

# Several major U.S. newspapers have experienced a jump in subscriptions since the election

## Newspaper subscriptions following the election

### The New York Times

Digital and print subscriptions to the New York Times have been coming in at **four times** their normal rate since the election.

In the week following the election NYT received **41,000** new subscriptions.

### WSJ

In the days after the election, the Wall Street Journal received **three times** the number of subscriptions it normally gets on an average Wednesday.

### The Washington Post

The Washington Post did not specifically mention a post-election spike in subscriptions, although it did point to a broader trend in 2016.

“We have seen a **steady increase** in subscriptions across the course of this year,” —spokeswoman Kristine Coratti.

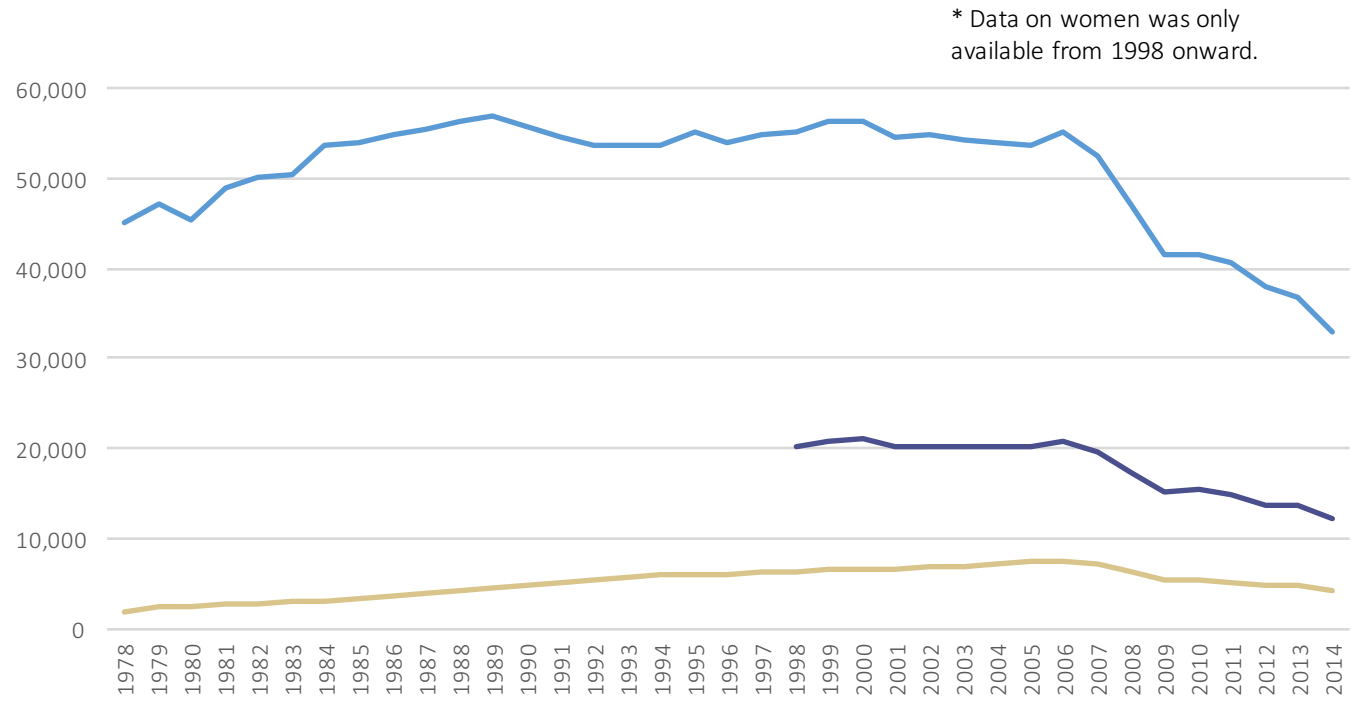
Sources: Micheal Calerone, Daniel Marans, “Americans throw their support behind the free press,” Huffington Post, November 17, 2016; Michael Barthel, “Newspapers: fact sheet,” Pew Research Center, June 15, 2016.

# Employment at U.S. newspapers declined significantly between 2004 and 2014

## Number of newsroom employees at U.S. newspapers from 1978-2014

Data from the Pew Research Center

■ Total ■ Women\* ■ Minorities



Sources: Micheal Calerone, Daniel Marans, "Americans throw their support behind the free press," Huffington Post, November 17, 2016; Michael Barthel, "Newspapers: fact sheet," Pew Research Center, June 15, 2016.

# Subscriptions to top magazines have boomed since the election

## Magazine subscriptions following the election

*The Atlantic*

According to a spokesperson, the Atlantic’s print subscriptions went up by **161%** from the usual rate in the five days following the election.

The rate of visitors to the magazine’s website to purchase subscriptions has doubled since the election.

THE NEW YORKER

The New Yorker received **10,000** new subscriptions in the three days following the election.

The subscriptions it received the day after the election set a single-day record for the magazine.

Mother Jones

Mother Jones sold **10 times** the average number of subscriptions on the day after the election.

The pace continued as Mother Jones has sold **11 times** the average number of subscriptions during the first week post-election.

Sources: Micheal Calerone, Daniel Marans, “Americans throw their support behind the free press,” Huffington Post, November 17, 2016; Michael Barthel, “Newspapers: fact sheet,” Pew Research Center, June 15, 2016.