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## Exploring the Business Models and Development Trends of Digest Periodicals (Postprint)

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### Abstract

The business models of digest newspapers have continuously evolved, forming a relatively stable state after multiple rounds of innovative reform. However, in recent years, the rapid development of internet and information technologies, coupled with competition among newspaper products, has impacted the traditional business models of digest newspapers to varying degrees. In the new era, newspaper publishers have attached great importance to the development trends and strategies of digest newspapers. This paper presents an in-depth analysis and investigation of the business models and development trends of digest newspapers, aiming to establish a foundation for the long-term development of the industry.

### Full Text

#### A Study on the Business Models and Development Trends of Abstract Newspapers

**Abstract:** The business models of abstract newspapers have continuously evolved, reaching a relatively stable state after multiple innovations and reforms. However, in recent years, the rapid development of internet and information technologies, coupled with competition from newspaper products, has impacted the traditional business models of abstract newspapers to varying degrees. In this new era, newspaper publishers are attaching great importance to the development trends and strategies of abstract newspapers. This paper conducts an in-depth analysis and research on the business models and development trends of abstract newspapers, aiming to provide a foundation for the long-term development of the industry.

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In recent years, the advent of the new media era and the proliferation of metropolitan and current-affairs abstract newspapers have fragmented the traditional readership of abstract newspapers, posing significant challenges to their development and placing them in a state of decline. Nevertheless, abstract newspapers face numerous additional problems, including the mounting pressure of increasing operational costs. This issue stems from two primary factors: first, the continuous development of the market economy has led to a noticeable reduction in operational profits; second, the vigorous promotion of cultural system reforms has required newspaper publishers to expand their workforce, thereby increasing personnel costs. As market competition intensifies, abstract newspapers must keep pace with the times, innovate their business philosophies, leverage their distinctive advantages, establish clear positioning, create unique features, and transform their operational thinking to survive in this environment.

### **1.1 Distribution Revenue Accounts for a Large Proportion of Overall Income**

Compared with metropolitan newspapers, distribution has always been a key competitive advantage for abstract newspapers. Metropolitan newspapers and evening papers contain vast amounts of information and publish numerous daily editions, which continuously increases distribution and printing costs while also expanding advertising space. Although abstract newspapers are not published daily, they process and integrate information from various media sources, selecting valuable news for re-editing, with published articles emphasizing ideological depth, knowledge, readability, and interest. These factors have consistently been the primary determinants for readers' subscription decisions. Furthermore, while metropolitan and evening papers face geographical limitations, abstract newspapers are generally distributed nationwide without such constraints, giving them extensive market reach. Additionally, abstract newspapers have fewer pages, resulting in relatively lower costs and varying profit margins. This demonstrates that profit increases with circulation volume, independent of distribution scale. Unlike the distribution models of metropolitan and evening papers, abstract newspapers predominantly rely on postal distribution. In recent years, as the volume of abstract newspapers has grown, postal departments have continuously raised their distribution standards. To secure support from local postal offices, abstract newspaper publishers have increased postal rates, which has raised distribution costs and reduced distribution profits. To develop new markets, some newspaper publishers have even adopted zero-profit distribution strategies to capture market share [1].

## **1.2 Advertising Accounts for a Significant Portion of Newspaper Operations Management**

Amidst fierce competition in the newspaper market, distribution costs for abstract newspapers are rising daily, while profits show a year-by-year decline. In response, newspaper publishers are placing greater emphasis on advertising operations alongside efforts to increase distribution rates, leveraging effective advertising management to boost profits. Currently, advertising operations for abstract newspapers typically employ a combination of multiple approaches. On one hand, they cooperate with several large, well-established advertising agencies, using fair competition to have these agencies handle advertising distribution within specific scopes or fields through long-term agreements, with profits from advertising operations accounting for a substantial portion of total revenue. On the other hand, newspaper publishers utilize their own channels and resources to develop advertising clients and sign long-term contracts. Thirdly, they leverage brand effects to attract advertisers to cooperate actively with the newspaper. These three methods are mutually complementary [2].

## **1.3 Increasing Revenue Through Additional Issues and Expanded Layouts**

The operational advantage of abstract newspapers has always been their refined management approach, offering rich, essential, and culturally oriented content within a relatively small layout. While advertisers typically favor advertising space in abstract newspapers, the high proportion of advertising pages reduces the space available for news content, which can negatively impact readers' experience. Therefore, this situation cannot be sustained long-term. Consequently, many influential abstract newspapers have adopted strategies of increasing publication frequency and expanding layouts to change this dynamic, while also providing readers with more high-quality readable articles.

## **1.4 Innovating Business Approaches Through Brand Influence Expansion and Secondary Product Sales**

Through years of development and transformation, some abstract newspapers have established significant influence among readers and in society at large, creating distinctive features and brand effects unique to their publications. However, how to convert brand effects into brand value and thereby create benefits through brand promotion and marketing is a critical issue that abstract newspapers must consider and analyze. In recent years, numerous newspaper varieties have emerged, including many excellent publications. Despite being relatively newly established, these publications have very accurate market positioning, offering carefully crafted content, format, and packaging design for specific reader demographics, continuously pursuing excellence. Combined with advanced modern marketing concepts and innovative methods, these approaches require substantial investment but yield rapid output with ideal results, leading to rising circulation figures and the rapid establishment of brand advantages and

significant brand influence. Subsequently, more effectively transforming brand influence into brand value and then creating ideal economic benefits through brand value has generated substantial brand effects.

### **2.1 Establishing Positioning and Creating Distinctive Features**

To better adapt to the new media era and achieve continuous development amidst fierce competition, newspaper publishers must strengthen research and learning of new media technologies, effectively utilize media technology, and transform traditional business concepts. Publishers need to integrate new media with traditional media to fully leverage their respective advantages and enhance operational strength in the media market. Currently, many abstract newspapers have established their own websites, placing newspaper information online to expand promotional channels, attract readers, increase readership, broaden their target audience, and enhance social influence [2].

### **2.2 Innovating Business Thinking to Keep Pace with the Times**

Abstract newspapers cannot achieve sustainable development by focusing solely on editorial philosophy; they must also pay attention to advertising placement. The business model of abstract newspapers remains relatively monotonous. An analysis of their development reveals that their business model has not fundamentally transformed or innovated, with advertising operations and distribution income still serving as the important foundation for publishers' survival and development. Traditional newspaper business models suffer from a critical flaw: poor adaptability to market changes. When market upheavals occur—such as increased operational costs or changes in national policy—publisher profits are affected and tend to decline. From the distribution perspective, abstract newspapers have traditionally relied on postal departments for distribution. In recent years, as abstract newspapers have rapidly developed, postal departments have continuously raised their thresholds. To secure strong support from postal offices, newspapers have had to increase postal distribution rates, which raises their own costs and reduces profits. To expand distribution scope, some newspapers have even adopted zero-profit strategies to compete for market share. Although postal departments possess comprehensive distribution networks that necessitate cooperation, this single distribution model no longer aligns with market development. Abstract newspaper publishers must adopt diversified distribution methods, combining distribution with economic conditions to implement synchronized distribution in appropriate regions to enhance distribution effectiveness. Only by implementing diversified distribution methods can newspaper publishers enhance their competitive strength and achieve continuous development in market competition. From the advertising perspective, the most significant change in the advertising market is that clients have become more rational in their media selection from both buyers' and sellers' markets. With the arrival of the new media era, market competition has intensified, leading to declining profits from advertising operations. Over time, abstract

newspapers have come to be perceived by clients as minor publications, with medical and pharmaceutical advertisements dominating the market. However, these types of advertisements are not standardized, with false advertisements emerging incessantly, affecting readers' moods. Such advertisements occupy large layouts while commanding low prices. This demonstrates that the development of abstract newspapers must first innovate their advertising structure. In recent years, China has intensified its regulation of medical advertisements, and industry management is continuously moving toward standardization. If abstract newspapers cannot effectively and promptly address their advertising structure issues, they will find themselves in a difficult position [4].

### 2.3 Expanding Service Platform Scope and Establishing Value-Added Services

Some people subjectively believe that abstract newspapers merely involve simple excerpting and compilation, but this is not the case. In the current context, abstract newspapers have achieved full marketization, with a very large proportion of self-paid subscribers. Effectively conveying valuable information to readers to make them willing to purchase becomes particularly important. Since abstract newspapers cannot match the timeliness and information volume of metropolitan and current-affairs newspapers, editors must thoroughly identify operational gaps in current-affairs and metropolitan newspapers, fully achieving timeliness and value in abstract newspapers that can serve functions beyond what original news provides, based on news backgrounds. To better attract readers, abstract newspapers must leverage their unique advantages, select valuable information, and facilitate people's understanding and absorption of information, thereby using their distinctive features to meet readers' corresponding needs. To secure reader support, abstract newspapers must establish clear positioning upon founding, lock in their consumer demographics, and pursue refined development rather than broad coverage [3].

Overall, print media is currently at a transitional period. Only by integrating media development into industrial chain development can traditional marketing and profit models be effectively transformed; only by breaking previous models can continuous development be achieved amidst fierce competition.

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