

New business media models

and diversifying revenue streams

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Público
www.publico.es

Público

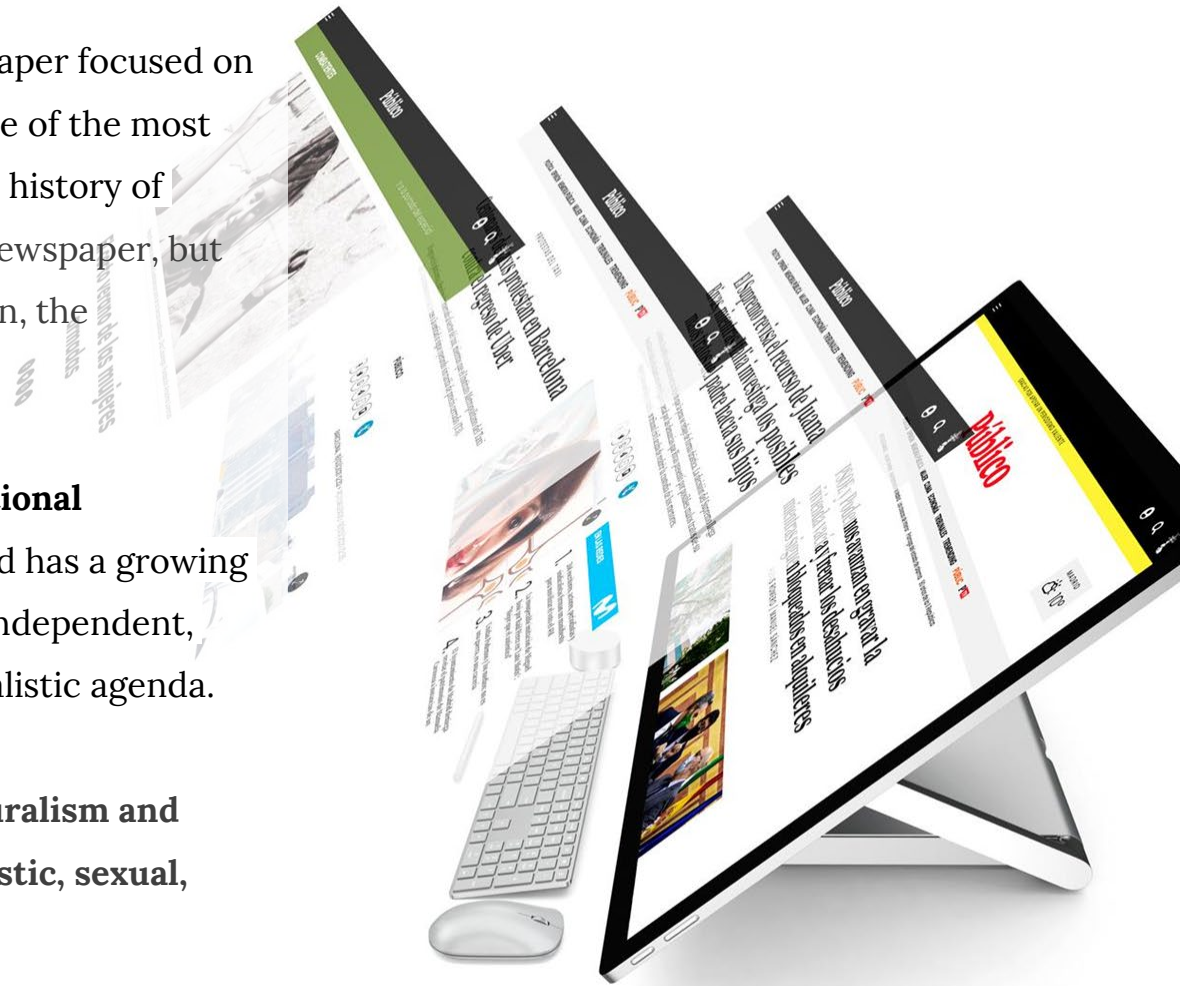
Público is a native digital political newspaper focused on **investigation**, which has uncovered some of the most serious cases of corruption in the recent history of Spain. It was **born in 2007** as a printed newspaper, but closed its print edition in 2012. Since then, the newspaper is 95% digital.

It bets on what Kapucinski called "**intentional journalism**" to change unfair realities and has a growing mass of subscribers that allows it to be independent, critical, brave and to build its own journalistic agenda.

Público has a **strong commitment to pluralism and diversity** in all its facets: **identity, linguistic, sexual, racial or functional, and cultural**.

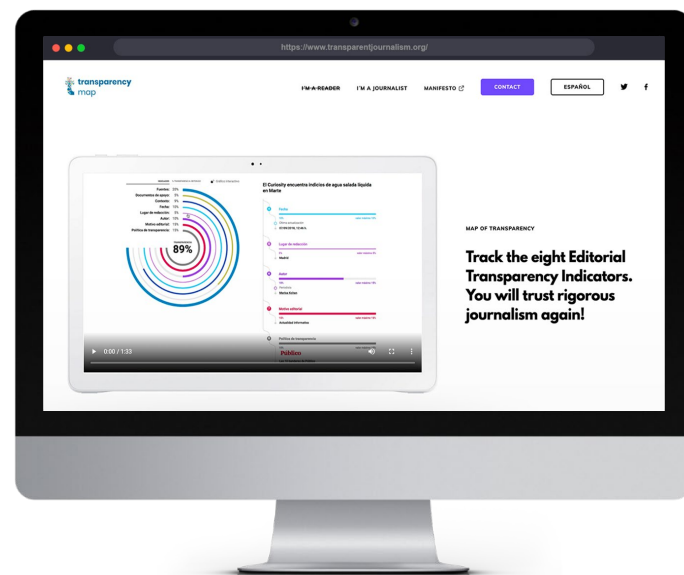
It is the only female-led media outlet in Spain.

www.publico.es



Editorial policy

- Defends human rights, diversity, plurality and, ultimately, democracy.
- A pioneer and **agenda setter** in information on gender equality, climate crisis, vulnerable groups and migrations, as well as in investigative journalism.
- Focused on **public service journalism**. More and more readers turn to Público to report injustices or abuses so that we can investigate them.

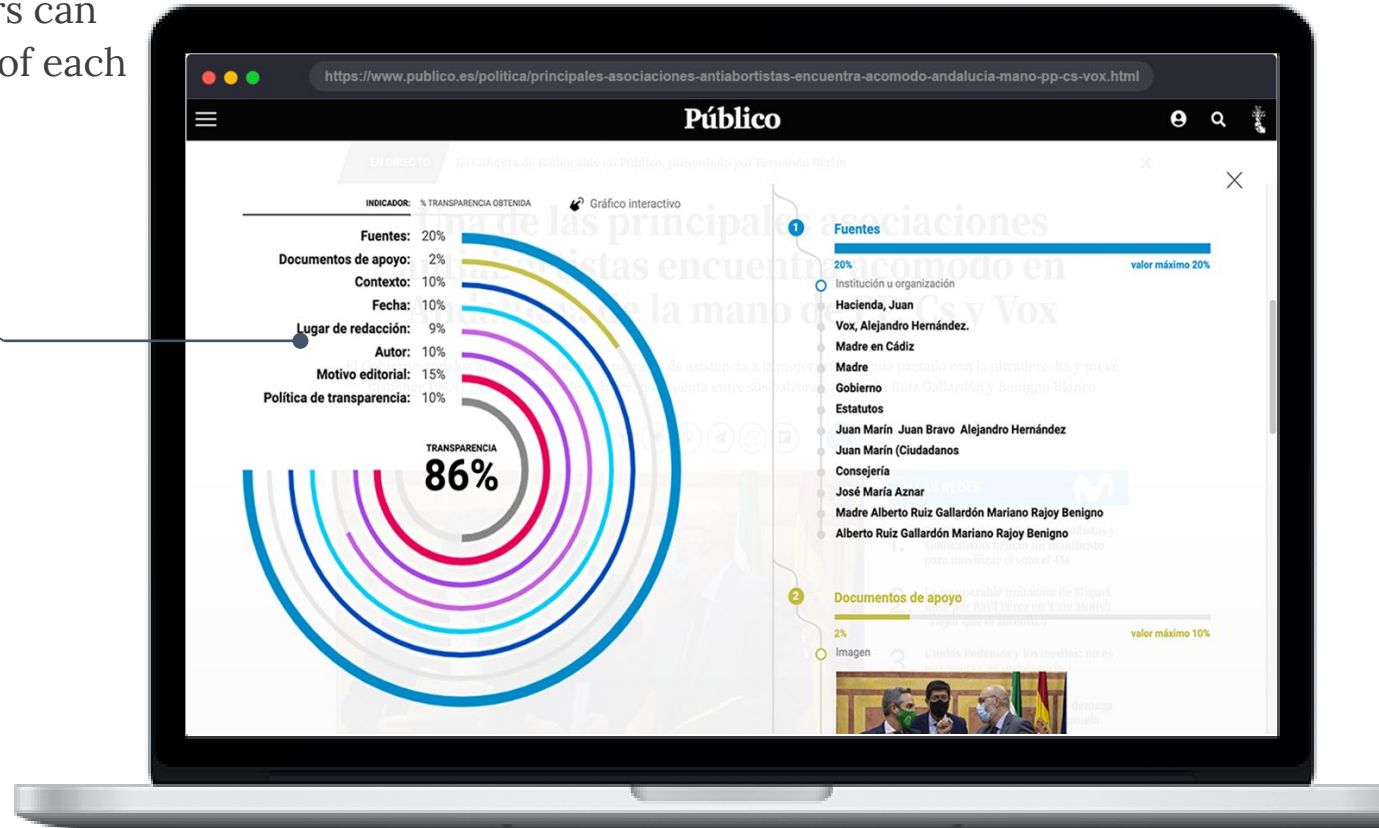


www.transparentjournalism.org


- Our editorial policy is public, anyone can find it. **Transparency** is our flagship pillar.
- The only media outlet that has **an inhouse developed innovative tool** that allows readers to delve, through a very detailed map, into the bowels of the news creation process.
- Público offers readers a **Transparency Map** for each piece of information.
- This allows anyone to quickly and easily view the **journalistic process behind each piece of news** and gives it a percentage of transparency.

Editorial policy

TJT symbol in every piece of news from which readers can verify the transparency of each news story.



Membership subscriptions



**We see journalism
as a service,
not as a product
that is for sale**

That is why our business model is **membership**.

Membership, unlike paywalls, is not based so much on content (although logically without quality content the model is not sustainable either), but on **an identification relationship between the reader and the newspaper**.

Members pay a monthly fee or make one-off donations to help the newspaper continue to work, because they feel close to it or believe that our work is essential for the community.

In these **times of disinformation** we are more convinced than ever of the relevance of **keeping information open**, since the best way to fight fake news is **quality an accessible journalism**.

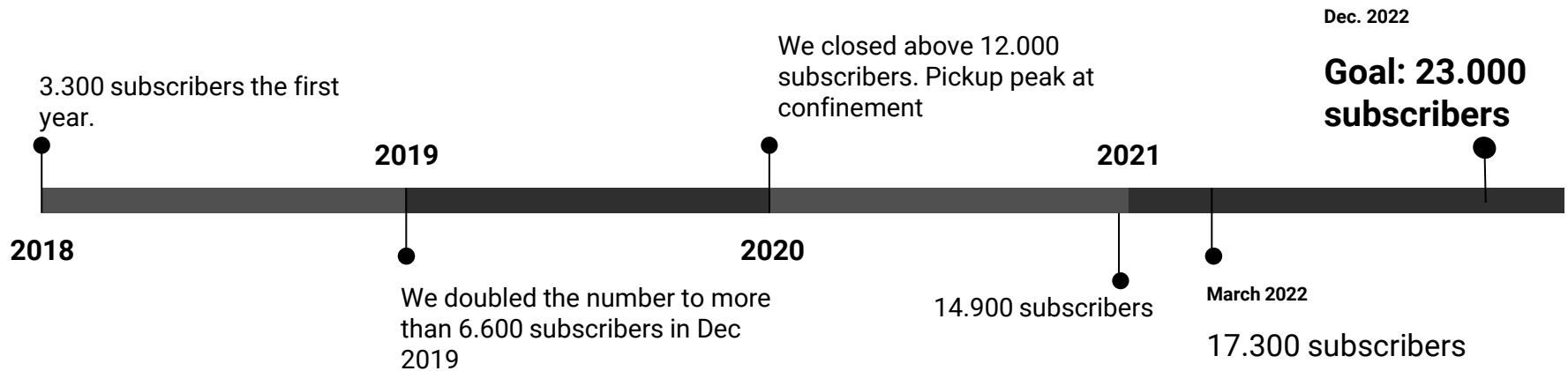


Subscriber evolution

Público's subscription system was launched at the beginning of 2018. At that time, our **direct competitors had already launched their payment models**, all of them initially based on the principles of membership.

The first two years, both strategy and subscription strategy at Público **was based on the ONG digital partner recruitment models**, very focused on the email channel. Thanks to this strategy, we managed to attract 12.000 subscribers by 2020 (pandemic year).

Right now we are working on **expanding subscribers recruitment channels**, with a great focus on the web channel, creating personalized recruitment models by consumption compartment: 17.300 by March 2022.



Back to basics: print

Content is free for all readers, but subscribers have access to **premium experiences**:

- 📍 Colloquia on topics of interest
- 📍 Quarterly printed magazine that we send to their homes

We have published more than 15 magazines.
In-depth analysis of issues related to our flags.

2022: focus on spanish **territories**.





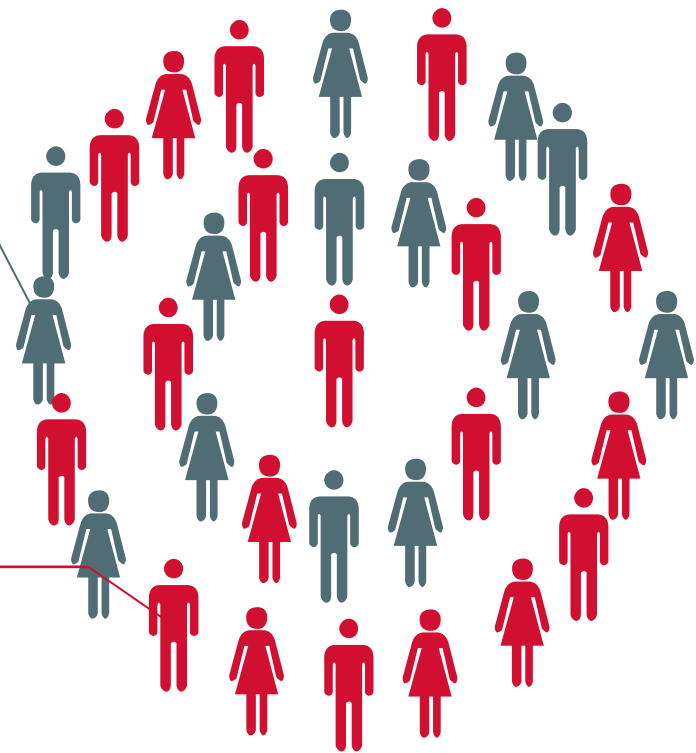
Our audience: quantity

Reach

According to data from Google, Facebook, Instagram and Twitter, our news have more than 400 million impacts per month.

Readers

Público is read by an average of 11 million unique visitors. They consume a total of 54 million page views in a month.



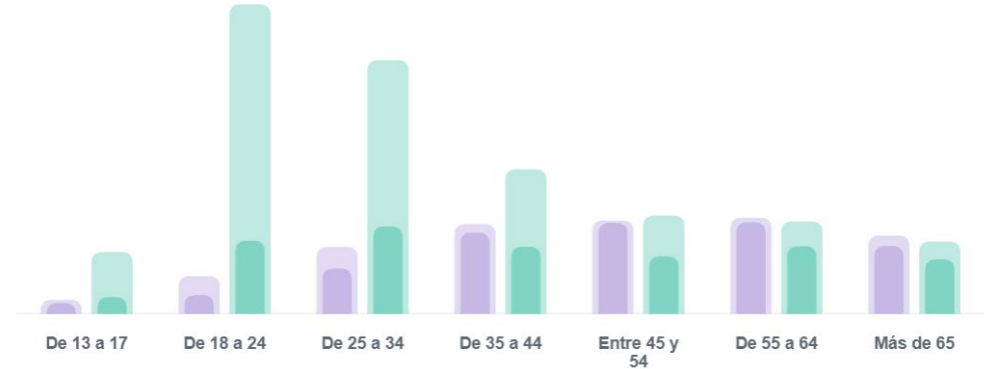


Our audience: quality

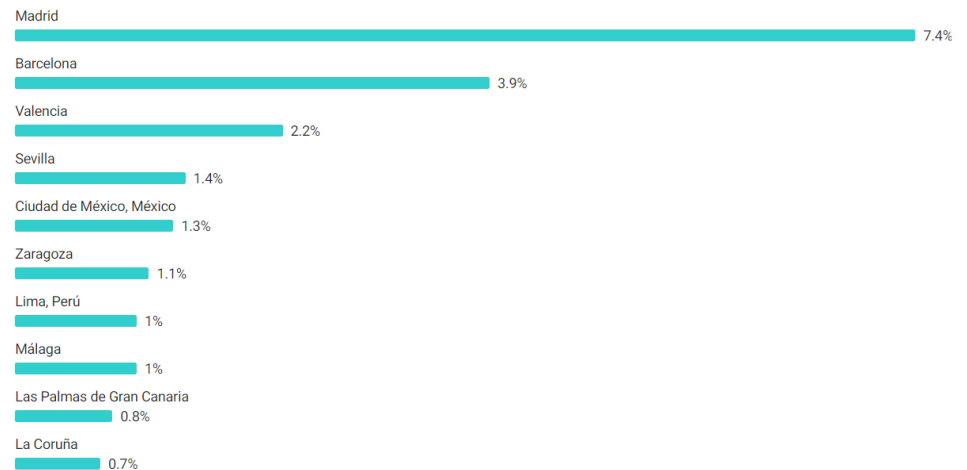
The reader we reach is a **middle-aged**. We have a great impact on the **youngest profiles**, where the reader who consumes us is mostly **female**. At older ages, male readers predominate.

We are mostly read in spanish cities with bigger population, but also in small provincial capitals. Mexico City is the fifth city in which we are most readed.

49 % Hombres 51 % Mujeres



Principales ciudades





Our audience: typology

Anonymous users

We don't know who they are but we can find out what they like, how much they come and how they read Público. This helps us create loyalty strategies. Currently they are around 11 million monthly.

Subscribers

More than 17.300 readers trust us making an economic contribution since they believe in the journalism that we propose. As an added value they can navigate without advertising and receive our printed magazine at home quarterly.

Readers

Registered

More than 260 thousand readers are registered users: they browse logged, comment and consume online content of the magazines and listen to our podcast La Base.

Business model for a better journalism

Every euro is reinvested in the newspaper. Thanks to the contribution of the subscribers, **our newsroom can grow** and we can dedicate more time and more journalists to some of our spotlights, such as investigation, the denunciation of **immigration policies** –with some journalists in situ observing and narrating the difficult conditions of migrants upon their arrival to Spain—, the visibility of **inequality** or, now, **war in Ukraine and its consequences**.



The bulk of Público revenue comes yet from advertising, whether conventional, programmatic, sponsored content or institutional. Our **subscription model**, launched in 2018, reached **1/4 of our total revenues** at the end of 2021. Advertising was 4/4 in 2018.



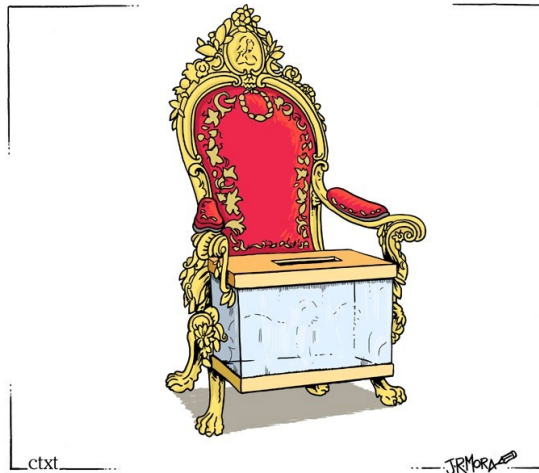
Other revenue streams

Another recent source of income for Público has been **crowdfunding** for specific journalistic projects.

In association with other 16 independent media we asked for financing **the largest opinion poll on the Spanish monarchy**, a subject vetoed in Spain up to that moment.

People loved the initiative and in less than 24 horas we managed to complete the required financing.

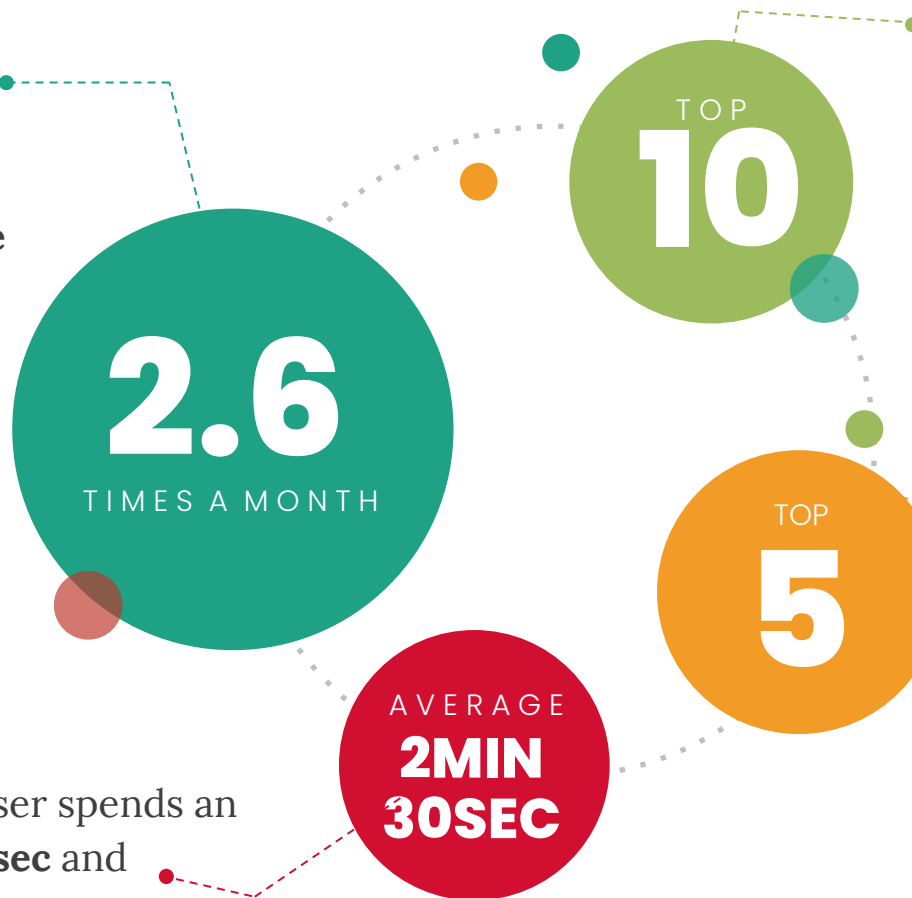
The 16 media published the results in a coordinated manner.





What have we achieved?

Loyalty. The audience of Público, unlike the trend in the sector, is loyal: has a **recurrence of visits of around 2,6 times a month**. The industry average is 2. (SimilarWeb)



On each visit, the user spends an average of **2min 30sec** and consumes two items.

Readers choose our political news. Público is among the top 10 native digital media in Spain. In addition, when questioned about which political news do they read, citizens' spontaneous answer gives Público a sixth position (CIS poll).

Strong social environment. Público is among the top 5 of media communities with more engagement on Facebook and Twitter (Crowdtangle data). Top 8 (w/sports).

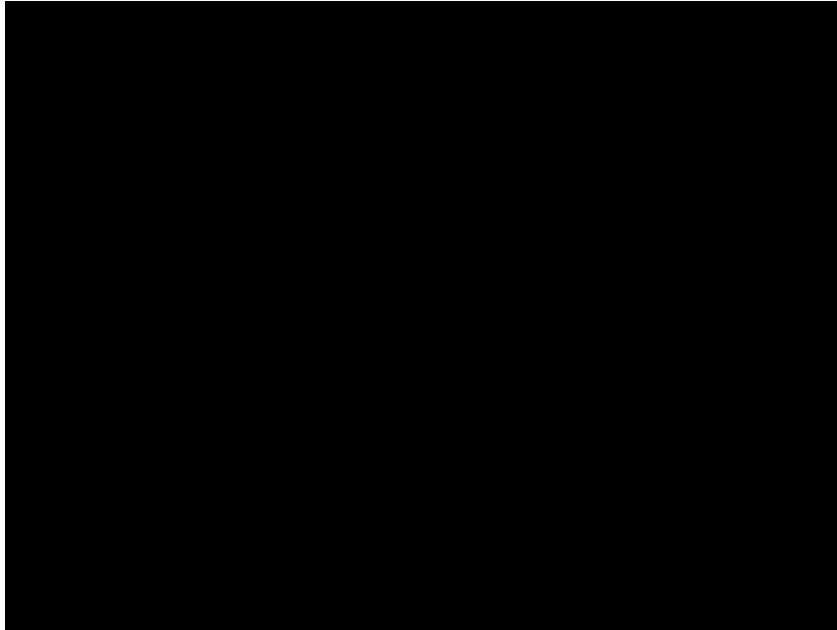


THANK YOU
GRACIAS

Público



Example of Público TV



← Vídeo for Social Media

Interview →

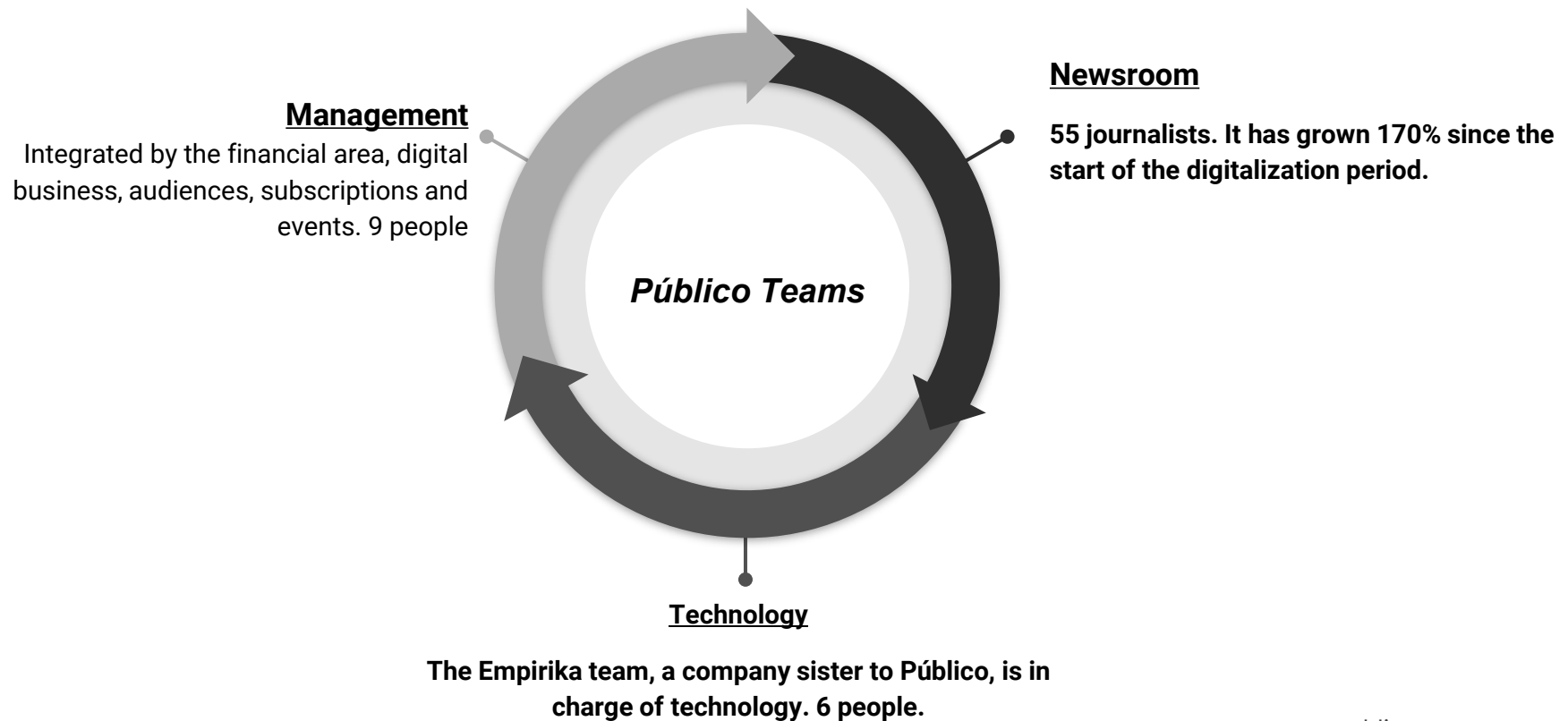




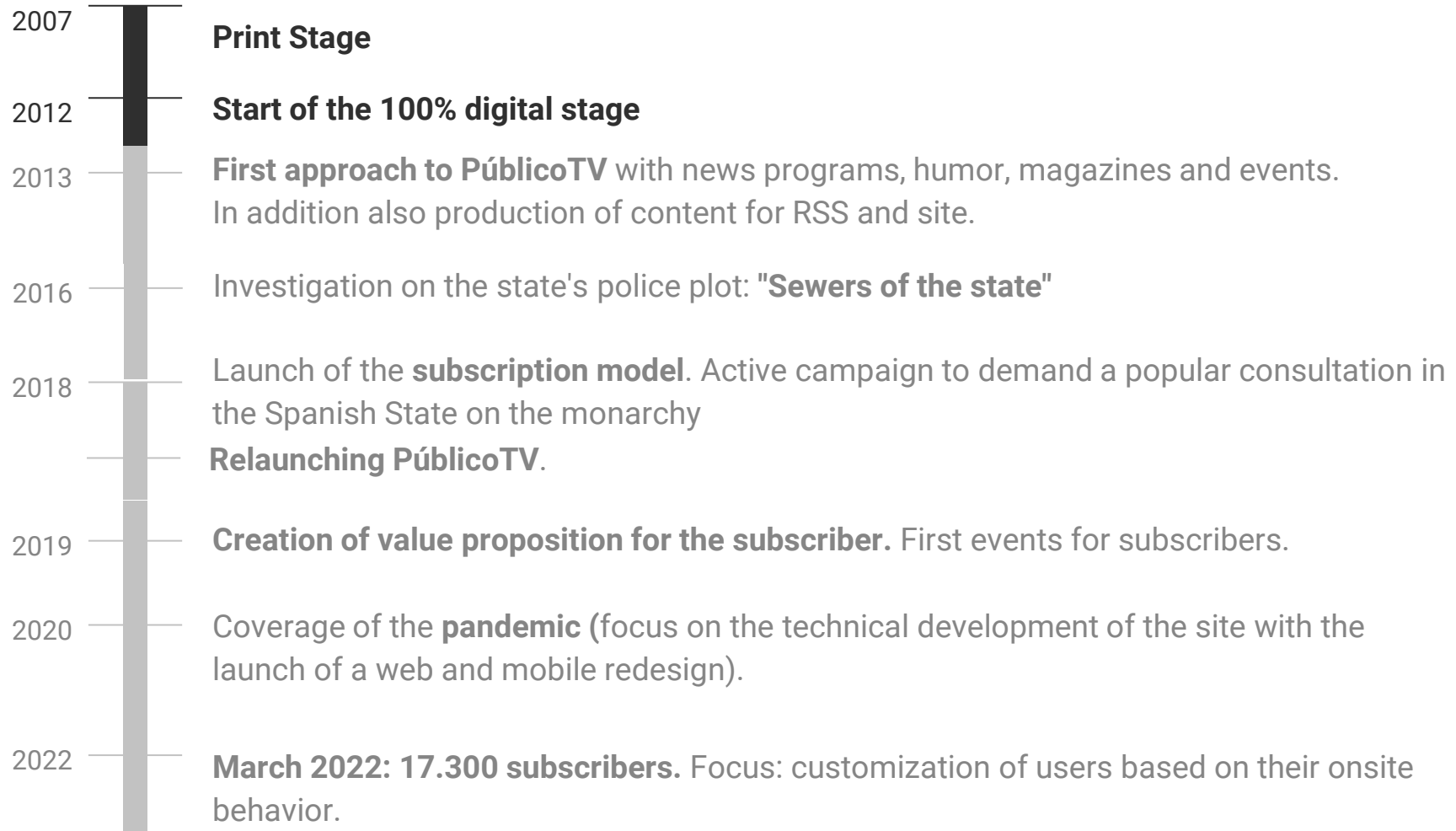
Team

Público was born in 2007 as a printed newspaper, but closed its print edition in 2012. Since then, the newspaper is 100% digital. It is currently **the only female-led media outlet in Spain**.

Currently the staff (64) is divided into three main teams:



Featured coverage





Types of content and different speeds

43 Público journalists + 4 podcast crue + 5 subscription + 1 SEO

Fast speed →

Slow speed

investigative
journalism

Breaking News

Last minute
information. Social
network. Mobile
and front page

News stories,
reports, analysis
focused on
Público's flags.
Prepared during
the day for being
published at
evening / night

Research. No
deadlines

Printed magazine
for subscribers
(four numbers
each year)

Focused stories
/ podcast

Printed
publications



The 10 flags of Público, our hallmarks

01

Público is committed to the **weakest**; denounces injustices and abuses.

02

Vindicates the role of women and seeks equality between men and women. Therefore openly declares itself **feminist** (since 2016, **before ‘mee too’**).

03

Monitors and collects the **violation of fundamental rights**: from the right to work and to housing to religious, sexual, of speech and of thought freedom’, particularly in the face of attempts at aggression by the extreme right.

04

We are committed to **Historical Memory**. In Spain there are still too many people who suffered persecution or violence during the civil war and the Franco dictatorship, and who have not obtained any reparation.

05

Público wants to act as a public notary for social emergency situations, especially those related to **energy poverty, evictions, migrants**.



The 10 flags of Público, our hallmarks

06

We consider **politics** as a key and useful instrument to change these realities and that is why we are especially vigilant with politicians, parties, institutions and with abuses of power, as well as with the destiny that is given to public money.

07

Investigative journalism plays a central role, with a specific team whose objective is to shed light on the darkest areas of our democratic system.

08

We are very focussed in all phenomena affected by the undeniable effects of **climate change**, which end up shaping energy policy in the fight for natural resources, international politics and the security of citizens around the world.

09

Público is a defender of **animal rights**.

10

A newspaper that promotes the right to enjoy **culture** in all its expressions; that understands artistic manifestations also as a political instrument and as a vehicle of enrichment for any society and defends a special protection of humor and satire.