Dear Editors,

Thank you for the opportunity to submit a second revised manuscript to Digital Journalism. We are very excited about the chance to publish in the journal, and we deeply appreciate your feedback and the time and attention you’ve given to the paper. In the following, we document the changes we made to the paper in response to your comments.

**COMMENT**: As you can see below, the reviewers are happy with this new version of the manuscript. However, R1 is still not convinced about the “news attraction” concept, as you develop your argument on a social media context. While it’s up to you to decide how you address this comment, we suggest that you keep the concept as it is, but make sure you explain you are only testing social media news attraction in this study, and give some thought to how news attraction might work on other (probably offline) contexts. We do agree with R1 that RQs would be more appropriate than competing hypotheses for the case of this study.

**RESPONSE**: Thank you for this helpful guidance. We took your suggestion and kept the concept as it is, while also clarifying the social media context of the study (pgs. 2 & 20). We also included a brief discussion of the differences between news attraction and traditional subscriptions (pg. 7). Finally, we changed the hypotheses to research questions (pgs. 9-10).   
  
**COMMENT**: Based on the reviews, as well as careful consideration by the Digital Journalism Editorial team, we are offering you the possibility to publish your paper in Digital Journalism once R1’s concerns have been addressed. In addition, we would like you to include a footnote describing robustness checks, as suggested in your response letter.

**RESPONSE**: We have included footnotes explaining the robustness checks on pg. 24.

Thank you again for your helpful guidance and feedback, as well as all your efforts to facilitate the review process for this paper. We are extremely grateful to the entire editorial team and the reviewers who volunteered their time to this manuscript.

Sincerely,

Matt Barnidge

University of Alabama

OBO: Dan Lane (UCSB) and Trevor Diehl (Central Michigan)