Challenge:

The Plain Dealer wants an easy and innovative way to convince older newspaper readers to embrace digital products. Our solution is a niche website that caters specifically to the older demographic called cleveland.com/silver.

Why is it urgent for The Plain Dealer to bring their older readers to the Internet?

- Advance Publication; the PD’s parent company, has reduced several of its newspapers from daily editions to two/three times per week.
- 43.2% of The PD daily print edition readership is people older than 60, and 35.9% is people age 40 to 59.

So, why aren't 60 plus readers going online?

- Almost half say the main reason they don’t go online is because they don’t think the Internet is relevant to them.
  (Source: 2012 Pew Research study)

So let's make it relevant!

- Adults 60 and older want health information, work and retirement news, information on medicare and medicaid, and brain teasers. Cleveland.com/silver will put everything they want in one place.
- Cleveland.com/silver will help older readers familiarize themselves with digital products and improve their online presence.
  (Source: Internet Use among Midlife and Older Adults, November 2009)

Why will cleveland.com/silver work for The Plain Dealer?

- Niche advertising is the key. The highest online ad revenue exists in financial, health and travel ads. This offers niche advertising opportunities that will correlate with the information we will provide on our website.
  (Source: PEJ Advertising Study)
- The older demographic has more disposable income than any other age group. Their spending will increase ad revenue and return a profit for The Plain Dealer.
  (Source: AARP)

So, why not introduce the magic of online shopping to the silver surfers?

Cleveland.com/silver will be a win-win solution for both The Plain Dealer and its older readers.