

JOURNALISM SCHOOL survey finds out that, Bangladesh newspaper industry is unable to cope with readers demand.

Newspaper’s readers are obviously literate. Now most of the family has a TV set and a good portion of literate people hold a Smartphone. Incident occurred today and people getting the news through TV channel. People who are interested to know the news deeply, they have a Smartphone on their hand with internet connection or they have internet connected desktop, laptop or tab and they read the news online. The same news with same information publish next day at newspaper, there have no update story. How you expect form reader they will buy your newspaper? Is it not an unreasonable expectation?

Bangladesh entered 3G era at the end of 2013. According to import data, at 2014 Bangladesh imported 4 million Smartphone set. According to Grameenphone report (2014), now there are 4 million Smartphone users in Bangladesh and 40 per cent Smartphone users have no internet connection.

The study of JOURNALISM SCHOOL show that after 2013, newspaper circulation is decreasing. That means people are reading news on online and they are leaving newspaper.

The study shows that, 51 percent previous newspaper readers read news on online and watch TV news. Next day they don’t get any update from newspaper. So they feel no necessity to buy newspaper. So they stopped buying newspaper.

In Bangladesh, every newspaper has a political or group or block label. Some are pro AL, some are pro BNP, some are pro Jamat, some are pro Leftist, some are pro capitalist, some are pro Indian, some are anti Indian; but which is pro people? Do not have one. So, why people will buy newspaper by their hard-earned money?

For this reason, people don’t buy newspaper. In India, 20 percent literate people buy newspaper (WAN-IFRA 2013), but in Bangladesh this portion is less than 2 percent.

According to government data (BBS census 2011), 53.7 per cent population is literate, that means they can read and write and their age is over 15 years.

According to this data, 86 million people are literate. If 10 per cent literate people buy newspaper, the circulation of newspaper will be 86 lac or 8.6 million. Total newspaper circulation is 14 lac (1.4 million) only. That means only 1.6 per cent literate people buy newspaper.

Why Bangladeshi literate people are not buying newspaper? Money is not a major problem which is revealed by JOURNALISM SCHOOL research (only 3.17 per cent people stopped buying newspaper for price increasing). The study finds out the reasons why people are not buying newspaper. People think that, newspapers are biased and there is nothing to read on newspapers. Though newspapers are not meeting the demand of people and they feel no interest to buy a newspaper, they use TV and Online to be informed.

So what you think? If you hold a political or group label; don’t give the update information in your newspaper; don’t do intelligence business, why people will buy your newspaper?

For that reasons, though there have huge opportunities, there is an empty field, but newspaper industry is ruining in Bangladesh. Most of the new comers in this industry failed to get readers and some of them revoked their investment and closed their newspapers.

In last 5-7 years, many newspapers came in this industry in which 6 Bangla newspapers came with huge investment and big promise. They are: 1. Bangladesh Protidin, 2. Kaler Kantho, 3. Shokaler Khabor, 4. Bartoman, 5. Alokito Bangladesh and 6. Arthoniti Protidin. All of those newspapers except Bangladesh Protidin failed. With huge loss Bartoman and Arthoniti Protidin publisher stopped publishing. Now we will analyze the causes of failure and success of new comers.

**Bangladesh Protidin: Keys to success**

1. Charismatic managerial power of Editor Noyeem Nizam. He started his newspaper with low expenses and gradually increased expenses. He selected the right persons for key points of this newspaper.
2. Bangladesh Protidin came in market in lowest cost with high quality printing on highest quality paper and lucrative, colorful layout. When it came in market, its’ competitor was Amader Shomoy which price was 3 taka. News content of Amader Shomoy was better than Bangladesh Protidin but paper and printing quality was low. At this situation came in market at price 2 taka. So people accepted this and rejected Amader Shomoy.
3. The publisher of Bangladesh Protidin appointed right persons in key points. Its’ Circulation Manager Mr. Montu and Marketing Manager Mr. Masud are also key reasons of success. This 2 man are one of the best persons in this field.

**Kaler Kantho: The main causes of failure**

1. For wrong approach this highest ever investment in newspaper industry failed. Its’ mission and vision was to competing with Prothom Alo. It tried to get the existing reader of Prothom Alo, but not new reader. But Prothom Alo already achieved reader’s trust. So people rejected this newspaper.
2. Starting with high cost. Kaler Kantho appointed its’ staffs with high salary but no one were go-getter.
3. Lack of Managerial Power of Editor Abed Khan and Imdadul Haq Milon. Abed Khan was an good Editor but not a good manager. He had no previous experience, how a big investment newspaper runs. Mr. Milon is a witty writer but not an experienced man in this field.
4. After coming in Market this newspaper stopped its’ campaign. For lack of campaign Kaler Kantho failed to get place in reader’s mind.
5. For one sided editorial policy is one of the major reasons.

**Shokaler Khabor: The main causes of failure**

1. Lack of managerial power and lack of knowledge on newspaper industry of its’ editor Mr. Mojammel Hossen. No doubt he is a good Editor but not an experienced manager.
2. Shokaler Khabor brings the highest quality layout and design in Bangladesh but it failed for its wrong strategy of top management. It came in market with 20 page totally colored newspaper at price taka 8 and printed 50,000 copy everyday. Publisher had no prior idea on newspaper business. Publisher demanded quick investment feedback but it’s not the nature of newspaper business. When the investors saw that, they are losing their capital they reduced cost through wrong strategy. Shokaler Khabor started publishing 12 page newspaper at price taka 5. But what the wrong strategy was, it decreased printing copy 50,000 to 20,000. Though there was demand in market but hawkers and readers didn’t get it, so they left Shokaler Khabor. Next time publisher took attempt to increase circulation, but hawkers rejected it.

**Bartoman: The main causes of failure**

1. Lack of practical knowledge of its’ Editor Rahat Khan. Mr. Khan was Executive Editor of Ittefaq, but he was not responsible person to publish the Daily Ittefaq.
2. Bartoman’s Publisher Mizanur Rahman was misled by surrounded journalists. He had money but no knowledge on Newspaper.
3. The main wrong strategy was, it came in market at price taka 20 but its’ page was only 20. At that time Prothom Alo published 28 to 32 page at rate 8 taka. For that readers didn’t accepted this newspaper but the bad thing was done, other newspaper increased their price from 8 taka to 10 taka. After massive pressure of loss, publisher stopped publishing.

**Alokito Bangladesh: The main causes of failure**

1. This newspaper failed for appointing wrong people in key points. Alokito Bangladesh appointed Mr. Rahman as Circulation Manager who is an established corrupted person in newspaper market. He is the main responsible person for its’ failure.
2. Its’ Publisher Rafiqul Islam Khan had no prior knowledge on newspaper.
3. Marketing Manager also responsible for failure. He didn’t move in market.
4. It published through a trustee fund what was also a wrong strategy.

**Arthoniti Protidin: The main causes of failure**

1. Only for its’ Executive Editor Fajlul Bari who had no quality to publish a newspaper.

**Amader Shomoy: The main causes of failure**

1. Ideological crisis of its’ Editor Naymul Islam Khan is the main reason of its failure. This newspaper was build by him and also destroyed by him.

1. For low quality printing on low quality paper, people rejected this newspaper. Many readers said that, printing color of this newspaper stained their shirts. So they stopped buying Amader Shomoy and started buying Bangladesh Protidin.
2. Clash between Naymul Islam Khan and Noor Ali forced to stop this newspaper for 8 months. So its’ readers left this newspaper.

**Current leading daily bangla newspapers are:**

1. Prothom Alo (4,26,000 copy)
2. Bangladesh Protidin (4,50,000 copy)
3. Nayadiganta (2,25,000 copy)

**Once leading but now falling bangla newspapers are:**

1. Jugantor (55,000 copy)
2. Samakal (30,000 copy)
3. Kaler Kantho (50,000 copy)
4. Amader Shomoy (20,000 copy)

**Once leading but now at the brink of collapse:**

1. Ittefaq (8,000 copy)
2. Inqilab (11,000 copy)
3. Janakantha (23,000 copy)
4. Bhorer Kagoj

**Failed newcomers:**

1. Bartoman (closed)
2. Arthoniti Protidin (closed)
3. Shokaler Khabor
4. Alokito Bangladesh

**HUGE OPPORTUNITIES IN BANGLADESH NEWSPAPER INDUSTRY**

Bangladesh newspaper industry has huge opportunities to do business. But no one is properly using this opportunities.

There are 86 million literate people who are probable reader of newspaper industry. But it is shocking that, Bangladesh newspaper industry has only 1.4 million circulations.

Bangladesh economy is growing at an average 6 per cent every year. Its advertisement market’s growth is high than GDP growth. It’s enjoying average 10 per cent growth every year.

According to Industry Insiders report 2012, total size of Bangladesh advertisement market is 2,000 crore taka yearly and growth is 10 per cent. According this report, 200 crore taka adding every year and the present size of advertisement market is 2,600 crore taka.

If a newcomer in this industry able to get only 10 per cent ads at its 1st year, it will get revenue 20 crore taka through advertisement which is higher than many leading newspaper such as Janakantha, Inqilab etc.

If any newspaper be able to make its place in reader’s heart, it will able to run a profitable business. Leading newspapers are doing high profitable business. So there is no place to be frustrated.

If I give data of ad revenue of leading newspapers, you will be optimistic.

According to government data (MOI 2013) at 2011 leading newspaper’s ad revenue was: Prothom Alo 240 crore, Ittefaq 52.72 crore, Jugantor 71.09 crore, Kaler Kantho 74.96 crore, Samakal 81.14 crore, Bhorer Kagoj 16.23 crore, Shonbad 26.49 crore, Inqilab 13.6 crore, Janakantha 14.10 crore and Daily star 62.42 crore.

Field is empty. People are waiting for a newspaper who will speak for them. They are ready to accept an original and qualitative newspaper. Advertisers also ready to give ads. You only need to take right decision in right time and right place.

Newspapers need to be in the business of selling intelligence (Selzer 2013).

**IT’S TIME TO INTELLEGENCE BUSINESS**

First, newspapers need to sell their content. Newspapers are under-charging for the value they deliver. And, in their new product development, the only thing they seem interested in selling is advertising. They believe they are in the business of audience aggregation in the service of advertisers.

Newspapers need to increase their revenue through existing reader.

Bangladeshi newspapers are not selling any other products. They are developing niche products at an awe-inspiring rate. But these are mostly free publications. They are designed as new products for *advertisers* to buy.

Newspapers have a powerful business model for advertisers; they simply do not apply it to their subscribers and readers.

Second, newspapers have something of value to sell: Intelligence (Selzer 2013). News is not the same thing as intelligence. Neither is information. Intelligence is highly-prized, sought-after, and worth paying for. The proliferation of free news has only heightened the need for intelligence.

We are a time-stressed culture; few can afford the time to sift through sand to find nuggets of gold. Instead of beefing up well-crafted, thoroughly-reported stories, newspapers have increased the use of “citizen journalists,” an unlikely source of much more than fool’s gold (Selzer 2013).

Specializing in intelligence dictates how stories are chosen, reported, written, and edited.

Especially in this information-rich age with 24-hour news services that break news instantly on television or the internet, newspapers, published in their hard-copy form once a day, must anticipate what the context for their stories will be at the time they are read, rather than the time they go to press.

Trading in intelligence also dictates staffing. Those who know the most about a subject, those who have the deepest bench of sources, and those who remember similar situations in the past are best able to identify and encapsulate stories to maximize their intelligence value. These are precisely the journalists who are being offered buy-outs and early retirement. This is perhaps the greatest symbol of newspapers’ failure to understand and appreciate the commodity they sell.

Newspapers have thrown good money after bad trying to reach audiences they may never, it appears, win over. The popular trend in newspaper research right now is to do “footprint studies.” The idea is to measure a newspaper’s reach across all its products—the daily paper, the website, and a bevy of (typically) free niche publications. With the results in, the goal is to spot clusters of customers the newspaper does not yet touch and figure out a way to serve them as well— most commonly with a new product. Restated, newspapers are obsessed with building reach on the fringes of its marketplace, choosing as the most worthy of new investment the very people who have shunned them at every turn. Many newspapers have more than a dozen products on the market—targeting moms, young adults, senior, students, and women and on and on and on. Anecdotally, the incremental extend of these publications is miniscule. In effect, newspapers keep chasing consumer markets resistant to what they offer in the way they offer it.

None of this would be all that problematic in a time when resources are plentiful. However, resources are indeed limited. New products are most often an added burden to the newsroom on top of existing responsibilities—new staffs to create new products are not part of the package.

When editors push back on new assignments, which have become more common, publishers turn to marketing and advertising departments to develop “content.” That is hardly a model that yields intelligence.

More worrisome than money wasted chasing non-readers is the erosion of content core audiences prize most.

Newspapers are stripping out intelligence column inch by column inch. But eventually, core readers wake up to the fact they are not getting the value they expect from the daily newspaper.

These core customers would likely pay for products that deliver intelligence. Changes made to newspapers in the past couple of decades reveal a host of opportunities.

Many newspapers used to have “Arts & Entertainment” sections which are now dominated by entertainment, based on research showing young adults most interested in movies, music, television, video games, and so on. Coverage of the symphony, opera, and other classical music was slashed, along with stories about the visual and performing arts.

What about a bi-weekly publication with separate, paid subscription, devoted to the arts, replete with previews, behind-the-scenes coverage, reviews, and gossip? Hire freelancers from the growing pool of laid-off or retired reporters and editors and mail it to all who want it, whether they are current subscribers or not.

Advertising would supply the profit margin. And, here is the best news. Most arts organizations are non-profits running on thin budgets. They cannot afford to advertise—and certainly not effectively—in mid-market or larger newspapers. They could, however, afford to advertise in a publication that reaches a few thousand of their best prospects.

Imagine the impact for a small arts organization if they could get their message in front of a few thousand potential arts patrons? They would likely pay a premium for this opportunity, beyond what a 5,000 circulation product might normally fetch. There may be small audience but they are so attractive to advertisers.

The same idea could be developed for sports, offering greater depth and breadth for a segment of the newspaper’s audience who are among the most avid and consistent readers. Subscription revenue could pay for travel to more away games, more coverage of teams outside of the hometown, more national columnists, and so on. Again, new revenue comes from advertisers who want to reach sports junkies, but who cannot afford the daily paper.

This model presents an opportunity for a separate business publication that would feed a hunger for intelligence on the local business scene.

These products succeed only if they are high quality. Under this business model, circulation revenue pays for quality newsroom staff. These new products must be journalism-driven and they must deliver intelligence. While some publications may compete in these arenas, none has the expertise and status enjoyed by most daily newspapers.

What does it cost newspapers to ignore their core customers? Regular newspaper readers are likely to be well-educated and affluent. They are newspaper advertisers’ best customers.

Certainly, they are the hardest-to-reach customers for advertisers, in that they spend proportionately little time watching television or listening to commercial radio.

With a new game plan, which leverages newspapers’ current assets and depth of expertise by selling intelligence, the future looks bright.