

# *A Better Way to Pay for News*

*Why Per-Article Pricing with a Weekly Cap Can Fix Subscription Fatigue*

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Subscription-based news has become oddly inverted: the lightest readers pay the most per article, while heavy readers receive extraordinary value. This handout argues for a generalizable alternative—per-article pricing with a modest weekly cap—as a way to restore proportionality, improve reader satisfaction, and expand sustainable revenue for digital journalism.

## *The Problem with Flat Subscriptions*

In a digital age where information flows endlessly but attention is finite, The flat subscription model increasingly resembles a standing donation rather than a value exchange [Deloitte Insights, 2024, Paddle, 2023].

For large news organizations, daily article output has remained remarkably stable over the past two decades—roughly 150 to 250 articles per day, with an average near 200. What changed was not volume, but access. The introduction of paywalls in the early 2010s converted abundant digital content into an all-you-can-read buffet with a fixed entry fee [Wikipedia Contributors, 2025b].

That structure quietly introduced a regressive pricing dynamic [eMarketer, 2024]. A reader who skims three articles a week pays the same as a reader who consumes twenty or more. The economics reward attention surplus and penalize curiosity under constraint.

## *A Simple Alternative: Pay Per Article, Cap the Week*

Consider a different model, applicable across subscription-based news outlets:

*Link a payment method. Charge \$0.50 per article, up to a \$2.50 weekly cap.  
After five articles, the rest of the week is free.*

This preserves predictable revenue while restoring proportionality. The cap sets a clear mental budget—about \$10 per month—while allowing readers to discover value organically.

Many subscribers report guilt-driven retention: “I should read more to justify the cost.” This is not a healthy incentive structure.

Effective per-article costs for light users can exceed \$0.75, while heavy users often pay fractions of a cent per article [Wikipedia Contributors, 2025a, Benton, 2023].

Caps matter psychologically. They prevent “meter anxiety” and encourage exploration once the limit is reached.

### *What the Data Suggests*

Historical pricing and usage patterns make the case concrete. Digital subscriptions have typically cost between \$0.39 and \$0.53 per day since the introduction of paywalls. Spread across roughly 200 daily articles, the effective cost per article for heavy readers is on the order of \$0.002.

Light readers experience the opposite extreme. Reading three articles in a week can translate into an effective cost several hundred times higher than that paid by daily readers.

Under a capped per-article model:

- Light readers (1–3 articles/week) pay less and feel agency.
- Medium readers (5–7 articles/week) reach the cap and explore freely.
- Heavy readers maintain savings while preserving loyalty.

This inversion is not intentional, but it is structurally inevitable under flat fees.

Analogous experiments in Europe and in blended pay models suggest engagement increases on the order of 20–30% once readers feel their marginal cost drop to zero [Wikipedia Contributors, 2025a, Benton, 2023]. Interface and pricing design have been shown to materially influence subscription behavior and retention [Sheil et al., 2023].

### *Why This Generalizes Beyond One Newspaper*

This proposal is not specific to any single publication. Any outlet with:

- stable daily output,
- heterogeneous reader attention,
- and digital payment infrastructure

can benefit from decoupling access from obligation.

Importantly, this model produces richer feedback. Every article generates an explicit signal: it was worth paying for. Writers gain clearer incentives. Editors gain sharper signals. Weak content is quietly ignored; strong content compounds.

Subscription fatigue is not about price alone; it is about perceived fairness [Zuora, 2024, Paddle, 2023].

### *Economic Upside*

From a revenue perspective, the upside is not squeezing existing subscribers harder, but converting the long tail of free readers. Even

modest conversion rates – 15 to 30% – produce meaningful uplift when the barrier to payment feels trivial and reversible.

This approach aligns with modern expectations shaped by app stores, streaming rentals, and usage-based infrastructure pricing. News becomes something you buy because it was useful, not because you fear losing access.

"I'll try one article" is a far easier decision than "I'll subscribe."

## Conclusion

As of 2026, personalization, recommendation systems, and AI-assisted discovery have made content more precise than ever. Pricing, however, remains blunt. Per-article pricing with a weekly cap restores symmetry between value received and value paid.

The argument is simple: flexibility is not a threat to journalism. It is a vote of confidence that good reporting will be chosen.

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