

Reader Revenue

Lessons on the First Year

Dan Check

@danathan

Introducing Slate Plus

Slate Plus is an all-access pass for readers who support our journalism and want a closer connection to it. For \$5 a month or \$50 a year, a richer Slate experience awaits you, including:



Your choice of free gift

Members who opt for an annual subscription will get their choice of a 1-year subscription to New York magazine, including the digital edition, or an exclusive Jonathan Adler mug, custom designed by the renowned potter and author.

Our Cost Disadvantage

We Publish Things (\$)



We Pay People to Write Things, Which We Publish (\$\$)



We Pay People to Write ORIGINAL Things, Which We Publish (\$\$\$)



We Pay People to Write Original Things, WHICH WE THEN EDIT, and Publish (\$\$\$\$)

Justifiable If...

- Edited, original content gets more views.
- Advertisers are willing to pay a premium to be next to edited content.
- Readers actually value edited pieces in a way that is not captured by total views or by advertisers.

Ugh No

TOP POST
38,614,818 VIEWS

STYLE

What Colors Are This Dress?

There's a lot of debate on Tumblr about this right now, and we need to settle it.
This is important because I think I'm going insane.

posted on Feb. 26, 2015, at 5:14 p.m.

Cates Holderness
BuzzFeed Staff

f t e p g+ b

Tumblr user [swiked](#) uploaded this image.

tumblr. Follow



The Alternative

The FT's total circulation grew 10% year-on-year to nearly 720,000 across print and online. FT.com subscriptions grew 21% to almost 504,000, with digital now representing 70% of the FT's total paying audience. Mobile is the fastest growing channel, driving almost half of total traffic.

The Times ended the year with 910,000 paid digital subscribers, a 20 percent increase from the previous year. Mr. Thompson said the company was on track to exceed one million digital subscribers this year.

Being a “Technology Company”

Look at That Mug



Don't Do the Math Too Soon



VS



The Actual Technology

E-Commerce vs. Open Web Scale

- Optimistic conversion rate is under 0.5%
- Build Your Own
- Define Engagement Ladders
- Service Coordination is Everything
- Data Processing at Scale is Easy
(Hadoop/Hive/Redshift)

Conclusion

- Reader Revenue capitalizes on your most durable and valuable asset
- Be Technology-enabled Company
- Do Your MVPs
- Distribute Benefits Widely
- Invest in Coordinating Services
- Don't Be Afraid to Roll Your Own