



# Newspaper Membership Solution – GR8NWS

The solution will take the on-line newspaper subscription model to a new level of value added membership under the working title “great news” (*gr8nws*). The solution will incorporate a membership and reward feature to create a compelling and fair proposition for the public.

Publishers would either free-issue cards (or a key fob) within their publications, or, invite customers to apply for a personalised *great news* card, each card will have a unique ID as a barcode and have a printed matching number. Both options would require the completion of a registration form printed in the newspapers, or, on a registration landing zone on-line at “www.gr8nws.co.uk”.

The application format would consist of a list of papers or magazines to be selected for which an appropriate monthly fee would be asked to be levied by direct debit. There would also be an explanation of the loyalty scheme by which customers can lower the cost of their subscriptions by simply making everyday purchases through the *great news* portal. (www.gr8nws.co.uk)

Once registered, the customer will have their own *great news* membership card with a unique ID and barcode. The card can be physically used as a permanent entitlement voucher at enabled newsagents for the products selected and can also be used to access the newspapers on-line with exclusive membership content that would otherwise be restricted to a casual browser.

In addition to its primary function, the card also allows membership access to an on-line reward site with a personalised homepage. On this site members can check their details, upgrade the products they want to subscribe to, and can earn value points for everyday purchases with over 400 of the top on-line retailers (EBay, iTunes etc.) that can ultimately be used to fund the subscription costs.

The reward process can also be extended to the newspapers primary advertisers who would also award points for custom, thereby achieving a double-benefit from their advertising campaigns.

Great news is an innovative way to encourage participation and add-value to the press experience; to find out what is possible; t. 07768 650923; e. [randal@scotpart.co.uk](mailto:randal@scotpart.co.uk), [www.scotpart.co.uk](http://www.scotpart.co.uk)

