



Digital printing & Corporate presentation

- **Imcodávila:**
 - Company created by the secession of the journal Avila printing plant. Experience of more than 100 years printing newspapers.
 - Imcodávila mission is to print journals and products on paper printing press. This service includes:
 - Club purchase paper for the joint purchase of paper and supplies with publishers printed in our plant.
 - Management of transport and logistics for the positioning of your copies in any part of the Iberian Peninsula. Coordination with local distributors for distribution to the endpoint.
 - Imcodávila currently prints 6 offset newspapers (La Vanguardia, 20 minutes Madrid, 20 minutes Valladolid, the Gazette regional Salamanca, El Adelanto and journal de Avila) and over 200 publications per month with recurrence weekly, fortnightly and monthly. With a daily average of 405,000 copies printed. Now print 2 digital newspapers. (Racing Post, USA Today)
 - This company is independent of any editor group.
 - The first printing site that complement offset with digital production

- **Industrial plant in Avila:**
 - The printing plant has 9,000 m2
 - Technical means:
 - Uniset 60 MAN. 96 pages tabloides with 64 color. (2000)
 - Uniset 65 MAN. 80 pages tabloides with 32 color or 48 pages tabloides with 48 color (2003)
 - Uniset 75 MAN. 48 pages tabloides with 48 color. (2007)
 - MAN 75+65 Uniset. 96 pages tabloides with 96 color or 128 pages tabloides with 80 color.
- **Industrial plant in Madrid. (Digital printing)**
 - Technical means:
 - OCÉ JETSTREAM 2200 . (2009)
- **Industrial plant in Madrid. (Offset printing) (Opening June 2010)**
 - Technical means:
 - KBA Commander 96 pages tabloides with 96 color.
- **Deployment network Digital Press (2011-12)**
 - Locations:
 - Canary Islands.
 - Levante.
 - Málaga.



Market Status:

- Reducing the spread and advertising revenue
- Growing competition from other media
- Readers with less time and more demanding in terms of relevance
- Advertisers looking for more specific targets to achieve higher response rates
- Advertisers seeking new sources of income and growth potential



- **Facts**

- Produce short-run national and international titles digitally
 - Distribute & Print model in foreign countries to save time and transport costs
 - Profitable production of short run regional and minority titles
- “Custom” Newspaper printing capabilities
- Segmentation allows to levels of micro-zone
 - Highly targeted and segmented newspapers to provide relevant content and attract advertisers
- Can achieve the "targets" specific advertisers seeking
 - Additional editions to repurpose content and provide an additional advertising platform
- Complement offset with digital production

Strategic value of digital newspaper printing

- **Distribution and Printing**

- Reduction of distribution and logistics problems
- Last minute news
- More proximity to customer / reader

- **Content**

- New product with minimum investment
- New readers through specific content
- New Revenue Streams

Applications

- Growth in sales by early morning deliveries in kiosks
- Quality service to readers residing in Spain
- Opening new markets for editor
- Distribution of copies on flights of the company's country editor
- Available on the same day (Day A), increasing the sales potential



Hardware

Océ JetStream digital newspaper workflow



1. Newspaper publisher creates a PDF file for the newspaper
2. File transfer via FTP server
3. Océ PRISMA production software prepares and imposes the files
4. The SRA-MP controller accepts data and sends to the Océ JetStream engine
5. Océ JetStream print engine jets images onto the pages
6. The printed web passes through a slack web interface to a nearline finishing system
7. Newspaper contents are cut, gathered and folded

Realities of actual digital printing of newspapers



- Digital printing of newspapers is not a competition of offset printing, is complementary.
- Depending on the number of pages, paper size and number of color pages is profitable to produce a maximum between 700 to 1800 newspapers. (Same newspaper)
- It is the only technology able to produce custom papers.
- It is logical think that the decrease the price copy by:
 - A reduction in the cost of ink
 - Reducing the cost of the click charge of the manufacturer of the press
 - An increase in the capacity of production of printing machinery

Spanish Bussines plan

- Imcodávila has a partnership with a company invoice and direct marketing printing. (Emfasis)

The press is installed in its facilities. Spanish law requires to ensure that databases containing personal information can not leave a controlled environment.

Emfasis Prints during the morning bank statements, bills for water, electricity and gas compañías as well as direct marketing materials with variable data.

Imcodávila Print afternoon - evening newspapers and books.

Allocation of fixed costs of the press based on the number of hours of use. Now Emfasis between 4:00 h and 20:00 h and Imcodávila between 20:00 h at 4:00 am.

Variable costs are paid based on the "Click" made by each company.



Why this bussines plan

- The productive capacity and cost per copy of the machine allows only be competitive in very small print runs. Those runs are not very abundant.
- The digital presses are very versatile and allow enough production potential. Why waste this chance?.
- The printing of newspapers is concentrated in a very specific time slot. Why we must stop the machine the rest of the day?.
- In the past the printing of newspapers we could afford to have under-utilized machines. The current economic situation with a drop of circulations and reduced profit margins, we are forced to be more imaginative. Why do not we can work with printing companies of different products if they are not any competition?



- **If you want any additional information, I'm happy to answer in:**
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Thanks for your attention