
MARKET FACTS!

MARKET FACT #9

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50k

**page views of an article on Slate
makes MORE money than it does
from the 6 million page views it
receives on Apple News**

COMMENT: That's right. You read it right. Pretty isn't? Let's put the very words used by Slate one more time, to give you a quick idea of how much "money" Apple News is "giving" to publishers today, making them starve to death: ***"Slate makes more money from a single article that gets 50,000 page views on its site than it does from the 6 million page views it receives on Apple News in an average month"*** — [SOURCE: Slate – Apple News is giving the media everything it wants — except money.](#) Obviously, this is not a one-case story. The Guardian already removed itself from Apple News as well: ***"We have run extensive trials on Facebook Instant Articles and Apple News to assess how they fit with our editorial and commercial objectives. Having evaluated***

these trials, we have decided to stop publishing in those formats on both platforms...” – [SOURCE: Digiday – The Guardian pulls out of Facebook’s Instant Articles and Apple News](#). Next time you think about putting money and effort into Apple News, think twice. Better yet, never think about it anymore.

A MESSAGE FOR BRANDS

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