CO-PRESIDENT OF RUST COMMUNICATIONS
PUBLISHER OF THE SOUTHEAST MISSOURIAN

JON K. RUST
River Campus bids farewell to touring series shows
Southeast to focus on opportunities for students to perform

De-litter bugs
Missouri Senate reaches accord on funding to fix 250 bridges

Stock market surge recalls 1989 rally

Officials: Time, effort, data mining reason for rising grad rates at Central
Insure the future of the university's emerging research enterprise

Measures could halt local rules over large farms

Codify opens submission period for 1st annual student research conference

Report Release
No Smoking Gun

Official statement by the University of Missouri System

Features

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DIGITAL SUBSCRIPTIONS
MAIN BUILDING BLOCK TO

- future advertising revenues
- customer data acquisition
- sponsorships and multi-product bundled revenue.
GOAL

- Digital subscriptions pay for news operations.
WHAT DID WE DO?

- Tightened the pay wall
- Began flash sales around digital subscriptions
- Stopped giving our content away on Facebook
GOAL

- Digital subscriptions pay for news operations.
PRINT ACTIVES
$700,000
$120 PER YEAR
6,000
CAN WE GET THERE?
CONTENT
PRODUCT
MARKETING
PRICING
PERSONNEL
CUSTOMER DATA

COLLECTING, USING EMAILS
MARKETING

GROW ENGAGEMENT
HIGHLY VALUED BY AN IMPORTANT PORTION OF OUR AUDIENCE

PRINT STILL MATTERS
PRINT STILL MATTERS

ADVERTISING REVENUE IS REAL.
PRINT STILL MATTERS

A DIFFERENTIATOR WE CONTROL.
NEWS

News is about facts—and understanding the issues of the day. News also conveys images, describes personalities and projects the vision of the communities we serve. Done well, news engages our readers with context in the world around us and gives them reasons to invest their time in our products.

ADVERTISING

Advertising connects hopes to products and services. Our readers depend on advertising information to make good decisions about the ways they spend time and money. Advertising creates a marketplace for our community and helps businesses grow.

JRUST@SEMISSOURIAN.COM

Jon K. Rust