

WAN-IFRA examines niche publishing in newspapers

Some people say that newspapers of the future won't be general interest publications but niche products appealing to select audiences. The World Association of Newspapers and News Publishers (WAN-IFRA) will examine this question with a study tour of European publishers who have found a lucrative market for niche products right now.



The tour, which will visit publishers in Sweden, Germany, Austria and the United Kingdom from 13-19 November 2011, will investigate successful niche-oriented publishing products and the strategies and business models behind them.

Creating sustainable niche products

The tour will focus on the process of creating sustainable niche products, the effective engagement of communities, and successful forward-thinking strategies for print and digital products and live events. It will provide strategies for creating special print and digital products targeting specific interest groups, with the aim of reaching new readers and generating new income streams.

"Many newspaper companies in Europe have come up with creative though often very simple ideas for new products that can be easily translated into one's own market. On this tour, we will see a few of the most interesting examples," said Dietmar Schantin, executive director for publishing, editorial, advertising and general management at WAN-IFRA.

The tour is aimed especially at chief executives, editors, managing directors, product managers, marketing managers, and circulation and distribution directors.

Some of the tour visits:

- *Aftonbladet*, Stockholm - ViktKlubb ("Weight Club," <http://viktklubb.aftonbladet.se>), a well-established community of people who want to lose weight. Also examined will be the strategies behind the publishing house's weekly magazines and its iPad app.
- *DIE ZEIT*, Berlin - An array of successful products aimed at students and others involved in education, examined from the perspective of brand management, brand extension, and customer relationship management.
- Axel Springer, Berlin - A broad-ranging merchandising programme at the German giant's *Bild* newspaper, a leading

example of product line extension.

- Guardian Media Group, London - A broad set of activities undertaken this summer under the banner "Music Loves Summer," including special print supplements, a video stream from an opera festival, and a great deal of community-led online activity. It was intended to be effective as marketing, to drive sales, and to attract sponsorship and affiliate sales.

Other tour visits will include *Svenska Dagbladet*, Stockholm; *Kleine Zeitung*, Graz/Vienna; Associated Newspapers, London; and Archant, Norwich, UK.

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