



## Customer Case Study



### Client

*The Sun Chronicle* is a daily broadsheet newspaper that has been serving Attleboro, Massachusetts and other nearby communities since 1971. It traces its roots back to the 1880s.

### Problem

*The Sun Chronicle* needed to transition its newspaper distribution time frame to an early morning delivery schedule. The newspaper wanted to make this change with minimal delivery cost increases while optimizing its distribution operations.

### Background

In 2004, *The Sun Chronicle* realized that in order to satisfy both readership and advertiser requirements, it had to *change* its newspaper distribution time frame from afternoon to morning delivery. As a result, they sought the help of a company with a proven track record of success in home-delivery and client services—PCF.

### Diagnosis / Plan of Action

*The Sun Chronicle* placed its home delivery for select suburban markets in the hands of PCF in 2005, with the remainder of its market served by its own distribution force. PCF developed a plan to service these routes entirely with an adult workforce. This was done to move away from the use of an intensively supervised youth-carrier workforce. Furthermore, PCF fully interfaced with the newspaper's IT department in order to successfully address *The Sun Chronicle's* unique systems specifications.

### Results

PCF's cost-effective outsourcing alternative saved the newspaper from the burden of having to recreate its own carrier force. This allowed *The Sun Chronicle* more time to concentrate on its core business—content and marketing. ***"PCF saved us the headache of having to implement carrier recruitment and training"*** said Arleen McGlone, Circulation Director. ***"This gave us the ability to redeploy resources to other business activities."***

### About Publishers Circulation Fulfillment, Inc.

PCF, Inc. is the largest independent distributor of home and office-delivered newspapers in the U.S., distributing over 10 million copies a week for over 50 clients in 22 states, and overseeing hundreds of other third party distribution relationships. PCF's unique business model allows it to handle distribution and related circulation services for multiple newspaper publications across the country.

To learn about PCF distribution services, please call: **1-877-PCF-6668.**