

**IPI**

**virtual tour**

**Público**

[www.publico.es](http://www.publico.es)

# Público

Público is a free, courageous, vigilant and critical media outlet, determined to guarantee independent and rigorous information that ends up changing unjust realities and building a more egalitarian world. Away from ideological clichés -and, of course, from commercial and business interests-, it is claimed as a digital newspaper of progressive spirit, with a strong commitment to pluralism and diversity in all its facets: identity, linguistic, sexual, racial or functional, and cultural.





# The 10 flags of Público, our hallmarks

01

Público is committed to the **weakest**; denounces injustices and abuses.

02

Vindicates the role of women and seeks equality between men and women. Therefore openly declares itself **feminist** (since 2016, **before ‘mee too’**).

03

Monitors and collects the **violation of fundamental rights**: from the right to work and to housing to religious, sexual, of speech and of thought freedom, particularly in the face of attempts at aggression by the extreme right.

04

We are committed to **Historical Memory**. In Spain there are still too many people who suffered persecution or violence during the civil war and the Franco dictatorship, and who have not obtained any reparation.

05

Público wants to act as a public notary for social emergency situations, especially those related to energy poverty, evictions, migrants.



# The 10 flags of Público, our hallmarks

06

We consider **politics** as a key and useful instrument to change these realities and that is why we are especially vigilant with politicians, parties, institutions and with abuses of power, as well as with the destiny that is given to public money.

07

**Investigative journalism** plays a central role, with a specific team whose objective is to shed light on the darkest areas of our democratic system.

08

We are very focussed in all phenomena affected by the undeniable effects of **climate change**, which end up shaping energy policy in the fight for natural resources, international politics and the security of citizens around the world.

09

Público is a defender of **animal rights**.

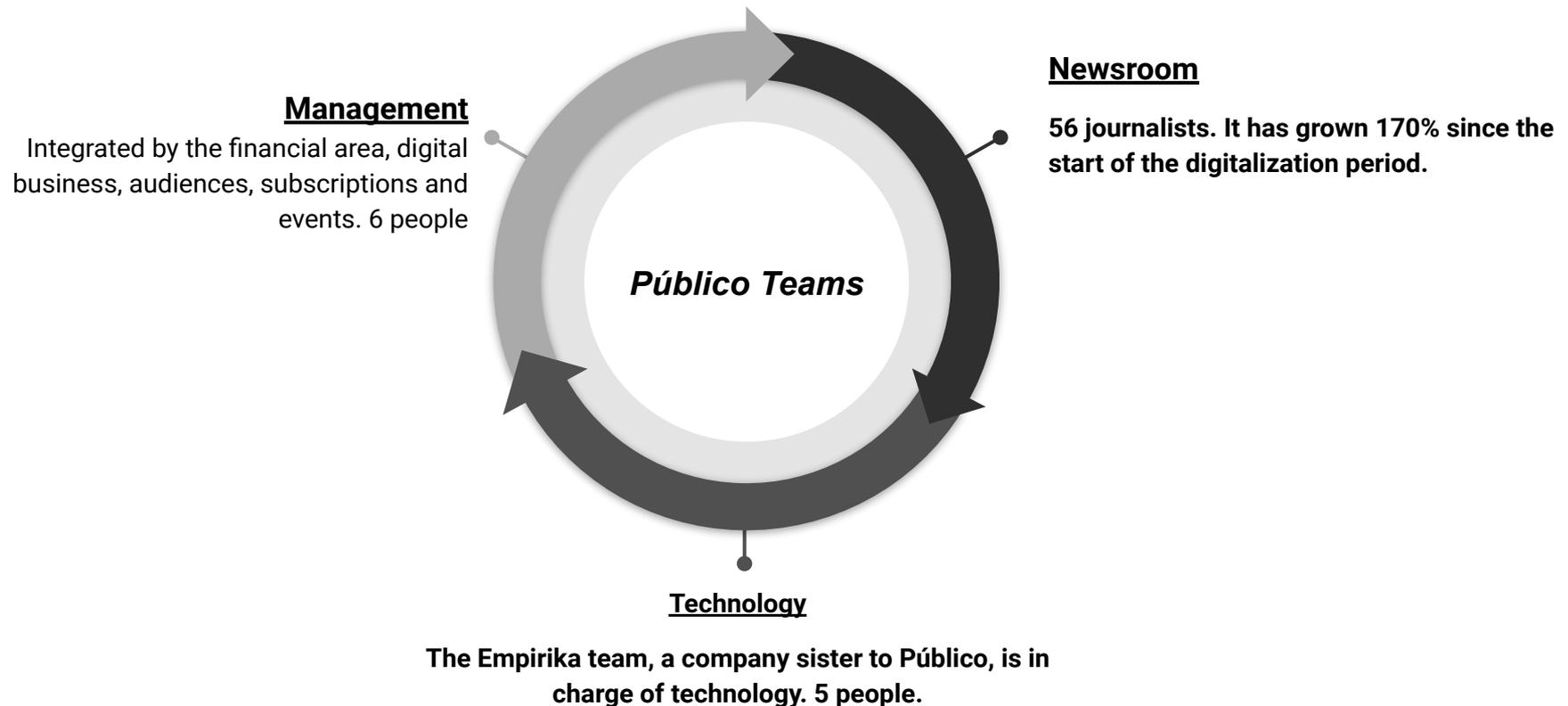
10

A newspaper that promotes the right to enjoy **culture** in all its expressions; that understands artistic manifestations also as a political instrument and as a vehicle of enrichment for any society and defends a special protection of humor and satire.

# Team

Público was born in 2007 as a printed newspaper, but closed its print edition in 2012. Since then, the newspaper is 100% digital. It is currently **the only female-led media outlet in Spain**.

Currently the staff (67) is divided into three main teams:



# Types of content and different speeds

**Fast speed** -----> **Slow speed**

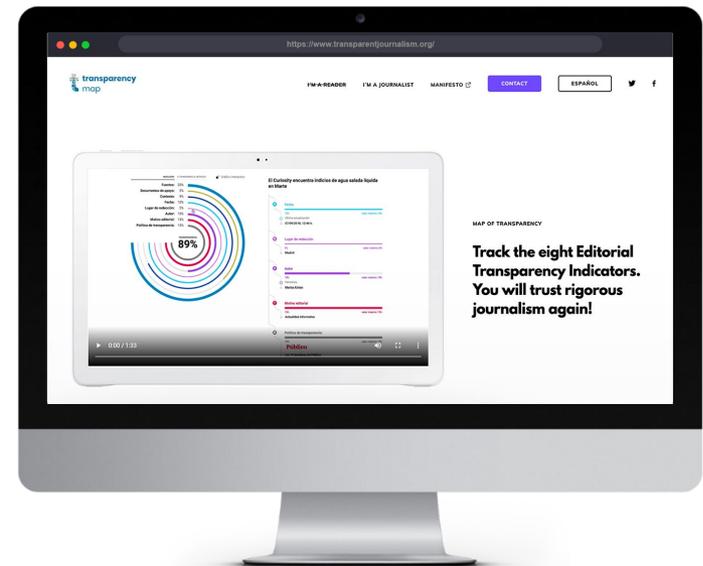


# Editorial policy

The flagship pillar around which our editorial policy revolves is transparency. We are the only media outlet that has **an inhouse developed innovative tool** that allows you to delve, through a very detailed map, into the bowels of the news creation process.

Público has made a huge commitment to offer readers a **Transparency Map** for each piece of information.

This allows anyone to quickly and easily view the **journalistic process behind each piece of news** and gives it a percentage of transparency.



[www.transparentjournalism.org](http://www.transparentjournalism.org)

# Editorial policy

In every piece of news we have the TJT symbol from which you readers can verify the transparency of each of the stories we publish.



# Business Model



The bulk of Público revenue comes yet from advertising, whether conventional, programmatic, sponsored content, or institutional. Our **subscription model**, launched in 2018, will have reached **1/4 of our total revenues** by the end of 2021. Advertising was 4/4 in 2018.



Every euro is reinvested in the newspaper. Thanks to the contribution of the subscribers, **our newsroom can grow** and we can dedicate more time and more journalists to some of our focuses, such as the investigation of the Interior sewers - which has ended with **Commissioner Villarejo in prison-**, the denunciation of **immigration policies** - with some journalists in situ observing and narrating the difficult conditions of migrants upon their arrival in Spain—, or the visibility of **inequality**.



# Membership subscriptions

**We see journalism  
as a service,  
not as a product  
that is for sale**

That is why our business model is **membership**.

Membership, unlike paywalls, is not based so much on content (although logically without quality content the model is not sustainable either), but on **an identification relationship between the reader and the newspaper**.

Members pay a monthly fee or make one-off donations to help the newspaper continue to work, because they identify with it or believe that our work is essential for the community.

In the **times of disinformation** in which we currently live, we are more convinced than ever of the relevance of **keeping information open**, since the best way to fight fake news is **quality journalism**.

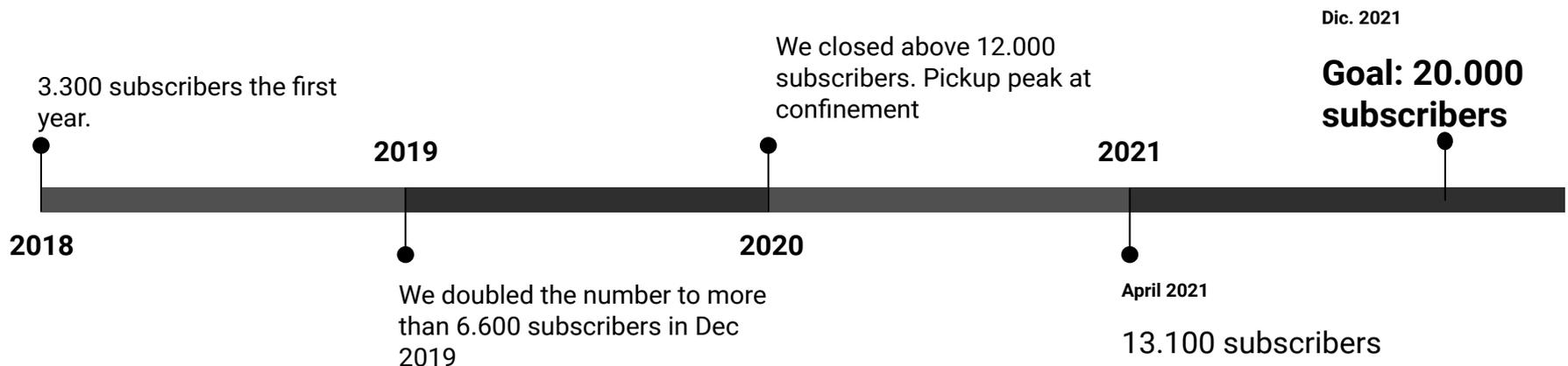
# Subscriber evolution

At the beginning of 2018 Público's subscription system was launched. At that time, our **direct competitors had already launched their payment models**, all of them initially based on the principles of membership.

The first two years, both the strategy and the subscription model at Público have been amateurish. The **strategy was based on the ONG digital partner recruitment models**, very focused on the email channel.

Thanks to this strategy, we have managed to attract **more than 13.000 subscribers**, surpassing all the media that started before us, except one.

Right now we are working on the **professionalization of this area** in order to be able to expand recruitment channels, with a great focus on the web channel, creating personalized recruitment models by consumption compartment.



# Membership subscriptions

The **content is free** for all readers, but for subscribers we create a series of **Premium experiences**:

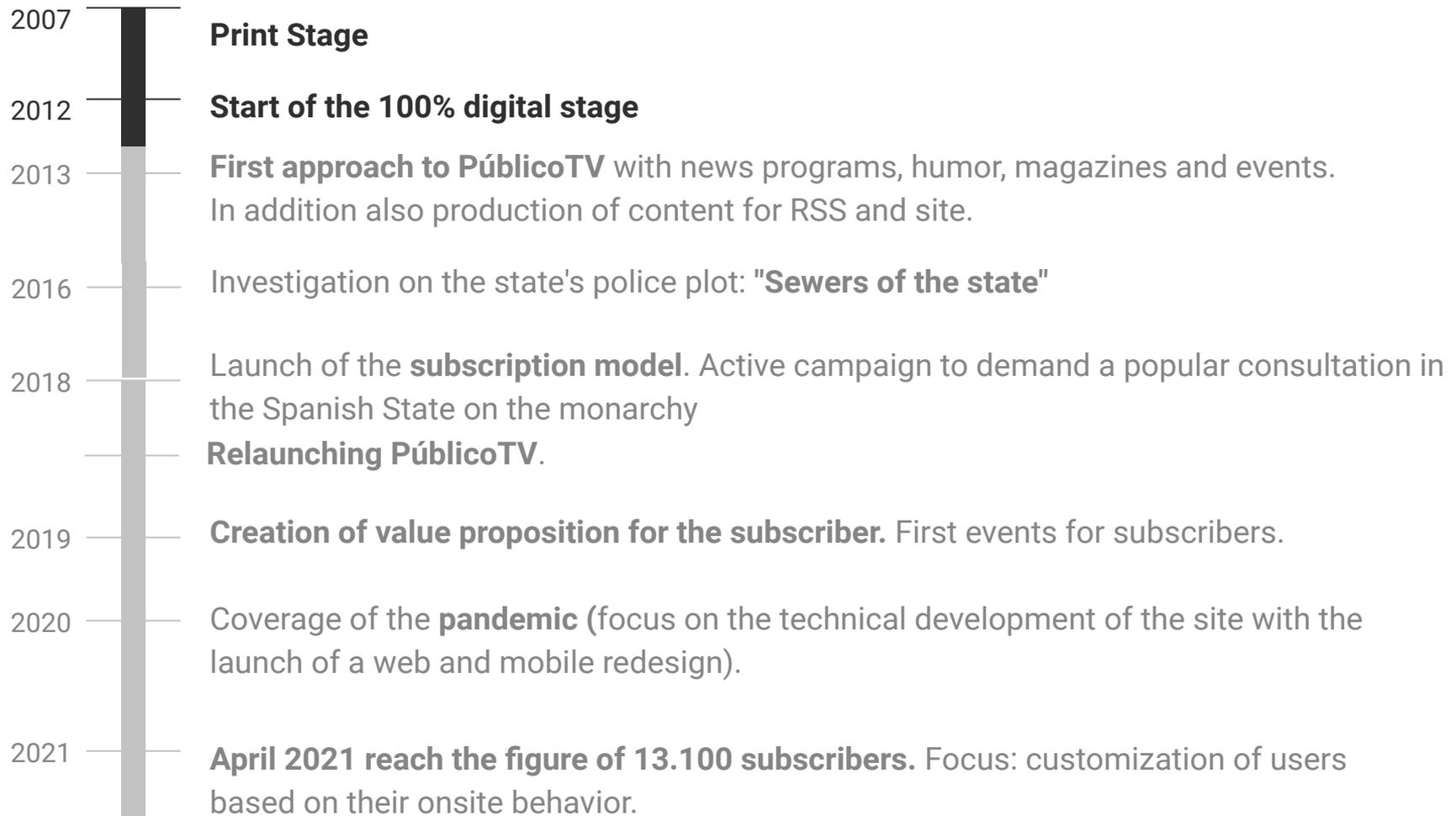
- 📍 Discussions on topics of interest
- 📍 Quarterly printed magazine that we send to their homes

We have published more than 13 specials. All of them revolve around in-depth analysis of our flags. They stand out among them:

- 8M here and now (this in addition to subscribers was shared in the historic mobilization of Madrid on 8M). - March 2019
- ... and the pandemic arrived - June 2020
- Ten years of 15-M and a world to build - May 2021



# Featured coverage



# Example of Público TV



Vídeo for Social Media



Interview



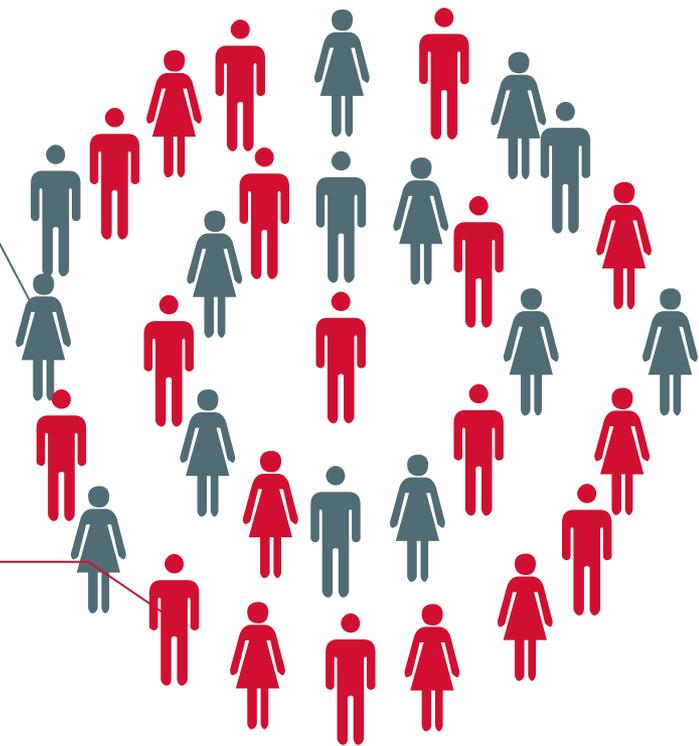
# Our audience

## Reach

According to data from Google, Facebook, Instagram and Twitter, our news has more than 400 M impacts per month.

## Readers

Público.es is read by an average of 7M people who consume a total of 54M page views in a month.



# Our audience

## Firms

More than 260 thousand people have signed one of our petitions calling for social improvements aligned with the principles of our flags.

## Subscribers

13,100 people trust us making an economic contribution since they believe in the journalism that we propose. As an added value they can navigate without advertising and receive our printed magazine at home quarterly.

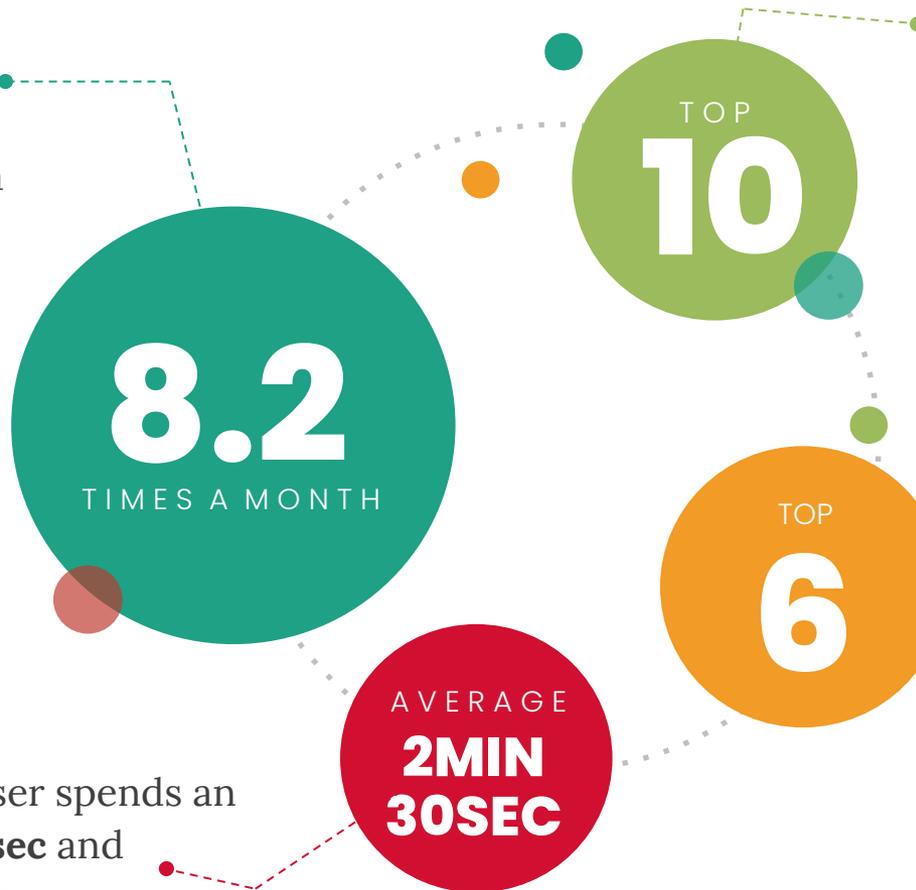
## Readers

## Friends

More than 240 thousand people are Friends of the environment, they browse logged, comment and consume online content of the magazines.

# What have we achieved?

**Loyalty.** The audience of Público, unlike the trend in the sector, is a loyal audience that has a **recurrence of visits of around 8.2 times a month.** The industry average is 7.9.



On each visit, the user spends an average of **2min 30sec** and consumes two items.

Readers choose our **political news.** Público.es is among the top 10 native digital media in Spain. In addition, within the CIS bars, the spontaneous question about the medium where they consume political news comes out in sixth position.

**Strong social environment:** Público is in the TOP 6 of media communities, on Facebook and Twitter, with more engagement according to Crowdtangle data. TOP 9 (w/ sports).



**THANK YOU**  
GRACIAS

**Público**