



**NEWS MEDIA ALLIANCE**

# PUBLISHING PLATFORMS BY THE NUMBERS

	Number of publishers	Audience	Revenue Share	Inclusion Guidelines	Traffic Estimate	Notes
Google News	50,000+	1+ Billion weekly	None	Publishers apply	1+ Billion clicks monthly	None
Amazon	131 "News & Magazines"	1+ Billion customers, 54 million prime	30% to Amazon Year 1, 15% after first year	Product must be app, website, software	N/A- sub sales only	Subscriptions only; submissions currently closed
Apple News	No data provided	70+ Million	Publisher sells: 100% Apple sells: 70% Pooled: 50%	Publishers apply with Apple News Publisher	Up to 10-15% of mobile traffic	Ads sold via NBC partnership
Reddit	No data available	274 Million Uvs	None	None	1% of all social traffic	None
Flipboard	4,000	100 Million+ MAUs	To be decided	Internal Review	0.1% - 25% of traffic	Revenue opportunities are "upcoming"; sells its own ads
Blendle	20 in U.S., 100 worldwide	1 million	70% to publisher, 30% to platform	Partners directly with publishers	N/A- app experience only	Subscriptions available in Europe; have "all major" pubs in Germany, Netherlands markets
Texture	200+	"Few Hundred Thousand"	Based on app usage - % to publisher after operating expenses	Based on publishers	N/A- app experience only	Bought by Apple in March. Had \$15 million in subscription revenue to publishers in 2015

Sources: The Guardian, Digiday, Amazon, CJR, Atlantic, Flipboard, Reddit, MediaPost, Stratechery, Apple, Google, Parse.ly