Strategies for Reader Revenue

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

— Andrew Lewis
Rise of subscriptions

Main revenue focus in 2019

Over half of the publishers expect subscriptions and memberships to be the 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
Subscription plans

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

More Subscription Options
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

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
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

Referrals
- Single referral code
- Referral code per user

Retention & Acquisition
- Coupon codes
  - Limit by expiry date
  - Limit by usage
  - Discounted percentage
  - Discounted amount
- Rewards
  - Rewards based on actions on the site/app
- Redemptions
Automated emails

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

Credit card transactions online have ~20% failure rate!
Developer friendly

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

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