

# The New Yorker Paywall

**Monica Ray**

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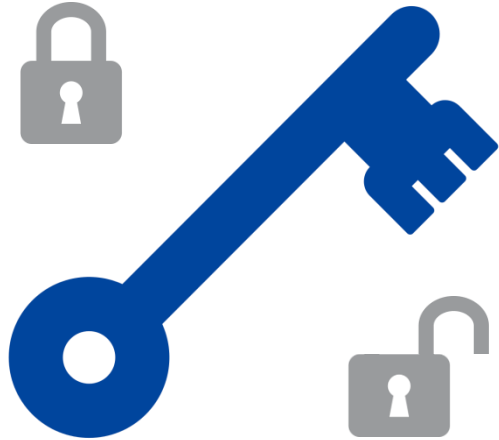


# Background

*The New Yorker*  
has never given  
away magazine  
content for free



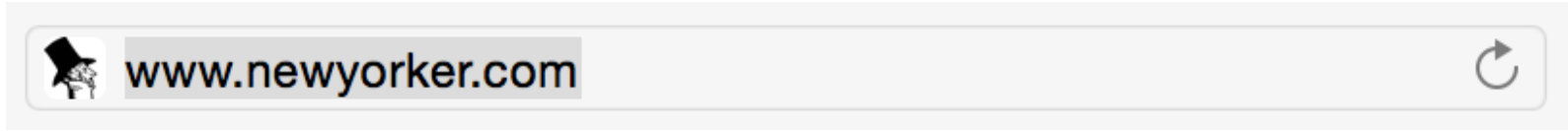
NewYorker.com blue key locked access since 2001 launch



**60-70%**

of each issue's stories  
on the website were  
**locked, only available  
to subscribers**

Content locked to all except subscribers: with no access for interested non-subscribers, search or sharing



~~Casual  
Visitors~~

~~Google  
YAHOO!~~

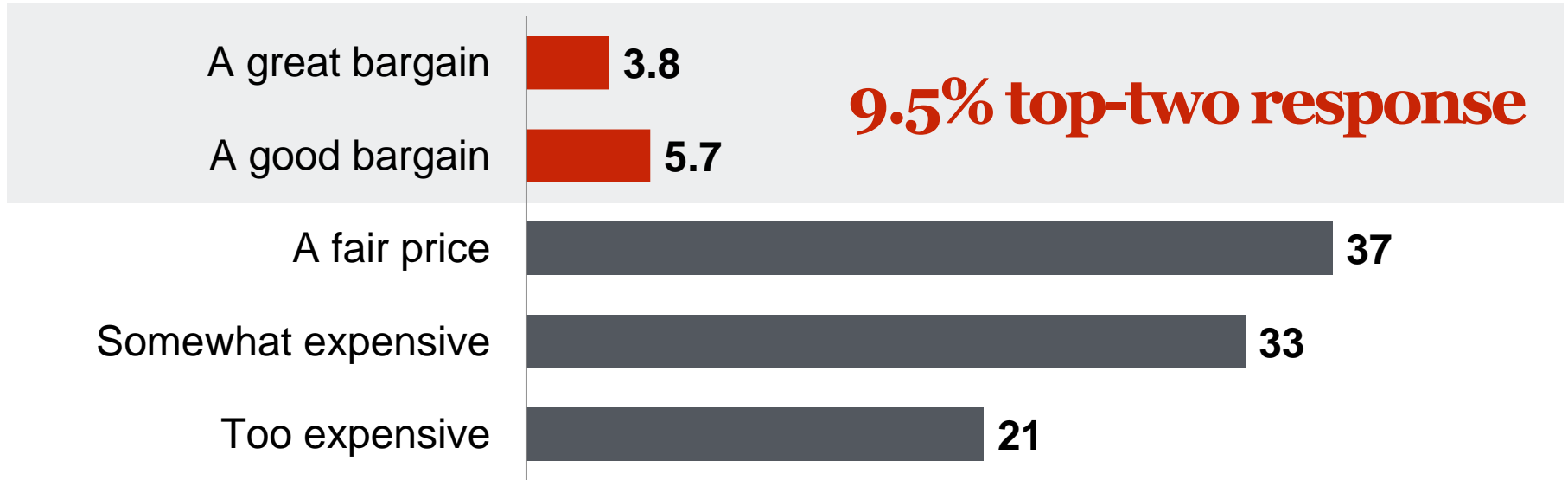
~~facebook.  
twitter~~


# Few hitting original paywall, even fewer subscribing



# Analysis

# Research: Highly engaged users showed a strong willingness to pay \$69 per year for newyorker.com content





**The New Yorker long-form  
content readers are 1.5x more willing to pay**



A modern office interior with large windows overlooking a city skyline. The text is centered in a white box.

**Our best customers gave us permission  
to build a new paywall**

# Strategy

# Redesign Newyorker.com to improve content discovery and recirculation

JULY 2014: REDESIGNED  
TNY.COM LAUNCHED

**Take down  
paywall**

**All content free  
to all visitors**



NOVEMBER 2014:

**Put up new  
metered paywall**

**First 6 articles free,  
then pay for more**



**All content subject to new paywall —  
long form, short form, even cartoons**

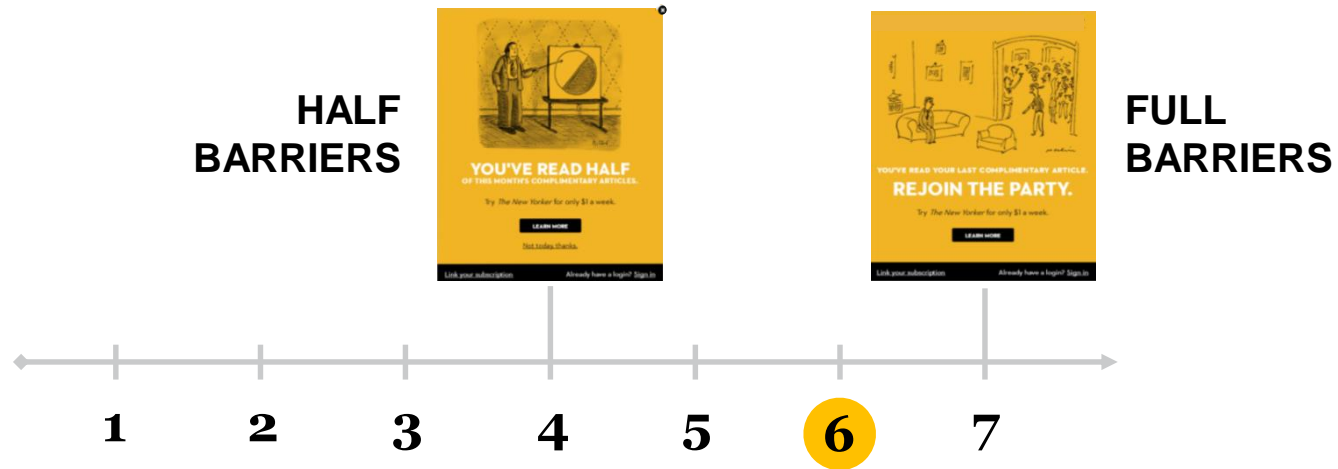
# The new paywall

The screenshot shows the top of the New Yorker website. On the left, there is a promotional banner for the magazine with the text: "READ SOMETHING THAT MEANS SOMETHING. \$1 A WEEK" and "SUBSCRIBE RENEW GIVE A GIFT NON-U.S. ORDERS". The main header features the title "THE NEW YORKER" in a large serif font. To the right of the title are links for "Sign in", "Link your subscription", and "TNY Store", along with social media icons for Facebook, Twitter, and YouTube. Below the header is a navigation menu with categories: NEWS, CULTURE, BOOKS & FICTION, SCIENCE & TECH, BUSINESS, HUMOR, MAGAZINE, ARCHIVE, and SUBSCRIBE. A search icon is also present.

The main content area features a large photograph of a crowd of people at a protest, many holding Israeli flags. To the right of the photo is the article title "THE SHADOW OF ANTI-SEMITISM IN FRANCE" by David Remnick, labeled as a "DAILY COMMENT". Below the title is a short introductory paragraph: "Israeli politicians have not hesitated to point to the horror of last week as evidence of the need for immigration." Below the article preview, there are three smaller images: a cartoon of a man in a suit and a woman, a photograph of a man in a suit with an NYPD sign in the background, and an advertisement for the Volkswagen Touareg.

# Paywall barrier experience

**Paywall set at 6 articles per calendar month — everyone can read 6 articles every month before having to pay**



# Paywall barrier experience

The image shows a screenshot of the New Yorker website with a prominent yellow paywall barrier. The barrier features a cartoon illustration of a woman standing at a doorway, looking at a man who is standing behind a brick wall. The text on the barrier reads: "YOU'VE HIT THE WALL. YOU'VE READ YOUR LAST COMPLIMENTARY ARTICLE. Subscribe now - just \$1 a week. LEARN MORE".

The background of the screenshot shows the New Yorker website interface. At the top, there is a navigation bar with "THE NEW YORKER" logo, "Sign In", "Link your subscription", and "TNY Store". Below the navigation bar, there are several menu items: "NEWS", "CULTURE", "BOOKS & ARTS", "OPINION", "ENTERTAINMENT", "MAGAZINE", "ARCHIVE", and "SUBSCRIBE".

The main content area shows an article titled "AMERICA'S WORKERS ARE MISSING MILLIONS" by John Cassidy. Below the article title, there is a line graph showing a trend over time. The graph has a y-axis with labels 64%, 65%, and 68%. The line starts at approximately 64.5% and rises to about 67.5%.

At the bottom of the screenshot, there are two buttons: "Link your subscription" and "Already have a login? Sign in".

# Paywall barrier experience — order options

The screenshot shows the subscription page for The New Yorker. At the top, there are navigation links for "Sign in", "Link your subscription", and "TNY Store". The main header features the "THE NEW YORKER" logo and a navigation menu with "HOME", "TOPICS", "ABOUT", "CONTACT", and "SUBSCRIBE". A prominent black banner reads "SUBSCRIBE TO THE NEW YORKER" with a cartoon character and options to "Give The New Yorker as a gift" and "Deliver to a non-U.S. address". Below this, a red headline states "CHOOSE ANY PLAN. ONLY \$1 A WEEK." Three subscription options are presented in columns: "PRINT" (weekly home delivery with free shipping), "DIGITAL" (access to the website, digital edition, and online archive), and "ALL ACCESS" (combining print and digital, marked as "BEST VALUE"). Each option includes a "Learn more" link and a red "SELECT" button. The pricing for all plans is "12 weeks for \$12".



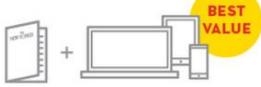
THE NEW YORKER

SUBSCRIBE TO THE NEW YORKER

Give The New Yorker as a gift.

Deliver to a non-U.S. address.

CHOOSE ANY PLAN. ONLY \$1 A WEEK.

PRINT	DIGITAL	ALL ACCESS
		
Weekly home delivery with free shipping	Access to The New Yorker's Web site, the Digital Edition, and the complete online archive	Weekly home delivery with free shipping, access to The New Yorker's Web site, the Digital Edition, and the complete online archive
<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>
<a href="#">SELECT PRINT</a>	<a href="#">SELECT DIGITAL</a>	<a href="#">SELECT ALL ACCESS</a>
12 weeks for \$12	12 weeks for \$12	12 weeks for \$12



# Paywall barrier experience — back to where you left off

Sign in | Link your subscription | TNY Store

THE NEW YORKER

NEWS CULTURE BOOKS & FICTION SCIENCE & TECH BUSINESS HUMOR MAGAZINE ARCHIVE SUBSCRIBE

## AMERICA'S WORKFORCE: THE MYSTERY OF THE "MISSING MILLIONS" DEEPENS

BY JOHN CASSIDY

Share Tweet +1 Email Print

### Labor-Force Participation Rate

Year	Rate (%)
1996	66.5
1998	67.0
2000	67.0
2002	66.5
2004	66.0
2006	66.0
2008	65.5
2010	64.5
2012	63.5
2014	62.5

Source: Bureau of Labor Statistics

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E-mail address  SIGN UP

ADVERTISEMENT

Goldman Sachs

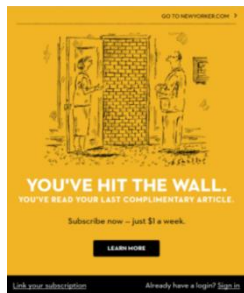
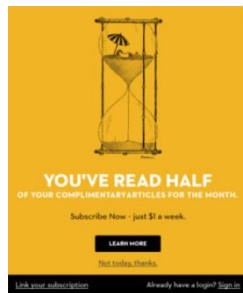
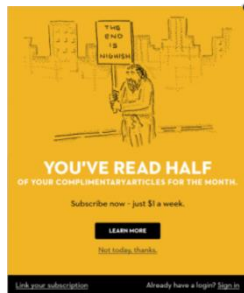
PROGRESS IS EVERYONE'S BUSINESS

See how Goldman Sachs is helping the City of Santa Clara.

WATCH THE VIDEO

# Brand marketing: native for all screen experiences

## DESKTOP



HALF  
BARRIERS

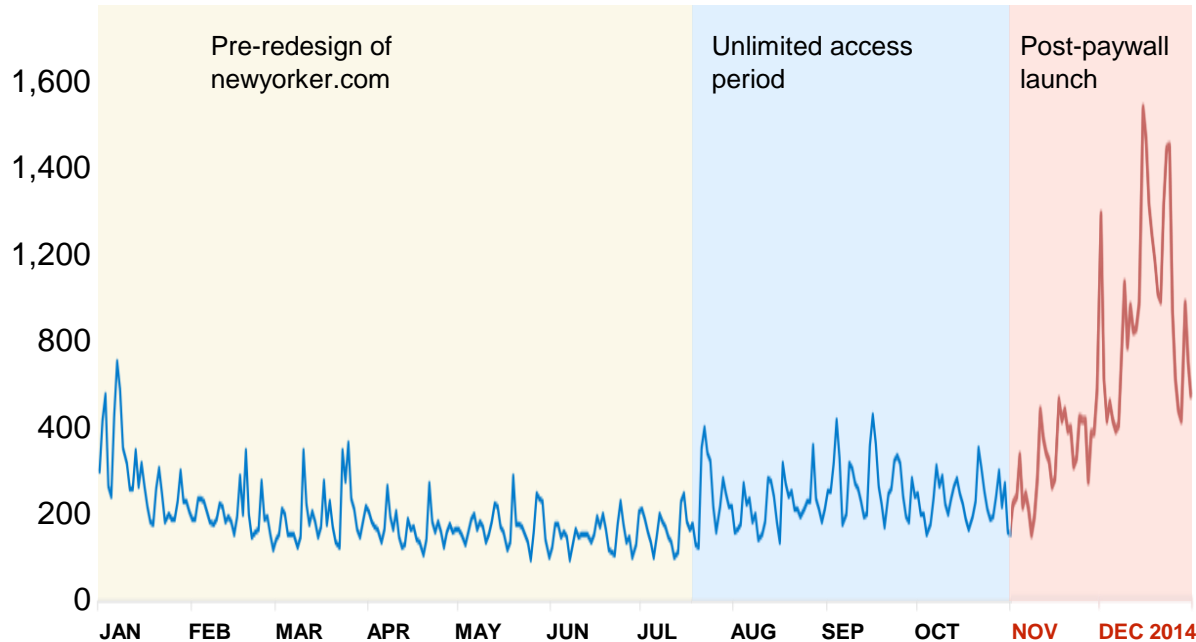
FULL  
BARRIERS

## MOBILE



# Results

# From new paywall launch Nov. 11 to end of year...



**56% more**  
**subscriptions sold**  
vs. same period in 2013

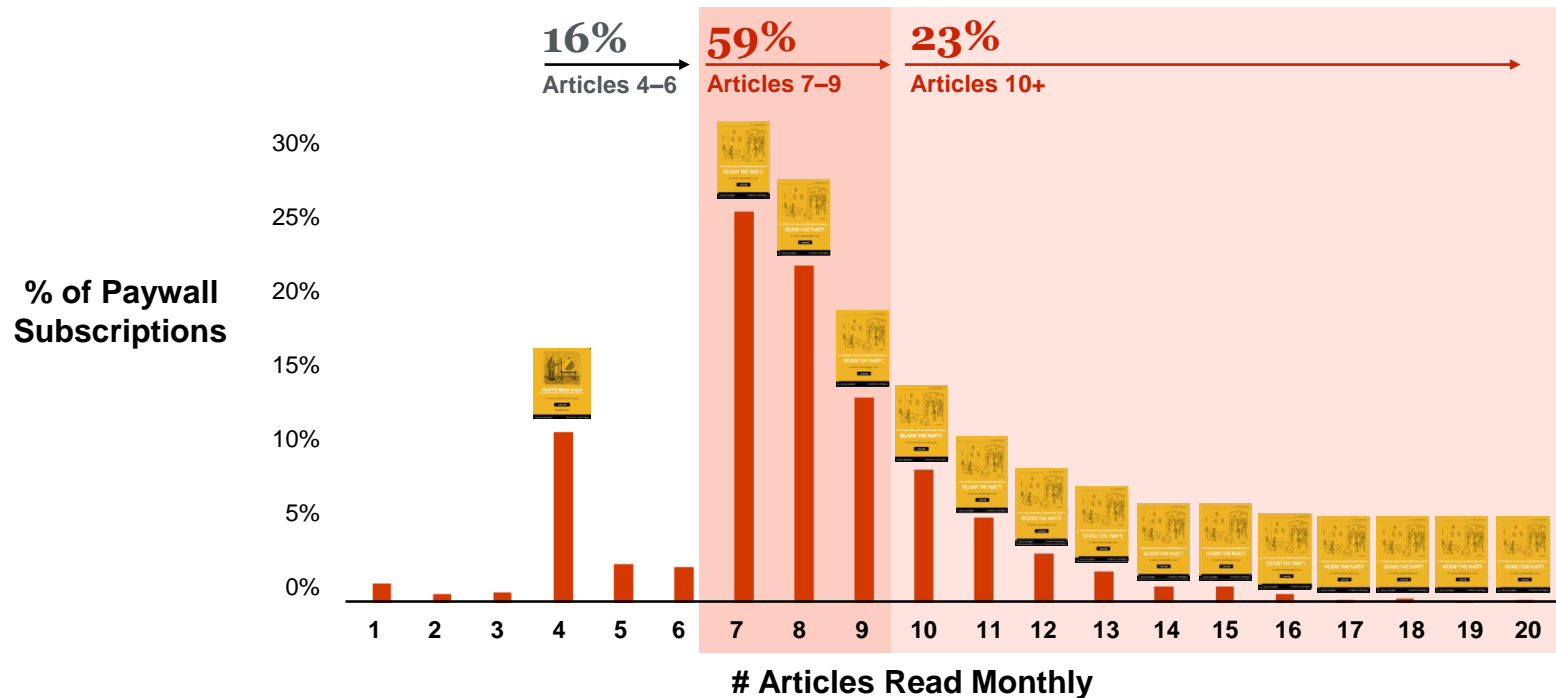
Q1 2015

**+80%**

vs. same period in 2014

# Key Learning: Keep 'Asking'

The point in reading journey in which visitors subscribed



# Key Learning: All content drives subscription

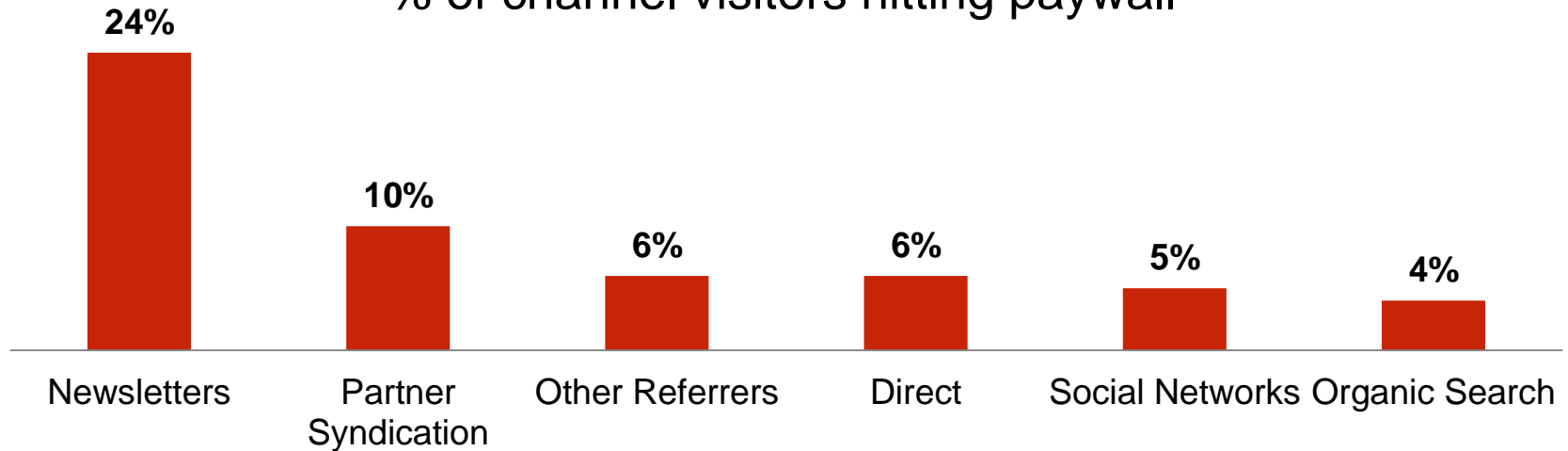
## Visitor conversions by section

Magazine	27%
News	22%
Culture	15%
Humor	17%
Cartoons	5%
Science	1%

# Key Learning: Email newsletters very important

**+2X**

% of channel visitors hitting paywall





# Thank you

**Monica Ray**  
EVP, Consumer Marketing