



# Strategies for Reader Revenue

**Vineet Panjabi**

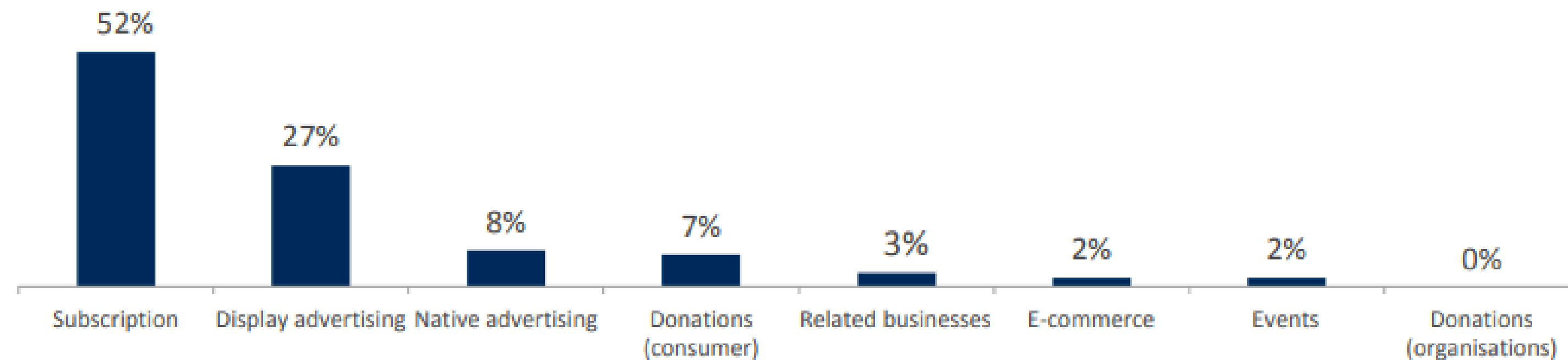
Head Of Business, Quintype

***If you are not paying for the  
product, then you are the  
product !***

— *Andrew Lewis*

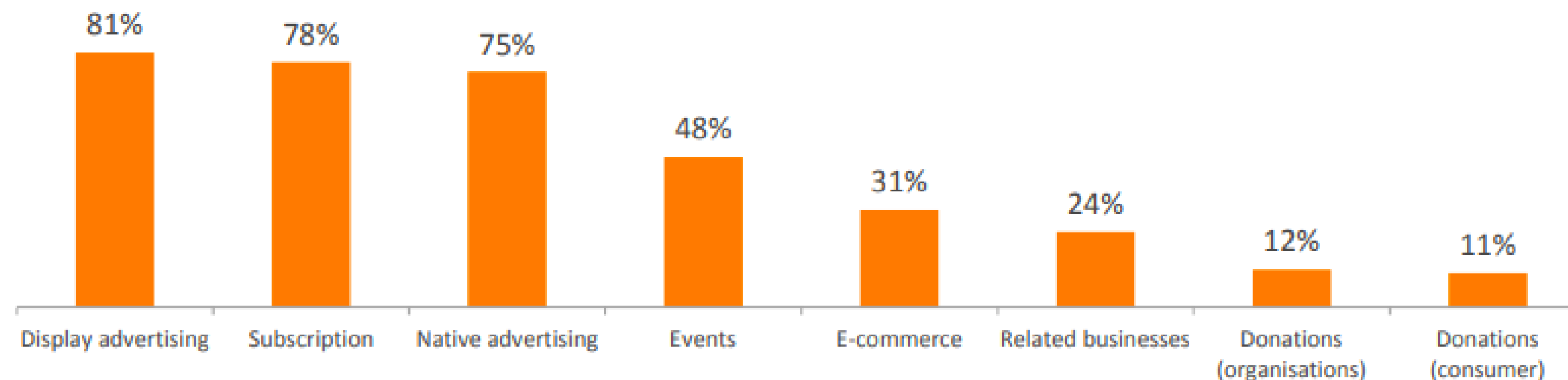
# Rise of subscriptions

## Main revenue focus in 2019



**Q5.** Which of the following digital revenue streams is MOST important for your company in 2019? Digital leaders survey 2019, N=163

## Important revenue focus in 2019




*Over half of the publishers expect subscriptions and memberships to be the **MAIN** revenue focus in 2019*

# Subscription plans

- Several subscriptions plans
- Magazine subscriptions
- Varying access levels
- Across differing time durations

### Basic




GET BASIC

only ₹49 a week

Basic Digital Access Includes

Unlimited article access anytime, anywhere on NYTimes.com and in the app.

### All Access




GET ALL ACCESS

only ₹80 a week

### All Access Plus


INCLUDES 2 BONUS SUBSCRIPTIONS




GET ALL ACCESS PLUS

only ₹110 a week

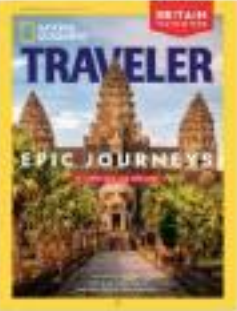
## MAGAZINES




National Geographic Membership




Nat Geo History




Nat Geo Traveler



Nat Geo Kids



Nat Geo Little Kids



### National Geographic Magazine Membership

National Geographic has delivered incredible storytelling for 130 years. Our iconic magazine is available in print and digital editions.

12 issues for as low as

**\$12**

[ORDER FOR MYSELF](#) [Give a Gift](#)

U.S. and Canada Only.

# Subscription Options

## More Subscription Options

### Gift Subscriptions

Support journalism that matters. Give the gift of a Washington Post subscription.

[Browse gifts](#)

### Enterprise Solutions

Keep your organization informed with breaking news and our award-winning journalism. Learn more about our group subscription rates today.

[Get rates](#)

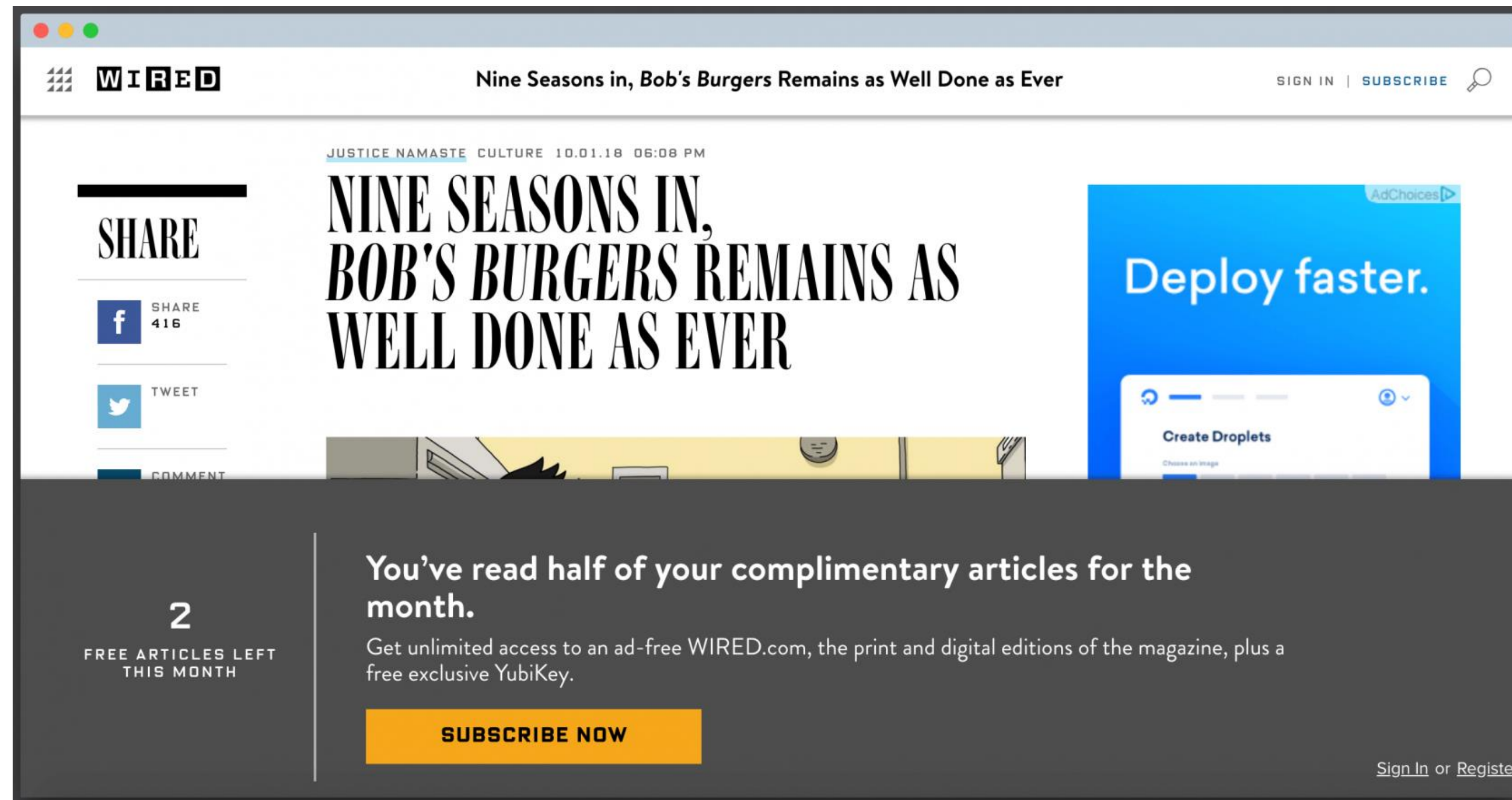
### Academic Rate

Active K-12 teachers and U.S. college students, faculty, and staff are eligible to save 50% with our Academic Rate.

[Learn more](#)



# Metered Paywall



- 'X' number of articles for free
- Free across day, week, month or forever
- Ability to change the number of articles and duration

# Micropayments



- Pay per article
- Support for wallets and pay later options
- Differential pricing based on article attributes



# Memberships

## Become a Patron

**Join from £1,200 a year.**

You can support the Guardian with an annual contribution of:

- £1,200
- £2,500
- £5,000

In appreciation of your support, you will be:

- Kept informed on issues that interest you most
- Invited to exclusive events to meet Guardian journalists and other Patrons
- Given access to Guardian Live events
- Invited to an annual supporter reception
- Given access to a dedicated Patrons office for your enquiries

Join today →





# Donations

**BuzzFeed News**[Login](#)

## Help us report to you

Our staff of 250 reporters and editors are working around the globe to cover what you care about, break big stories, and expose injustices that can change lives. Our members help us keep our quality news free and available for all.

**Support our journalism:**




**\$5**  
per month

Exclusive BuzzFeed News Tote  
Member-only emails  
Cancel any time

**\$100**  
per year





Exclusive BuzzFeed News Tote  
Member-only emails  
Cancel any time

JOIN



Every contribution we receive from readers like you, big or small, goes directly into funding our journalism. This support enables us to keep working as we do - but we must maintain and build on it for every year to come. **Support The Guardian from as little as \$1 - and it only takes a minute. Thank you.**

Support The Guardian →



*More than a million people  
have contributed to the  
Guardian in the last 3 years*

# Ad free experience

*Advantage of an ad free site is the significant increase in page speeds*

**Ars Pro : \$25/year or \$3/month**

**ars** TECHNICA

**Ad Free Experience**

No banner ads, no video pre-rolls, enjoy Ars ad-free while supporting our work

**Ars Classic View**

View the front page in the original blog format, with the first 3 paragraphs of each story

**Full Text RSS Feeds**

All our stories, in their entirety, direct in RSS

**Access to Subscriber Forums**

The Ars Lounge is a walled garden for talking with fellow geeks

**PDF Downloads**

Convenient way to archive stories you want to reference or keep

**Annual or Monthly Payments**

Easy once a year \$25 payment, or try and cancel any time for \$3 a month

**Pick Your Plan:**

☒ \$25 annual payment

☐ \$3 monthly payment

**SUBSCRIBE TO ARS PRO**

# Fundraiser Campaign

**HOW YOU CAN HELP:**



**SAVE BIG CATS TODAY**

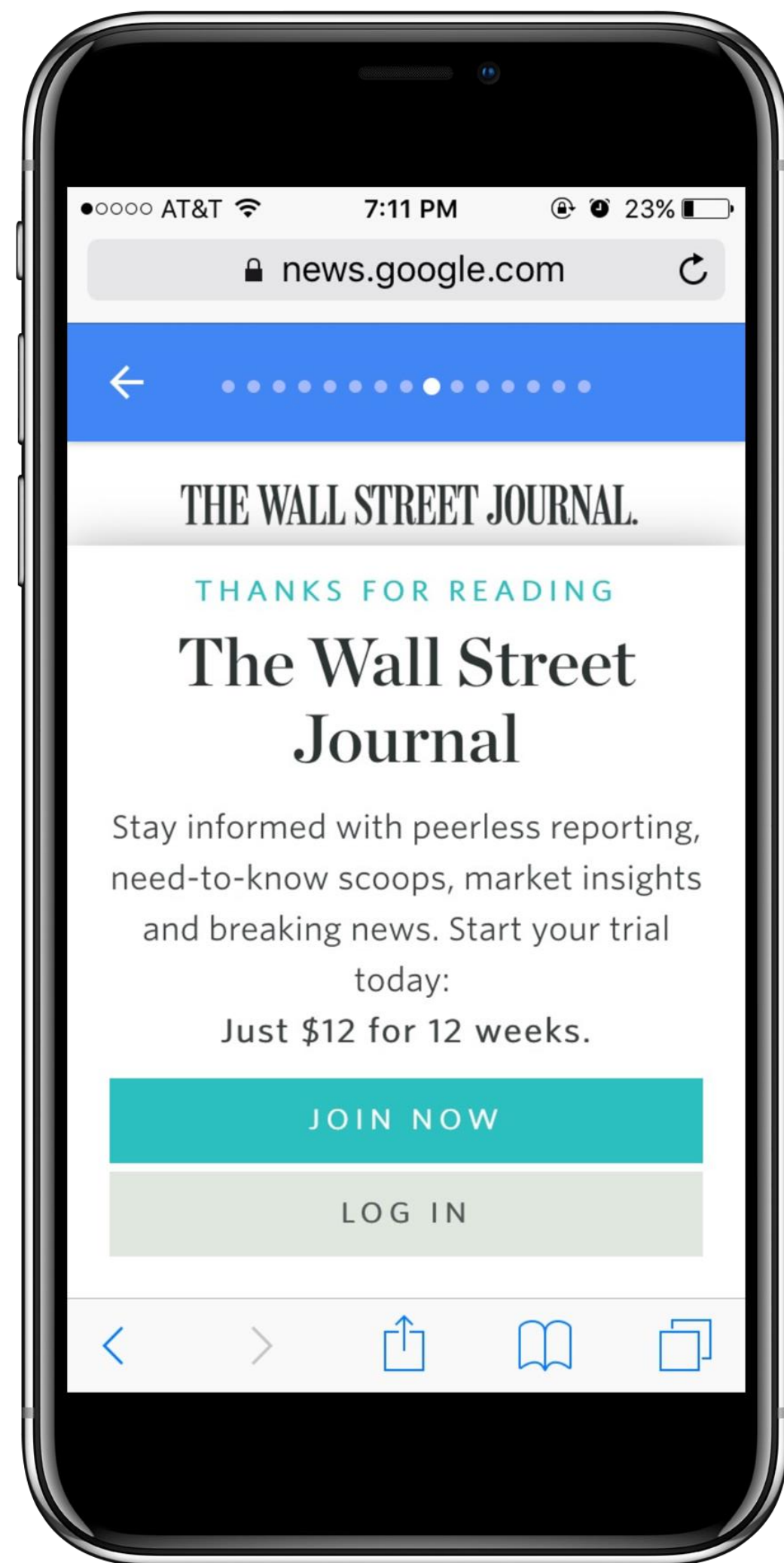
Your donation supports on-the-ground conservation projects for lions, cheetahs, and other wildlife; combats poaching and snaring; and helps local communities that live with big cats. You can change the future for big cats by supporting the National Geographic Society.

**DONATE NOW**



***The devil is in the details***

# Subscriptions on AMP and IA



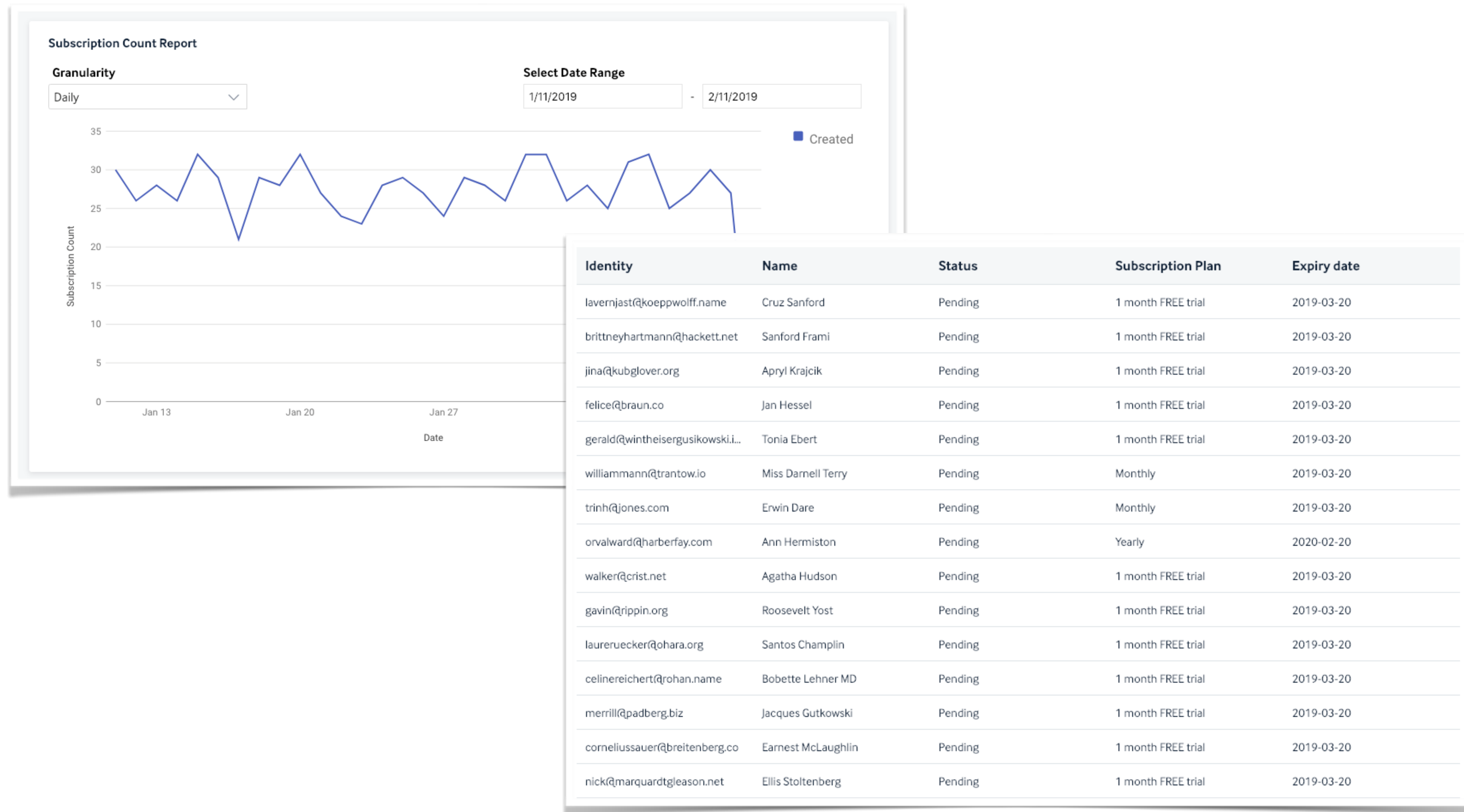
- Hard paywalls
- Metered paywalls
- Micro-payments

# Retention & Acquisition





# Invoices, taxes & reports



# Automated emails

- Subscription invoice
- Subscription expiry reminder
- Discount offers
- Retargeting

Here are the details of your subscription:

## Subscription Details

Plan Name :	one time
Plan Details :	prod 10 oct one time
Amount Paid :	₹15.00
Payment method :	manual
Occurrence of plan :	One Time
Subscription Start Date :	02-01-2019
Subscription End Date :	02-02-2019


# Failed payments

*Credit card transactions  
online have ~20% failure  
rate!*

Identity	Subscription Plan	Date	Status
bonny@baumbach.org	Monthly	2019-02-05 03:12:03.604Z	success
mauriciodubuque@cummingchneider.co	Monthly	2019-02-05 05:47:53.237Z	initiated
lelahgottlieb@roob.biz	1 month FREE trial	2019-02-05 03:19:12.329Z	success
callieshields@bode.co	Monthly	2019-02-05 03:12:01.570Z	success
jeanettehayes@jacobsgutkowski.co	Yearly	2019-02-05 03:08:53.841Z	success
neomi@cain.name	Yearly	2019-02-05 03:08:57.546Z	success
brittneyhartmann@hackett.net	1 month FREE trial	2019-02-05 03:19:09.267Z	success
noma@lubowitz.org	Monthly	2019-02-05 03:11:48.760Z	success
sydneynader@schiller.biz	1 month FREE trial	2019-02-05 03:17:39.901Z	success
soo@ryanmetz.name	1 month FREE trial	2019-02-05 05:49:01.900Z	failed
darlenabauch@nader.org	1 month FREE trial		
sheri@mayertkilback.net	Monthly		
elmira@haagdenesik.org	Monthly		
rodger@morar.com	Monthly		


< Home

Payment Gateways


Razorpay

☐


▼

Pay


▼

Simpl

▼

Paytm

▼

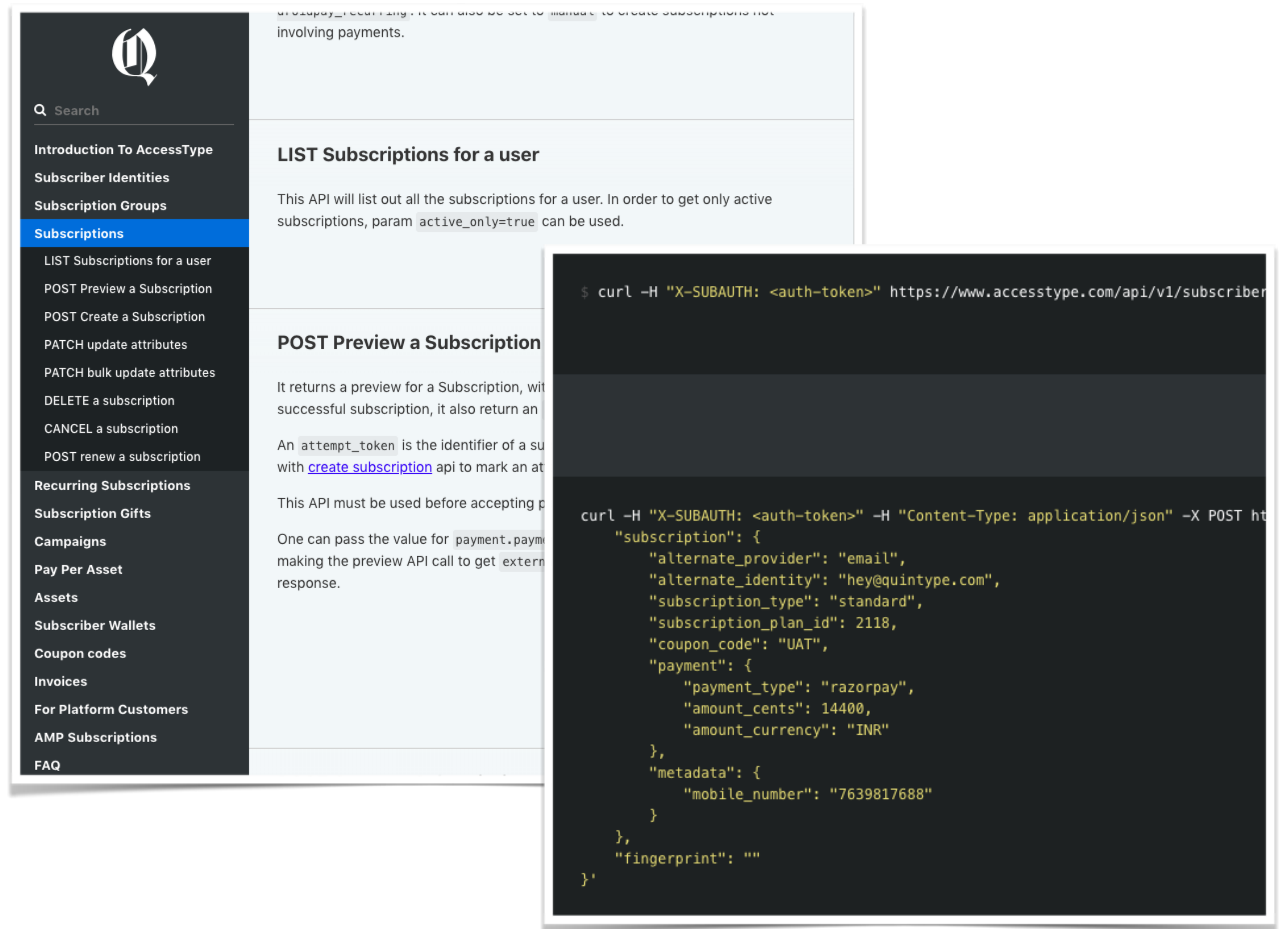
JUSPAY

▼



# Developer friendly

- Extensive product documentation
- Easy to use APIs
- accesstype.js encapsulates all the features to be used by clients



The screenshot displays the Accesstype API documentation website. On the left is a dark sidebar with a logo and a search bar. Below the search bar is a list of navigation links: Introduction To AccessType, Subscriber Identities, Subscription Groups, Subscriptions (highlighted in blue), LIST Subscriptions for a user, POST Preview a Subscription, POST Create a Subscription, PATCH update attributes, PATCH bulk update attributes, DELETE a subscription, CANCEL a subscription, POST renew a subscription, Recurring Subscriptions, Subscription Gifts, Campaigns, Pay Per Asset, Assets, Subscriber Wallets, Coupon codes, Invoices, For Platform Customers, AMP Subscriptions, and FAQ. The main content area on the right shows two API endpoint descriptions. The first is 'LIST Subscriptions for a user', which states that the API lists all subscriptions for a user and that the parameter 'active\_only=true' can be used to filter for active subscriptions. The second is 'POST Preview a Subscription', which explains that it returns a preview for a subscription and also returns an 'attempt\_token' identifier. It notes that this API must be used before accepting payments and that a 'payment.payment' value can be passed to get an external response. Overlaid on the bottom right is a dark terminal window showing two curl commands. The first command is for a GET request to list subscriptions: `$ curl -H "X-SUBAUTH: <auth-token>" https://www.accesstype.com/api/v1/subscriber`. The second command is for a POST request to create a subscription: `curl -H "X-SUBAUTH: <auth-token>" -H "Content-Type: application/json" -X POST ht`. The JSON body for the POST request is: 

```
{  "subscription": {    "alternate_provider": "email",    "alternate_identity": "hey@quintype.com",    "subscription_type": "standard",    "subscription_plan_id": 2118,    "coupon_code": "UAT",    "payment": {      "payment_type": "razorpay",      "amount_cents": 14400,      "amount_currency": "INR"    }  },  "metadata": {    "mobile_number": "7639817688"  },  "fingerprint": ""}
```



# Thank You

**Vineet Panjabi**

Vineet@quintype.com