

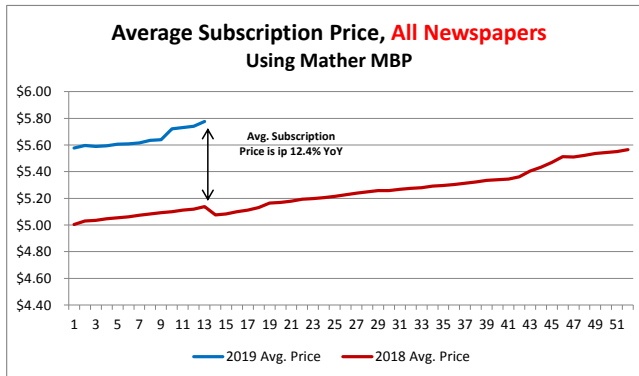
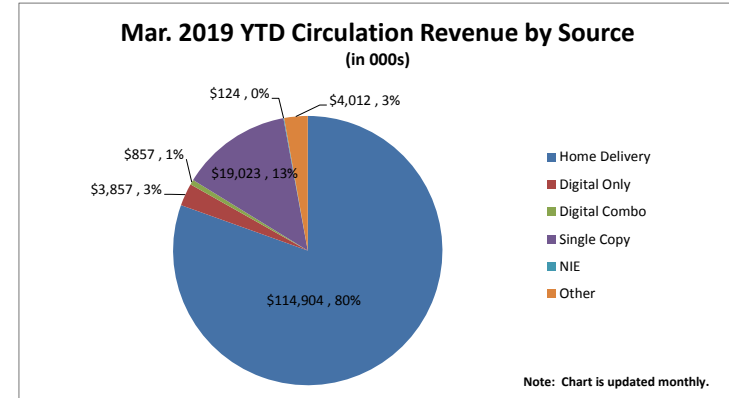
KPI Dashboard

Consumer Financial Performance

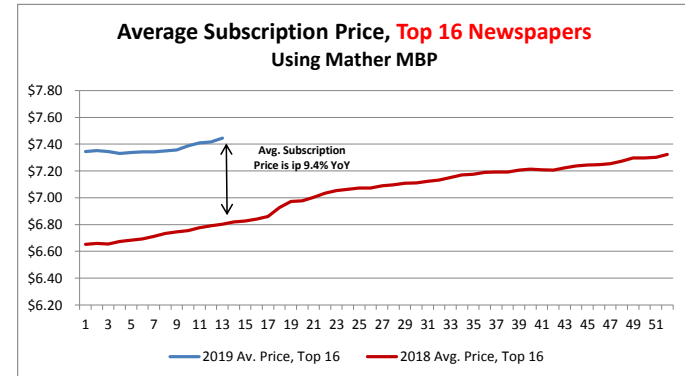
Consumer Revenue: Q2 forecast is -2.3% to budget

Period	Actual/Fcst	Variance to PW FCST	Budget	Variance	Variance %	Prior Year	Variance to PY	Variance %
January Close	\$52,918,524		\$54,087,938	(\$1,169,415)	-2.2%	\$55,444,825	(\$2,526,302)	-4.6%
February Close	\$43,658,285		\$44,187,039	(\$528,754)	-1.2%	\$45,902,840	(\$2,244,555)	-4.9%
March Close	\$44,581,751		\$45,533,409	(\$951,658)	-2.1%	\$46,358,578	(\$1,776,826)	-3.8%
Q1 2019 Total	\$141,158,560		\$143,808,386	(\$2,649,826)	-1.8%	\$147,706,243	(\$6,547,683)	-4.4%
April								
Wk 1 Forecast	\$53,212,898		\$55,090,210	(\$1,877,311)	-3.4%	\$55,810,355	(\$2,597,456)	-4.7%
Q2 2019 Total	\$140,499,491		\$143,816,260	(\$3,316,769)	-2.3%	\$146,579,616	(\$6,080,125)	-4.1%

Top 60 Print & Digital Weekly Starts/Stops/Net Adds			
	This Week	WoW	YoY
Print Starts	9,310	281	(393)
Print Stops	12,408	(2,673)	(1,794)
Net Adds	(3,098)	2,954	1,401
Digital Starts	1,921	180	1,259
Digital Stops	390	17	109
Net Adds	1,531	163	1,150
Total starts	11,231	461	866
Total stops	12,798	(2,656)	(1,685)
Net Adds	(1,567)	3,117	2,551



Note: Mather provides pricing updates each Friday so this chart usually runs one week behind.



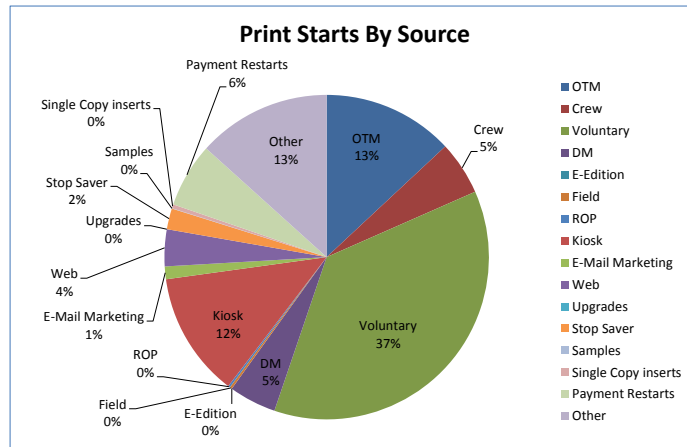
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Weekly T60 Print & Digital Starts, Stops & Net Adds

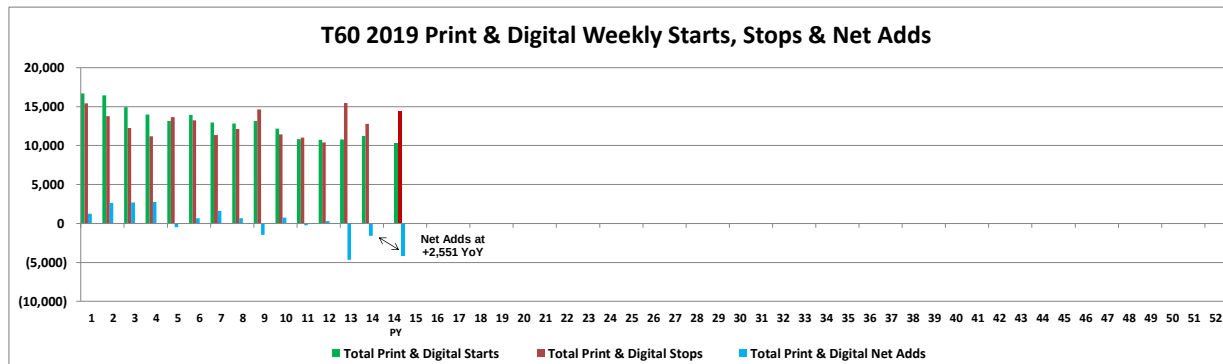
Week ending 4/12/2019
Enter week 14
Enter period 4

	This Week	WoW	YoY
Print Starts	9,310	281	(393)
Print Stops	12,408	(2,673)	(1,794)
Net	(3,098)	2,954	1,401
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Net	(1,567)	3,117	2,551

Print Starts	This week	Variances	
		WOW	YTD YOY
OTM	1,215	(17)	(158)
Crew	498	112	230
Voluntary	3,428	353	(152)
DM	440	25	196
E-Edition	-	-	-
Field	21	6	14
ROP	19	(146)	19
Kiosk	1,158	(88)	(30)
E-Mail Marketing	118	19	(82)
Web	342	85	(65)
Upgrades	-	-	(1)
Stop Saver	194	59	(40)
Samples	3	(6)	(17)
Single Copy inserts	37	10	9
Payment Restarts	597	189	35
Other	1,240	(320)	(351)
Total Print Starts	9,310	281	(393)
Stops	12,408	(2,673)	(1,794)
Print Starts vs Stops	(3,098)	2,954	1,401

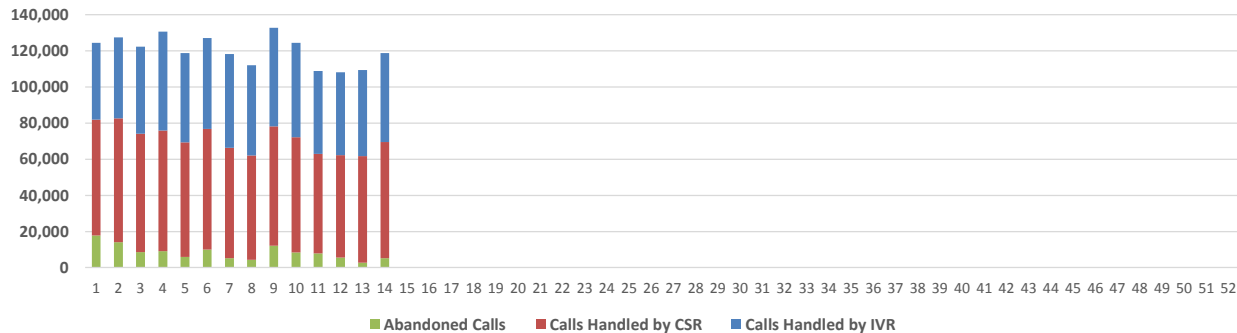


Print Stops	This week	Variances	
		WOW	YTD YOY
No time	1,199	64	(137)
Papers piling up	41	14	8
Can't afford/Bill problem	928	64	113
Service	455	58	201
PBM suspends	3,293	(2,419)	(788)
Moved	795	34	(68)
Product	238	22	(56)
Death/Medical	402	21	(194)
Never Ordered	46	(7)	(35)
Changed papers	28	(9)	(12)
FOD upgrade/downgrade	-	-	(24)
No Renewal	3,518	(198)	(586)
Miscellaneous	1,465	(317)	(216)
Total Print Stops	12,408	(2,673)	(1,794)



Customer Experience

2019 Call Volume Disposition

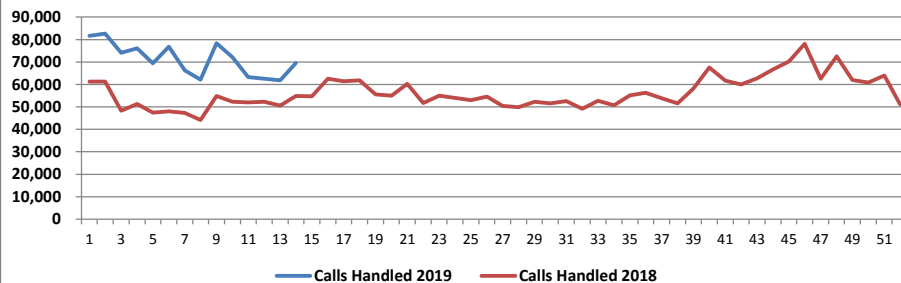


Week ending 4/12/2019
Enter week 14
Enter Month 4

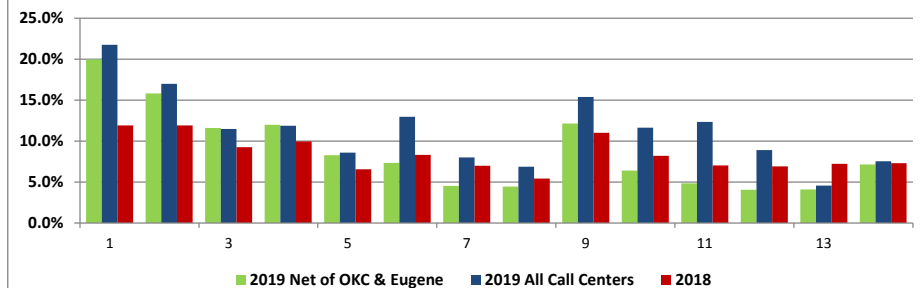
	Year To Date	Period To Date	Current Week	Current Wk Excl. OKC & Eugene
Total CSR Calls	996,915	69,473	69,473	64,876
Calls Answered	879,252	64,209	64,209	60,342
Abandoned Calls	116,758	5,245	5,245	4,638
Abandon %	11.7%	7.5%	7.5%	7.1%
Total Stops	70,997	6,258	6,258	5,906
Stop Saves	33,044	3,091	3,091	2,988
Stop Save %	46.5%	49.4%	49.4%	50.6%

Note: All numbers except the last column include OKC & Eugene internal call centers.

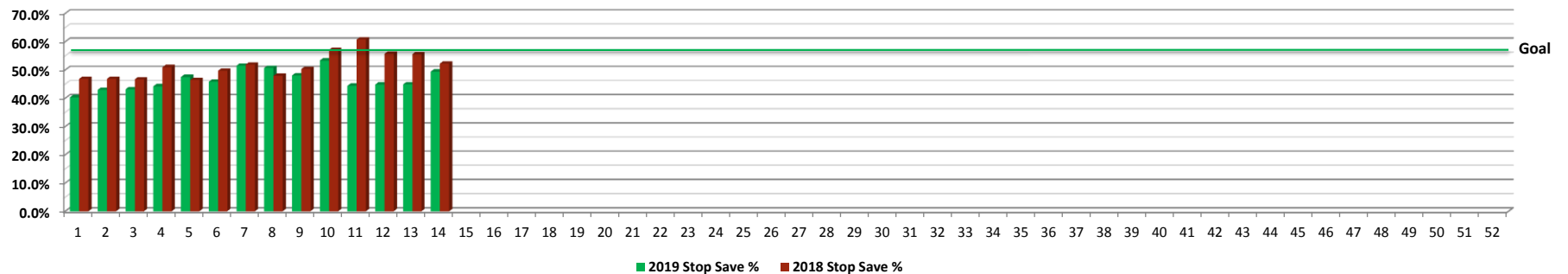
Total Calls Handled BY CSRs 2019 vs 2018



Abandoned Call % 2019 vs 2018



Weekly Stop Save % 2019 vs 2018

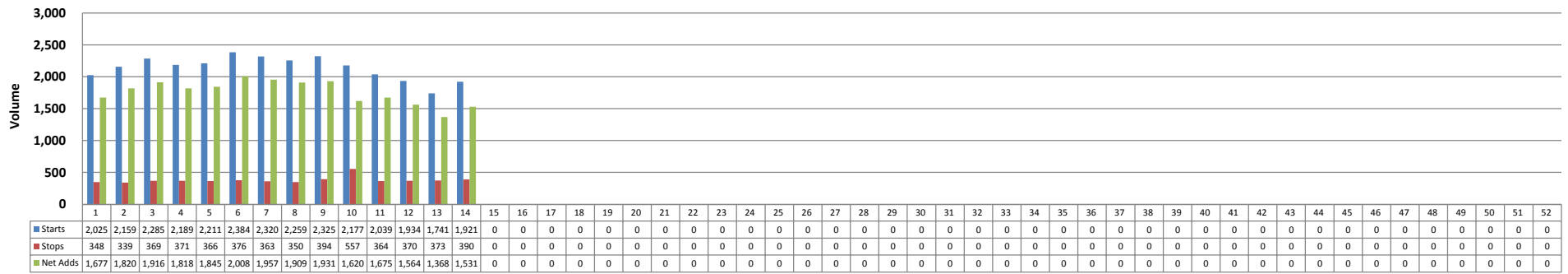


Note: Includes all 3rd parties plus Columbus and Venice call centers; does not include calls taken locally.

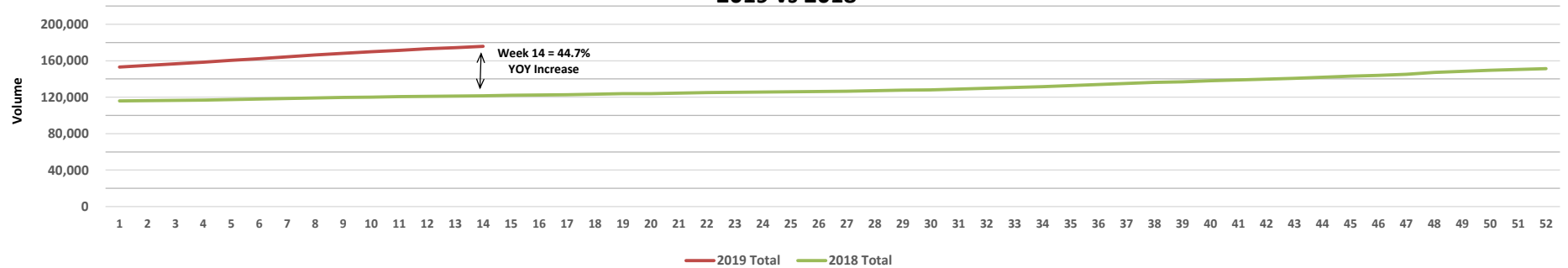
Top 60 Digital Subscriber Information

Week ending	4/12/2019
Enter week	14
Enter Date	4/8/2019
Enter period	4

2019 Digital Start, Stops & Net Adds By Week



Weekly Digital-Only Subscribers 2019 vs 2018



NOTE: 2018 has been adjusted to add acquisitions for the full year so that YoY comps are apples to apples. OKC is excluded only in week 5 due to the conversion from SAP to DTI.