



# Magazine Syndication

## OVERALL VALUE PROPOSITION

For the weekly cost of covering a single local city council meeting, MPA member newspapers can now offer readers the content of Bridge Magazine. That's more than 400 pieces of in-depth journalism per year at a cost of \$30 per week. Publishing Bridge Magazine content not only informs your readers and deepens your print and online content offerings – it helps the Michigan Press Association grow and serve membership. Bridge syndication is offered through a special partnership with the MPA itself and can go a long way toward helping the organization develop the sustainable revenue streams needed to innovate and adapt to the changing times in our industry.

## QUICK POINTS ABOUT BRIDGE MAGAZINE

- Published online four times weekly at [www.bridgemi.com](http://www.bridgemi.com).
- Staffed by seven professional journalists, including a Pulitzer Prize-winning editor. 200 years combined experience covering the people, politics and policy issues of Michigan.
- Has earned more than 50 state and national journalism awards before its 5th birthday.
- Is a service of the Center for Michigan, a 10-year-old nonprofit, nonpartisan think tank.
- Is the only Michigan member of the Institute for Nonprofit News, a nationwide trade group for the growing nonprofit news industry.
- Seeks to collaborate rather than compete. Bridge's niche is in-depth statewide news and analysis meant to accentuate the offerings of daily newspapers.

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## WHY BRIDGE SYNDICATION IS A GOOD DEAL FOR MPA MEMBER NEWSPAPERS

- MPA member newspapers increasingly express the desire for the MPA to provide additional content services.
- Many MPA members are small-town newspapers for whom traditional wire services provide little directly relevant content
- Traditional wire services, such as Associated Press, are extremely cost-prohibitive for many MPA members.
- Bridge Magazine syndication, provided through MPA, provides MPA member newspapers with a bountiful ongoing supply of directly relevant and inexpensive Michigan journalism.
- Bridge Magazine publishes approximately 400 pieces of content each year, including much of the most in-depth special project reporting in the state, quick-yet-deep analysis of the latest political and policy issues, and expert commentary from across the policy and political spectrum. Each MPA member would be free to choose which Bridge content to use and when to use it.
- To see a full running digest of all Bridge publishes, go to [www.bridgemi.com/news](http://www.bridgemi.com/news).

- On a quarterly basis, Bridge publishes in-depth statewide, county-by-county searchable database projects on school performance, household income, regional economic growth and other topics. Each of these database projects can be quickly and easily localized by all MPA members to serve local readers.
  - At a cost of \$1,500 per year, MPA members would receive a considerable discount on Bridge Magazine content. At current, Bridge is pricing individual non-exclusive newspaper syndication agreements at \$2,500 per year. But a partnership through MPA provides economies of scale and allows Bridge to reduce its syndication price by more than 40 percent. MPA Member with daily or weekly print circulation below 50,000 or online monthly page views below 1 million (“Level One Subscriber”)
  - \$15,000 per year per subscribing MPA Member (either a single publication or a corporation with multiple Michigan media properties) with combined daily circulation above 50,000 or combined online monthly page views above 1 million (“Level Two Subscriber”).
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