



John Johnston - CEO

## A CASE FOR NEWSPAPERS

The Huffington Post's creator Arianna Huffington's (one of Time Magazines 'World's 100 Most Influential People') now infamous speech at last year's Webby Awards contained five words, **"I didn't kill newspapers, Okay?"**

How right she was! She didn't kill them. They are not dead. They've had to change their ways (thanks to the internet, email, SMS, twitter etc) but they're still with us.

Despite all the prophecies of doom (including on ABC radio this morning), papers still sell, and I still buy them.

Somehow online news just doesn't do it for me (and for others). We human beings are indeed creatures of habit and over the couple of hundred years that papers have been a daily part of our lives, we've developed quite a comfortable habit.

Our company clients, mostly affluent baby boomers and 'beyond', draw a particular comfort from their regular read which is why the print media must remain a key plank of our marketing even as the broader marketplace increases its reliance on web based property advertising (in tune with their tech savvy generation X and Y clientele).

We have successfully pursued aggressive internet marketing initiatives to ensure we are well placed where 'our' specialised market is headed but we must also maintain our domination where it is now. That requires good quality print media.