

[MARKETS](#) [TECHNOLOGY](#) [MONEY](#) [HEALTHCARE](#) [ENERGY](#) [MINING](#) [GREEN](#) [POLITICS](#)

# Ranked: The Most Popular Paid News Websites



Published 5 months ago on April 26, 2021

By **Carmen Ang** Article/Editing: **Raul Amoros**

The screenshot shows the Visual Capitalist website with the URL visualcapitalist.com in the address bar. The top navigation bar includes links for U.S., INTERNATIONAL, EUROPE, and ESPAÑOL. The main headline reads "Visualizing The Most Popular Paid Subscription News Websites". A sidebar on the left contains the text: "Only 20% of Americans pay for their news. But for those that do, about half subscribe to the New York Times." Below this is a graphic showing a pie chart with the text "Paid news" and "Subscriptions". To the right is a bar chart titled "Number of paid subscribers" with a blue bar for the New York Times reaching 6.1M.

Only 20% of Americans pay for their news. But for those that do, about half subscribe to the New York Times.

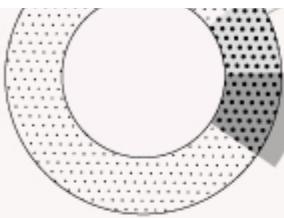
Paid news

Subscriptions

Number of paid subscribers

6.1M

Times

**subscribers**

**The New York  
Times subscribers**

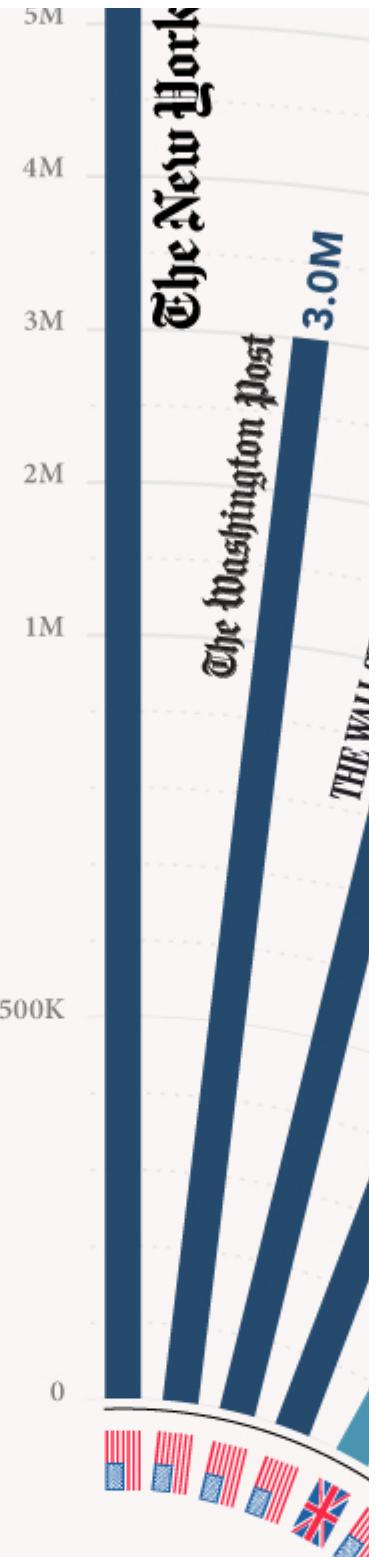
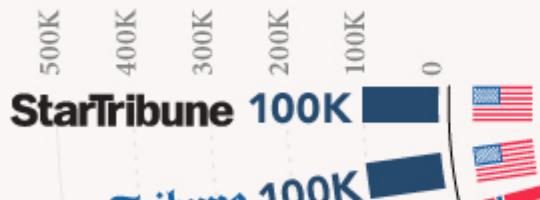
NYT is not the only legacy news outlet that's been able to transition online successfully. Here's a look at the most popular news websites worldwide, ranked by their number of paid subscribers.

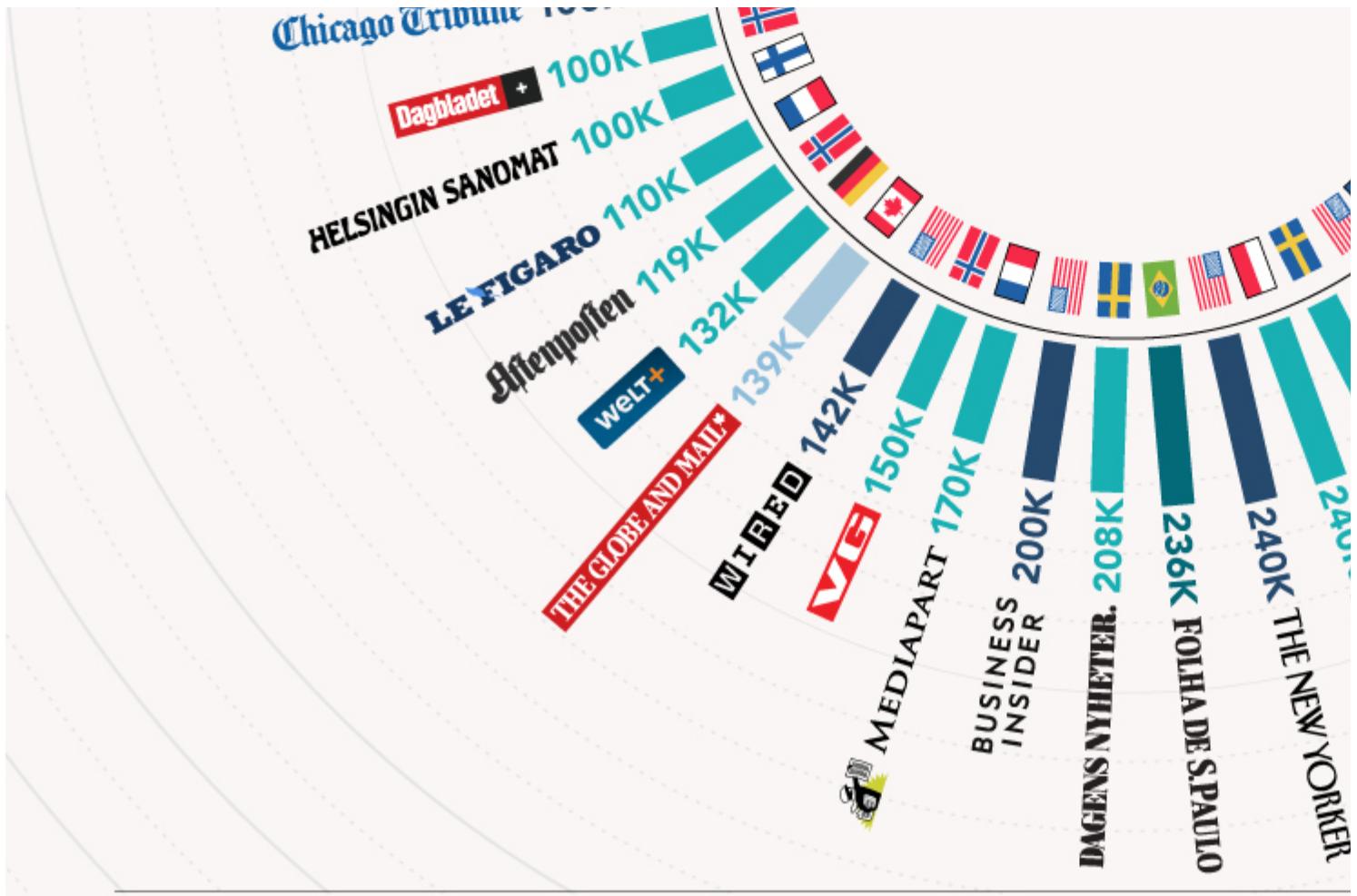
*Source: Nieman Lab*

**A few key outlets currently dominate the online media landscape. However, recent research indicates that readers are increasingly more likely to pay for multiple subscriptions.**

As paywalls become more common, and with more readers willing to pay for their online news, what does the future hold for the digital news industry as a whole? And will this list look any different down the road?

*Source: Nieman Lab*





COLLABORATORS RESEARCH + WRITING Raul Amoros | ART DIRECTION + DESIGN Joyce Ma

▼ Use This Visualization

## Ranked: The Most Popular Subscription News Website

While paywalls are becoming increasingly more popular among news websites, most consumers still aren't willing to pay for their online news.

In fact, a [recent survey](#) by the Reuters Institute for the Study of Journalism reveals that only 10% of Americans pay for digital news, and of those that do, the majority subscribe to only one outlet.

This begs the question—which news outlets *are* audiences willing to pay for?

Using data from [FIPP](#) and [CeleraOne](#), this graphic looks at the most popular news websites in the globe, based on their total number of paid subscriptions.

*\*Note: This report relies on publicly available data, and should not be considered an exhaustive list.*

## The Full Breakdown

With 7.5 million subscriptions, **The New York Times** (NYT) takes the top spot on the list. It was an exceptionally strong year for the outlet—by Q3 2020, the NYT had generated the same amount of revenue from digital subscriptions as it had for the entire year of 2019.

Rank	Publication	Paid Subscriptions	Search:
31	🇨🇦 The Globe and Mail	139,000	
32	🇩🇪 Welt	132,000	
33	🇳🇴 Aftenposten	119,000	
34	🇫🇷 Le Figaro	110,000	
35	🇺🇸 Chicago Tribune	100,000	
36	🇺🇸 Star Tribune	100,000	
37	🇳🇴 Dagbladet	100,000	
38	🇫🇮 Helsingin Sanomat	100,000	

Showing 31 to 38 of 38 entries

[◀ Previous](#)

The Times is the most popular by a landslide—it has over double the number of subscribers than the second outlet on the list, **The Washington Post**. Yet, while WaPo is no match for the NYT in terms of paid subscriptions, it still boasts a strong following, with approximately **3 million** paid subscriptions as of Q4 2020.

Japanese outlet **Nikkei** ranks number one among the non-English news websites. It's the largest business newspaper in Japan, mainly focusing on markets and finance, but also covering politics, sports, and health.

## Legacy Papers: Which Websites Come From Traditional Media

Most of the websites on this list stem from traditional media. Because of this, they've had time to establish themselves as trusted sources, and win over loyal readers.

Interestingly, more than half of the outlets included in this ranking are at least **100 years**

Search:

Publication	Year Launched	Age (Years)
Bild	1952	69
Wyborcza	1989	32
Game Informer	1991	30
Wired	1993	28
Business Insider	2007	14
Mediapart	2008	13
Caixin	2009	12
The Athletic	2016	5

Showing 31 to 38 of 38 entries

[◀ Previous](#)

Yet, undeterred by these well-established outlets, a few scrappy websites made the cut due to shorter history. Four out of the 38 websites are less than 20 years old.

**The Athletic** is the newest outlet to make the ranking. Established in 2016, the outlet's target demographic is die-hard sports fans who miss the days of in-depth, quality sports writing.

## The Need For Trusted Sources

Amidst the global pandemic, issues involving misinformation and **fake news** have helped reaffirm the important role that trusted news sources play in the dissemination of public information.

With this in mind, it'll be interesting to see what the future holds for digital media consumers. With paywalls becoming increasingly more common, will consumers jump on board and eventually be more willing to pay for their news?

Receive free **Visual Capitalist**  
content straight to your inbox.

Get your mind blown on a daily basis:

Your email address

Sign up for free

RELATED TOPICS: #News #Media #Traditional Media #Digital Media #Media Trust #The New York Times

DON'T MISS

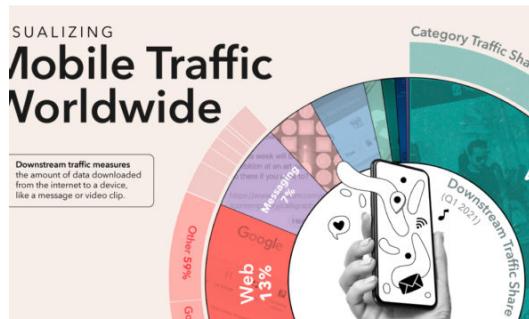
◀ Visualizing the Depth of the Great Lakes

UP NEXT

Figures of Speech: 40 Ways to Improve your Writing

CLICK FOR COMMENTS

YOU MAY ALSO LIKE



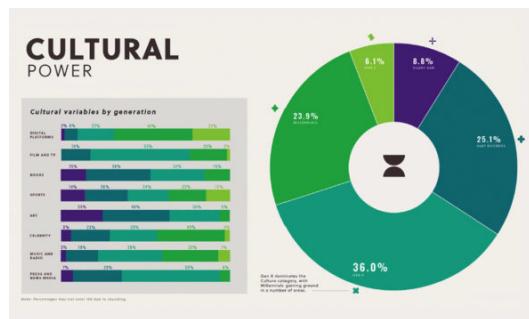
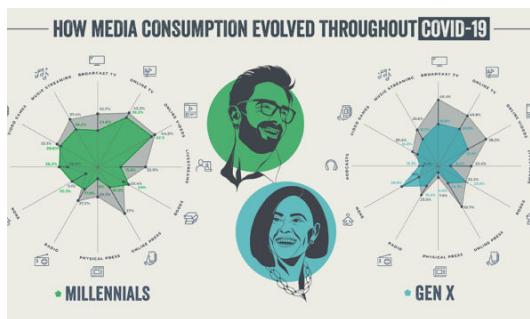
The World's Most Used Apps, by Downstream Traffic



Ranked: America's Most Searched and Visited News Sites by State



3 Companies Now Make Up U.S. Ad Revenues



## TECHNOLOGY

# Ranked: Big Tech CEO Insider Trading During the First Half of 2021

Big Tech is worth trillions, but what are insiders doing with their stock? We break down Big Tech CEO insider trading during the first half of 2021.



Published 6 days ago on September 22, 2021

By **Aran Ali**



## INSIDER SELLING

# Which Big Tech CEO Has Sold The Most Stock?

A useful tool for investors is to monitor insider selling activity. With Big Tech stocks rallying past trillion dollar valuations, how do their rank by shares sold in the first half of 2021?



Shares Sold

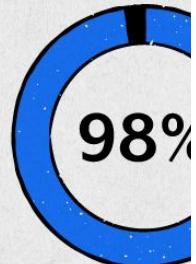
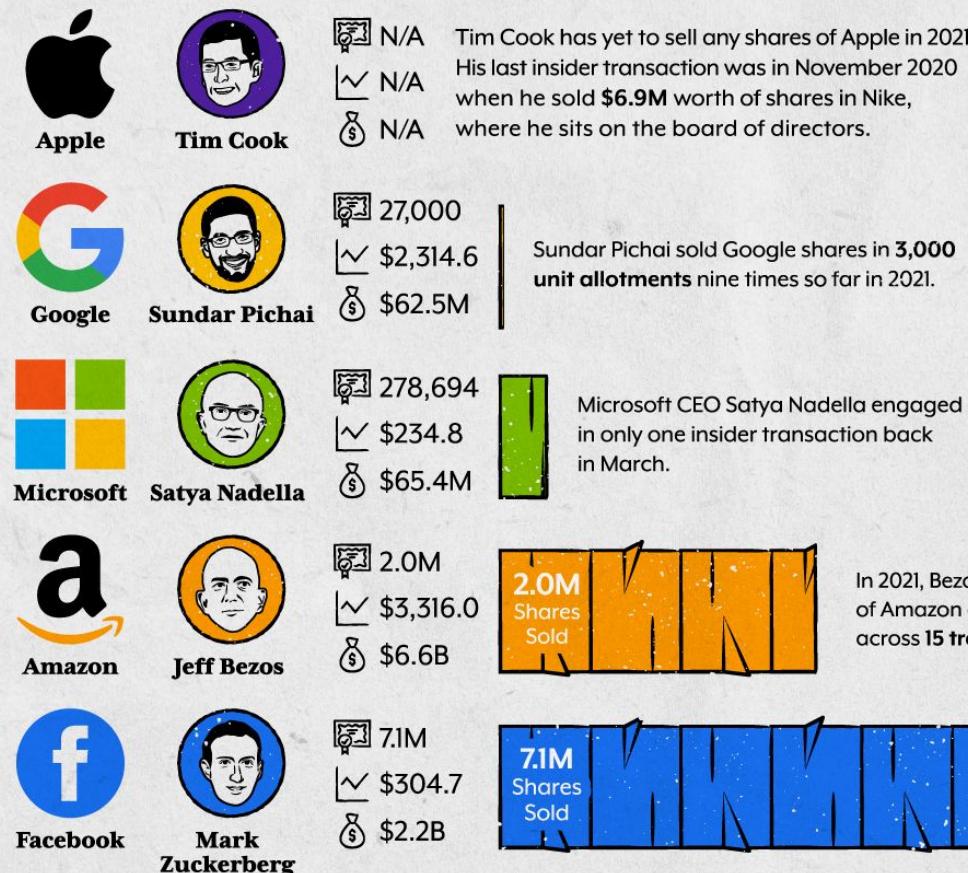


Average Share Price



Total Proceeds

### Rankings by Shares Sold



An estimated 98% of estimated \$127 billion lies in his Facebook stock.

Mark Zuckerberg has a busy first half of the year, with 136 different sell transactions out of a possible 150. This averages out to \$15 million of shares sold every 1.5 days.

### Largest Transaction Per CEO



Sundar Pichai



Mark Zuckerberg



Satya Nadella



Jeff Bezos

July 7, 2021  
\$7.7M

June 29, 2021  
\$27.1M

March 1, 2021  
\$65.4M

May 7, 2021  
\$1.1B

### Big Tech CEO Insider Trading During The First Half of 2021

When CEOs of major companies are selling their shares, investors can't help but notice.

After all, these decisions have a direct effect on the personal wealth of these insider which can say plenty about their convictions with respect to the future direction of companies they run.

Considering that **Big Tech** stocks are some of the most popular holdings in today's portfolios, and are backed by a collective \$5.3 trillion in **institutional investment**, how do the CEOs of these organizations rank by their insider selling?

[CONTINUE READING](#)

## TECHNOLOGY

# The World's Most Used Apps, by Downstream Traffic

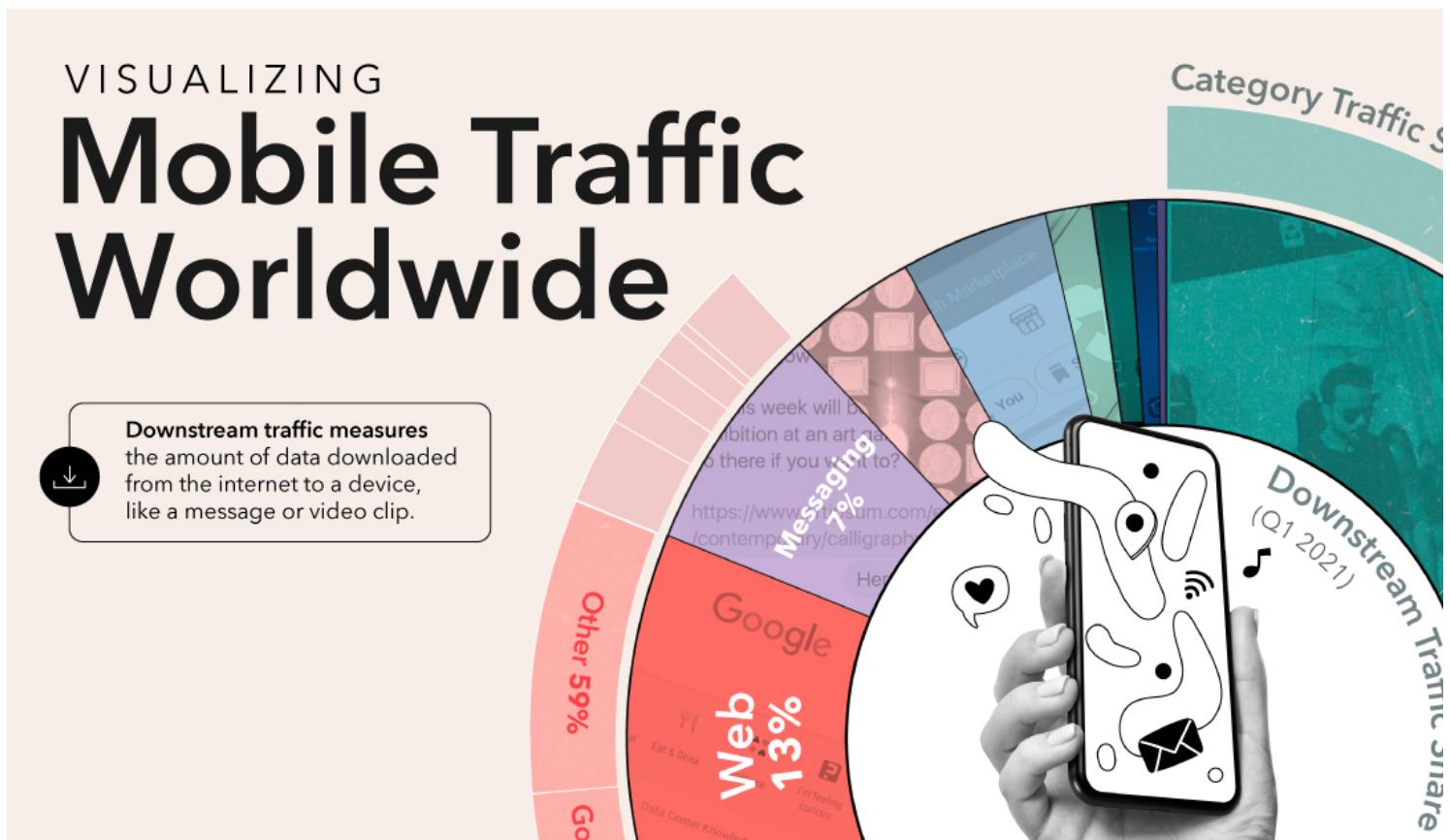
Of the millions of apps available around the world, just a small handful of the most popular apps dominate global internet traffic.



Published 1 week ago on September 20, 2021

By **Omri Wallach**





### The World's Most Used Apps, by Downstream Traffic

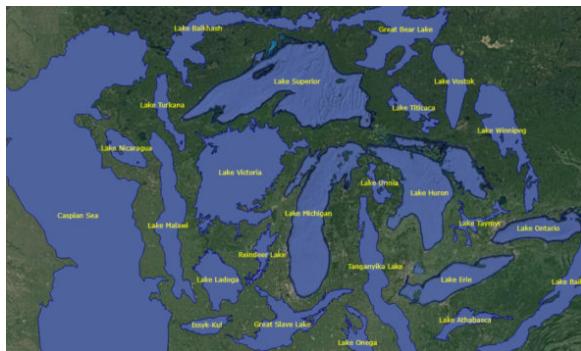
Of the millions of apps available around the world, just a small handful of the most used apps dominate global internet traffic.

Everything connected to the internet takes bandwidth to view. When you look at something on your smartphone—whether it's a new message on Instagram or the next few seconds of a YouTube video—your device is downloading the data in the background.

And the bigger the files, the more bandwidth is utilized. In this chart, we break down the most used apps by category, using Sandvine's global mobile traffic report for 2021 Q1.

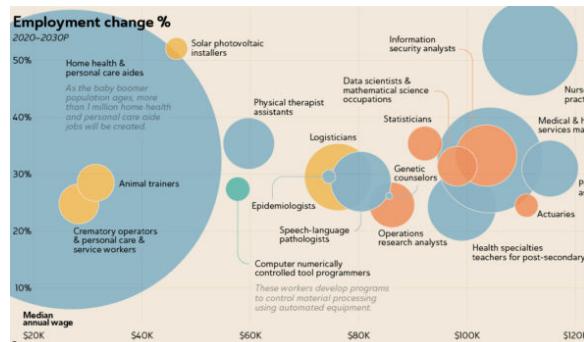
[CONTINUE READING](#)

POPULAR



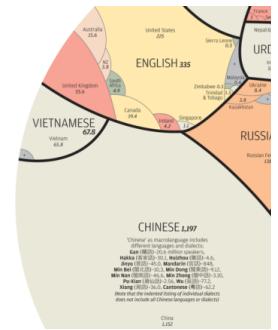
GREEN / 3 weeks ago

# The World's 25 Largest Lakes, Side by Side



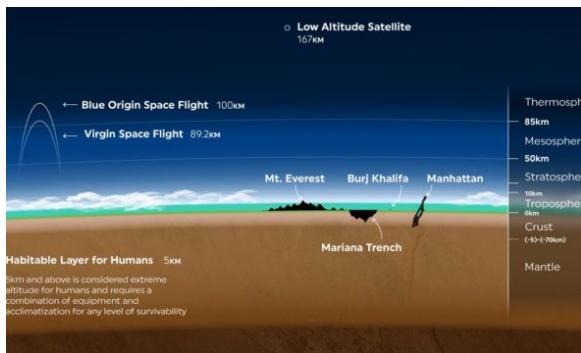
ECONOMY / 2 weeks ago

## The 20 Fastest Growing Jobs in the Next Decade



MISC / 2 weeks ago

## All World Languages Visualization



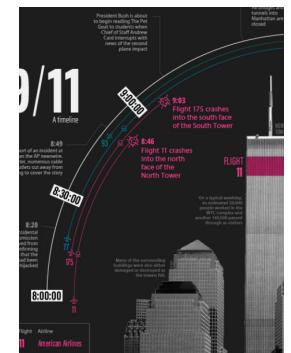
MISC / 4 weeks ago

# Razor Thin: A New Perspective on Earth's Atmosphere



HEALTHCARE / 2 weeks ago

# Visualizing the World's Biggest Pharmaceutical Companies



MISC / 3 weeks ago

# 9/11 Timeline: The Events That Changed Everything

