

CSQ produce localized inserts for newspaper on the HP T230 Color Inkjet Web Press, growing advertising by 325 per cent for Il Cittadino Eventi



At a glance

Industry: Publishing

Business name: Centro Stampa Quotidiani (CSQ)

Headquarters: Erbusco, Lombardy, Italy

Website: csqspa.it



Centro Stampa Quotidiani

Business name: Il Cittadino di Lodi

Headquarters: Lodi, Lombardy, Italy

Website: ilcittadino.it



Challenge

- Maintain dominant market position in local news content delivery in fast-evolving sector where online channels and platforms offer borderless competition.
- Create attractive advertising revenue opportunities that can compete with multiple online players.
- Flexibility to switch production technologies for long run newspaper printing using conventional presses and short run high-impact digital products.
- Exploit editorial know-how, sales organisation, readership and distribution to maximise newspaper brand return on investment.

Solution

- HP T230 Color Inkjet Web Press to print full-colour short run digital products.
- HP Bonding Agent technology eliminates show-through on lightweight and porous papers.
- Hunkeler inline finishing system to fold newspapers, covers and flyers.

Results

- Digitally printed localised products help boost newspaper's advertising revenue by 325 per cent in Eventi insert.
- Newspapers printed digital product pages set to triple in first year thanks to growing customer demand for full-colour, high quality inserts, onsets and leaflets.
- Advertising teams sell space for themed events to businesses linked to specific market.
- Newspaper printer expands business into digital market to broaden product offering with short run full-colour production.
- Newspapers adopt digital press to seamlessly switch to short digital print production in off-peak/low demand periods.

“Our advertising revenue for this segment has grown 325 per cent above all thanks to the introduction of our digitally printed inserts that CSQ prints on the HP T230 Color Inkjet Web Press.”

– Roberto Savarè, general manager of Editoriale Laudense, owner of Il Cittadino di Lodi



The multitude of publishing channels and platforms is offering consumers attractive choices to enjoy content but publishers are challenged with delivering content across a host of rapidly-evolving technologies while facing boundary-free competition. Il Cittadino di Lodi (The Citizen of Lodi), a local daily newspaper founded in 1890 and published and distributed in the province of Lodi and the area south of Milan in Italy, has responded to the challenge by developing its web, tablet and mobile channels, including Il Cittadino piu', a monthly tablet edition with multimedia content, but it is innovation in its printed format that is the most successful. First published as a weekly in 1890, it became a twice weekly paper in 1980 to offer sports news on Mondays, and then became a daily paper 25 years ago.

“We’re a provincial paper and we focus on local news; news that is relevant to our communities,” explains Roberto Savarè, general manager of Editoriale Laudense, the paper’s owner. “Our front page does not report international or national news. In the province, the paper’s circulation is higher than the big national papers all together, and some have local pages inside. We have had to rethink our newspaper and find ways to drastically cut costs. With a more modern design and layout, we were able to switch to a smaller newspaper format, reducing paper and printing costs by a third. The newspaper now offers full colour advertising so it is more attractive. Our strategy is paying off.”

Advertising revenue up 325 per cent with new digital product - in print

“Last year we invented a new, attractive full-colour insert - Il Cittadino Eventi (The Citizen Events) together with our newspaper printer CSQ (Centro Stampa Quotidiani),” says Savarè. “Our advertising revenue has grown 325 per cent in the events section above all thanks to the introduction of our digitally printed inserts that CSQ prints on the HP T230 Color Inkjet Web Press. Eventi is a weekly eight-page events insert on heavier 80 g/m² paper, compared to the single event page we produced in the newspaper on 45 g/m² paper.”

Savarè describes how the full-colour quality on CSQ’s HP T230 Color Inkjet Web Press is more attractive to customers than output on conventional presses. “The local council contacted us to request a 10,000 copy insert to promote Christmas events and activities in Lodi. Conventional presses might have been more convenient for that volume but they wanted the same high quality as our Il Cittadino Eventi. Just a month later, to promote events related to the patron saint of the city, they ordered a further 10,000 copies,” Savarè states.

CSQ prints high volumes of newspapers conventionally and its digitally printed products on the HP T230 Color Inkjet Web Press, offering the same size and pagination as its offset production lines and the same newsprint substrate thanks to the HP Bonding Agent technology used in the web printing process. Dario De Cian, general manager of CSQ, Italy, explains, “We achieve a level of quality similar to traditional offset but as importantly, it is the only solution on the market that completely eliminates the problem of show-through on the lightweight and porous papers of 45g/m² typically used for newspapers.”

CSQ use the Hunkeler inline finishing system to fold newspapers, covers and flyers. The system is integrated with its other finishing equipment to automatically combine offset and digital products.

Newspaper printer gaining customers with digital products

“The Daily Express and Daily Star are the latest newspapers to have joined our client list,” says De Cian, adding, “They see a market for printing and distributing 1,500 copies of their daily newspapers in Italy and capturing local advertising revenue. They will ramp up production for the summer months as tourism hits the high season.” CSQ will print the titles conventionally in the peak holiday season and use the HP T230 Color Inkjet Web Press for off-peak periods, with no variation in quality and using the same newsprint substrate.

CSQ has been successfully expanding its product variety with the shorter run production flexibility and high full-colour image quality offered by the HP T230 Color Inkjet Web Press. De Cian highlights that its digital products are gaining traction in three main areas that are all characterised by their hyper-local nature: local news, for which CSQ are currently producing 2,000 copies three times a week; programmes and leaflets for local events such as basketball or soccer matches for which they are producing five products every two weeks; and advertising inserts, that are typically 2,500 copies of four-sided inserts. For one client CSQ exploits the variable data printing (VDP), capabilities of the HP T230 Color Inkjet Web Press to print 2,000 copies of a weekly Diocese newsletter with the subscriber’s details.

On target to triple digitally printed products

“We produced 148 editions of digital pages in the whole of last year. In the first four months of this year we have produced 110 pages,” Savarè exclaims. “Inserts and onsets with a specific theme are a great opportunity for advertisers that run a business in the same sector or a related sector. We produced a printed insert for a traditional dance festival and the advertising sales team targeted dance and music schools, sports clubs and physiotherapists. Businesses are keen to exploit the opportunity offered for visibility among their potential customers,” Savarè says.

“A regional bank requested 3,000 copies of an insert to celebrate the bank’s 150th anniversary. Obviously the bank will purchase advertising space in the newspaper to promote the event too and that brings in additional advertising, and advertising we sell is channelled to our electronic products too.”

With about 220,000 inhabitants in the province and an estimated readership of 96,000, Il Cittadino di Lodi is keen to expand its products, including exploring possible applications of VDP to increase personalisation.

“We offer customers our newspaper brand, the editorial know-how, our sales organisation for advertising, and distribution to our customers throughout the province or to a local community if the insert is a leaflet for a village fair. Customers are extremely happy and satisfied with the products, advertisers are asking to advertise, the impact of our new printed products has been beyond our expectations,” concludes Savarè.

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