

NA0052



### Trome—News for the Base of the Pyramid

Guillermo D'Andrea, IAE Business School, Austral University  
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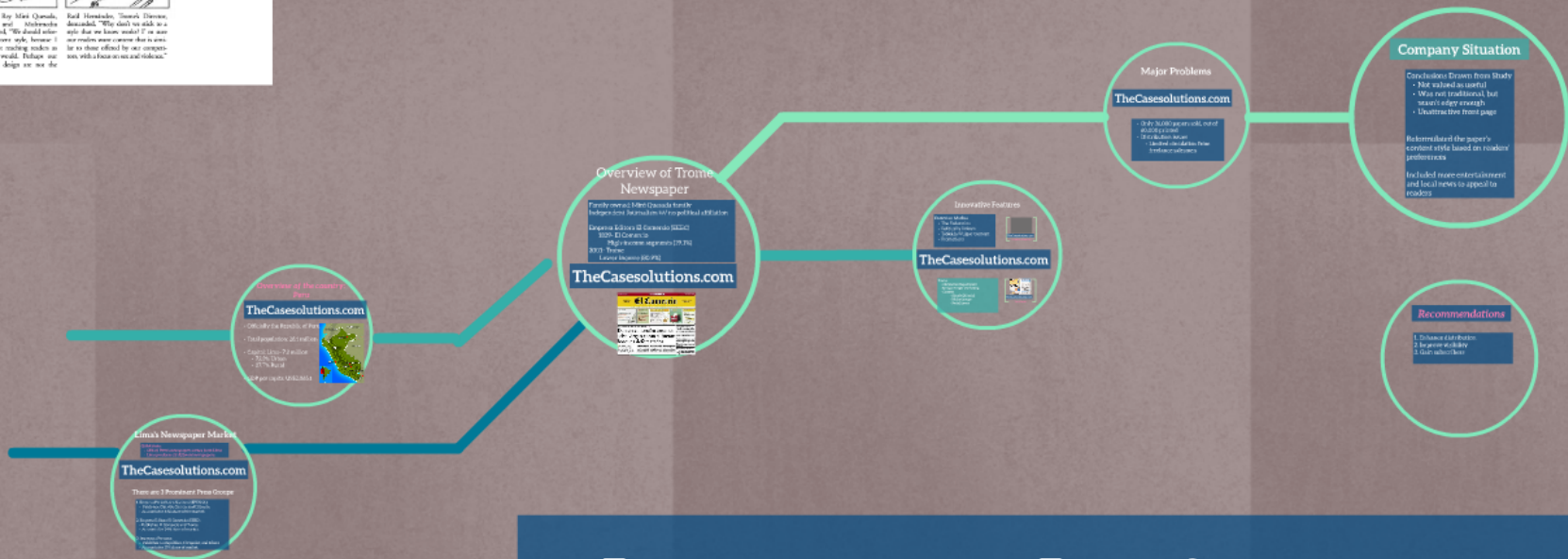
On a hot meeting on Jan. 20, 2011, the 12 members of the Trome Publishing Company's Management Committee held a meeting in Lima, Peru. The room- phone at the meeting was open because there had been six months before, when 23 executives had founded Trome, a newspaper for low-income Latin Am. See Exhibit 1 for the Committee's expectations.

Guillermo D'Andrea: "I'm happy. I have spent the meeting with an anticipation. Despite our meeting, we must be ready. Before and our meeting, after we see the press we must have something to say to our representatives. I don't know what we are going to do. We just said for our mission, objectives and shareholders down. We must remember our actions can depend on the Committee's expectations and leadership."

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# RHCF: Reaching Primary Healthcare to the Base of the Pyramid



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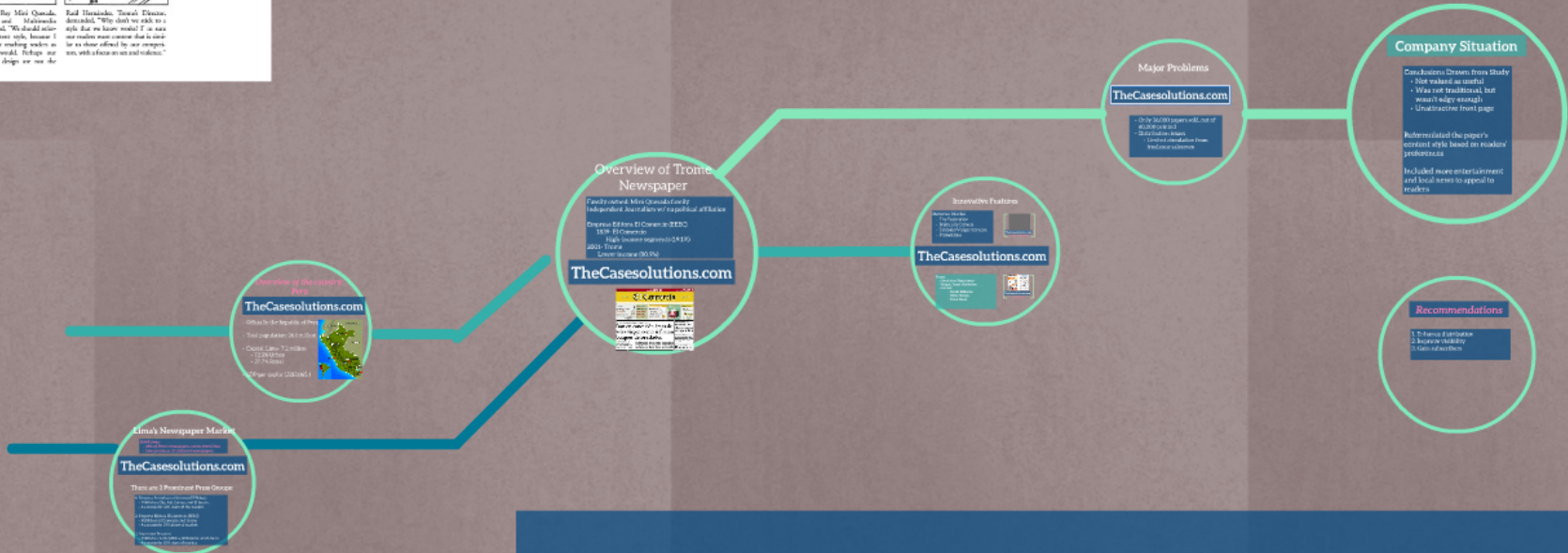
**Trome—News for the Base of the Pyramid**

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On a hot morning in San...  
 December 2000, the 12...  
 Company Publishing...  
 Company Management...  
 Company held a meeting...  
 in Lima, Peru. The atten...  
 pher at the meeting was...  
 open defiance over its h...  
 base six candle light...  
 when El Comercio had...  
 launched from a comp...  
 for the business jour...  
 in. See Exhibit 1 for El...  
 Comercio's organization...  
 chart.

# RHCF: Reaching Primary Healthcare to the Base of the Pyramid



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## Overview of the country: Peru

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- Officially the Republic of Peru
- Total population: 26.1 million
- Capital: Lima- 7.2 million
  - 72.3% Urban
  - 27.7% Rural
- GDP per capita: US\$2,065.1



# Lima's Newspaper Market

## Quick facts:

- 68% of Peru's newspapers comes from Lima.
- Lima produces 22 different newspapers.

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## There are 3 Prominent Press Groups:

1. Empresa Periodística Nacional (EPENSA):
  - Publishes: Ojo, Ajá, Correo, and El Bocón.
  - Accounts for 41% share of the market.
2. Empresa Editora El Comercio (EEEC):
  - Publishes: El Comercio and Trome
  - Accounts for 24% share of market.
3. Impresora Peruana:
  - Publishes: La República, El Popular, and Líbero
  - Accounts for 15% share of market.



# Overview of Trome Newspaper

Family owned: Miró Quesada family  
Independent Journalism w/ no political affiliation

Empresa Editora El Comercio (EEEC)

1839- El Comercio

High-income segments (19.1%)

2001- Trome

Lower income (80.9%)

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## Innovative Features

### Peruvian Market

- The Federation
- Politically Driven
- Tabloids/Vulgar Content
- Promotions



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### Trome

- Circulation Department
- Unique Target Marketing
- Content
  - Simple Editorial
  - Niche Groups
  - Social Issues







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Competitors example: Aje



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*Trome Example*



# Major Problems

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- Only 36,000 papers sold, out of 60,000 printed
- Distribution issues
  - Limited circulation from freelance salesmen