Coconut Telegraph

November 2013 Volume 8 Issue #81

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Deadline

for the Coconut Telegraph's December issue is Monday, Friday, November 22, 2013

Contact Denise at 305-304-2837 theconchtelegraph@gmail.com

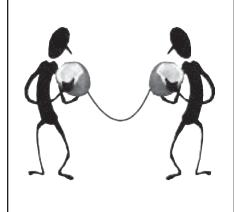
Cast of Characters:

Editor/Sales/Distribution

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Advertising Production

Sue Beal



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Editorial: Save a Tree! Read the Coconut Telegraph

I received many calls this month from people frantically looking for The Coconut Telegraph. We ran out of papers halfway through the month of October! This is unheard of in the off season and a first for us. So, for the month of November, and from now on we are increasing our circulation by adding another 1,000 papers. If that isn't enough we'll add an other 1.000 in December, and another... We the tabloid but narrower now have two vehicles so we have the room. The paper is always available on line for free at TheConchTelegraph.

Why are we growing while others fail?

Print newspapers advertising has been on a decline while online continues to grow. Across the nations many newspapers have folded, cut employees and expenses or gone strictly online.

There are many different formats for newspapers or publications. Here are a few.

Broad sheet - A newspaper with a large page format, regarded as more serious and less sensationalist than tabloids.

Berliner - Larger than and shorter than the broadsheet format. Many broadsheet newspapers have gone to this size to save money on printing costs.

Tabloid - Small newspaper with short articles: a smallformat popular newspaper with a simple style, many

photographs, and sometimes an emphasis on sensational

Shopper or Pennysaver -A free newspaper that only has advertising and little or no content. Unless they are chock full of classified or personal ads, these go from the mailbox directly into the garbage. They can claim to have a huge circulation but what good is it if no one reads it and 90% of them wind up in the trash?

I love our local weekly newspapers but I do not always have the time to find one and read them. Online I am able to quickly read their top news stories and skip the ads.

The Coconut Telegraph is

around the house for a full month so you don't miss a thing. We have a paid distribution spot at the Publix supermarket and we try hard to keep it full for your convenience. There is also a box at the Key Largo Winn Dixie and a box outside the Key Largo Chamber of Commerce at MM 106. We have to maintain about 100 distribution locations but will gladly add your business to our circulation list if you give us a call

And then there are magazines. Printed on slick paper and colorful, magazines - are not sources of fresh content. They take too long to produce to be current. There are a couple new ones a monthly tabloid that hangs being mailed to parts of the

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Editorial continued

Keys. Look close and you will see that they are not produced locally.

Readership of newspapers is higher than that of magazines and the content is more versatile. They will stay on the coffee table until it is all read. Grandma cuts out articles, funny jokes, photos, recipes, etc. and mails them to relatives.

The reason for our success is low overhead. We have no big expensive building and no employees so we can

charge less for advertising. You get more bang for your buck and our rates are the lowest.

Remember we ONLY promote our advertisers. And our advertisers get results because we have a higher penetration, meaning more readership per issue. That also means less waste.

So save a tree - Read the Coconut Telegraph! The only independently owned and operated local community newspaper in the Upper Keys.

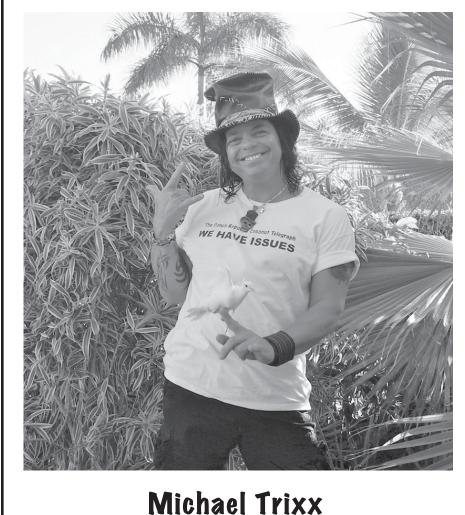




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Hunk of the Month



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