

Coconut Telegraph

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Editorial

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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.



There are 1500 newspapers, 1100 magazines, 9000 radio stations, 1500 TV stations, and 2400 publishers.... **ALL OWNED BY 6 CORPORATIONS!**
** But they don't own us!!*

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 another 1,000 in December, and another... We now have two vehicles so we have the room. The paper is always available on line for free at TheConchTelegraph.com.

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 the tabloid but narrower 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 small-format popular newspaper with a simple style, many

photographs, and sometimes an emphasis on sensational stories.

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 a monthly tabloid that hangs

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 being mailed to parts of the



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Hunk of the Month



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