



## Customer Case Study

### **The Washington Times**

#### **Client**

*The Washington Times*, founded in 1982, is a daily broadsheet newspaper published in Washington, D.C., and one of the most-often-quoted newspapers in the U.S.

#### **Problem**

Home delivery of *The Washington Times* was becoming increasingly expensive particularly in its peripheral markets in Maryland. So, the newspaper sought ways to minimize its distribution costs. Furthermore, they were interested in minimizing operational headaches associated with carrier recruitment and training.

#### **Background**

In 2002, *The Washington Times*, like most daily newspapers, was in the midst of addressing and managing operational budget pressures. The newspaper realized that in order to continue to satisfy both readership and advertiser requirements, it needed to re-evaluate certain operational areas including home delivery. As a result, it was receptive to discussing distribution outsourcing with a company that had a proven track record of success in this arena—PCF.

#### **Diagnosis / Plan of Action**

*The Washington Times* circulation team was approached to determine their interest in a distribution outsourcing solution. The newspaper agreed to move forward to further explore PCF's turnkey services. After the newspaper's specific needs were determined, a business case was prepared. The business case addressed plans to minimize home delivery costs with proven logistical processes including route optimization. After the offer was accepted, PCF interfaced with the newspaper's IT department to address their unique systems specifications. PCF immediately absorbed the newspaper's distribution operations in selected Maryland markets.

#### **Results**

*The Washington Times* improved its bottom-line distribution performance while increasing customer satisfaction. PCF was able to consolidate the number of distribution centers needed for home delivery which reduced the newspaper's fully-loaded per copy cost. **"The Washington Times found real cost savings in shifting copies over to PCF."** said Art Farber, Circulation Director at The Washington Times. **"We also were very happy to outsource our carrier recruitment and training headaches as well."**

Furthermore, by establishing a track record of home delivery performance, cost savings and client service in the demanding Washington, DC market place, PCF grew its partnership with the newspaper to include its core markets. Today, PCF manages the distribution of over 24,000 daily copies of *The Washington Times* in their core market area.

#### **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.**