

Evolution of the Guardian's reader revenues

WAN-IFRA Digital Media Europe | Oslo | June 2022

Richard Furness

*Managing Director,
Customer engagement & business development*



The Guardian, more than a UK newspaper



**The
Guardian**



Reader revenues now larger than advertising revenues

39,000 per annum
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wealth management organization
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Send resume.

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Specialist to join their team for a
short-term project.
background in computer programs
in general. \$15/H

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We are seeking a general office
assistant for Sunday afternoons
between the hours of 11:30am to
2pm. \$12/H

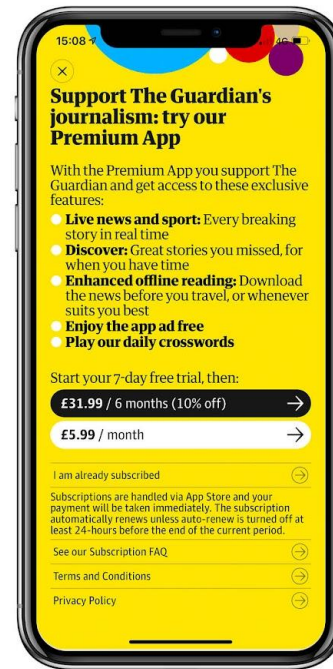
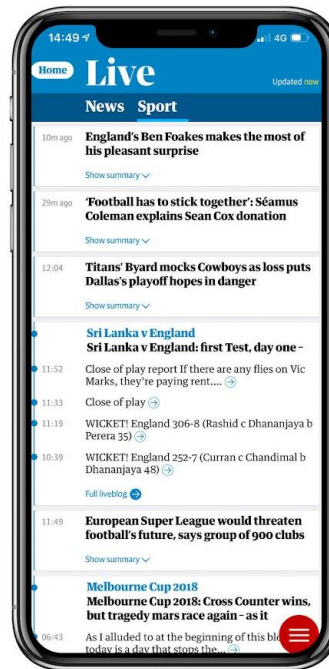
EDUCATION
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SERVICES

GARDEN MAINTENANCE
Experienced in maintenance
such as lawn mowing, blow
trimming, garden, pruning
plants, hedges and in
Location: West River

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TODAY



The
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The 4 pillars of our reader revenue strategy



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One

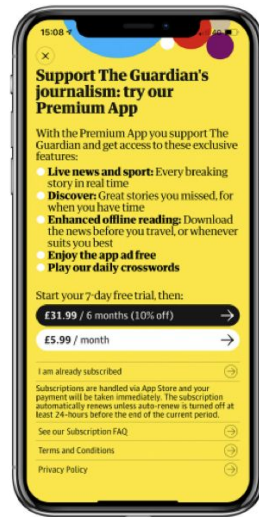
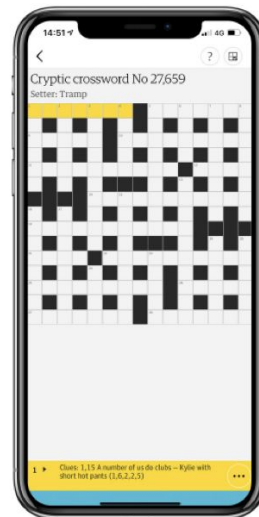
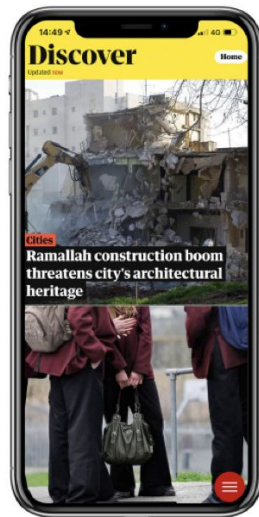
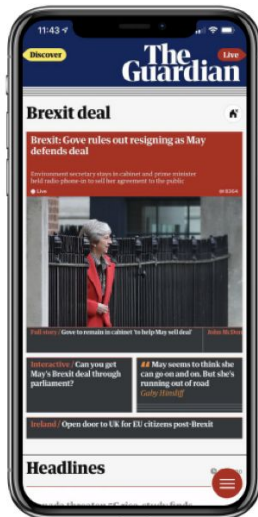
We believe a successful reader revenue strategy is essential to keep our journalism open and freely available

Two

Understand the relationship
between print & digital

Three

Develop digital subscription revenues
to offset declining revenue lines



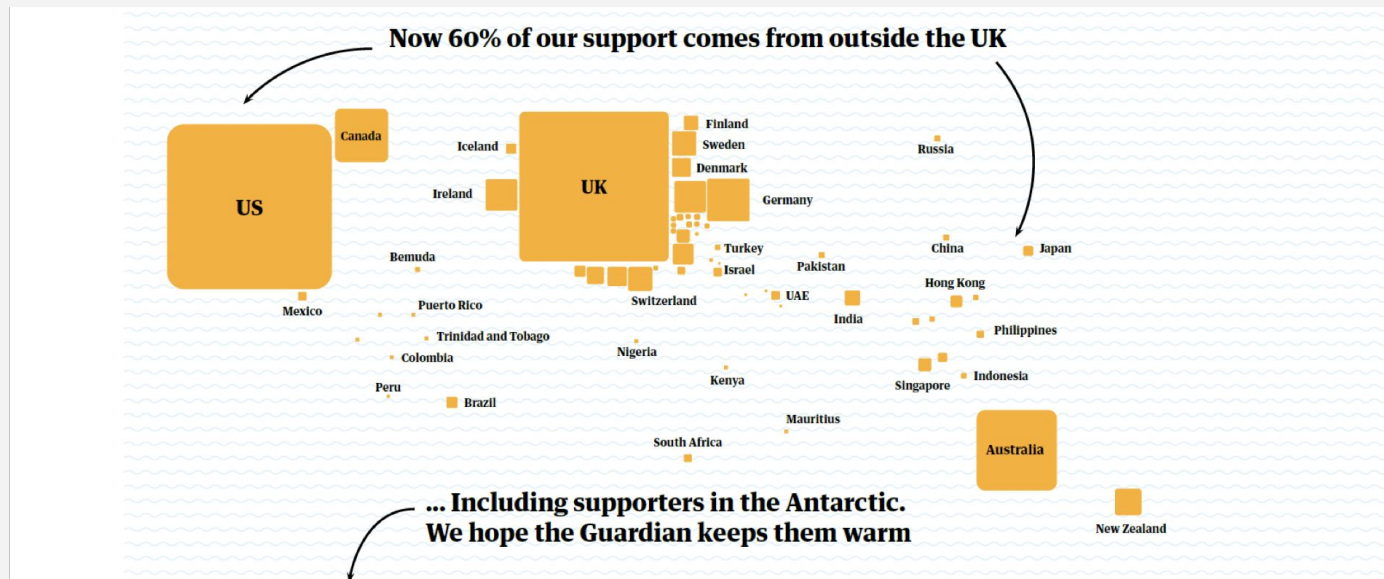
Four

Leverage our global reach and wide addressable audience in order to grow financial support

Pre-contributions support



Now, a truly global support base



We have over 1 million digital ‘supporters’ in addition to one-off contributors and print subscribers

114,000
print subscribers

419,000
digital
subscribers



475k
one off

580k
members and
recurring
contributors

*Figures from December 2021

The Guardian's supporter model



**The
Guardian**

Our supporter model in-depth

The key lessons from our contributions business

How we use these to create **moments of high growth** - and what we have learned along the way

1. Listening to our readers

Feedback from supporters on their attitudes and behaviours shapes our work

Our main research methods:

- ➔ In-Depth interviews (face-to-face and remote)
- ➔ Guerilla testing on the street
- ➔ Surveys for existing and potential members
- ➔ Focus groups
- ➔ Live a/b tests
- ➔ Feedback from colleagues, specifically editors and customer service
- ➔ Direct input from readers via email, phone, Twitter, Facebook

1. Listening to our readers – what they told us

The Motivations for Support

Our Independence

Quality journalism

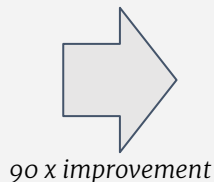
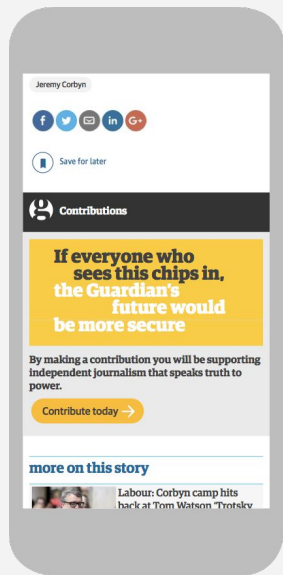
Open platform (no paywall)

Protecting Free Press

Challenging the powerful

2. Creating the right space within our journalism

Traditional marketing channel served through an ad slot and sitting outside Editorial space







90 x improvement



Custom native unit, embedded in our journalism and presented to the reader at a natural moment

3. Crafting the pitch

Our core pitch seeks to provide context, articulate our values and link them both to Support

A polite opening tone that invokes curiosity and reaches out to readers – but is not pushy	Since you're here... ... we have a small favour to ask. More people, like you, are reading and supporting the Guardian's independent, investigative journalism than ever before. Unlike many news organisations, we made the choice to keep our reporting open for all , regardless of where they live or what they can afford to pay.	Contextualises our ask in the state of the world and the reporting standards we uphold
Highlights how critical we believe equal access to quality reporting is (a value our supporters share)	The Guardian will engage with the most critical issues of our time – from the escalating climate catastrophe to widespread inequality to the influence of big tech on our lives. At a time when factual information is a necessity, we believe that each of us, around the world, deserves access to accurate reporting with integrity at its heart.	
Gives sufficient space to explain our independence, what it enables and how it makes us different	Our editorial independence means we set our own agenda and voice our own opinions. Guardian journalism is free from commercial and political bias and not influenced by billionaire owners or shareholders. This means we can give a voice to those less heard, explore where others turn away, and rigorously challenge those in power.	
Articulates the value exchange: regular readers are motivated by the volume; occasional readers simply by the reminder	You've read 606 articles in the last four months. With your support we can keep delivering quality journalism that's open and independent. Every reader contribution, however big or small, is so valuable. Support the Guardian from as little as £1 – and it only takes a minute. Thank you.	Makes it clear we are asking for financial support and creates a low barrier for entry – you do not need to give a lot to have an impact
	Support The Guardian →    	

4. Innovation through optimisation

Keeping Count

You've read 30 articles...

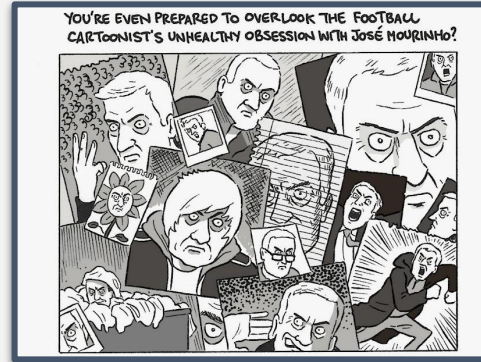
... in the last month. If you've enjoyed reading, we hope you will consider supporting our independent, investigative journalism today. More people around the world are reading and supporting The Guardian than ever before. And unlike many new organisations, we have chosen an approach that allows us to keep our journalism accessible to all, regardless of where they live or what they can afford. But we need your ongoing support to keep working as we do.

... congratulations on being one of our top readers globally in 2021. Did you know you've read 1125 articles in the last year? Thank you for choosing the Guardian on so many occasions.

As 2022 begins, there's a new year resolution we'd like you to consider. We'd like to invite you to join more than 1.5 million people in 180 countries who have taken the step to support us financially - keeping us open to all, and fiercely independent.

4. Innovation through optimisation

Staying innovative



Making moments



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What Moments are

Moments are a way to showcase the great work our journalists are doing, in areas we know motivates our audience to support us

They're not traditional marketing campaigns, they live exclusively on our own platforms and include specially commissioned editorial

Completely informed by our testing, optimising and deep understanding of our audience's motivations



Moments

We believe it's time to act

The climate emergency is the defining issue of our times. This is The Guardian's pledge: we will be truthful, resolute and undeterred in pursuing our journalism on the environment. Support from our readers makes this work possible.

[Read our pledge](#)

[Support the Guardian](#)

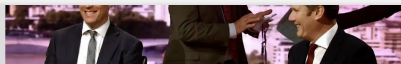


We will not stay quiet on the climate crisis

The climate emergency is the defining issue of our times. This is The Guardian's pledge: we will be truthful, resolute and undeterred in pursuing our journalism on the environment. We will give global heating, wildlife extinction and pollution the urgent attention they demand. Our independence means we can interrogate inaction by those in power. It means Guardian reporting will always be driven by scientific facts, never by commercial or political interests. Support from our readers makes this work possible.

[Read our pledge](#)

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Analysis / What next for Boris Johnson's Brexit deal?



We will not stay quiet on the climate crisis

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[Read our pledge](#)

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Guardian members, in making a commitment to us to ensuring their subscription supports our work, are also supporting our journalism on the climate crisis. We will be truthful, resolute and undeterred in pursuing our journalism on the environment. Support from our readers makes this work possible.

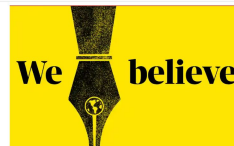
At the Guardian we believe it is vital to give people open access to factual, independent reporting on the climate crisis. For this reason, and thanks to generous financial support from readers in more than 180 countries, we can keep all Guardian journalism free of a paywall. Thank you. This support allows us to focus on delivering powerful reporting on the climate emergency, and its impact on people and the planet.

Just last week we published a global investigative series, *The Polluters*, examining how just 20 companies are responsible for more than a third of all global emissions. This reporting, by our environmental team and network of correspondents around the world with their wealth of specialist knowledge, is possible only with the support of Guardian readers.

In her speech to Congress in September, Greta Thunberg said: "This is the moment in history when we need to be wide awake."

I agree. And my pledge today is that the Guardian will give the climate crisis the attention it demands – and deliver our open independent reporting to everyone.

Guardian climate pledge 2019



The Guardian's climate pledge 2019

Today, we are making a public pledge to ourselves and our readers, that we are committed to taking responsibility for our role – both journalistically and institutionally – on how to impact the climate crisis we are facing.

It's a crisis, not a change: the six Guardian language changes on climate matters

Flights of fancy: 10 ways to imagine our way out of the climate crisis



From foreign news to fashion, how our editors see the climate crisis



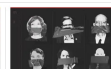
There are no excuses left: why climate science deniers are running out of rope

Our reporting on the climate crisis



How do we rein in the fossil fuel industry? Here are eight ideas

We have 12 years to limit



The silenced: meet the climate whistleblowers muzzled by Trump

Phumtine insect



Portrait of a planet on the verge of climate catastrophe

US and Canada have lost



Like a sunburn on your lungs: how does the climate crisis impact health?

What is biodiversity and

Today we pledge to give the climate crisis the attention it demands
Katharine Viner

The Guardian's editor-in-chief explains why support from our readers is crucial in enabling us to produce fearless, independent reporting that addresses the climate emergency

Why the climate crisis is the most crucial story we cover in America



Australia wasted decades in climate denial – and must break free of the mire of misinformation

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The Guardian

Moments

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Headlines
Thursday 9 July 2020

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 **Our climate promise to you**

One year ago, we outlined our plans to confront the escalating climate crisis. We promised to report with authority on the defining issue of our lifetime - giving it the sustained attention it demands. Then came the global pandemic.

Today we want to update you on our progress, and assure you that the Guardian will not sideline the climate emergency in 2020, or in the years to come. Generosity from supporters like you sustains our open, independent journalism. Thank you

[Read our Pledge](#) [Support again](#)






The Guardian's climate pledge

Six things the Guardian is doing to confront the climate emergency

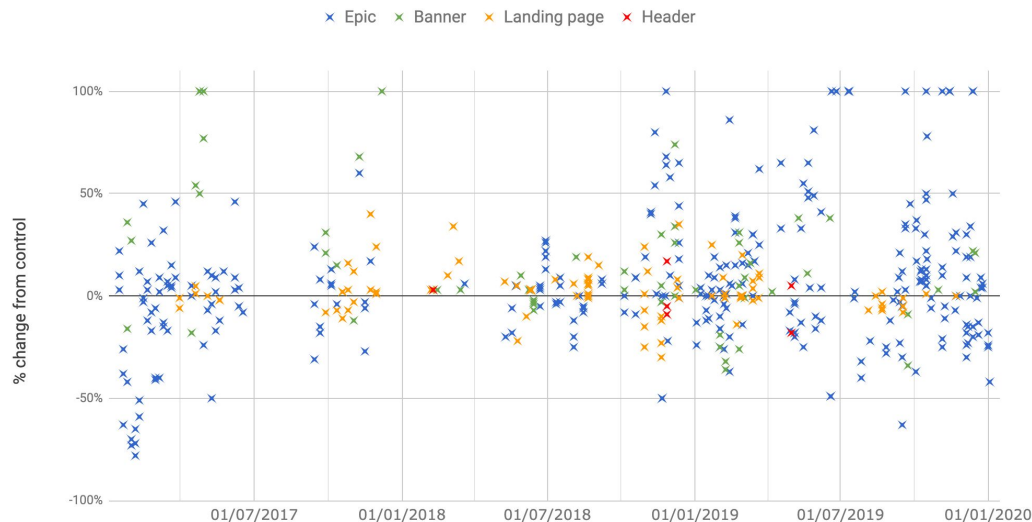
In 2019, the Guardian made a pledge in service of the planet. We declared that the escalating climate crisis was the defining issue of our lifetime, and that quality, trustworthy reporting on the environment was a vital tool to confront it. We promised to provide journalism that showed leadership, urgency, authority and give the climate emergency the sustained attention and prominence it demanded.

Two years later, we are updating our readers and supporters on our work - journalism that puts pressure on the decision-makers who hold our fate in their hands, and institutional commitments designed to ensure that we practice what we preach.

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We fail more than we succeed












Pandemic trends












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Physical to Digital

What's on

 <p>Are attitudes to refugees changing? 16 June 2022 A Guardian Live event</p>	 <p>Jonathan Freedland: The Escape Artist 21 June 2022 A Guardian Live event</p>	 <p>Steve McQueen: Year 1, a portrait of Britain's future 22 June 2022 A Guardian Live event</p>
 <p>Otessa Moshfegh in conversation 23 June 2022 A Guardian Live event</p>	 <p>Inside the Guardian's Saturday magazine 29 June 2022 A Guardian Live event</p>	 <p>Guardian Newsroom: The changing face of populism in Europe 30 June 2022 A Guardian Live event</p>
 <p>How to overcome eco-anxiety and turn it into positive action 11 July 2022 A Guardian Live event</p>	 <p>Jill Nalder and Russell T Davies: Love From the Pink Palace 13 July 2022 A Guardian Live event</p>	 <p>Jarvis Cocker: Good Pop, Bad Pop 25 July 2022 A Guardian Live event</p>

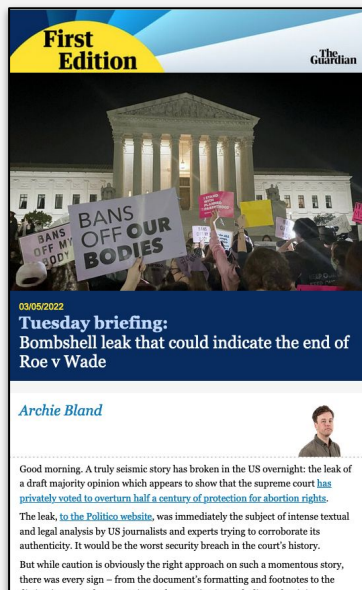
Masterclasses

 <p>Writing for children: A six-week programme with Laura Dockrill 11 May-22 June 2022</p>	 <p>Portrait photography: A weekend bootcamp with Nigel Wilson 28-29 May 2022</p>	 <p>How to write your family history: A weekend writing course with Nick Barley 4-5 June 2022</p>
 <p>Understanding consciousness: A masterclass with neuroscientist Anil Seth 6 June 2022</p>	 <p>How to achieve more by worrying less: The antidote to productivity guilt 7 June 2022</p>	 <p>Mastering media interviews: A masterclass with Rachel Shabi 8 June 2022</p>
 <p>Nail your brand strategy: A two-day bootcamp 9-10 June 2022</p>	 <p>Data visualisation: A six-week visual storytelling programme 9 June-14 July 2022</p>	 <p>Find your voice as a writer with columnist Aditya Chakraborty 9 June 2022</p>

Print edition: Anonymous to Known acceleration



Newsletter focus



Scroll less. Understand more.

Tears, trolling and toast all before the morning rush (and that's just your social feed). So how about starting the day with a little more clarity? Introducing the new

First Edition newsletter. A free, digestible email, that lands in your inbox every weekday at 7am.

Shedding light on the day's top stories. So, you can scroll less and understand the world a little more.

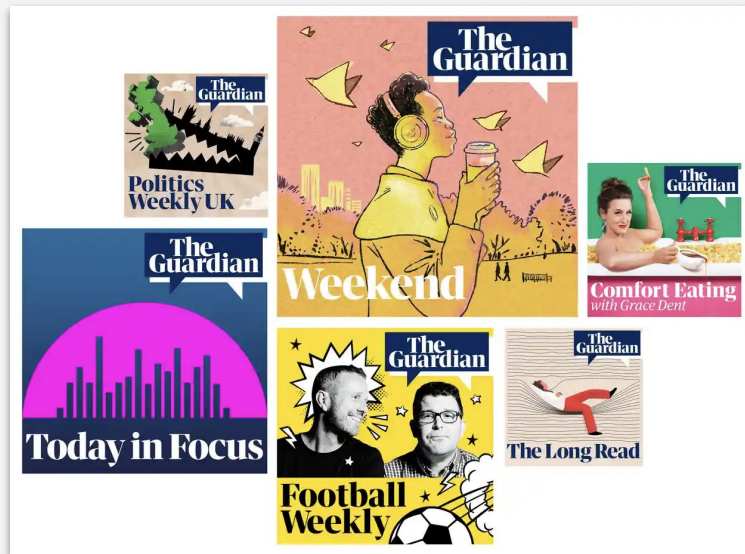
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