

**LocalMedia** association  
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## Pinterest for Newspapers

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# Pinterest Audience



## WHAT'S THE AUDIENCE ON PINTEREST?



**68.2%**

Studies show that all ages love Pinterest, but middle aged women like it best



**31.8%**

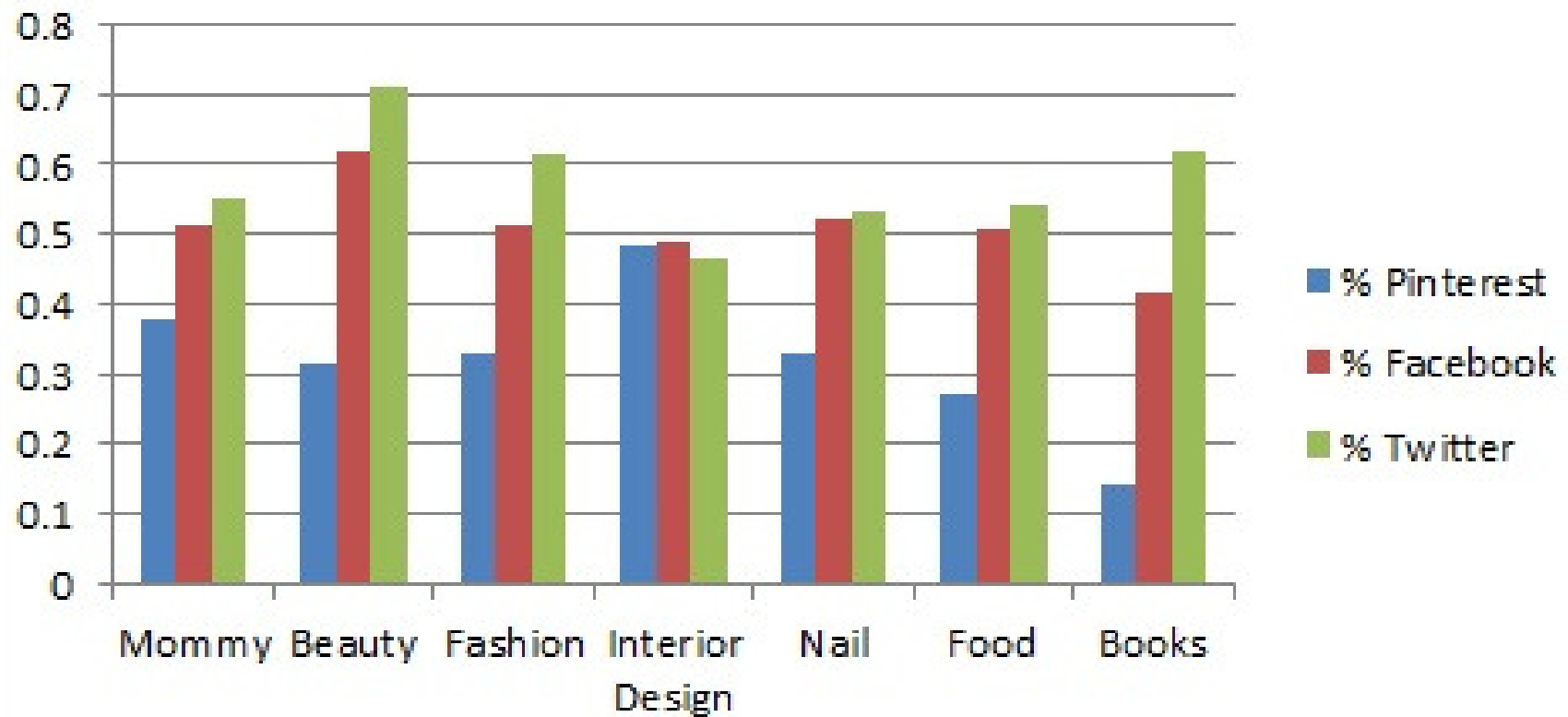
There are significantly less men than women on Pinterest worldwide

**UK 56% MEN**

Recent studies show that the majority of Pinterest users in the UK are actually male

# Social Network Penetration

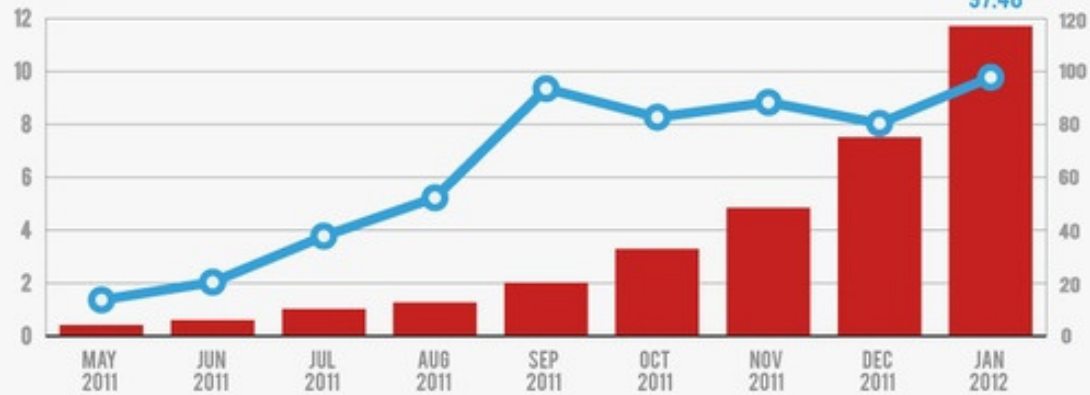
(US Influencers with blogs)



## The Rise of Pinterest

### U.S. UNIQUE VISITORS

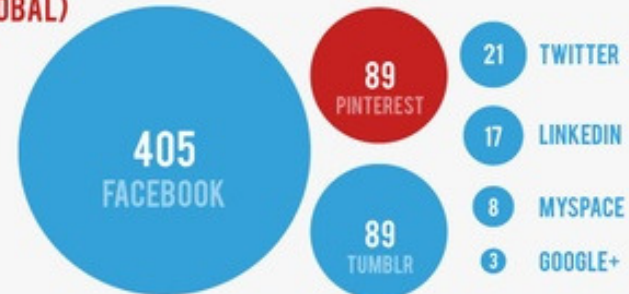
*in millions*



### AVERAGE MINUTES PER VISITOR (GLOBAL)

*January 2012*

*Pinterest*

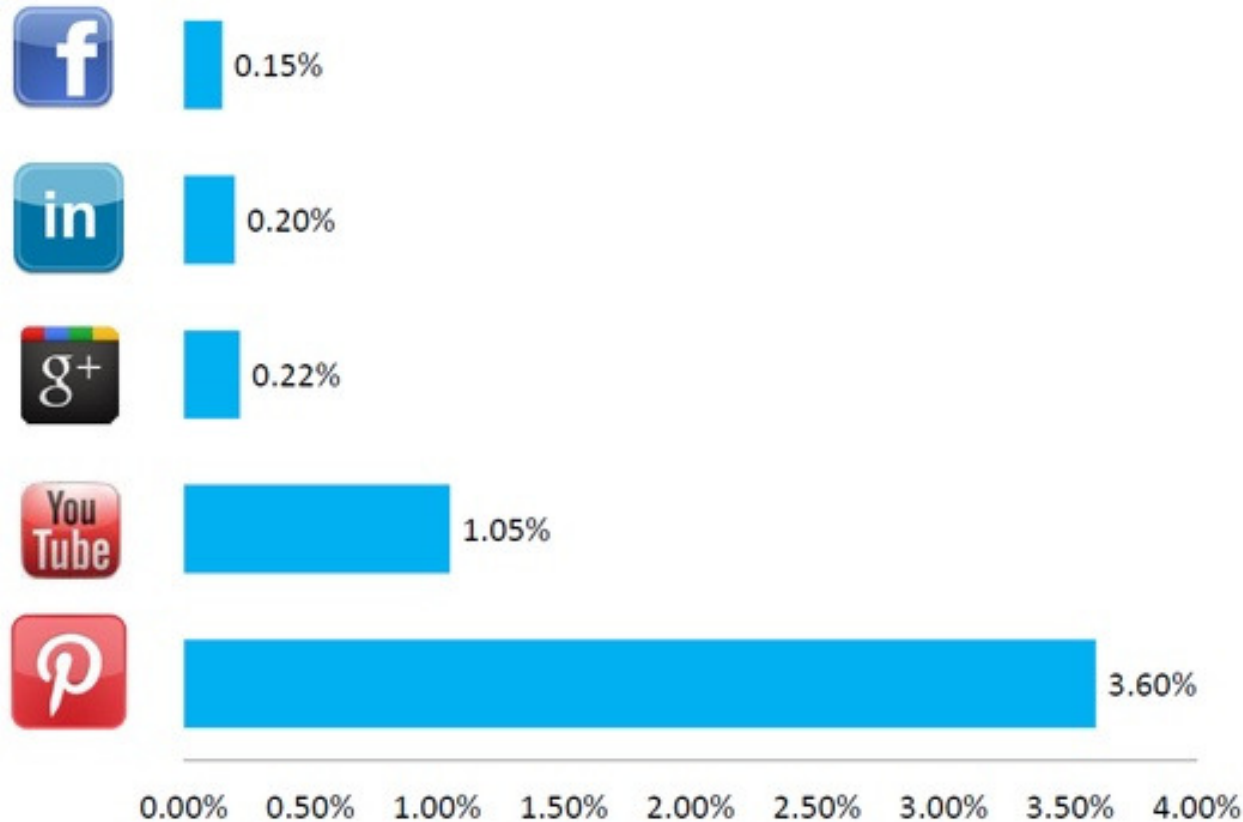


statista creative commons

Source: comScore

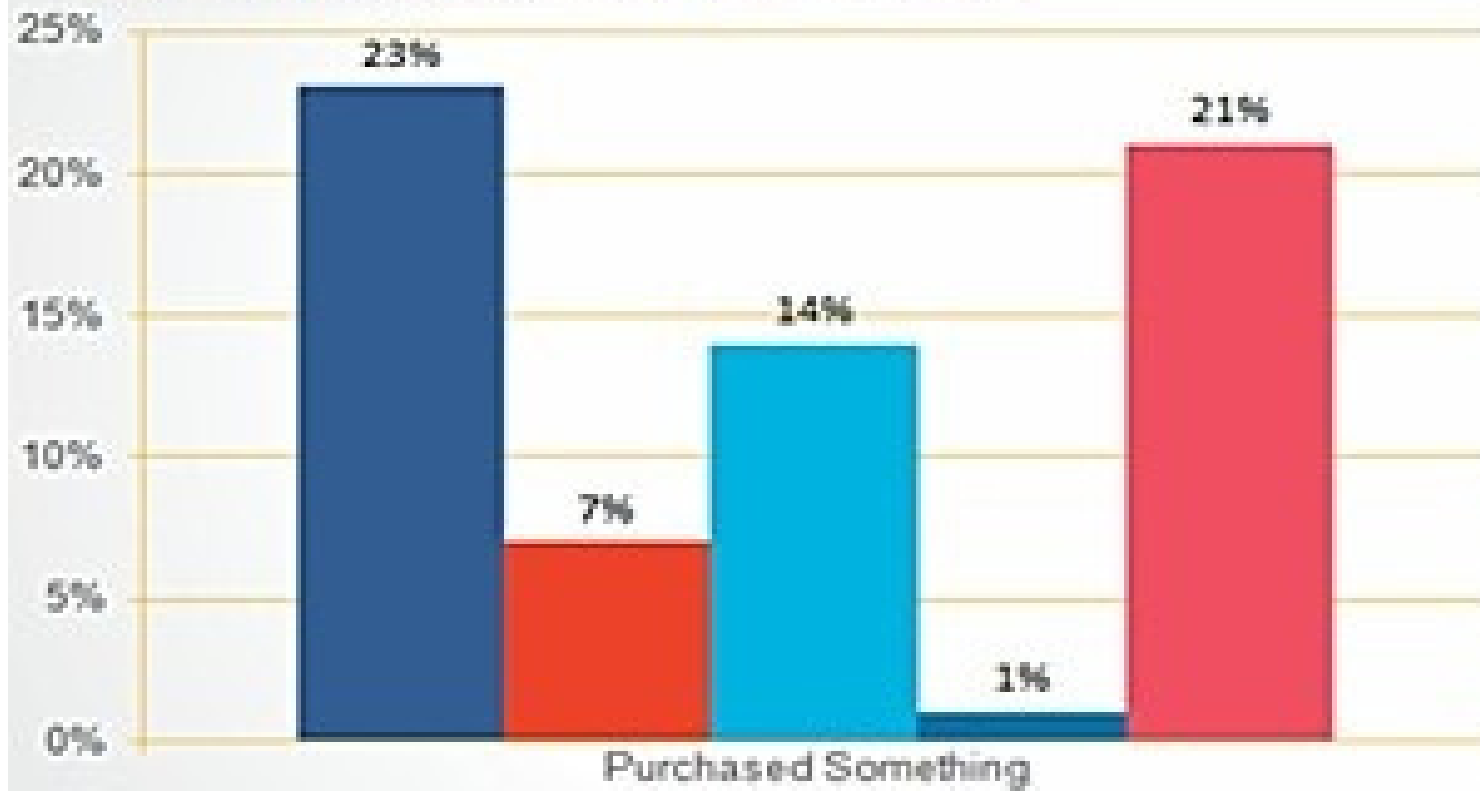
# The power of Pinterest

## Referral Traffic Percentages



# The power of Pinterest

**Pinterest** and Facebook drive the most purchasing actions



# Pinterest catching up with Twitter

- With 15% and 16% percent of US Adult population using platform respectively
- Pinterest reached exponential growth with White, Affluent Females in US
- Women are five times more likely to use Pinterest (5 percent vs. 25 percent) and almost twice as likely to be white and college-educated

# Why Use Pinterest?

- The average user spends 89 minutes/month on Pinterest
- Pinterest profiles are low cost in terms of resources to maintain
  - User-generated, shared information
- The site had 25 million unique monthly visitors in August 2012
- Great way to connect with others in your industry and positioning yourself as a leader for your area of expertise
- Very easy to see what your followers and fans are interested in/what they like
  - Can use this knowledge to engage with followers and fans



# How Can a Newspaper Use Pinterest?

- Create a Pinterest For Business account (<http://business.pinterest.com/>)
- Include “Follow” and “Pin It” buttons on website



- Engage with readers of your publication
  - Recognize the Pinterest demographic (primarily women ages 25-34)
  - Topics popular on Pinterest: Weddings, DIY Home Décor, Fashion, Photography, Food

# How Can a Newspaper Use Pinterest?


















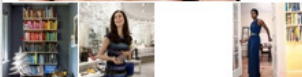


- Encourage journalists to post stories to newspaper's Pinterest
  - Collaborated boards
- Online Marketing Strategies
  - Would any of your advertisers benefit from Pinterest?

# Best Practices For Newspapers






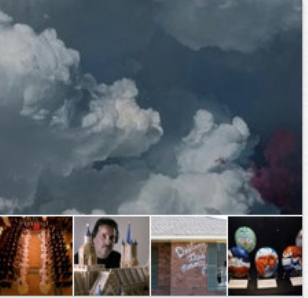






# The New York Times

51 Boards 378 Pins 164 Likes Activity Unfollow All 50,577 Followers 66 Following

<p><b>Roasted</b> 26 pins · 🍴</p>   <p>Unfollow</p>	<p><b>Real Weddings</b> 13 pins · 🍴</p>   <p>Unfollow</p>	<p><b>Winter Drinks</b> 9 pins · 🍴</p>   <p>Unfollow</p>	<p><b>Tiny Homes</b> 11 pins · 🍴</p>   <p>Unfollow</p>	<p><b>Kitchens</b> 48 pins · 🍴</p>   <p>Unfollow</p>
<p><b>Feet First</b> 37 pins · 🍴</p>   <p>Unfollow</p>	<p><b>London Fashion Week</b> 5 pins · 🍴</p>   <p>Unfollow</p>	<p><b>New York Fashion Week</b> 15 pins · 🍴</p>   <p>Unfollow</p>	<p><b>Color Riot</b> 30 pins · 🍴</p>   <p>Unfollow</p>	<p><b>Restaurant Picks, New Yo...</b> 17 pins · 🍴</p>   <p>Unfollow</p>

# The Denver Post


15 Boards 208 Pins 18 Likes Activity [Follow All](#) 811 Followers 48 Following

<p><b>Newspapers Pinning (Col...</b> 1220 pins · </p>  <p>Unfollow</p>	<p><b>Restaurants Worth Visiting</b> 10 pins</p>  <p>Follow</p>	<p><b>Favorite Colorado Places</b> 14 pins</p>  <p>Follow</p>	<p><b>Colorado Culture</b> 21 pins</p>  <p>Follow</p>	<p><b>Colorado Fashion</b> 12 pins</p>  <p>Follow</p>
<p><b>Front Pages</b> 41 pins</p>  <p>Follow</p>	<p><b>Colorado Sports</b> 16 pins</p>  <p>Follow</p>	<p><b>Gardening</b> 24 pins</p>  <p>Follow</p>	<p><b>At Home</b> 13 pins</p>  <p>Follow</p>	<p><b>Food and Recipes</b> 17 pins</p>  <p>Follow</p>

# Atlanta Journal-Constitution


15 Boards 1,441 Pins 311 Likes Activity [Follow All](#) 1,706 Followers 2,264 Following

**AJC Travel: U Went There**  
226 pins · 🍷




[Follow](#)

**AJC Peachtree: U Pinned ...**  
213 pins · 🍷




[Follow](#)

**The Vent: U Said It**  
308 pins · 🍷




[Follow](#)

**The Braves: Atlanta's Team**  
101 pins




[Follow](#)

**Recipes: U Cooked It**  
215 pins · 🍷




[Follow](#)

**Atlanta Music**  
97 pins · 🍷




[Follow](#)

**Atlanta Restaurant Revie...**  
90 pins · 🍷



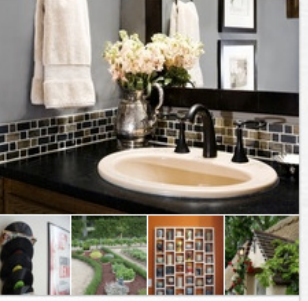
[Follow](#)

**A Few Of Our Favorite Pins**  
135 pins




[Follow](#)

**Homes: U Design It**  
97 pins · 🍷



[Follow](#)

**Weddings, Etc.: U Look Fab**  
76 pins · 🍷



[Follow](#)

# Toronto Star

37 Boards

5,248 Pins

0 Likes

Activity

Follow All

1,626 Followers

29 Following

## Daily Beast

478 pins



Follow

## Food & Drink

200 pins



Follow

## Celebrities

435 pins



Follow

## Fashion

115 pins



Follow

## Street Style

75 pins



Follow

## Photo of the Day

377 pins



Follow

## Travel

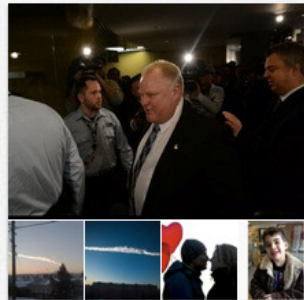
204 pins



Follow

## Top Stories

213 pins



Follow

## Good news stories

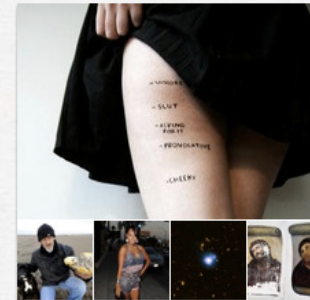
184 pins



Follow

## Odd and amazing stories

141 pins



Follow

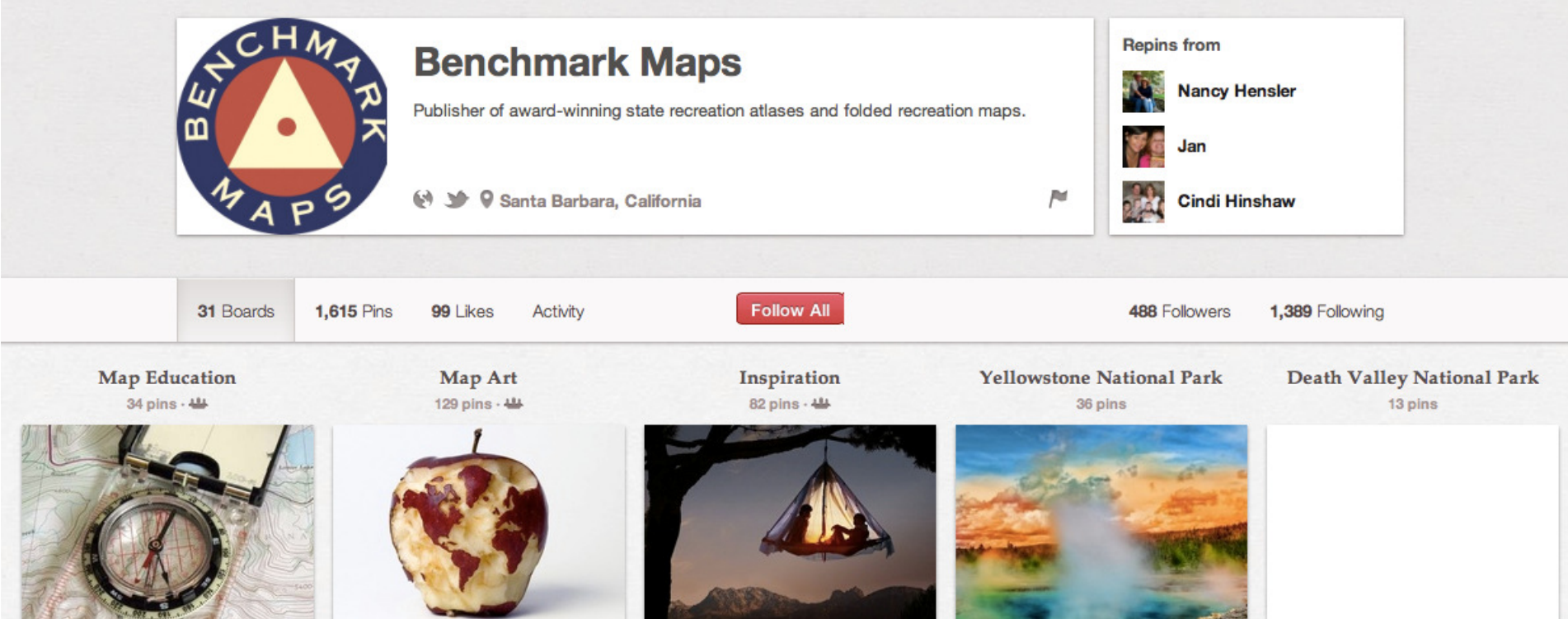
# Advertiser Case Study: Benchmark Maps

## Profile:

- Ideal Customer: Age 18-65, 80% Male. Mostly Western US citizens near major recreation areas
- Objective: Educate that Benchmark Maps is the best map publisher, increase revenue
- Products: Maps, Activity Guides, Map Apps
- Main Goals: Increased exposure and interaction, increased focus on call-to-action items toward our products
- Struggles: Difficulty maintaining sales after April-September outdoor recreation cycle



# Advertiser Case Study: Benchmark Maps



**BENCHMARK MAPS**  
Publisher of award-winning state recreation atlases and folded recreation maps.  
Santa Barbara, California

Repins from  
Nancy Hensler  
Jan  
Cindi Hinshaw

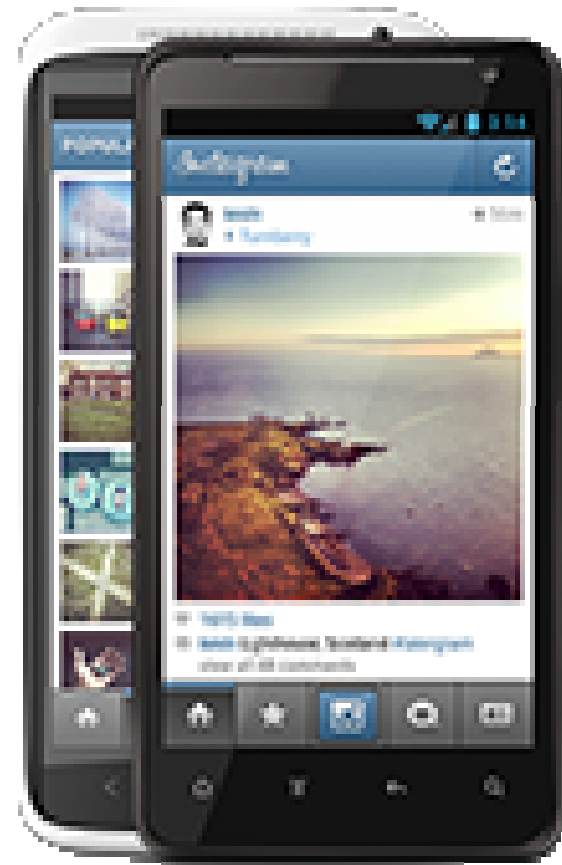
31 Boards   1,615 Pins   99 Likes   Activity   Follow All   488 Followers   1,389 Following

- Map Education** (34 pins)
- Map Art** (129 pins)
- Inspiration** (82 pins)
- Yellowstone National Park** (36 pins)
- Death Valley National Park** (13 pins)



# Instagram

- **100 million** Monthly Active Users
- **40 million** Photos Per Day
- **8500** Likes Per Second
- **1000** Comments Per Second



# Wall Street Journal on Instagram

- Reporters leveraging Instagram to enhance storytelling
- Sharing scenes from around the world



# Wall Street Journal On Instagram



Cuba Gooding Jr. shouted "Show me the money!" in the middle of the WSJ newsroom today. Photo by WSJ staffer Kenji Fujishima.



Photo editor @dangaba took this shot of #thehub in the #wsj newsroom this afternoon



Wall Street Journal Managing Editor Robert Thomson and Off Duty host Gwendolyn Bounds meet Puppy Bowl puppies. The Off Duty show that makes its debut today. #wsj #puppies #newsroom

# Thank you! You survived!

## Questions?

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