Rieda edishan | 2026-11-20

30 way print media company can bring in money

Adrian Dunkley | 2026-11-13

Publisher can try special edition, local directory an offer weh dem can track. Di paper show how fi check di margin pon di print run an follow weh reader do afta dem scan a code.

Shorter reader edition. It cover all 30 proposal, how fi test dem, di control dem an di money example. Di full English paper have di detailed entry dem, table an glossary. Adrian Dunkley, edition 2.0, 13 November 2026.

Weh fi fund first

Protect di margin pon di printed edition. Pick no more dan three pilot an gi each one a owner. Start wid a specialist edition weh people pre-order, a printed offer weh link to verified paid sale, or a local directory weh business pay fi renew. Keep urgent public warning open fi everybody.

Count paper, ink, spoilage, return, printing an delivery before yuh call a edition profitable. Di page shoulda work widout a phone. Put a short web address or contact pon it. Name somebody fi mind every link an keep a safe page when di offer done. Buy standard service, partner fi scarce skill an build in-house when yuh can maintain di product.

Weh di evidence show

Di New York Times subscription bundle show seh different product can sell together [2]. GS1 show how di same printed address can reach a destination weh change [21]. One university AR test measure weh student prefer, widout testing paid demand [15]. Associated Press document newsroom work like transcription [13]. None a dem example deh supply di local price or margin fi a Caribbean publisher.

Pilot fi di first 90 day

01. Trackable print offer. Try one code inna comparable edition. Get di retailer fi record paid purchase an return.

02. Print an digital subscription bundle. Add a benefit fi one renewal group. Measure retention an margin after lost standalone sale.

03. Premium specialist edition. Secure deposit or firm order before printing. Count return an unsold stock.

04. Local directory subscription. Verify one category inna one district. Renewal haffi cover di cost fi keep listing current.

05. Content service fi advertiser. Try three package. Record di margin pon each job, revision hour an repeat order.

06. Archive print sale. Try a small collection wid clear rights. Deduct packaging, delivery, damage an return.

07. Sponsored newsletter from one beat. Get a sponsor fi a short run. Measure active readership an paid renewal. Di editor control di story.

08. Automated classified intake. Test one category wid human review an a phone option. Watch error, payment an fraud.

09. Creator guest edition. Test one subject an one creator wid advance buyer commitment. Check di facts an di extra sale.

10. Ticket sale through print. Get paid booking before major spending. Set a minimum fi di event go ahead.

Product an service weh can repeat

11. Paid professional briefing. Sell a trial pon one beat an deliver by hand. Find which decision it help an who renew.

12. Digital archive access. Digitise di period buyer ask for. Test di search an count cost fi each usable page.

13. Reader club. Publish di benefit before paid enrolment. Compare retention wid di cost when member claim benefit.

14. Local jobs marketplace. Check employer an closing date. Count paid listing, renewal an fraud. Review unfair exclusion.

15. Property an neighbourhood guide. Test one area wid verified advertiser. Remove stale listing an count real enquiry.

16. Reader shopping service. Assess a category di team know well. Disclose commission an deduct return an preparation cost.

17. Augmented-reality supplement. Compare one interactive page wid ordinary video. Check if reader can open it alone an if sponsor renew.

18. Print-linked audio edition. Test article wid listener including visually impaired people. Check name, quote an voice permission.

19. Reader retention model. Compare one intervention wid a holdout an a simple rule. Include discount, complaint an unequal treatment.

20. Set print quantity by demand. Compare similar outlet an period. Count return an sale lost when stock run out.

21. Improve delivery route. Test one route wid di driver, including late press an blocked road. Check cost per successful delivery an complaint.

22. Assisted page layout. Run one section beside di regular process. Try long name an late change. Count proof time too.

23. Business data product. Deliver a small checked dataset wid a change log fi paying customer. Track renewal an correction cost.

24. Learning licence fi institution. Make a collection wid teacher an one paying institution. Count use, renewal an update effort.

25. Shared publishing service. Produce one paid edition fi a outside client. Track revision an di effect pon yuh own deadline.

Explore wid a spending cap

26. Interactive heritage world. Test one place inna di browser wid a paying partner. Check if visitor finish di intended activity.

27. Personalised print collection. Deliver a few paid order by hand. Count margin, proof time an return fi each one.

28. Paid archive research. Agree di scope an fee even if di search come up empty. Track accuracy an billable hour.

29. Creator publishing imprint. Get paid pre-order before committing di run. Compare receipt, return an creator payment.

30. Licence content wid clear rights. Audit who own weh an get a written buyer proposal. Compare collected fee, enforcement cost an direct sale weh coulda get lost.

Money an approval

Di planning assumption dem inna US dollar. Quick pilot, 0–90 day, 1,000 to 10,000. Build, 3–9 month, 10,000 to 75,000. Explore, 6–18 month, 5,000 to 25,000 fi discovery only. Di band dem leave out existing salary, tax, major rights purchase an replacement equipment unless yuh add dem. Score buyer demand, margin, ability fi deliver, rights an test design from 1 to 5. A rights, safety or editorial failure stop approval.

Keep revenue, cash saving an released staff time separate. Work out added contribution after refund, commission, delivery, operating cost an margin lost from other product. Count each cross-media contract once. Fi advert revenue, multiply valid delivered impression by di net price per thousand, den divide by a thousand. Compare similar group or period.

Example fi one edition. A thousand paid copies at US$12 bring in US$12,000. Variable cost a US$6,500 an extra fixed cost a US$2,500. Dat leave US$3,000 before setup. Wid US$6.50 variable cost fi each copy, 455 paid sale cover operating cost. Setup cost US$3,000 an coulda pay back inna one edition if contribution stay steady. At 750 or 1,250 sale, contribution woulda be US$1,625 or US$4,375. Committed print quantity an unsold stock can change di result.

Who answer fi weh inna di first 90 day

Production an tech keep record a access, backup, test an recovery. Di editor keep control a source, fact an correction. Sales own price an sponsor delivery. Finance check di cash. Wid creator, write down di work, payment, rights, territory, voice an likeness consent, end date an cancellation. Verify generated material, keep a record a weh it come from, limit access an keep a way fi pull it [5, 10, 11, 12].

Day 1–15, talk to buyer an settle baseline an rights. Day 16–30, set offer, price, pass mark an tested fallback. Day 31–60, collect payment, deliver an record effort an fault every week. Day 61–90, decide fi expand, change or stop pon margin, quality an repeat demand. Record who responsible an when di next review due.

Method an limit

Di targeted desk review reach 13 November 2026. It draw pon research, published account, standard, guidance an supplier experience. Di author never do local customer interview, run di proposed technology trial or get internal financial record fi a target company. Every one a di 30 proposal need local test fi willingness fi pay, rights, accessibility, device, language an mobile data cost. Di international source dem show mechanism an control. Di margin inna di example come from assumption.

Suos dem

[1] Reuters Institute — Digital News Report 2026 executive summary

[2] New York Times Company — 2025 Form 10-K

[3] Edison Research at SSRS — The Infinite Dial 2026

[4] EBU — Leading Newsrooms in the Age of Generative AI

[5] Associated Press — Updated newsroom standards for artificial intelligence

[6] FT Strategies — Ask FT Your direct route to insight

[9] NIST — Generative Artificial Intelligence Profile AI 600-1

[10] FTC — Disclosures 101 for Social Media Influencers

[11] C2PA — Content Credentials technical specification

[12] Jamaica Office of the Information Commissioner — Obligations of data controllers

[13] Associated Press — Introducing 5 AI solutions for local news

[15] Fedorovskaya and colleagues — The RocReadaR system for transmedia news publishing

[16] Epic Games — Engagement Payout in Fortnite Creative

[17] IAB — 2025 Creator Economy Ad Spend and Strategy Report

[21] GS1 — Why put a Digital Link URI in a QR code on pack

[22] Reuters Institute — News creators around the world

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Inglish edishan (PDF)