



Dear Newsagent

Next week, The Courier-Mail will launch a new era online with a refreshed website that comes with special Member benefits and rewards. This follows similar launches that have already taken place with The Daily Telegraph and Herald Sun this week.

The launch of The Courier-Mail+ includes further expansion and enhancement of our web and mobile offering with a new look and feel at couriermail.com.au. Bolder designs, new live and local features in news, sport and entertainment is at the heart of an exciting offering that will continue to provide customers the stories they want, when they want, on whatever platform they want.

When customers become a Member of couriermail+, some of the additional benefits and rewards will include two for one movie tickets and complimentary music streaming.

We will have three key membership options; digital plus weekend newspaper delivery, digital plus 7 day newspaper delivery or digital-only membership. The best value package is a digital and weekend print newspaper delivery costing only \$2.50 a week for the first 12 weeks (then \$5 per week at full price).

An extensive marketing program is planned, and we will start communicating with our readers in paper late next week. This is an outstanding time to promote our home delivery and new digital bundled products. To support this new initiative, we will soon be supplying you with posters and flyers to help promote the home delivery and couriermail+ membership bundle in your store. Your area manager will also have a presentation that they can share with you, explaining the launch of couriermail+ in more detail.

Kind Regards

Retail Customer Development Team
News Queensland