

SONOMA WEST PUBLISHERS

Direct Public Offer

SONOMA WEST
TIMES & NEWS

The Healdsburg Tribune

THE WINDSOR TIMES

CLOVERDALE  REVILLE

Our mission

Sonoma West Publishers provides the reliable news and information that local readers need to be engaged public citizens; we offer our communities a public platform for ideas, conversation and decision-making.

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Our Strengths – Staying Power

We are the go-to source of news in the communities we cover and have been for more than 150 years:

The Healdsburg Tribune – 1865

Sonoma West Times & News – 1889

Cloverdale Reveille – 1879

The Windsor Times – 1987

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Our Strengths – Broad Reach

- We distribute 36,000 print papers a month reaching 80,000 readers
- Our digital readership is even larger, with 180,000 monthly page views, 50% of those on mobile.
- **We deliver more news to more people than we ever have in our history.**

Challenges

- Twelve newspapers have closed in California since January 2018.
- 85 percent of all digital ad sales go to Google and Facebook.
- The physical cost of producing a newspaper continues to skyrocket; the cost of paper went up again this month.

THE SOLUTION:

Community-driven Journalism

In Ownership
In Advertising
In the Newsroom

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A New Model of Ownership

- We are the first print newspaper group in the United States to make a Direct Public Offering to our readers, creating what are essentially owner-readers.
- This is a model that has been tried successfully by a news website in Berkeley called Berkeleyside.com, which raised almost \$1,000,000 in the last two years.

How much money are you
going to raise?

\$400,000

Minimum investment \$1,000

What do I get for my investment?

- 3 percent annual dividend
- Front row civic engagement
- Access to special content and live events
- The opportunity to meet with newspaper leaders and other reader-investors to help create the future of community journalism

How will the money be spent?

- Increase the marketing team and fund new advertising programs
- More newsroom resources, including digital tools and added support to retain talented journalists
- Convene a series of live events and community gatherings

Partner-driven Advertising

- Print, digital and social media packages at all affordability levels
- An high-touch, hands-on marketing approach from our sales reps
- Communal advertising packages that allow small businesses to pool their marketing dollars for greater visibility

Reader-powered Newsrooms

- Our editors and reporters are embedded in the communities they cover, with reliable connections to local newsmakers.
- We plan to deepen this engagement with new media tools that utilize our connections in the community to help us craft stories, guide their development and evaluate their success.

The Future of Newspapers

Newspapers across the country are adapting to new economic realities; an emphasis on broad community ownership, community-based journalism and a hands-on approach to advertising will put our paper on a firm financial footing and provide a model others will follow.

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