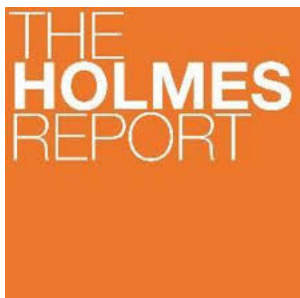









# PRWeek Subscription Comparison

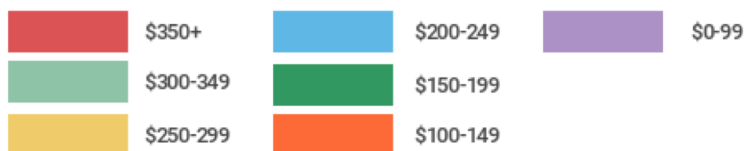
An analysis of the costs of and features included with the subscriptions offered by PRWeek as compared to those of several of its main competitors.



# Competitor Price Comparison

Below is a comparison of the cost of the four types of PRWeek subscriptions compared to those of its main competitors.

	Digital + Print	Digital Only	Student	Group
	\$348	\$298	\$139	\$200-\$325
	\$279	\$269	\$79.99	\$115-225
	\$395		\$119	\$276-335
	\$83.88	\$59.88	\$49.99	\$79-249
	\$295			
		\$279		
		\$199		



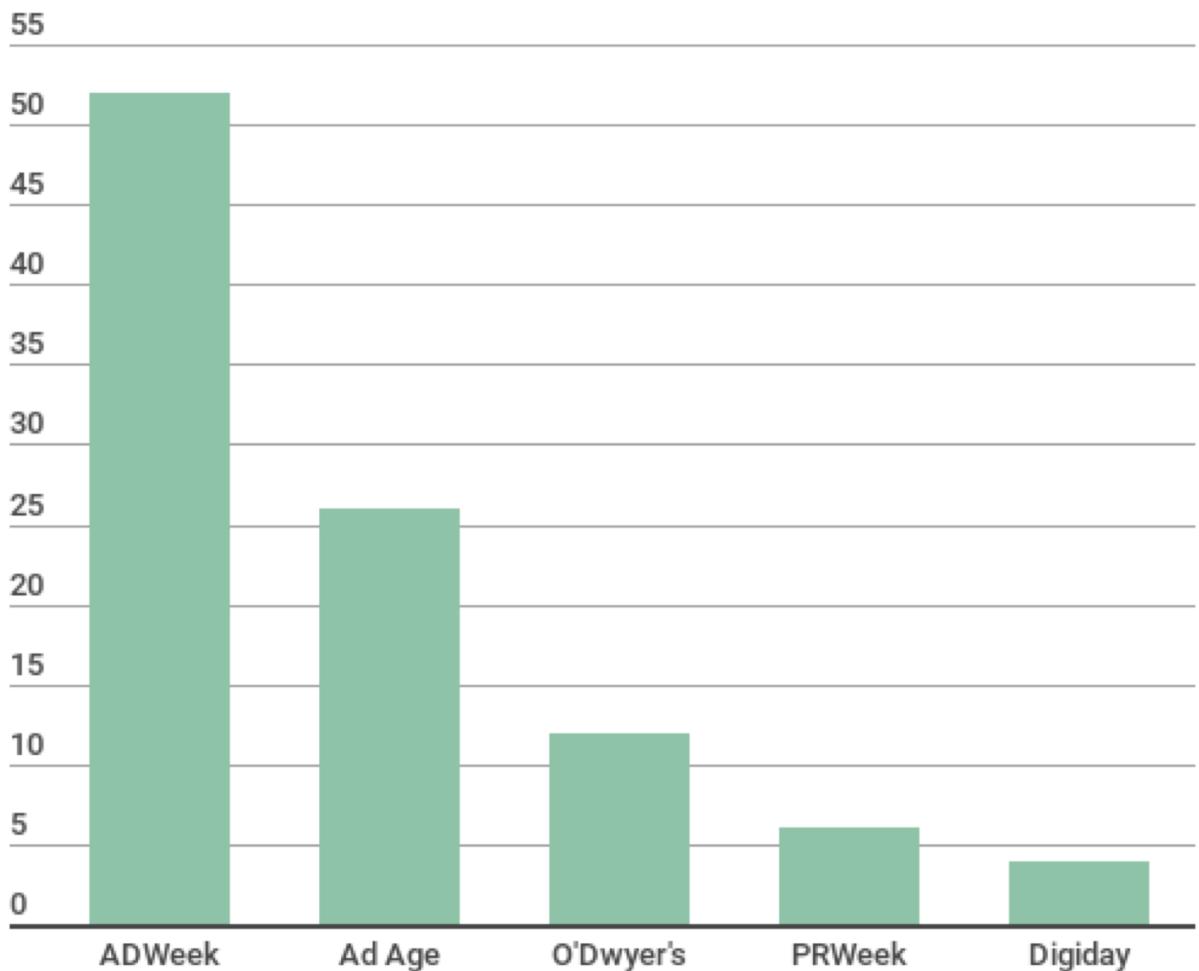
# Competitor Features Comparison

Below is a comparison of the features that come with a subscription to PRWeek and its main competitors.

	PRWeek	Digiday	Ad Age	AdWeek	Ragan's/PR Daily	Holmes Report	O'Dwyer's
<b>CONTENT</b>							
Unlimited website access	●	●	●	●	●	●	●
E-newsletter	●	●	●			●	●
Weekly online edition	●			●			
Print/digital mag	●	●	●	●			●
Exclusive content		●	●			●	
Special reports/issues	●	●	●	●			
Long-form/in-depth analysis		●				●	
Access to archived content	●	●	●	●	●		
Access to app content				●			
<b>PROFESSIONAL SERVICES</b>							
Event discounts/access		●	●	●	●		
Case studies			●				
Agency report	●		●				
<b>CAREER HELP</b>							
Special career offers			●				
Access to online community		●			●		

# Number of Print Editions Per Year

Below is a chart showing the number of print editions put out annually by the major PR/comms media outlets.



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# Conclusions of Cost Comparison

- **PRWeek's digital + print** subscription (\$348) is the second most expensive in the marketplace, behind only **Digiday** (\$395).
- **PRWeek's digital + print** sub is 15% more expensive than that of **O'Dwyer's** (\$295) and almost 20% more expensive than **Ad Age's** (\$279). This is despite the fact that PRWeek puts out 6 print editions a year as compared to 26 for Ad Age and 12 for O'Dwyer's.
- **PR Week's digital-only** sub is the most expensive in the marketplace, costing 6% more than that of **Ragan's PR Daily** (\$279), almost 10% more than that of **Ad Age** (\$269), 33% more than that of the **Holmes Report** (\$199), and 80% more than that of **AdWeek** (\$59.88).
- **Ad Week** is an obvious outlier in this category, with the cost of an annual *digital+print* subscription being almost \$200 lower than that of the next lowest outlet and the cost of a *digital-only* subscription being \$140 lower than that of the next lowest outlet. (The \$83.88 and \$59.88 figures represent introductory rates of \$6.99 and \$4.99 a month, respectively, for the first 12 months; after that, the cost goes up.)
- **PR Week's student rate** is the highest among its competitors, costing 14% more than that of **Digiday** (\$119), 42% more than that of **Ad Age** (\$79.99) and 64% more than that of **AdWeek** (\$49.99).
- Due to varying costs within the category, it is harder to draw conclusions about the *group subscription*. Generally speaking, the cost of a **PRWeek** group sub is slightly lower than that of **Digiday** and significantly greater than those of **AdWeek** and **Ad Age**.
- One outlet not pictured in the graphic is **PRSA**. They offer a graduate student membership of \$60/year, a number of options for "young professionals," ranging from \$60 to \$200 annually, and three different group membership options, ranging from \$225 to \$260.

# Conclusions of Features Comparison

- Generally speaking, **PRWeek** offers comparable features with a subscription to those of its main competitors, including unlimited web access, an e-newsletter, access to digital and print, special reports/issues, and access to archived content.
- **PRWeek** offers a weekly online edition, something only **AdWeek** also does, and an agency report, something only **Ad Age** also does.
- Although **PRWeek** may very well offer “exclusive content” or “long-form/in-depth analysis” with a subscription, it does not advertise these among the features, as several of its competitors do.
- The two most valuable features our competitors offer that **PRWeek** does not are discounts/access to events (webinars, workshops, conferences, virtual summits) and career help, specifically access to online communities (LinkedIn, Slack, etc.). Almost all of PRWeek’s main competitors (**Digiday, Ad Age, AdWeek, Ragan’s**) offer the former, while **Digiday, Ad Age** and **PRSA** (not pictured on graphic) offer the latter.

# Overall Conclusions

- Considering its current rates, the frequency with which it produces a print edition, and the features that come with a subscription, PRWeek should consider either a) reducing its subscription cost or b) adding features to its current offerings.
- Features to consider adding are discounts and/or access to events, whether in person or virtual, and resources for younger job seekers and those looking to further their career in PR/marketing/comms.
- PRWeek could also consider advertising “exclusive content” or “in-depth analysis” among its subscription features.