

## ABSTRACT

In the recent years, the stable marketing ecology of newspaper industry in Taiwan entered a brand new stage with the publication of APPLE DAILY in May, 2003. By the way of retails, APPLE DAILY succeeded to break the marketing channel which monopolized by three newspapers for a long time. Its brand new layout and content not only brought lots of fun to local readers but caused the reorganization of newspaper industry in Taiwan. Under the impact of APPLE DAILY, the newspaper industry faced the competition from the same business. Moreover, the whole market became atrophy. It had posed serious threat to the newspaper industry.

Therefore, the market was called “the new competition age of newspaper industry” in the thesis. In view of six representative senior newspaper jobholders, the researcher will carry on the depth interview separately from marketing environment, channel state, channel control, promotion strategy as well as the future challenge of newspaper industry and so on. Simultaneously, the researcher would unify the information collected by his participation and observation. The thesis would take the “Place” in 4P of Marketing Theories for the main axle to study the marketing channel state and conducts taken by the four newspaper agents in Taichung. Finally, the thesis constructed the marketing strategy which would be able to adopt in the future.

**Key words: newspaper publication, marketing channel, marketing strategy, promotion, marketing competition**