



London Evening Standard

The move to a free distribution model

London Evening Standard is going free

World's first paid-for newspaper to go free

- From the 12th October The London Evening Standard will become the first quality newspaper in the world to go free
- Circulated copies more than doubling to **600,000** a day
- Continued commitment to **high quality journalism** – same product, more accessible
- Two editions per day – News Extra and West End Final
- Unique distribution model to maintain quality of readership



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Why not go free with the re-launch?

The re-launch was about achieving three main objectives...

1. To show that we are still a serious contender in the London Press marketplace
2. To stabilise circulation bringing the **readership +11.2%** to 653,000 prior to going free
3. To change perceptions of the newspaper amongst Londoners



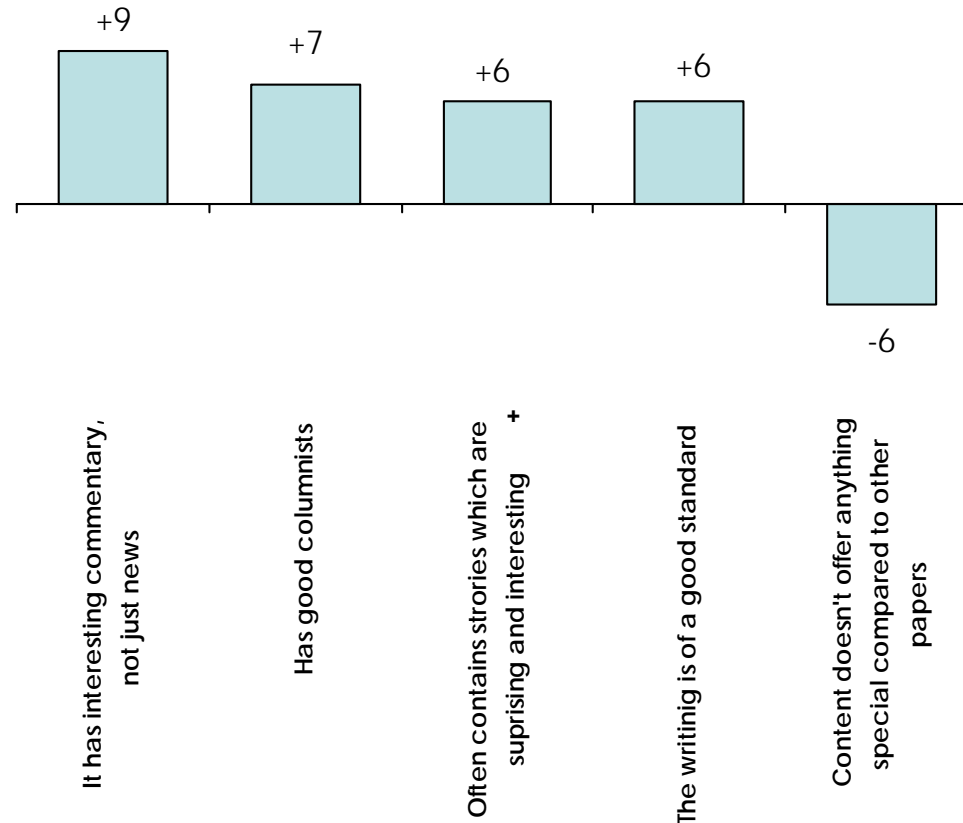
Source; ABC/NRS Jan-Mar09 V's Apr-Jun09, excl. bulks



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Improved perceptions

Shifts in perception of editorial content since re-launch

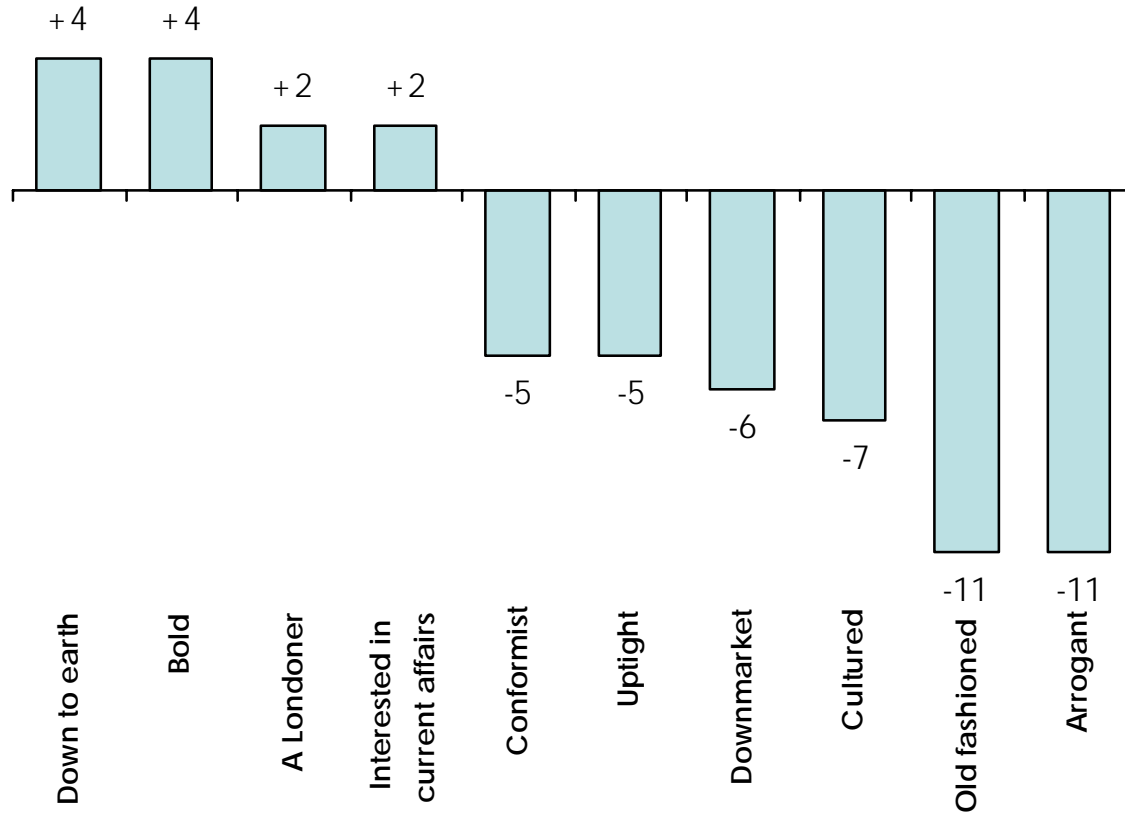


Source; Hall & Partners



Improved perceptions

Shift in brand perceptions since re-launch



Source; Hall & Partners



Re-established as part of routine

It's part of my evening routine **+7**

Helps me get through my journey **+6**

Is worth paying for even when there is a free alternative **+3**

Is worth paying for even when there is a free online alternative **+3**

Source; Hall & Partners



Still lacked relative scale in London - Readership

Free Newspapers



2 million



1.1 million

thelondonpaper

1.1 million

Paid

London
**Evening
Standard**

620,000

Source; NRS Jan-Jun09



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London evening title readership

London
**Evening
Standard**

620,000



1.1million

thelondonpaper 1.1million

TOTAL AUDIENCE SIZE

(less duplication)

2.013m readers



London evening title readership

London
**Evening
Standard**

620,000



1.1million

TOTAL AUDIENCE SIZE

(less duplication and thelondonpaper)

1.583m readers



Why pay for it when you can get it free?

Print



thelondonpaper

FREE METRO

FREE Lite LONDON

Online



Music



Consumers feel a growing sense of entitlement around receiving content for free

31% of people no longer buy paid-for newspapers as often since they have been able to get content for free

55% expect all content offered via the internet to be free of charge

Source; nVision

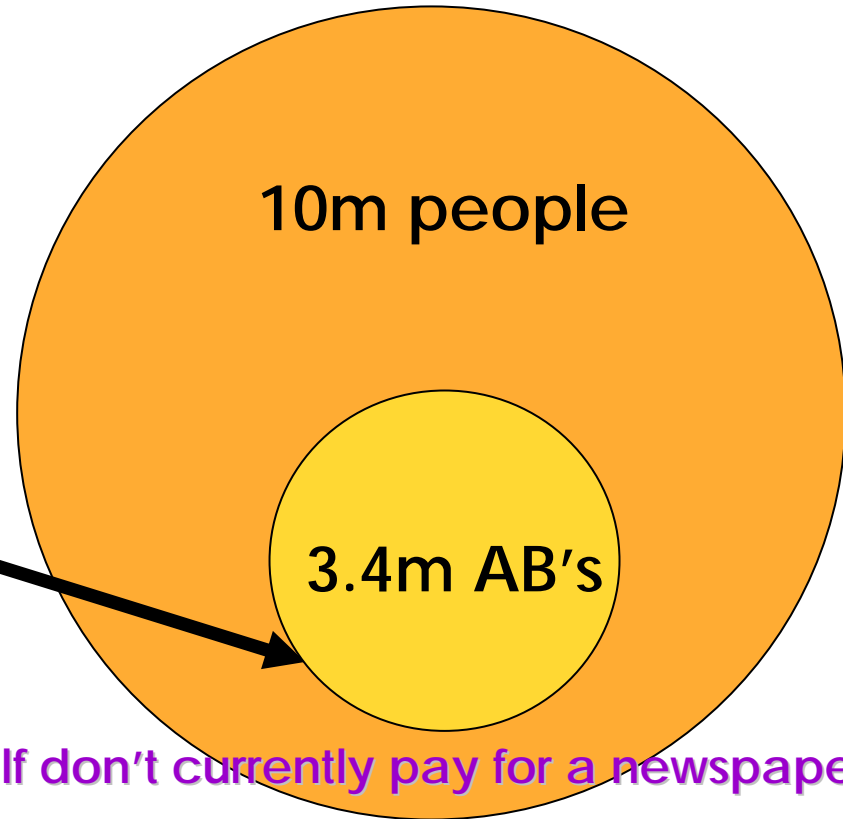
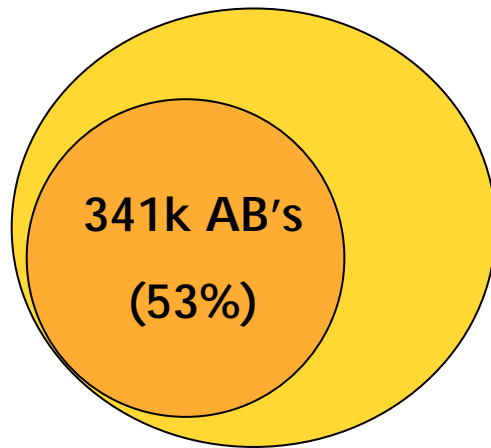


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Target readership

London

Current LES



Half don't currently pay for a newspaper



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Intelligent and targeted distribution



9 of the 12 key major, mainline stations

Self selection through pick-up points on
concourses (previously used by
thelondonpaper)



Intelligent and targeted distribution



WHSmith

Rail stations including non-Network Rail stations; Blackfriars, St Pancras and Marylebone

Main shopping centres; Westfield, Bluewater, Brent Cross etc

Airports

Stores in key upmarket high streets; Wimbledon, Richmond etc



Intelligent and targeted distribution



Exclusivity in Canary Wharf area,
the heart of London's Financial
District

Distributing up to 30,000 copies

Utilising existing vendor sites and
previous thelondonpaper pick-up
points



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Intelligent and targeted distribution



Approximately 170 traditional vendor sites in Central London

Targeted distribution in upmarket areas outside zone one

More restrained distribution than free newspapers with consumers having to collect the paper from the pick-up points



Intelligent and targeted distribution



Circulation maintained at 250,000

Distributed free with the paper in exclusive areas within Zone 1 and surrounding areas, maintaining and improving the magazine's upmarket profile

Available online and for home delivery with a nominal cost to cover postage



Summary

- The London Evening Standard becomes accessible to more Londoners than ever before
- Committed to a tradition of high quality journalism, the same quality product with **NO** concessions
- Intelligent and targeted distribution model, ensuring retention and expansion of upmarket audience
- Reaching a large London audience through one product
- The London Evening Standard, the voice of London



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