

2021 NEWSPAPER SALES COMPENSATION STUDY

Welcome to our **2nd annual Newspaper Sales Compensation Study**. In partnership with America's Newspapers and Editor & Publisher, Media Staffing Network is happy to share the important findings from our studies, and just in time for the upcoming budget process.

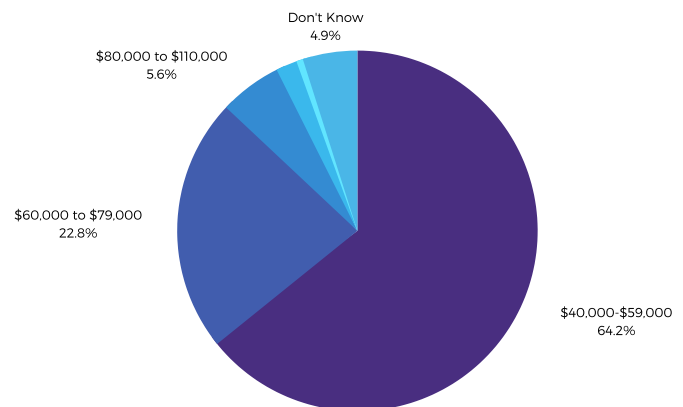
We conduct annual surveys to track changes that can keep owners and operators ahead of changing trends so they can attract, hire, and retain top sales talent. This year, we continue to see an impact on hiring from the pandemic, giving owners and operators a new set of challenges for attracting the best sales talent. Media Staffing Network also conducts annual surveys across media platforms - radio, television, and newspaper - to give media owners and operators insight into new and emerging compensation models that help them remain competitive. All studies are available on our website (mediastaffingnetwork.com).

We thank all who participated and welcome everyone to contribute to next year's study. The more responses we receive, the more trends we can identify and share!

SURVEY RESULTS

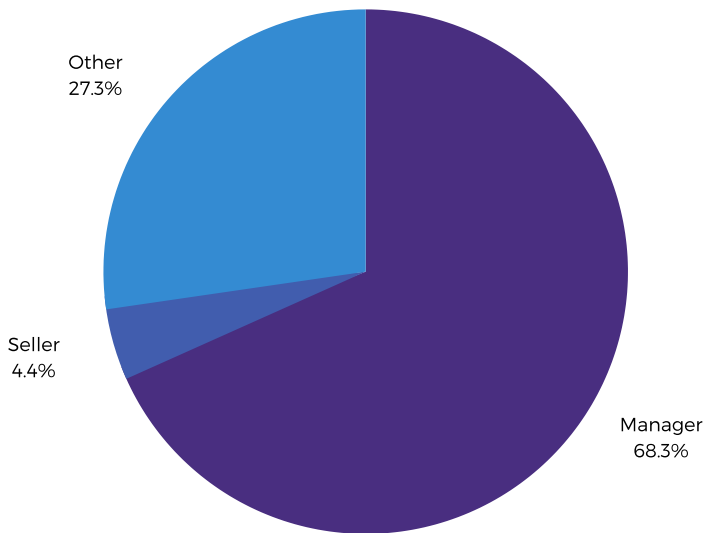
What is the current income of your average seller?

THE AVERAGE SELLER EARNS \$40,000 TO \$59,000



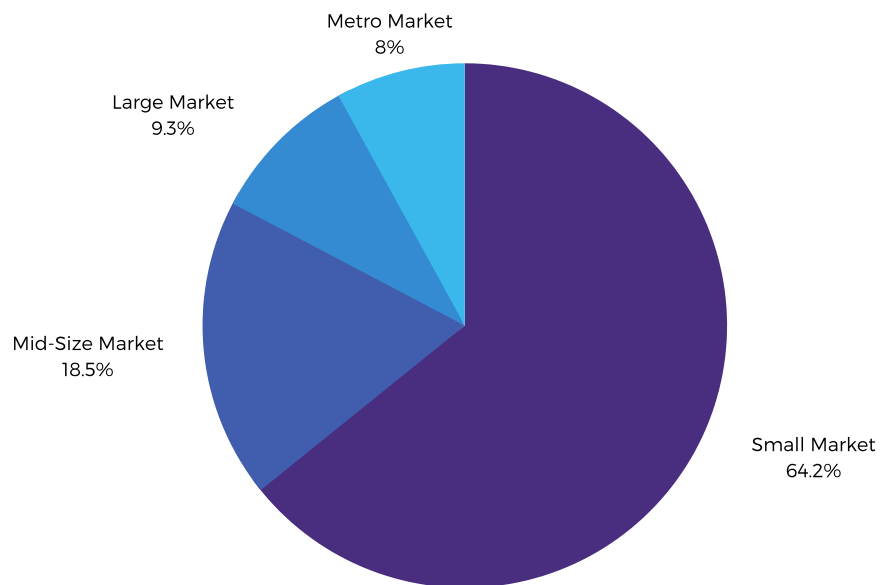
MSN INSIGHT: Nice growth in the \$60,000-\$110,000 categories. Seeing more in the higher income levels than in the past.

162 RESPONDENTS
45 STATES
REPRESENTED IN
THIS SURVEY



68.3%

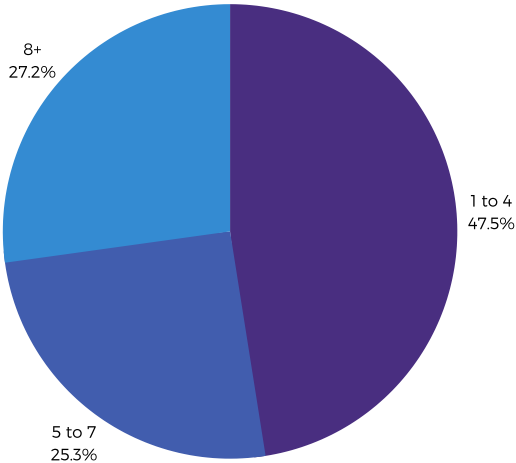
OF INDIVIDUALS SURVEYED ARE
MANAGERS/ PUBLISHERS



64.2%

Circulation size is Small Market
(under 15,000 total subscribers)

How many sellers are currently on your team?



47.5%

**Team size is:
1 to 4 people**

Of those sellers how many are Part-Time?

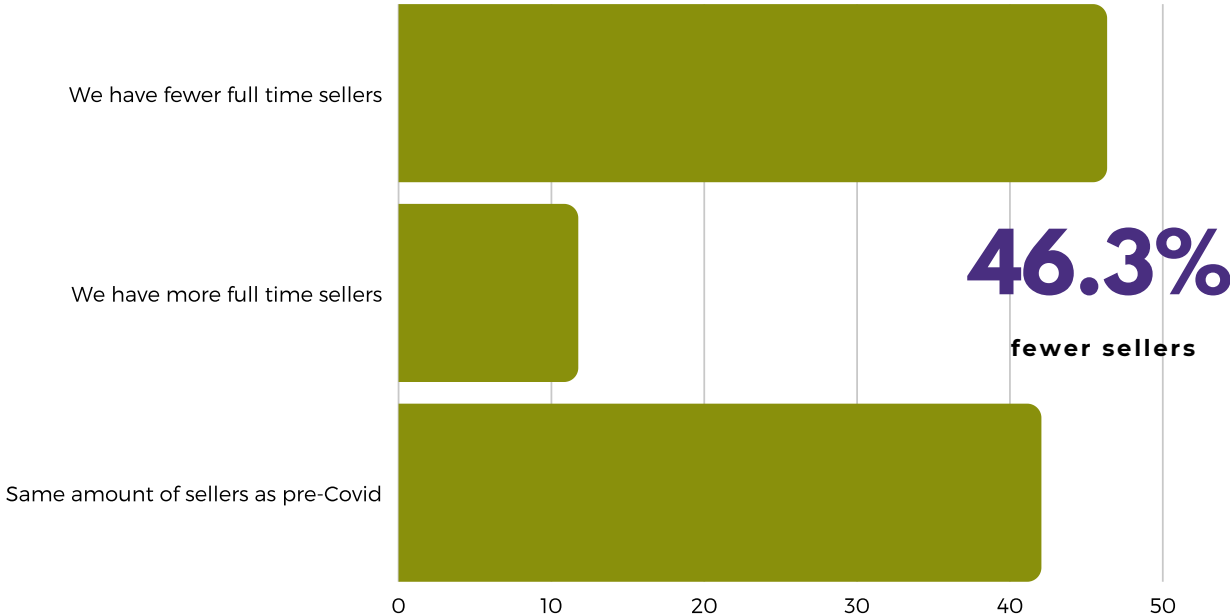
29%

Of companies have Part-Time Employees

MSN INSIGHT:

Even with the majority of companies not utilizing part-time sellers, the number is up slightly from 2020. This is a great way to add talent to your existing teams.

How does this number differ from pre-Covid?



MSN INSIGHT:

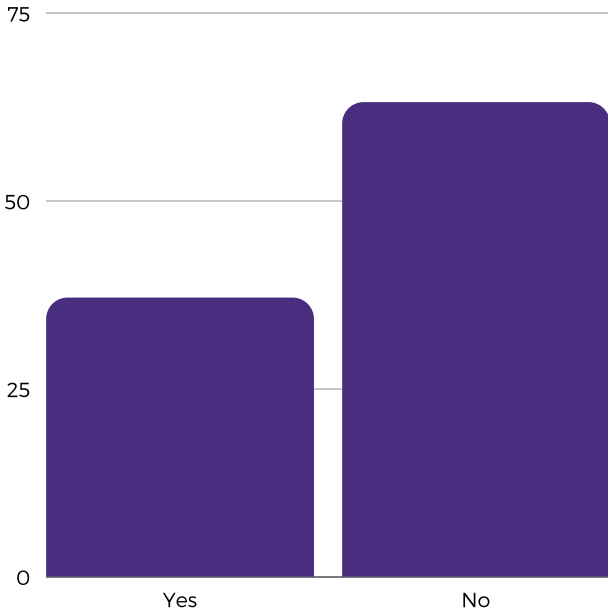
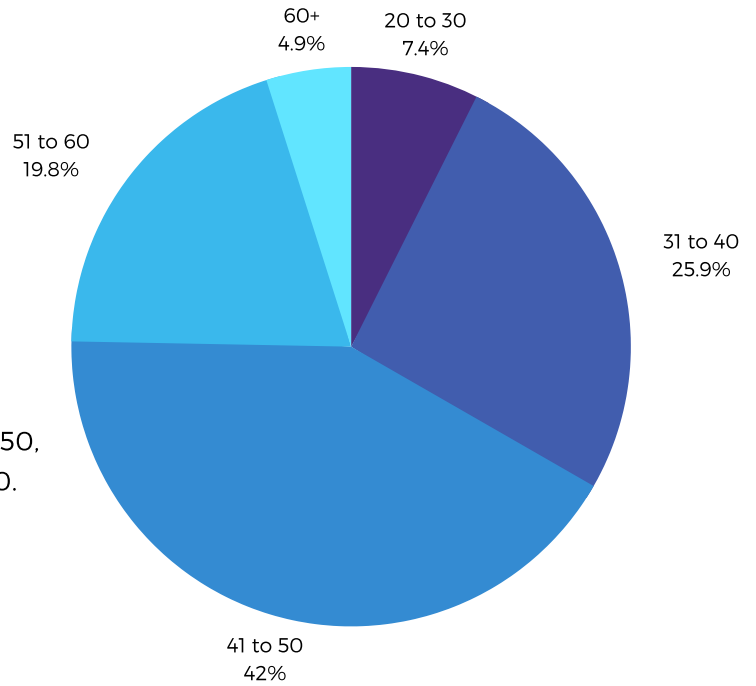
Most companies are showing fewer sellers than pre-COVID.

42%

**Average age of sales team:
41 to 50 years old**

MSN INSIGHT:

While newspaper still has 24.7% of their sellers over 50, it is encouraging to see increases in 20-30 and 30-40.



Is there a different compensation plan for new hires vs. established sellers?

63%

**SAID NO.
COMPENSATION IS
THE SAME.**

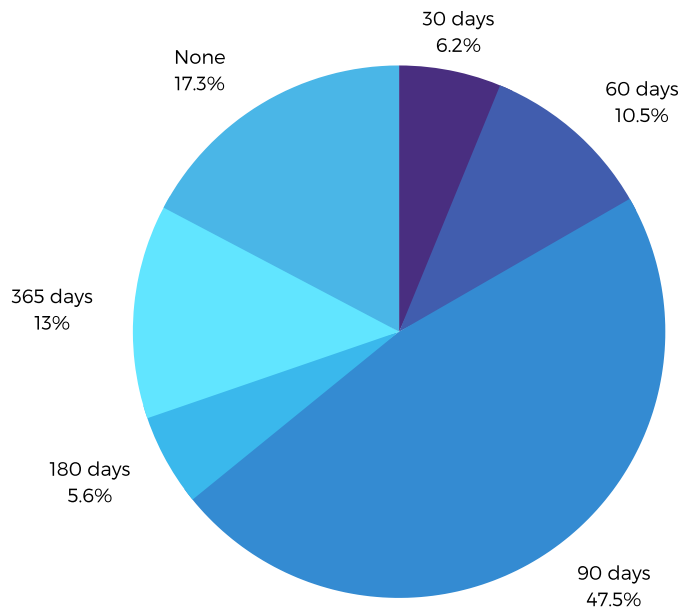
MSN INSIGHT:

The number of companies offering separate plans for new hires has diminished. This could create difficulty in recruitment.

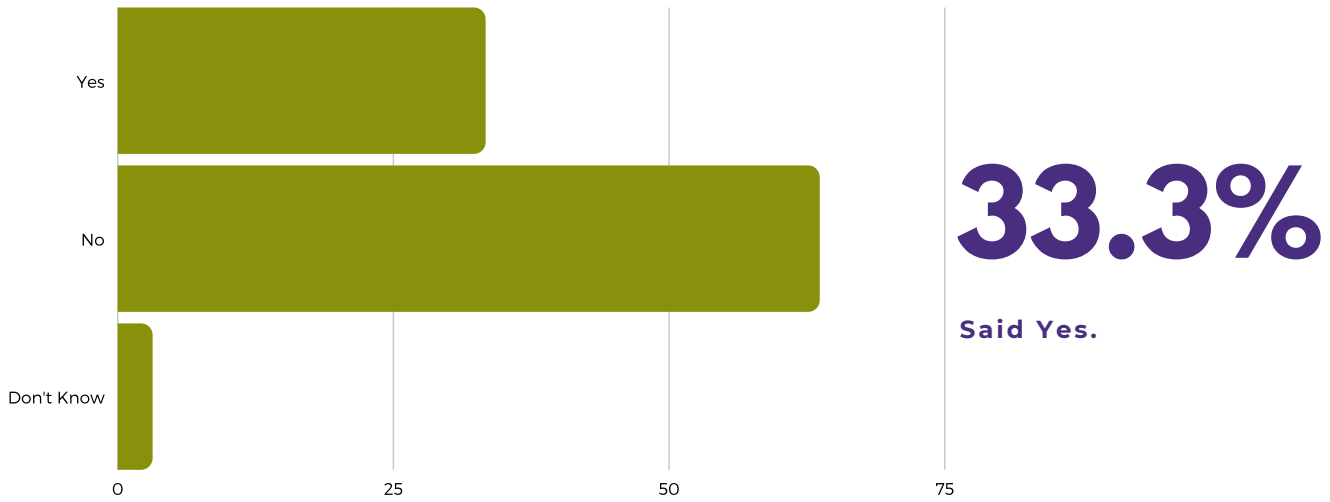
Are new hires paid a guarantee for an initial period?

47.5%

OFFER 90 DAY COMPENSATION



Does management consider non-revenue activity/accomplishments/goals as part of the new hire compensation plan?

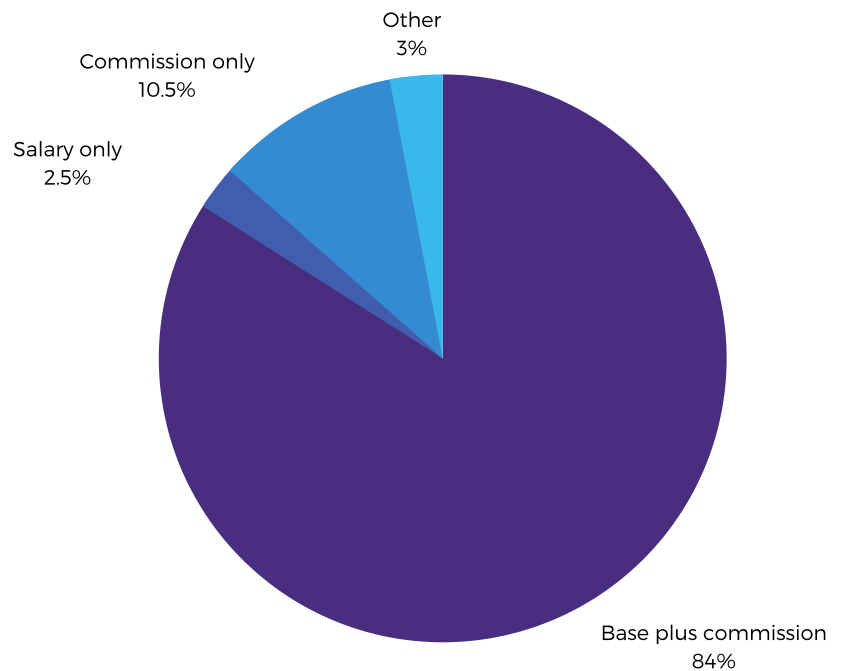


For established sellers do you pay:

Base Plus Commission * Salary Only * Commission Only * Other

84%

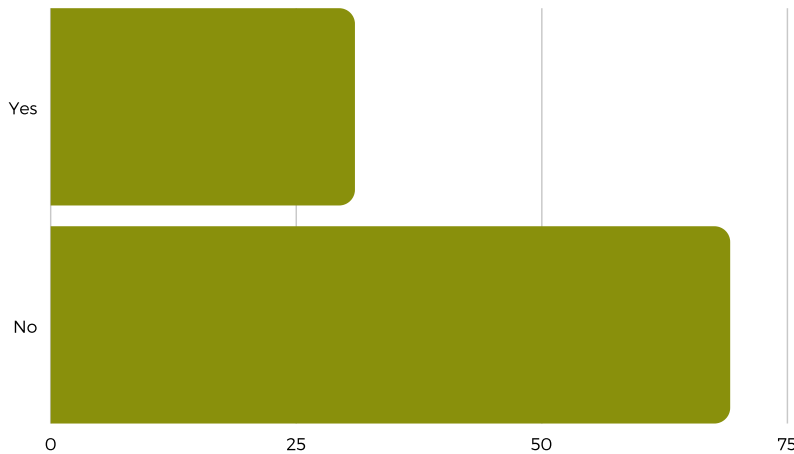
**OF ESTABLISHED SELLERS ARE PAID
BASE + COMMISSION**



67.3%

HAVE NOT CHANGED SINCE PRE-COVID

Our company pays a premium or higher commission for new business:



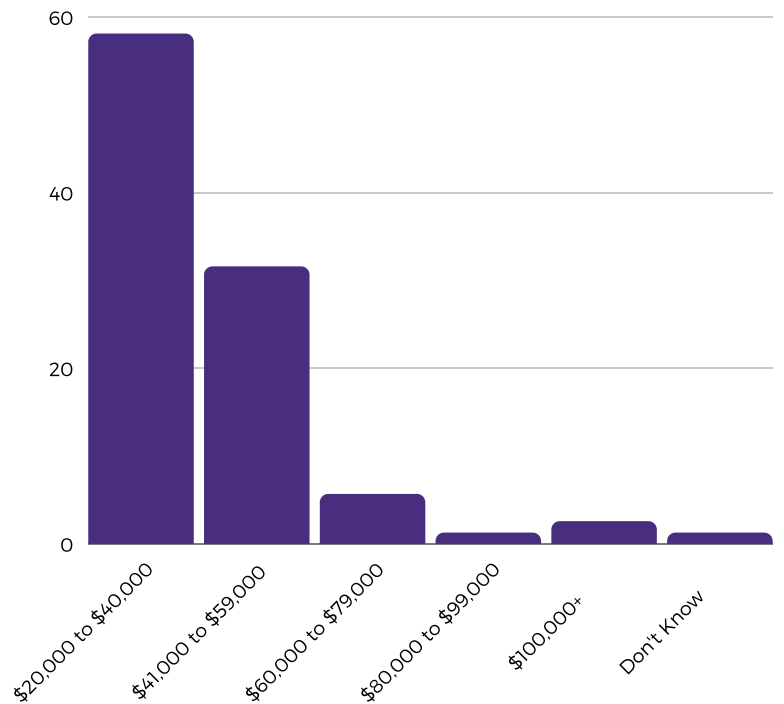
69.1%

DOES NOT PAY HIGHER COMMISSION ON NEW BUSINESS

The Annual Income of Entry-Level Sellers is:

58%

OF ENTRY LEVEL SELLERS MAKE \$20,000 TO \$40,000 A YEAR



MSN INSIGHT:

This is great as it shows more entry-level sellers earning more than in the past. While \$20K-\$40K remains the top, it is down 12% from last year!

Select the amount closest to the current annual income of your highest earning sellers:

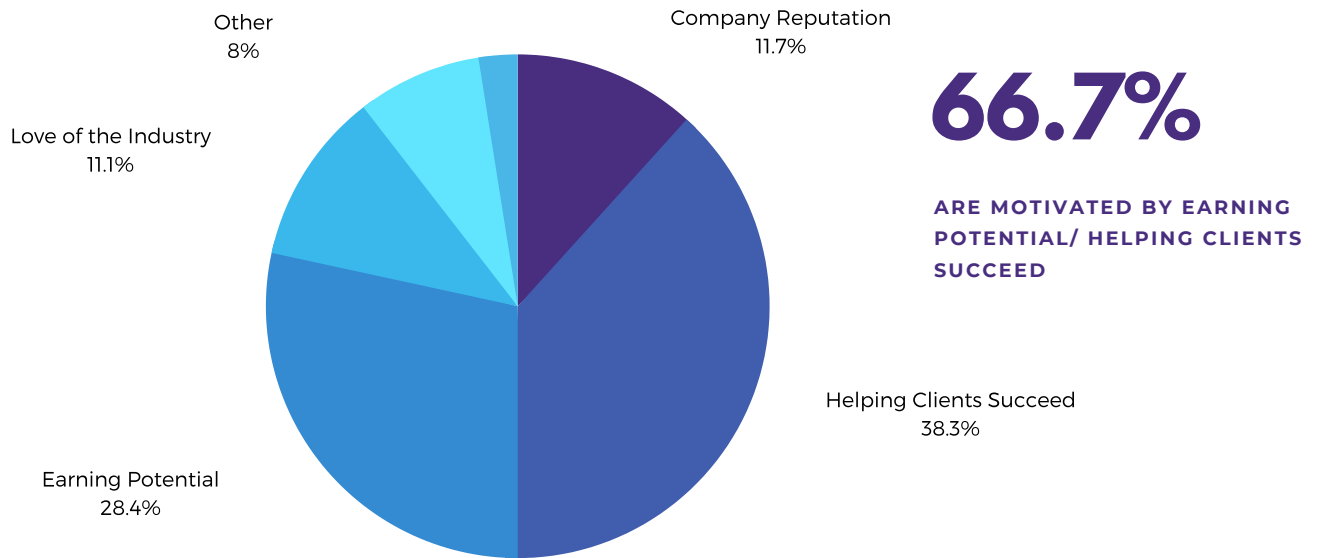


MSN INSIGHT: Again, nice growth in the \$60K to \$110K categories. Seeing more in the higher income levels than in the past.

Our sellers earned more or less in 2020 than in previous years:



**What do your sellers feel is their motivation for working in Newspaper?
Select the answer that best describes your overall team:**



If you have turnover, it usually is due to:

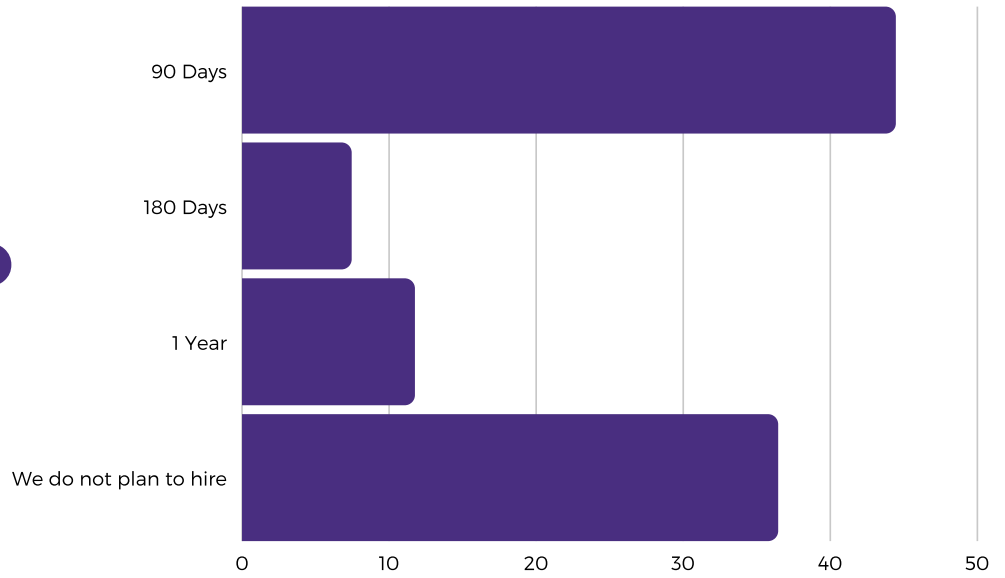


MSN INSIGHT: This year both not understanding what they were getting into and being a poor fit for the culture rose, while opportunity to earn more elsewhere dropped from #1 to #3

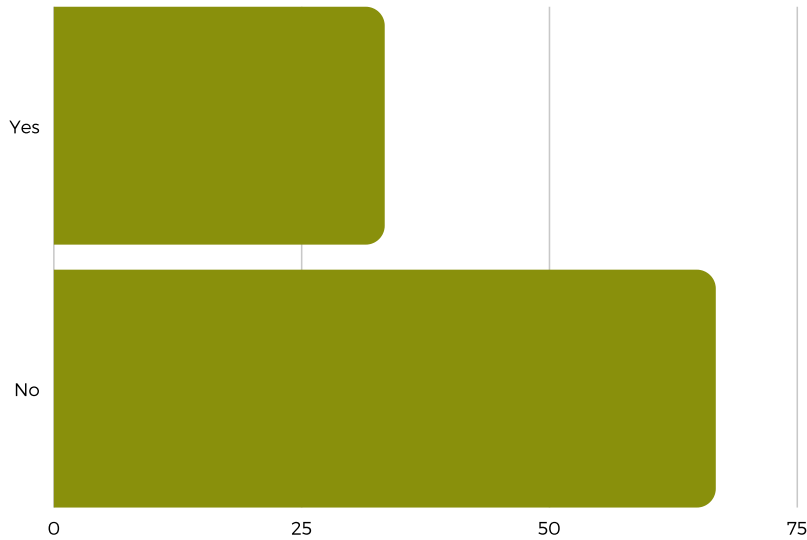
We plan to add to our sales staff in the next:

44.4%

NEXT 90 DAYS



Do you have a program in place to promote Diversity?



33.3%

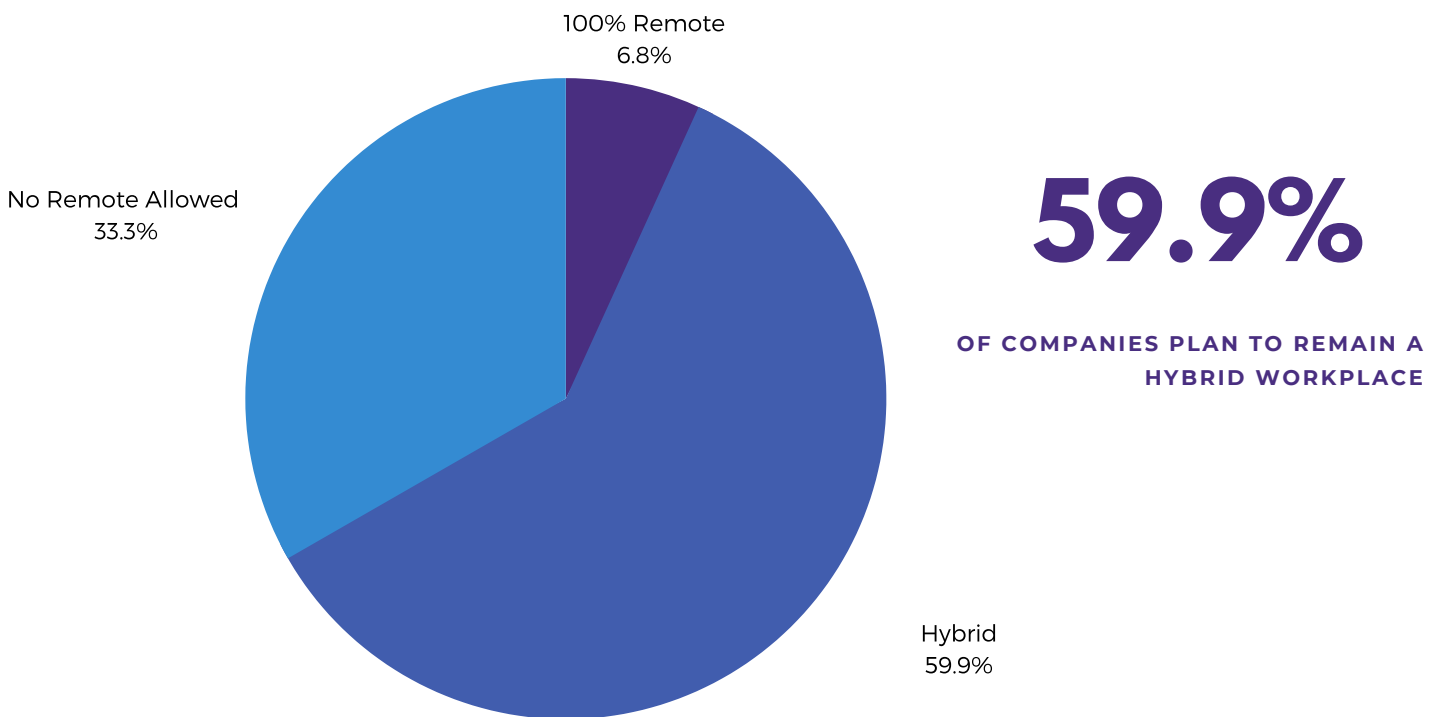
PROMOTE DIVERSITY

MSN INSIGHT: This is well below other media and could hurt in recruitment

When asked "What are the most successful platforms to encourage diversity in your workforce?" Here are the results ranked 1 to 6:

- | | | | |
|---|------------------------|---|---------------------------------------|
| 1 | JOB POSTING ON WEBSITE | 2 | SOCIAL MEDIA |
| 3 | JOB FAIRS | 4 | COLLEGE RECRUITMENT |
| 5 | REFERRAL PROGRAMS | 6 | ADVERTISING IN MINORITY ORGANIZATIONS |

We plan to bring back our sales team:

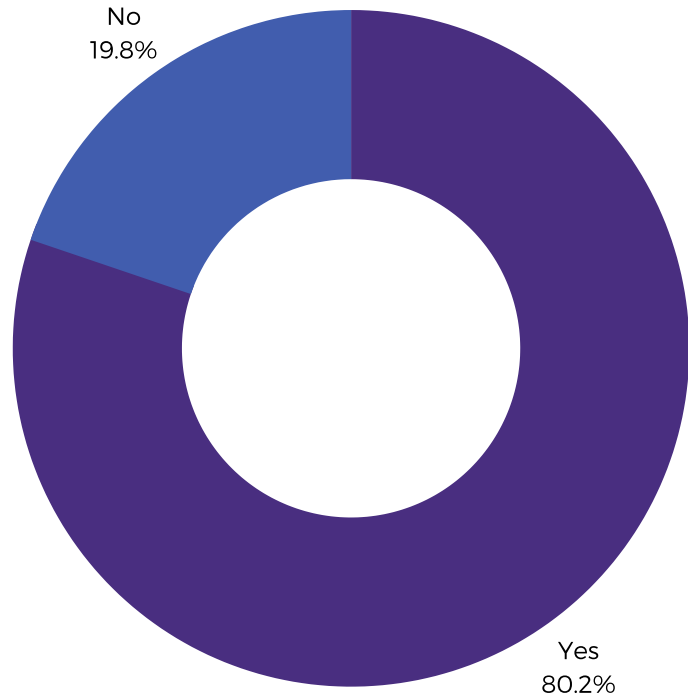


MSN INSIGHT: bringing back work force - while 60% allow some time of flexibility, 33.3% don't allow any remote.

We have a sales staff that sells all products:

80.2%

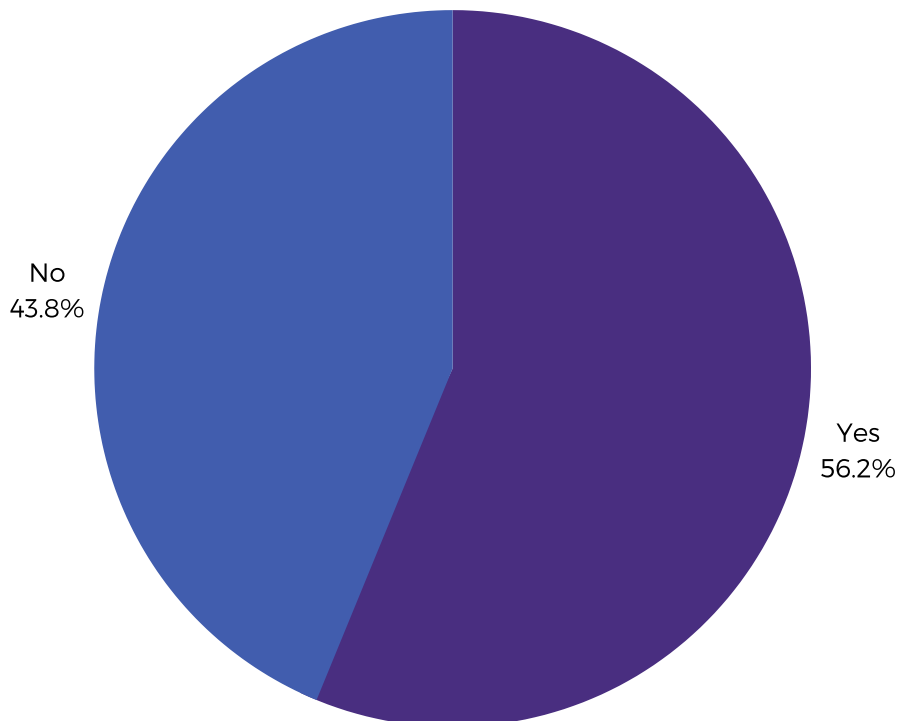
SAID YES



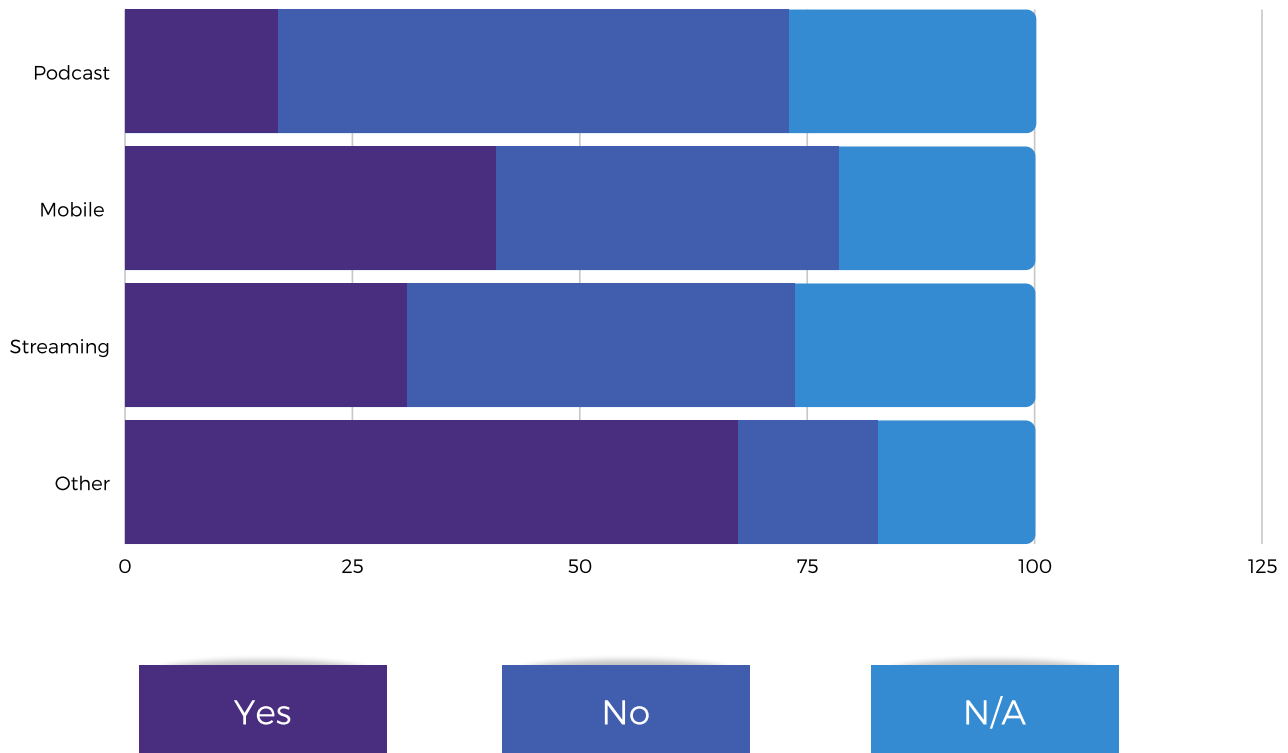
We have a digital specialist to drive all of our new products:

43.8%

**SAID THEY DON'T HAVE A
DIGITAL SPECIALIST ON STAFF**



Does Your Sales Team Actively Sell Opportunities in:



SURVEY DETAILS

The survey was conducted over a four-week period from June to July 2021. The survey was promoted by all three partners (Media Staffing Network, America's Newspapers and Editor & Publisher) via the website, social media, and email blasts. For a complete copy of the survey and to compare with other media platforms, please visit mediastaffingnetwork.com/compensation_studies.

We plan to conduct surveys each year to track changes in each industry. If you have questions or topics you would like added to future surveys, please contact laurie@mediastaffingnetwork.com.