

# Paper aims new Web site at men

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The *Democrat and Chronicle* has launched a Web site aimed at capturing the attention of local guys.

RocMen.com is an experiment by the newspaper and its owner, Virginia-based media giant Gannett Co., to attract more male readers and give them a greater hand in customizing the news and content they receive, said Publisher Michael Kane.

The new Web site allows registered users, based on their individual interests, to set up RSS feeds from other Web sites and to add or delete content ranging from local sports scores to photo galleries.

The *Democrat and Chronicle* is testing that approach with RocMen.com but intends eventually to apply it to its other sites, including perhaps *DemocratandChronicle.com*, Kane said. "This is our future, I'm convinced."

**RocMen**

A customizable site for MEN that gives you information YOUR WAY.

## To learn more

Go to [www.RocMen.com](http://www.RocMen.com).

The *Democrat and Chronicle* is increasingly trying to draw readers through niche Web sites based on specific demographics or lifestyles.

Earlier this year, it unveiled RocMoms.com, featuring news, information and online message boards of particular interest to mothers. In the works is a similar site targeting the area's college student population.

Newspapers across the

country find that college students and men ages 25-54 are particularly difficult to reach, Kane said. "That's why we've chosen these audiences to think about in different ways."

Vin Crosbie of Connecticut-based online news consulting firm Digital Deliverance said that while a number of newspapers across the nation have Web sites targeted at women, he did not know of any trying that approach with men.

Most such niche sites are not yet making money, but most of them are less than 18 months old, he said.

Meanwhile, Crosbie said customization of newspaper Web sites could be the norm within five years.

"It's not unexpected newspapers will be trying to provide people with news from other sources on their Web site as a way of keeping people on the Web site," Crosbie said. "In print, a newspaper can only publish one edition at a time for everybody. Online, a newspaper has the ability to provide stories to the appropriate individual in a way they've not been able to in print." □

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