

REIMAGINING THE BUSINESS OF NEWS

*Rudyard Arbolado,
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EVOLVING MEDIA ENVIRONMENT

The media landscape has significantly changed in the past years and will continue to evolve.



Media stacking: people tend to look for content from various media sources



Newspapers are also in the digital and social media space.



Major Influencers are not only present in a single channel but in multiple platforms



Print is being reinvented and repackaged as an amplifier for advertising campaigns

INQUIRER.NET

PHILIPPINE DAILY
INQUIRER
BALANCED NEWS + FEARLESS VIEWS

INQUIRER**PLUS**

STAYING RELEVANT

As technology shifts, the way readers discover content, the way people interact with the news, with one another and with brands will also change. Inquirer acknowledges these changes and has become a multi-platform media network composed of print, mobile, broadcast, out-of-home, and events.



INQ
MOBILE

CAPITALIZE ON OUR STRENGTHS

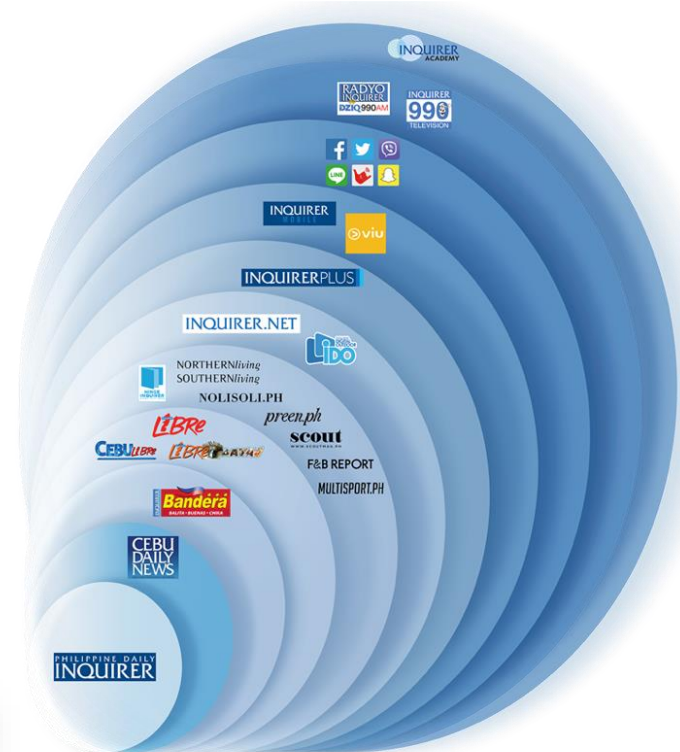
Content is King

We produce quality journalism. We are the most awarded newspaper in the Philippines.



Distribution is Queen

Inquirer has a combined reach of over 50 million on print, online, mobile, broadcast, out-of-home, and events.





DOMINATE WITH PRINT

Shifts in media consumption and priorities cause businesses to migrate most of their ad campaigns to the web. However, print remains a powerful tool for any advertising effort.

CREDIBILITY

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The reputations of social media and digital-only news platforms take a greater hit with the rise in concern over ‘fake news,’ while credibility on print media is still intact.

‘Trust in News’ study by Kantar

Inquirer’s credibility is the reason why we have the support of millions of readers and advertisers from industries like retail, automotive, entertainment and government agencies.

TRUST

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Print types have among the highest trust ratings among media formats.

Nielsen Global Trust in Advertising Survey

Inquirer enjoys the trust of the Filipino people because of the content that our formidable editors rigorously check, making sure it is trustworthy.



MORE ENGAGING

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When we are reading something published online, unwittingly we just scan the information. The printed publication, though, offers you content that you can read more focused. You pay more attention on the information and that's what you need when advertising.

Catalyst

A person with dark hair is lying down, reading a magazine. The image is overlaid with a semi-transparent yellow filter. The word 'TANGIBILITY' is written in large, white, sans-serif capital letters in the upper left corner. A white speech bubble containing a quote is centered in the middle. At the bottom, the text 'Vertical Sight' is written in a smaller, bold, sans-serif font. The background shows the pages of the magazine, with some text like 'TRENDY LIFESTYLE ART EDIT DESIGN | MAGAZYN RODZ...' visible at the bottom.

TANGIBILITY

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A print piece is a physical thing. Magazines and newspapers can stay in houses or offices for months or years, while Internet ads can disappear into cyberspace instantaneously.

Vertical Sight

INQUIRER READ- along





INQUIRER
GROUP OF COMPANIES

THANK YOU