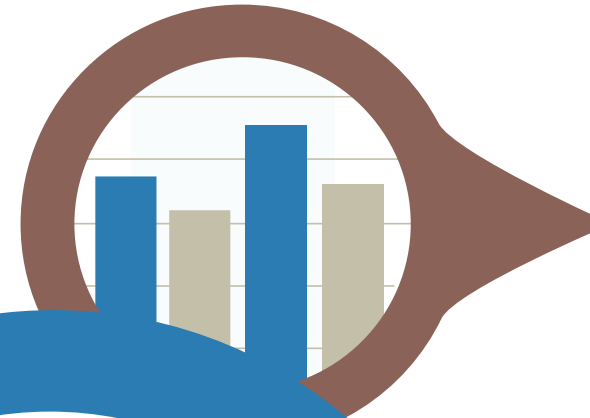


Mather Economics LLC

## Benchmarking Program for Newspapers



The key to Benchmarking is making a lot of information available – without overwhelming the user.

The Mather Program produces over one hundred metrics and over 2,000 charts for your review. You only see what you want to see.

Simply point and click.

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see the unseen

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# The Mather Benchmarking Program

Mather Economics is pleased to present it's new and extremely powerful Benchmarking Program.

Knowledge is Power – but sometimes hard to attain. Many newspapers would like the ability to see how they compare with their peers on various metrics, for example:

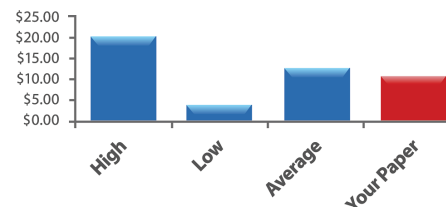
- How do we compare on the price for Sunday Only delivery?
- What percentage of our revenue comes from subscribers who have been with us longer than five years?
- How does that compare with other newspapers in our region?

Year:   
 Month:   
 Region:   
 Mkt Size:   
 Metric:

[Analyze Revenue by Subscriber Longevity](#)  
[Analyze Revenue by Days of Service](#)  
[Analyze Revenue by Price Point Bracket](#)

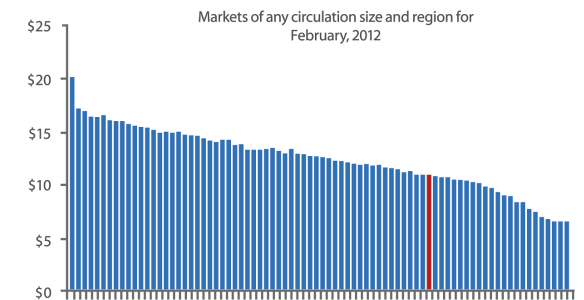
*This Benchmark has been prepared for: Your Paper*

**This value represents the average monthly price that papers charge their subscribers.**



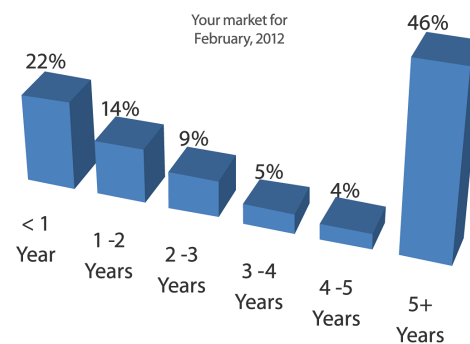
**How Your Paper Compares**

High	\$20.13
Low	\$3.84
Average	\$12.46
Your Paper	\$10.99

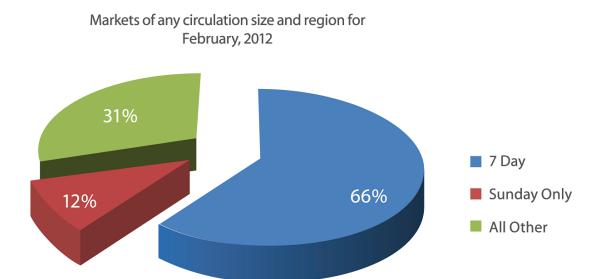


**Values for Markets in Selected Month, Region & Size**

**Percentage Revenue based upon Subscribers' Years of Service - for Your Paper**



**Percentage Revenue based upon Delivery Days - for All Papers in Selected Markets**



**mather:**