In the wake of the world-wide recession and the explosion of news delivered to our digital devices, many have predicted the demise of newsprint manufacturing. Yet, amid an expanding array of options, there are plenty of readers out there who still prefer the feel of a printed newspaper.

**THE SPECIAL MAGIC OF PRINT**

Anyone who has enjoyed the Harry Potter movies will remember his animated newspaper, *The Daily Prophet*. While the citizens of Hogwarts also had alternative sources of news, how can you beat a paper with two daily editions, a Sunday supplement and an interactive video embedded in the newsprint, furthermore delivered to your kitchen table by a damp barn owl – all for the cost of just one ‘Knut’?

Wet feathers aside, J.K. Rowling’s conception of what Hogwarts’ wizards want in their news service is consistent with current market knowledge: Consumers want both print and digital products.

**The media response**

Leading publishers are adapting to new consumer preferences by integrating print, web, smartphone, tablet and e-editions in a total news package. They are also keeping their print readers engaged by ensuring the highest standards of journalistic excellence, prompt delivery, and offering a pay format that provides web access within the price of a subscription to the printed newspaper.

While consumers are subscribing to these all-access packages and paying a premium in subscription prices, many still aren’t using their digital options very much.

In any case, it is fair to conclude there is a core population of learned readers who are hungry for news. We also know that their preference for local print news is well established, and that publishers and their investors are exploring a variety of innovative business models and technological advances to accommodate their readers and advertisers with both digital and print copy options. Printed newspapers are not going away nationally or globally, but will assume a rational role in the expanding news spectrum.

As you can read in this issue of *UPM News*, innovation plays an important role in maintaining this special interest in print, not simply by exploiting its unique sensory attributes, but also by encouraging new ways to explore the visual and physical nature that makes print so unique.

Print needs to be seen more as a complementary platform within the diverse world of media publishing. True value in publishing means getting the best out of content – and doing this well requires a greater appreciation of paper and its intrinsic values.

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**Newbury takes print to the next level**

The UK newspaper’s award-winning augmented reality solution makes images literally leap off the page. An old dinosaur can still learn new tricks!  

**A local newspaper holds its ground**

If you want to know what’s going on in your home town, there is no substitute for a local newspaper that knows the local angles.
Dear customers,

Dear readers,

The publication you are now holding is our way of contributing a positive chapter to the story of newspapers. There is no dearth of doomsday reports on negative trends in circulations and the downward-spiralling advertising revenues of printed newspapers. But, in truth, nobody really knows how this story will end.

We, for our part, want to share the positive stories and innovations that are brightening up this business. We also want to show how a traditional media like a printed newspaper can still evolve and renew itself. Even an old dinosaur can learn new tricks, as we show on the following pages.

If you happened to pick up our newspaper from the World Publishing Expo stand a year ago, you might have read an article about our new organizational structure and other changes we have made at UPM. Our way of working changed, but unfortunately the same cannot be said of our business environment – the outlook hasn’t improved.

At the end of 2014 we reviewed our assets and the demand outlook for 2015 and beyond. We ended up closing four paper machines this year, two of which produced newspaper print, the two others magazine papers.

Demand trends in 2015 have proved that the decisions we made in autumn 2014 were the right ones. Our aim was to improve our competitiveness without compromising our supply and service capabilities. Here we have certainly succeeded, as proved by customer surveys and other feedback. Our customers value our delivery reliability and wide geographical coverage, which guarantees they can continue sourcing their paper from close by.

Some weeks ago I had the pleasure of meeting one of the visionaries of the newspaper publishing industry, Mr. Hermann Petz, the CEO of Moser Holding in Austria. He handed me his new book: Die Zeitung ist tot? Es lebe die Zeitung [The newspaper is dead? Long live the newspaper] and had the opportunity to discuss how he sees the future of newspapers.

Petr’s fact-based arguments underline the value of print and yield enlightening insights into the evolving media world. Petz also shares his thoughts on the pages of this newspaper.

It is clear to all of us that the media world is in the midst of a major transition, but it is also clear that there is so much movement (in both directions), that the shape of the future landscape is – for now – impossible to predict.

We at UPM are committed to print! We will continue improving our competitiveness and service offering and keep on finding innovative solutions for our products and supply chain for the benefit of our customers.

When you do business with UPM, you know you can expect maximum reliability, sustainability and flexibility. Let us together write a new, positive chapter to add to the story of newspapers.

I hope you enjoy reading this newspaper.

Winfried Schaur, Senior Vice President, UPM Paper ENA, Newspaper Publishing

THE BRIEF

UPM PAPER ENA
(Europe & North America)

■ UPM Paper ENA is the world’s leading producer of high-performance graphic papers, serving customers in three segments: Magazine Publishing & Advertising; Merchants, Home & Office; and Newspaper Publishing. In 2014, Paper ENA sales were EUR 5,284 million.

Our modern and efficient paper mills are located in Finland, Germany, the United Kingdom, France, Austria, and the United States. Their annual production capacity is 9.4 million tonnes of paper. Our main customers are publishers, printers, cataloguers, retailers and paper merchants.

At the heart of our business is a solid commitment to the continuous development of sustainable products, safety and high environmental performance.

Key figures
- 10,000 employees, headquarters in Augsburg, Germany
- Sales in 2014 – EUR 5,284 million
- Annual production capacity – 9.4 million tonnes of paper

www.upmpaper.com

■ UPM’s Biofore strategy is built on sustainable and responsible operations. We lead the way to a new, innovation-driven future by seamlessly combining successful business and responsibility. Cost leadership, change readiness, engagement and the safety of our people form the foundation of our success. With us you can expect more: More reliability, more expertise, more with Biofore.

UPM – The Biofore company
www.upm.com

SUSTAINABLE PAPER – your responsible choice

■ No matter what your business, sustainability is your business. It’s not just an image issue – it’s a business fundamental that must be part of every company culture and practiced daily in today’s new business era.

Want to enhance your environmental performance and your business? Take advantage of our unrivalled environmental expertise and services. And take great service for granted.

When it comes to sustainable paper, UPM can help you find a solution that’s good for the environment and for your bottom line. For UPM, the two go hand in hand. Eco-design is part of our DNA. We work hard to develop sustainable paper products to meet changing demands.

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The newsawards 2015 judges had great fun getting the Newbury 3D digital dinosaur to walk across the table. They appreciated the entertaining, engaging and highly innovative approach which appeals to adults and children alike and brings fun and creativity to the printed product. Judges also commented on its versatility and inherent opportunities for application across several platforms.
The idea for the 3D issue came from Stephan Schön, Head of the Science Section of the Saxon regional newspaper Sächsische Zeitung. While on a trip to Cape Canaveral, he and a group of scientists from the German Aerospace Center (DLR) discussed how fun it would be to present Saxony in 3D on the pages of the newspaper.

Instead of showing only satellite images – which already existed as 3D files – the concept was to present photographs of Saxon landscapes from three different perspectives: space, air and ground. The stereoscopic effect was achieved using anaglyph 3D images viewed through special ‘colour-coded’ anaglyph glasses.

The project took several months to put into practice, as the team faced a number of challenges. “The anaglyph glasses needed to view the 3D images are optimized for screens,” explains Schön. “This meant a lot of work for our colleagues in image editing and prepress in order to make the stereoscopic effect work in newsprint.”

BOLD MOVE PAYS OFF

The paper posed another dilemma. To guarantee optimal print quality, the publishing house used UPM Brite 76 C, 52 g/m² instead of standard newsprint.

Despite the extremely long lead time and the added expense of heavier paper and special software – which clearly exceeded that of a standard daily – the 3D issue of Sächsische Zeitung proved to be an exceptional commercial hit. Newsstand sales doubled that day, and Schön and his colleagues were pleasantly surprised by the influx of ad revenues and the positive buzz generated by the project. All ads in the special edition were converted into 3D images by the publisher’s layout team.

More a magazine than a standard daily, the 3D edition was passed around for many days before ending up in recycling bins. The 3D images also struck a chord with a completely new target group, appealing especially to children and adolescents.

“Innovations like this and interactions with other media channels are the key to the future success of printed newspapers,” says Schön. Even if we might not be see another 3D issue of Sächsische Zeitung, we can be confident that publishers are already working on the next big idea for surprising readers of newsprint.
NEWBURY takes print to the NEXT LEVEL

If anyone can teach an old dinosaur new tricks, it’s Newbury Weekly News. The UK newspaper’s award-winning augmented reality solution makes images literally leap off the page.

“A very cool idea,” said the judges at Newsawards 2015. “We loved it and had great fun getting the 3D digital dinosaur to walk across the table! It’s entertaining, engaging and highly innovative.”

These were among the praises heaped on the new augmented reality solution pioneered by Newbury Weekly News, winners in the ‘Printed Innovation of the Year’ category at this year’s international Newsawards.

Berkshire-based Newbury Weekly News is printed by a family-owned independent publisher established in 1867. Despite fierce competition from much larger publications, the gutsy weekly – with a circulation of 15,000 and added online presence – walked away with the coveted best innovation title.

“The headmaster called to ask where my son had got such an incredible educational app. He said the children were awestruck and wanted to see more. This gave birth to the whole idea.”

Search for the silver bullet

Newbury’s 3D solution proves there are customers who are discovering fresh and imaginative ways of rejuvenating print. “I was excited about the potential of combining cutting-edge technology with traditional media. I believed it could bring a new audience to the core product and increase engagement. Everybody within the industry is searching for that silver bullet, and unless we keep trying out new ideas, we’ll never find it,” says Gurney.

No future for technophobes

Gurney sees great promise for the solution across several platforms. “We’re currently looking to launch 3DAR games later this year. Our readers will be able to get them for free and then have to purchase subsequent papers in order to expand the games and grow characters. It all looks very exciting.”

To survive and succeed, Gurney believes the industry has to be more creative and open-minded to technology. “There seems to be an app for just about everything these days, from your kitchen kettle to your central heating – they’re evolving at an incredible rate. We’re all trying to innovate whilst at the same time protect our traditional roots. Many just like us at Newbury are working with cutting-edge technology.”

www.newburytoday.co.uk/

NEWSAWARDS 2016:
Could it be your turn next year?

Now in its 19th year, Newsawards celebrates excellence in 20 categories across three areas: Print, Digital and Business innovation.

Sponsored by UPM, the Printed Innovation of the Year title goes to creative or marketable newsprint applications that deliver commercial benefit to printers and publishers. Over 40 outstanding entries were submitted from mainland Europe and the UK this year.

Looking to build on the success of this category, all print innovators are invited to take part in next year’s competition, which takes place in London on April 27. To enter, your innovation must be printed between 1 January 2015 and 5 February 2016. Entry forms will be available in November. If you have any questions, kindly contact the Newsawards team:

helen@newspaperawards.co.uk,
www.newsawards.co.uk/
“Truly understanding our customers’ needs and concerns enables us to offer the best possible solutions – and a helping hand wherever it’s needed,” says Ken Ehrnrooth, Vice President of Sales at UPM Newspaper Publishing.

Ken Ehrnrooth is a man with vast experience when it comes to selling paper. He has seen every trend in the industry, making sure that UPM responds as speedily as possible.

And exactly how has UPM responded to the latest trends? First, by adjusting its production capacity to meet demand and stay cost-competitive. Second, by deepening its customer insight and co-operation with various stakeholders to develop new, innovative solutions and superior products.

“We are working closer than ever with our customers to keep developing our offering to meet their needs,” says Ehrnrooth.

The value of relationships
Recent changes in the paper and publishing industries have created a tougher business environment. And in a tougher environment, everybody is always striving to get the most profitable deal.

“Loyalty is less important than it used to be,” says Ehrnrooth, becoming almost nostalgic when he recalls the good business relationships that UPM has had with its customers. One of the highlights of his working career was when a Serbian publisher gave him a warm hug to show how much he appreciated the reliable deliveries, consistent good quality and hassle-free service that UPM provided. In times of chaos in his country, he had one less thing to worry about and was able to sleep his nights in peace.

Inside the customer’s head
Understanding customer needs is the key to successful business, stresses Ehrnrooth. But deep and relevant customer insight can only be created through mutual trust, transparency and open communication.

The special value that UPM offers to each customer is highly individual. “We have to dig deeper to understand the underlying demands and problems our customers have and then ask how we can solve them and help them perform better in their business,” says Ehrnrooth.

“It is in our mutual interest to keep print competitive. We therefore need to sit down with the customer and analyse every element in the value chain to eliminate excessive cost and maximize savings.”

Smart services
A major part of this is developing smart, customer-friendly services and solutions. “From our customers’ point of view, UPM should be easy, efficient and fast to do business with. They should gain not only product value but also maximal service value when they work with us,” Ehrnrooth offers the example of UPM’s renewed Customer Online service, which gives the customer one-stop access to various web services, such as viewing the status of their orders, deliveries, invoices and stocks. Additional features such as online ordering will be added in the near future. A choice of multiple service channels will nevertheless be offered, as many customers still prefer personal service.

Print lives on
The decline of newsprint has been faster than anticipated. Structural changes such as digitalization have transformed the earning model for publishers, and this continues to present a challenge for the whole industry.

“But Ehrnrooth also sees positive signals behind this declining trend: “Demand for print is expected to stabilise. The power of printed advertisements, for example, is widely acknowledged.” Ehrnrooth personally likes to have a choice between print and digital channels as best meets the need and situation: “For me print is a guarantee of high-quality journalism. It complements the media mix and offers deeper background information. Print is also easy to use and environmentally friendly – a product with a natural touch and feel.”

“We hope that our customers find us easy, efficient and fast to do business with. They should gain not only product value but also maximal service value when they work with us,” says Ken Ehrnrooth, Head of Sales at UPM.
Paper and high-tech: **FRIENDS, not foes**

Paper is not the technological laggard for which it is commonly perceived. Quite the contrary – it is harnessing innovation to preserve its vibrancy amid an expanding multi-channel landscape.

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**Text:** Sílvia Kudel, Terry Parry

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**R**heinische Post was looking for an unusual way to create buzz around the 2014 World Cup. Matching a massive event with a big idea, they came up with an XXL-sized poster that combines extraordinary form – high-quality paper and superb print colours and varnish. “Not only newspaper readers but also advertisers are impressed by a special look and feel in a printed newspaper,” says Matthias Tietz, Managing Director of Rheinisch-Bergische Druckerei, printers of Rheinische Post.

One element not immediately recognized in the selection of paper grades is that value can often outweigh cost in terms of product attractiveness and performance benefits. The desired level of product performance must be specified accurately, however. The value expectation and feel of the product can be modified easily by selection of an appropriate basis weight and bulk. “What a paper grade might lack in surface and tactile interaction can be boosted quite dramatically by the choice of inks, value-added print effects and the use of machine-readable codes to trigger online messaging.”

The human connection

In the packaging world, touch and feel have equal prominence in defining the purchaser’s interaction. “The study of haptics has become sufficiently refined to measure the success of human interaction in product selection. Here the application of different surface topographies can be applied very effectively in paper and print.”

UPM has worked closely with different publishers and designers to enhance this user connection and make print more appealing from a visual and tactile perspective. “Experience helps us to do the right things correctly. Through our increasing collaboration with publishers and designers, print need no longer be defined by technological boundaries, but by the creative vision that encompasses the wider use of materials and surface enhancements.”

In the world of media publishing, UPM stands firm in its support of print media. By focusing on cost competitiveness, product leadership and offering, UPM ensures that paper will remain a cost-competitive medium with excellent supply security. “This level of security is important to publishers. UPM is resolute in its commitment towards print-on-paper initiatives,” affirms Parry.

**Part of a bigger landscape**

Publishers need to absorb the wider media landscape in all its different forms. The stronger this multi-channel business model going forward, the greater the likelihood it will incorporate a stronger print focus.

“Publishers can create a print product with an exceptional and innovative look and feel.”

“**Success is about making the right choices.**”

“Our aim is to ensure that print remains competitive within that environment. What UPM can offer the content user is a substrate that creates a personal link that is difficult to achieve using other media devices.”

Today, new investment in print technology is about efficiency, creating added value and developing new formats and product types. There are many publishers who are reluctant to develop a newsgame publication if it merely replicates a typical newspaper format. “There has to be more innovation in product design, as newspaper publishers will not spend money on keeping their product the same.”

**Listening to users**

“Success is about making the right choices, and UPM has listened to its customers before making our own. We’re making note of our customers’ future plans and aspirations, and bridging the gap between what’s required and what’s possible,” says Parry.

UPM is not looking simply from a paper grade perspective, but is optimizing its entire supply chain operation. Based on recent conversations with publishers in the main EU markets, UPM is now more knowledgeably in understanding their needs and meeting their future product expectations.

Cold-set printing is set to capture new products previously printed on magazine presses, and the availability of competitive paper grades will assist in that process. “UPM is well positioned in the print market. Even if we cannot predict the future, we can certainly try to shape it,” concludes Parry.
Helsingin Sanomat, Finland’s top national daily, is investigating a lot of thought and effort into boosting the competitiveness of printed newspapers. This of course starts with quality journalism, in-depth articles and a rich accompaniment of online content, but the team believed they could go one step further and serve advertisers better than ever.

“Print doesn’t work” and “print is expensive” – these are arguments many media companies often hear when they try to convince customers to allocate sizeable budgets for print media.

“But because we didn’t have statistical evidence to disprove them, we couldn’t argue against these claims,” says Veera Siivonen, Head of Business Development at Helsingin Sanomat.

HS realized they had two options: Either to accept the rapid decline of print media advertising or to find new ways to measure its efficacy. It turned out that the readers of printed newspapers had not disappeared – it was only the advertisers that were vanishing.

HS drew ideas from the world of TV and the ratings methods that many TV channels use to measure ad campaign effectiveness. “We suddenly realized that we could do the same – and take it even further. While we don’t have a panel of 1,100 households reporting their behaviour to us as television companies do in Finland, we have more than 13,000 daily readers of our digital printed newspaper,” Siivonen says.

**Tablets tell the whole story**
The original idea for measuring print effectiveness came Anne Salonsanta, Product Manager at HS. She suggested using iPad data reporting how long time people stay on each page containing advertisements. “I was wondering if that information could somehow be utilized to evaluate the attractiveness of the same pages in our printed newspaper.”

The team grew excited about the idea and developed it further. About a year ago the concept took off, bringing substantial added value to HS’s advertisers.

Statistics on the behaviour of tablet readers are gathered automatically and, readers are identified only by their user names. “We can weight the data by gender and age to accurately reflect our print reader profiles.”

Because reading patterns differ depending on whether the reader chooses a tablet versus the print version, HS conducted further research into the topic. They found the differences between these two reader groups to be consistent across the board.

“These differences can be taken into account using weighting factors. Luckily, we had our professional consumer data and analytics team at Sanoma take over and they quickly developed a good model,” Siivonen reveals.

Today the reader impact of the whole newspaper can be measured and this information is used to serve advertisers – proving that printed advertising is indeed effective, and demonstrably so.

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**THE NEW MEASURING METHOD**

created by Helsingin Sanomat provides advertising customers with gender- and age-specific information on people that have viewed and showed an interest in a particular ad. By compiling this data into statistics, the effectiveness of print can be measured almost in real time.

The method reveals the following:

• The number of people who have viewed the page
• How many readers paused to read each page with ads.
• The gender and age breakdown.
• Valuable figures that marketing teams can use when calculating the impact of marketing actions on sales.

Customers in turn receive comparable information to optimize their marketing. This means ads can be better placed and focused.

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**PRINT IMPACT RATINGS SYSTEM**

**DISTRIBUTION FIGURES**

- Previous week’s distribution
- Log-on profile data
- Print reader profiles provided by Media Audit Finland
- Market research on preferred reader patterns
- Data models. The data is weighted by content and format

**TABLET DATA**

- Page-specific data on reader interactions
- Log-on profile data
- Tablet data is weighted to match print profiles

**READER PROFILE**

- Tablet reader profiles provided by Media Audit Finland
- Market research on preferred reader patterns
- Data models. The data is weighted by content and format

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**HOW THE DATA IS GATHERED**

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**SEGMENTED PAGE-SPECIFIC RATING (%)**

Number of readers per page, segmented
Five years ago, Apple launched the very first iPad. It was also five years ago that Hamburg played host to the World Publishing Expo, as is the case again this year. In 2010, the expo was remembered for the sharp impression that the first successful tablet PC left on the publishing industry. Think back to the words of Mathias Döpfner, CEO of Axel Springer AG, who said: “Every publisher should sit down once a day, pray and thank Steve Jobs for saving the publishing industry with this device.” [Die Welt, 08/04/2010]

Now, five years later, the euphoria surrounding tablet PCs has given way to a sense of disillusionment. The Munich-based trade magazine *Druckmarkt* & *Verkaufen* (advertise and sell) – published a report in January entitled “War & Verkaufen was Albtraum” (Why tablet magazines don’t work). [Print-Power.eu, 29/06/2015]

In an interview in June, Pablo Del Campo, Creative Director of Saatchi & Saatchi, said: “We are seduced by digital media and it’s not necessarily because it’s more effective. I feel it’s because it’s new.” He continued: “Print is still powerful. The thing about print is that a consumer will be in silence and you have time to be exposed. Of course you have to catch the attention of somebody but if you get that attention then the type of relationship you can establish with the idea and the target audience is very good. Digital is more interactive but sometimes you want to read a print newspaper. It’s totally engaging and very effective.” [TheNewspaperWorks.com.au, 25/06/2015]

Sir Martin Sorrell, CEO of the market leader WPP, had previously also expressed a similar opinion: “There is an argument going on about the effectiveness of newspapers and magazines, even in their traditional form, and maybe they are more effective than people give them credit for.” [Print-Power.eu, 29/06/2015]

Print has a further unsurpassable ability – it’s not possessed by other media platforms – to further digital content could only be created using simple Quick Response (QR) codes, now the much more elegant “augmented reality” technology (AR) can be used. In contrast to Quick Response codes, augmented reality does not use any annoying graphic characters. Instead, augmented reality can use any kind of printed information, such as an image captured on a smartphone camera and edited using an app.

Once the image is recognised by the software, the additional digital information is activated and displayed on the mobile device. This enables static images to be brought to life and initiates interactions with media consumers. The Springer magazine “Auto Bild” uses AR to set the vehicles on the front page in motion. The possibilities are virtually endless. Print does not exist purely for nostalgic reasons, but because the efficiency and versatility of the medium is proven on a daily basis. Print lives on and is fully integrated into the field of mobile digital media.

Manfred Werfel
Deputy CEO, WAN-IFRA
Executive Director, Global Events

**Print media in the landscape of mobile digital media**

In an interview with *Die Welt*, Pablo Del Campo, Creative Director of Saatchi & Saatchi, said: “We are seduced by digital media and it’s not necessarily because it’s more effective. I feel it’s because it’s new.” He continued: “Print is still powerful. The thing about print is that a consumer will be in silence and you have time to be exposed. Of course you have to catch the attention of somebody but if you get that attention then the type of relationship you can establish with the idea and the target audience is very good. Digital is more interactive but sometimes you want to read a print newspaper. It’s totally engaging and very effective.” [TheNewspaperWorks.com.au, 25/06/2015]

Print is the only media platform that appeals to all of our senses. Each of the five senses plays an important role when making a purchase decision, for example.

Print has a further unsurpassable ability – it is very good. Digital is more interactive but because the efficiency and versatility of the medium is proven on a daily basis. Print lives on and is fully integrated into the field of mobile digital media.

Manfred Werfel
Deputy CEO, WAN-IFRA
Executive Director, Global Events

**Breakdown of how the five senses affect purchase decisions.** [Klaus-Peter Nicolay, Zeitschrift *Druckmarkt* 45, 2008]

**Transparency adds VALUE**

*UPM has been listed as the industry leader in the Dow Jones European and World Sustainability Indices (DJSI) for 2015–2016. This is the fourth year in a row that UPM has received this coveted recognition. “Being listed in the Dow Jones Sustainability Index is recognition for excellent environmental performance, responsible sourcing practices and strict corporate governance. It is also a sign of successful communications and engagement with our stakeholders. We actively share our activities with our stakeholders and their impacts on the environment, people and economy, which has been positively noted”, says Pirikki Harrela, Executive Vice President, Stakeholder Relations. The DJSI is based on a thorough analysis of corporate economic, environmental and social performance of the world’s leading companies, assessing issues such as climate change mitigation, supply chain standards, labour practices, corporate governance and risk management. The DJSI follows a best-in-class approach, recognising companies across all industries that outperform their peers in sustainability metrics.*
Have you read the NEWS today?

Hermann Petz, CEO of Austria’s Tyrol-based Moser Holding is optimistic about the future of printed newspapers — provided they focus on what they do best.

Text: Christine Holden
Photo: Moser Holding/Aichner

Have you read today’s news? is a question that Hermann Petz is convinced will remain on people’s lips in the future. He sees newspapers as a kind of modern-day campfire around which communities are created and a sense of belonging is established.

Moser Holding publishes regional daily and weekly newspapers in Austria. Its flagship publication in Tyrol is the market-leading Tiroler Tageszeitung, or TT for short. Petz also sees printed newspapers as having a special, appealing ‘feel’. They also stimulate the brain in such a way that readers identify reading the newspaper as their personal ‘time out’.

Print, portal or both?
Ever the realist, Petz of course acknowledges that the online versions of printed newspapers will be highly significant in future. He admits that an online presence offers faster speed, interactivity and also targeted advertising. TT.com, the paper’s own portal, has a reach of about 50 per cent.

But will print be able to finance itself in the future? Petz is once again confident. He believes there are sufficient financial resources to be tapped from a combination of moderately increased circulation revenues, stable advertising sales and regional online revenues.

To win over the next generation of print readers, Moser Holding offers ‘appetizers’. “From Monday to Friday, 12,000 complimentary copies of the compact version of TT are placed in buses, trains and other public places where they appeal to young readers in particular. A considerable number of these readers are then sufficiently motivated to read the full version of the newspaper at home.”

Petz also sees great potential in magazine supplements. Representing a new generation of magazines, good-quality inserts can be printed successfully on newspaper print stock.

For a regional newspaper publisher such as TT, a regional paper supplier like UPM is an important partner. “Long-term, reliable and stable” is their assessment of the partnership, in which they assign particular value to UPM’s international background.

Printed newspapers have a special, appealing ‘feel’.

His new book Die Zeitung ist tot? Es lebe die Zeitung! (The newspaper is dead? Long live the newspaper!), Media Manager Petz fires off facts to debunk the doom-mongers who keep predicting the demise of printed newspapers. "About 95 per cent of people spend 95 per cent of their time within a radius of 25 kilometres. Regional issues are important to these people. And 42 per cent of all readers aged 14–29 continue to read the print edition of the Tiroler Tageszeitung daily.”

Petz believes that this is to the credit of the strong editorial team behind the print edition, who do a great job at selecting, arranging and prioritizing information – which is more than any digital device can ever do. The topics are chosen for their local relevance, allowing the newspaper to create its own community within its particular region. Petz also sees printed newspapers as having a special, appealing ‘feel’. They also stimulate the brain in such a way that readers identify reading the newspaper as their personal ‘time out’.

Recommended reading: Hermann Petz: Die Zeitung ist tot? Es lebe die Zeitung! [The newspaper is dead? Long live the newspaper!], Haymon-Verlag, 176 pages, €17.90.

UPM PAPERS for Coldset Web Offset printing

UPM CSWO papers are suitable for:
- Newspapers
- Supplements
- Retail flyers
- Telephone directories
- Book papers
- Specialist publications

Always up-to-date paper specifications available in the online paper catalogue: upmpaper.com/papers
Mobile catalogue: m.upmpaper.com m.upmpaper.com/de m.upmpaper.com/fr
Newspapers continue to reign supreme in the delivery of local news. People continue to read their community news in hard copy. If you want to know what’s going on in your town – whether the news is about the mayor or taxes or high school football – there is no substitute for a local newspaper that knows the local angles.

A reader’s eyes may glaze over after taking in a couple of paragraphs about Canadian tariffs or political developments in Pakistan; a story directly about the readers or their neighbours will be read to the end. Wherever there is a pervasive sense of community, a paper that serves the special needs of that community will remain indispensable to a significant portion of its residents.

Having managed the western Finnish local newspaper Ilmajoki-lehti for more than 40 years, the former editor-in-chief Liisa Äärynen, now recently retired, has witnessed the evolution of a local newspaper first-hand. The introduction of new technology has regularly changed the way in which the newspaper is produced, but the most important aspect remains the same: One way or another, each story and advertisement that features in a local newspaper touches every resident of the community – if not directly, then through a member of their family or someone they know.

“A local newspaper needs to be close to its readers and tell stories that have local relevance. Reporters have a huge role to play in this. They have to be alert, work hard and be able to listen to the people whom their stories concern,” Äärynen says, and continues: “Reporters need to be sharp and care about people. It’s a challenge, but it’s also necessary for the future.”

People’s changing reading habits are a source of concern for Äärynen. Digital channels are used to pick pieces of information from here and there, and people often forget to look deeper into issues.

“I wonder whether people can focus on reading newspapers or books as closely on a screen as they would on paper, and whether they internalise enough information. Or is the world heading in a direction where people don’t care about finding out more about things?”

Äärynen sees delivery costs as one of the biggest threats to local and other subscriber newspapers and magazines. “This largely depends on what is decided by the government and the national mailing company. In the past few years delivery costs have shot up so rapidly that they have already pushed many newspapers to the limit.”

Most-read medium
In Finland, local newspapers have led the way in establishing digital editions of their printed newspapers. Over the years, however, readers of Ilmajoki-lehti have shown that they are still fondly attached to print. "Digital editions of local newspapers have not gained a very firm foothold. That’s why we carefully consider how much material we want to publish on a website that people can use for free."

“I love printed newspapers.”

Liisa Äärynen is a whole-hearted advocate of print. “I love printed newspapers – my own as much as others. I want to see the wider context and enjoy the freedom of reading a printed newspaper – not having to have my face glued to the screen. I for one don’t want to read the news through a keyhole!”

“I strongly believe that people are interested in knowing what’s going on around them, they want to know about both issues and people. If a local newspaper does a good job, I think it will flourish in print well and remain the most-read medium in its area of circulation.”
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