

ADAM TINWORTH — PUBLISHER NEWSLETTER SUMMIT 2024

# AUDIENCE-FIRST NEWSLETTERS

(Aren't all newsletters audience first?) 🤔

# ME

- **1998: first realised newsletters were important**
- **2005: started offering email as an option for reading blog**
- **2012: Quartz Daily Brief, Stratechery are the vanguard of the new newsletter wave**
- **2013: first client work involving newsletter strategy**
- **2014: started personally experimenting with the new newsletters**
- **2017: Substack launches**
- **2019: Ghost adds newsletters**
- **2023: nearly won a newsletter award...**

**(AREN'T ALL NEWSLETTERS AUDIENCE FIRST?)**



**NO.**

# DESK NEWSLETTERS

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Tuesday June 11 2024

The Telegraph

## Lifestyle



News that Britons are back to booking holidays abroad *en masse* should come as no surprise to anybody who has looked out of a window lately. After the pandemic ushered in a boom for the staycation market, it seems that we are finally growing tired of the high prices and unreliable weather that a British holiday inevitably brings.

Naturally, then, this shift overseas brings with it a change in our holiday wardrobes; anoraks are traded for flowing linen dresses, wellies get swapped out for espadrilles or sandals. As Frankie Graddon quite rightly points out, [packing for hot holidays is a very different ball game](#) to dressing for a staycation.

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## Business



**Jon Rees**  
Business News Editor

**Good afternoon:** The London Stock Exchange saw a success story this morning with the debut of **Raspb** shares rise nearly 40 per cent after listing at 280p early morning trading before dropping back slightly.

That meant that the market capitalisation of the Car computer maker reached £750 million. This provides a boost for the embattled London market which has struggled to even struggle to retain non-tech stocks, lured as they are by higher valuations in the US.

It's no **Arm Holdings**, of course, another Cambridge-based company chose to list on Nasdaq, dealing a blow to London ambitions in doing so. Arm, one of the world's leading chip designers, was acquired by Japan's Softbank for \$32 billion in 2016 and is now worth \$146 billion on the US market. Arm is one of Raspberry Pi's investors.

But Raspberry Pi's auspicious debut was a welcome one, given the chief executive Eben Upton's comments on the company's investors.

"The quality of the interactions during the marketing campaign is our belief that London has the right calibre and support growing, ambitious technology businesses such as Raspberry Pi."

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Sunday June 9 2024

The Telegraph

## Front Page



The Energy Secretary says Labour's 2030 clean power pledge is risky. In Israel, Yakov Argamani has hugged his daughter Noa and a soldier who helped rescue her and three other hostages.

[Test your word-finding skills with our addictive daily puzzle, Panagram](#)

### Labour's net zero plans 'risk blackouts and public unrest'


Energy Secretary Claire Coutinho tells [The Telegraph](#) that Sir Keir Starmer's pledge to convert Britain to clean power by 2030 – [five years earlier than the Conservatives](#) – would put the country's energy security in jeopardy. A new [Telegraph poll shows a widening lead](#) for Labour.

### Wife refuses to lose hope amid 'unbearable' search ordeal for TV doctor



# BUCKET NEWSLETTERS

★★★★★  
Excellent magazine & app. The latest version of the app is first class.  
Ken L



## THE SPECTATOR Lunchtime Espresso

### News and analysis

- Rishi Sunak launched the Conservative manifesto and announced that a Tory government would cut National Insurance. James Heale has the details [here](#).
- *The Spectator's* Data Hub [shows](#) that the Tory manufacturing burden continue to rise. Kate Andrews has the details [here](#).
- The Tories would introduce a £1bn scheme, motivating people to buy a home with a 5% deposit. They have also increased stamp duty permanently for first-time buyers purchasing properties over £425,000.
- Sunak also committed the Tories to introducing a new family visas, which would be lowered in each of the next five years.
- Labour's Wes Streeting [refused](#) to rule out changing the party wins the election. Labour will publish its manifesto in the next few days.
- The number of workers registered economically inactive and sick rose, again, to a record high of 2.83m. Kate Andrews has the details [here](#).
- Rishi Sunak was the first party leader to take part in a live interview last night. Isabel Hardman has the highlights [here](#).



TUESDAY

Research · Local

In this newsletter, you'll find the [Journalism Network](#) and [a new event on AI and elections](#) amplifying the voices of Nigerian journalists. Also, [generative AI and the future of journalism worldwide](#).

This newsletter is **1,044** words long.

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### Members of the Oxford

Cohort 6. July to December, 2024.



Listen to this

Good morning. It's a new [Missouri restaurant](#) opening in St. Louis.

### 1 The U.N. Security Council in Gaza.

- **What happened:** The U.N. Security Council adopted a [resolution](#) on Gaza.

- **What it does:** The resolution calls for a ceasefire and for the release of hostages. It also demands that Israel stop its military operations in Gaza.

Read this story

### 2 Donald Trump's video yesterday

- **Why?** It's a rare video of the former president.



Weekly bulletin Jun 10, 2022

Featured on IJNet



### "Neither feast nor famine" continued to be complicated

While the sector is still recovering from the pandemic, audience data for 2023 shows a significant decline in monthly web traffic.

### BALTIMORE SUN GUILD Under its new ownership, the Baltimore Sun's Broadcasting station

"That article, published by the Baltimore Sun, is a 'terrific' error from the Associated Press. This error is 'illegal.' This error is concerning."



Media Innovation

### How AI helped a local news outlet boost its reach and sustainability



## THE MEDIA ROUNDUP

BY MEDIA VOICES

Good morning! Today's newsletter is brought to you by [Esther](#).



The Press Gazette Future of Media Awards celebrate the best websites, podcasts, newsletters and commercial innovation in news media. They are FREE to enter and the deadline for submissions is 14 June.

Start your entry now





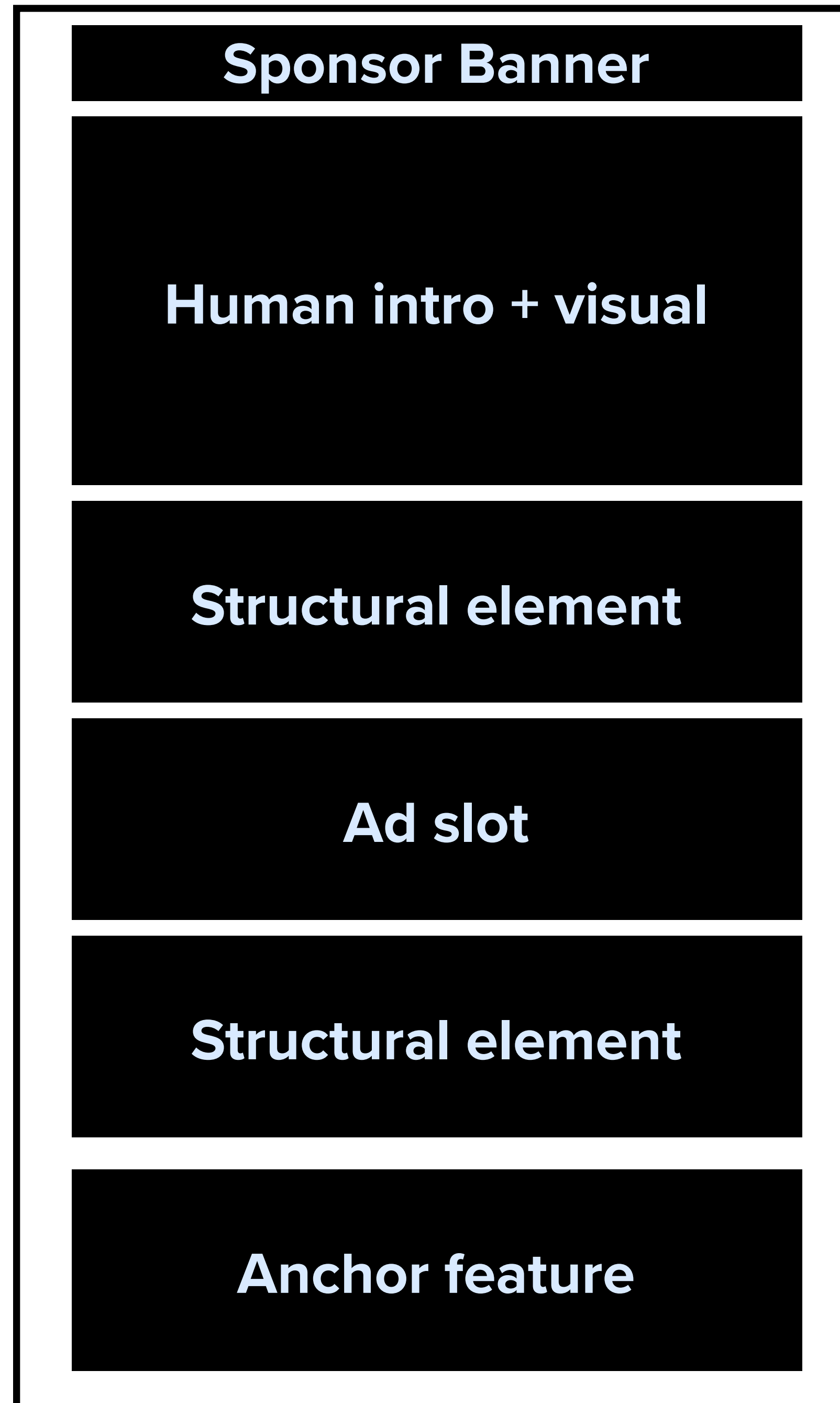
# ALL THE STANDARD SHL... WISDOM

- ✓ Segment audience
- ✓ Avoid algorithms
- ✓ Build direct relationships
- ✓ Useful conversion tool
- ✓ Build habits
- ✓ Sponsor / ad sells



**THE BEST PRACTICE TRAP**

# NEWSLETTER STRUCTURE



**“ALL NEWSLETTERS NEED A HUMAN INTRO  
TO SHIFT PEOPLE FROM IN-BOX TRIAGE TO  
READING MODE”**

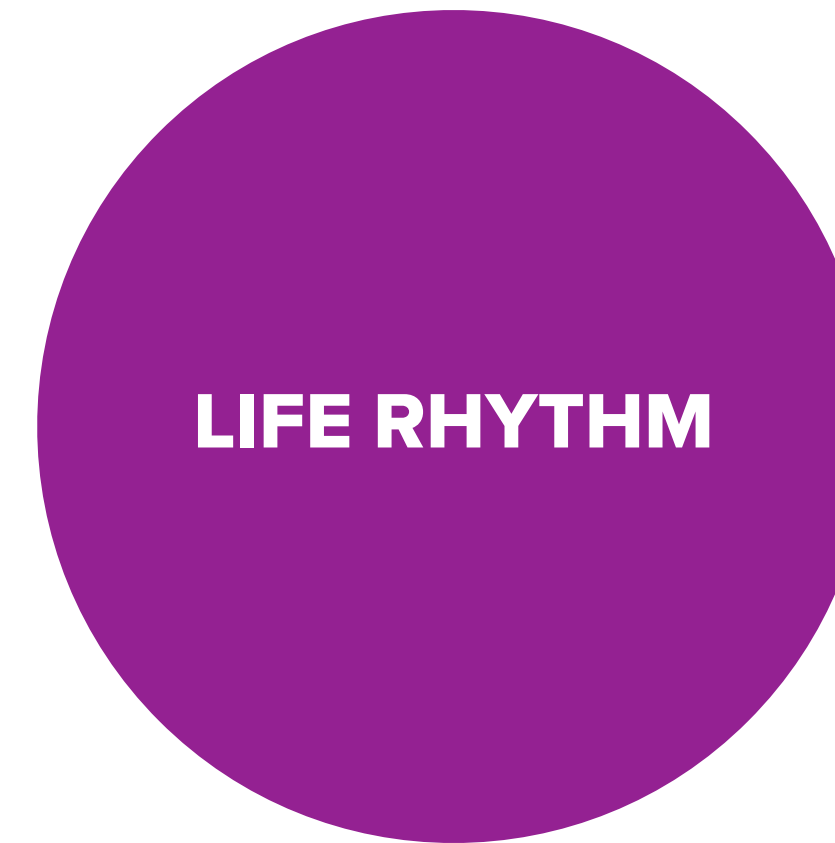
**ALL NEWSLETTER ADVICE EVER**

**FAIL**

# WHY?

- ⦿ **The more niche your audience, the more distinct they become**
- ⦿ **Personality type: “Just give me the information, I don’t care for your social niceties”**
- ⦿ **Information / passion alignment: “Gah. I need this information, but you aren’t gonna make me enjoy it”.**
- ⦿ **Life rhythm — when am I reading this?**

# WHAT MATTERS...



SO...

**NEWSLETTER  
STRATEGY**

# A newsletter ecosystem



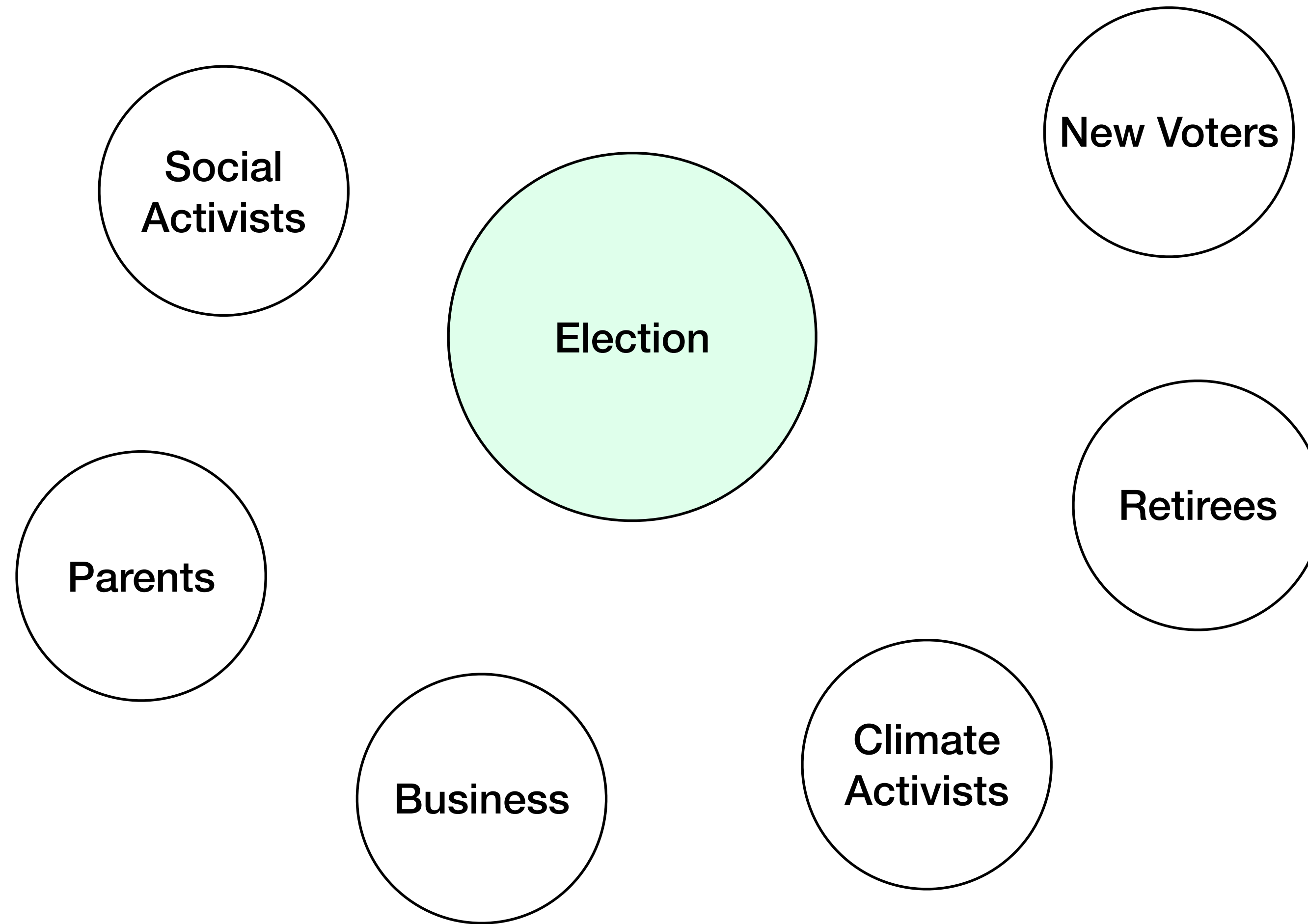


# THREE TOOLS

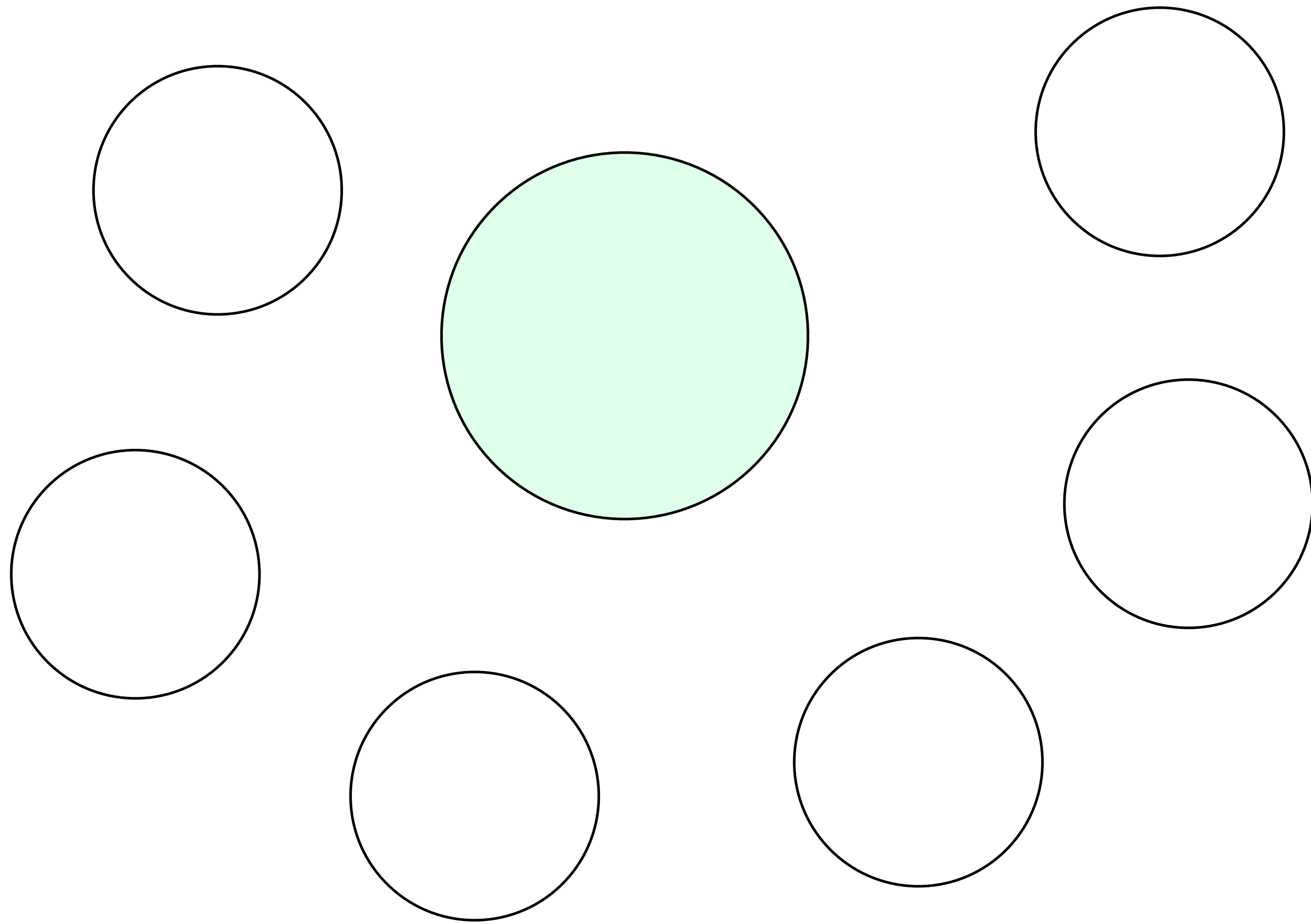
- Network Mapping
- Asset Mapping
- The Audience Canvas

# AUDIENCE MAPPING

# AN AUDIENCE MAP



# LET'S MAKE A MAP



# AUDIENCE CANVAS

# AUDIENCE NEEDS CANVAS

**WHO**

**WHAT**

**WHERE**

**HOW**

NAME

AM

DEVICE

1

AGE

How often?

WHERE THEY LIVE

PM

PLATFORM

2

HOBBIES

How often?

EVE

3

MEDIA HABITS

How often?

**THE AUDIENCE CANVAS**

**BASED ON THE WORK OF SARAH MARSHALL & NICK NEWMAN**

# ASSET MAPPING

# ASSET MAPPING

