



# State of Publishing Industry Rankings

**January 2018**

# Top 20 Publishers

Compared to the relatively stagnant [rankings in December](#), January saw a solid shakeup in the pecking order.

The Atlantic joined the Top 20 due in part to their popular opinion piece on Aziz Ansari, while The Daily Beast likely rose due to coverage on interactions between Donald Trump and an adult film star. The WSJ revealed that Trump's lawyer paid to silence the film star, which may have boosted to their traffic as well. Traditionally conservative papers, New York Post and The Hill, saw a slight drop this month.

Rank	Website	Total Visits	Visits Share
1	<b>CNN</b>	428,702,845	14%
2	<b>FOX NEWS</b>	339,098,327	11.1%
3	<i>The New York Times</i>	261,485,845	8.6%
4	<i>The Washington Post</i>	216,110,205	7.1%
5	THE HUFFINGTON POST	166,236,559	5.4%
6	<b>Daily Mail</b>	128,348,257	4.2%
7	<b>BBC</b>	117,110,553	3.8%
8	<b>USA TODAY</b>	115,557,764	3.8%
9	<b>npr</b>	103,826,762	3.4%
▲ 10	<b>CNBC</b>	93,562,321	3.1%
▼ 11	<i>NEW YORK POST</i>	91,808,272	3%
▼ 12	<b>THE HILL</b>	76,444,977	2.5%
13	<b>theguardian</b>	65,895,004	2.2%
▲ 14	<b>Bloomberg</b>	57,146,671	1.9%
▼ 15	<i>Los Angeles Times</i>	47,277,162	1.6%
▲ 16	<b>THE WALL STREET JOURNAL</b>	45,211,988	1.5%
▲ 17	<b>TIME</b>	42,074,269	1.4%
▼ 18	<b>REUTERS</b>	41,370,270	1.4%
▲ 19	<i>The Atlantic</i>	35,465,676	1.2%
▲ 20	<b>THE DAILY BEAST</b>	34,715,752	1.1%

# Trending Topics

After Congress returned from the holidays, the political news cycle was back in full force. Between the government shutdown, Trump’s comments about immigrants from “sh\*t-hole” countries and rumblings of an FBI scandal, a couple non-political themes managed to rise to the surface: the polar vortex and Aziz Ansari story made it into the top 5 articles as well.

The top story in January was about the polar storm that swept through the East Coast, and even froze Niagara Falls solid.

Top Articles	Total Visits	Share
<b>Washington Post:</b> “‘Bomb cyclone’ blasting East Coast before polar vortex uncorks tremendous cold...”	6,357,122	0.15%
<b>Washington Post:</b> “Trump derides protections for immigrants from ‘sh*t-hole’ countries”	5,882,084	0.14%
<b>NY Times:</b> “Aziz Ansari Is Guilty. Of Not Being a Mind Reader.”	3,541,426	0.08%
<b>ABC:</b> “16-year-old allegedly killed parents, sister, family friend minutes before new year”	2,819,946	0.07%
<b>The Atlantic</b> “The Humiliation of Aziz Ansari”	2,819,544	0.07%
<b>NY Times:</b> “Trump Ordered Mueller Fired, but Backed Off When White House Counsel Threatened to Quit”	2,595,792	0.06%
<b>Washington Post:</b> “Congressional leaders refuse to budge on shutdown’s 1st day, but negotiations continue”	2,561,381	0.06%
<b>NY Post:</b> “Evidence suggests a massive scandal is brewing at the FBI”	2,373,610	0.06%
<b>Variety:</b> Times Square 2018 New Years Eve Livestream	2,299,841	0.05%
<b>Variety:</b> “Full List of 2018 Oscar Nominations”	2,239,359	0.05%
<b>Hollywood Reporter:</b> “You Can’t Make This S--- Up: My Year Inside Trump’s Insane White House”	2,238,313	0.05%
<b>Washington Post:</b> “White House asked to borrow a van Gogh. Guggenheim offered a gold toilet instead.”	2,210,146	0.05%
<b>Washington Post:</b> “Niagara Falls is coated in ice — and absolutely jaw-dropping”	2,119,780	0.05%
<b>Washington Post:</b> “He was 21 and fit. He tried to push through the flu — and it killed him.”	2,116,799	0.05%
<b>Washington Post:</b> “Government shuts down after Senate bill collapses, negotiations fail”	2,104,547	0.05%
<b>The Week:</b> “North Korea accidentally hit one of its own cities with a missile, report says”	2,076,155	0.05%
<b>The Guardian:</b> “Trump Tower meeting with Russians ‘treasonous’, Bannon says in explosive book”	2,057,331	0.05%
<b>Washington Post:</b> “House approves bill to keep govt open, Senate Democrats take heat for threatening...”	2,044,038	0.05%

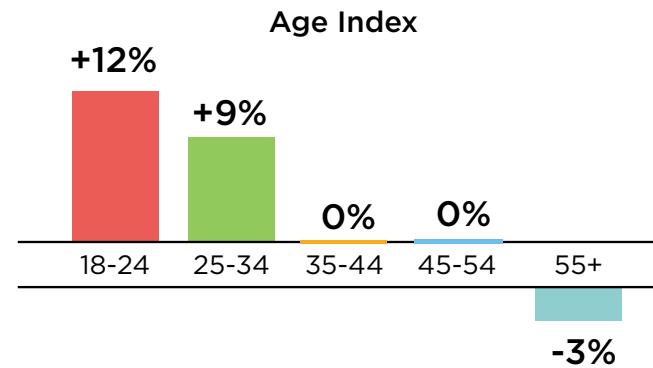
The looming government shutdown centered primarily around immigration issues and DACA, and drew a lot of coverage until it was temporarily resolved on January 22nd.

# Sh\*thole Countries

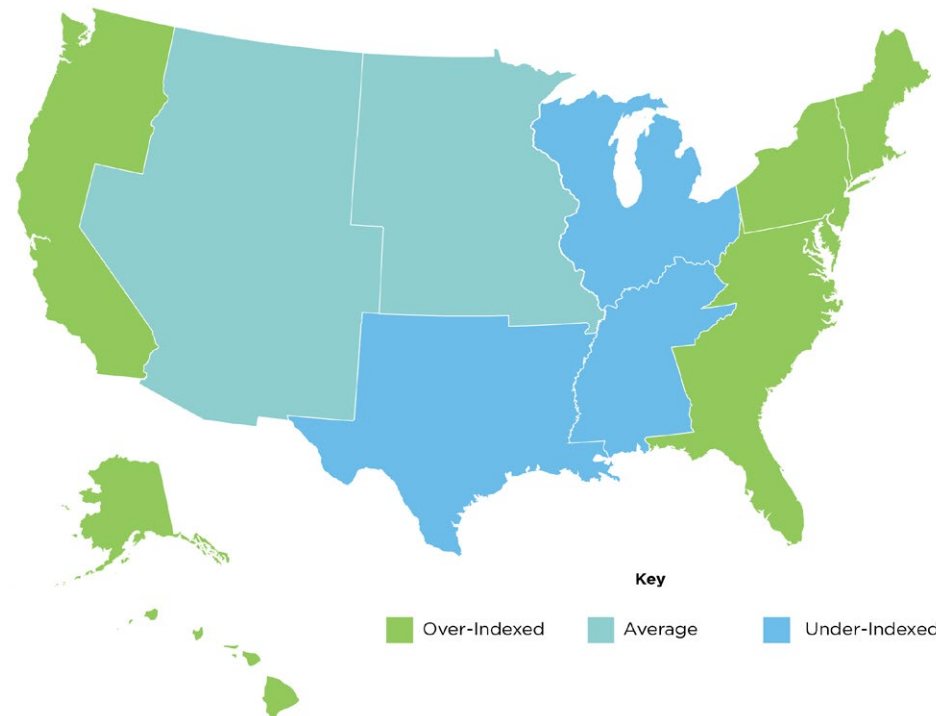
According to several sources, President Trump asked why America brings in so many immigrants from “sh\*thole countries” during an Oval Office meeting. Although the top Washington Post article on this incident was consumed mostly by young people, the *overall* readership on this topic reflected a fairly even range of age groups.

However, the regional breakdowns of readers suggests that only coastal Americans were interested in learning about this incident, while Southerners and Midwesterners were not.

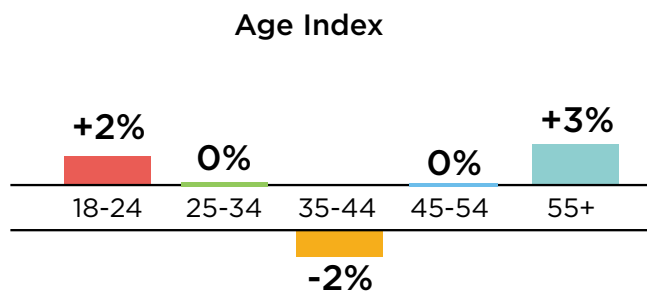
## Washington Post Article



## All Coverage - Regional Breakdown



## All\* “Sh\*thole” Comment Coverage

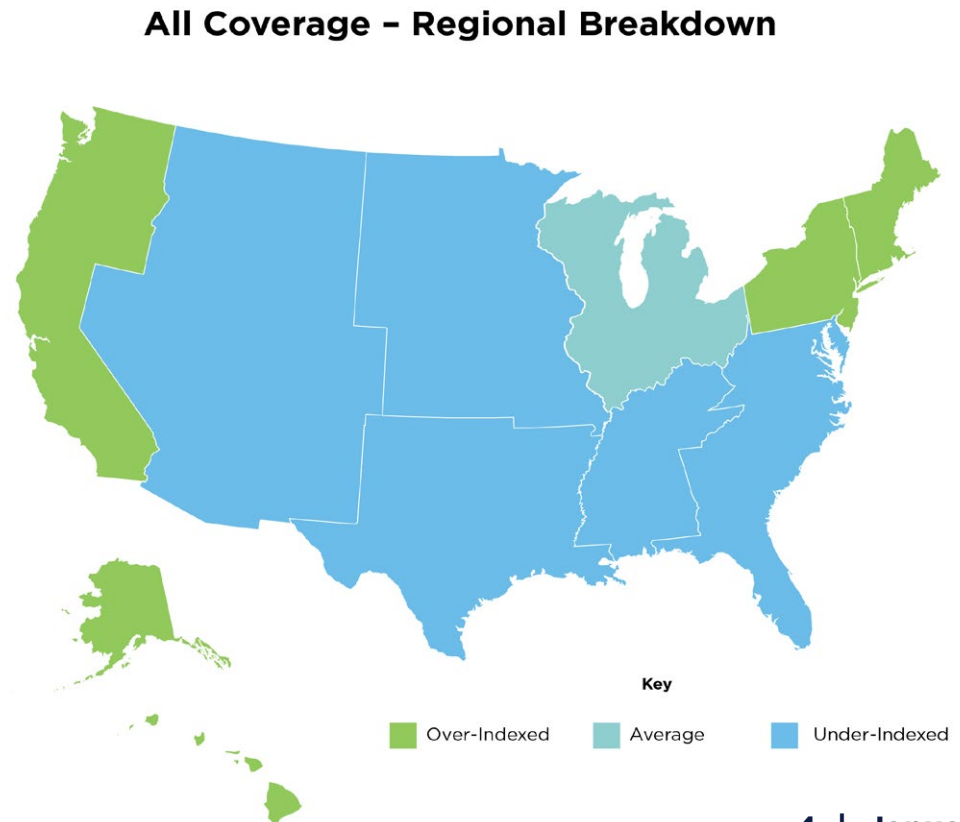
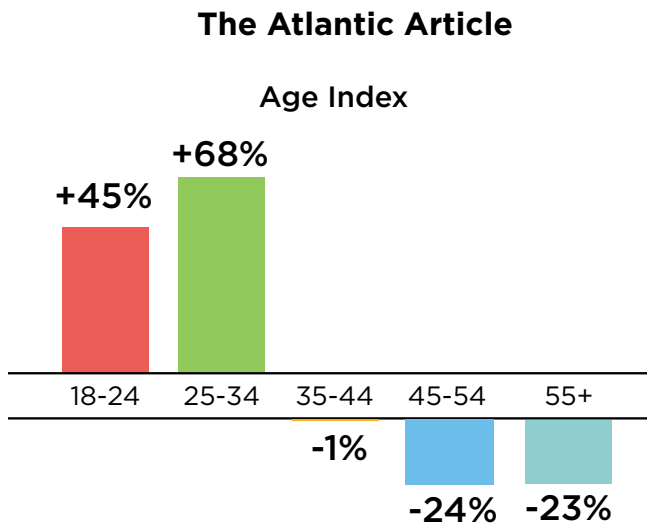
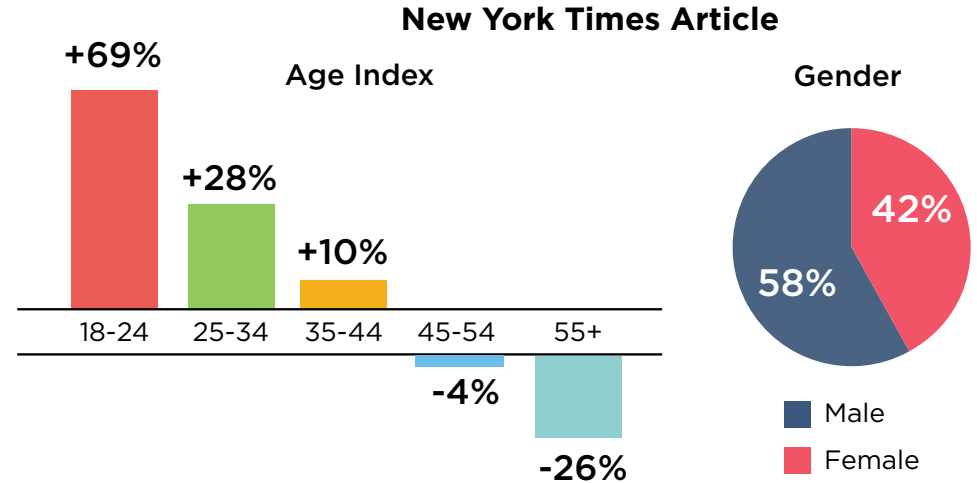


\* includes all articles with over 100,000 views

# Aziz Ansari Reactions

On Jan 14th Babe.net published an anonymous account by a woman who went on a date with comedian Aziz Ansari, which she described as “the worst night of my life.”

This was the latest in a string of women speaking out against sexual misconduct, but it also resulted in a lot of public discourse on what constitutes assault. The two top articles on this subject, from the NY Times and The Atlantic, were read by more young men than women. Only coastal readers were interested in this very celebrity-centric story.



\* includes all articles with over 100,000 views

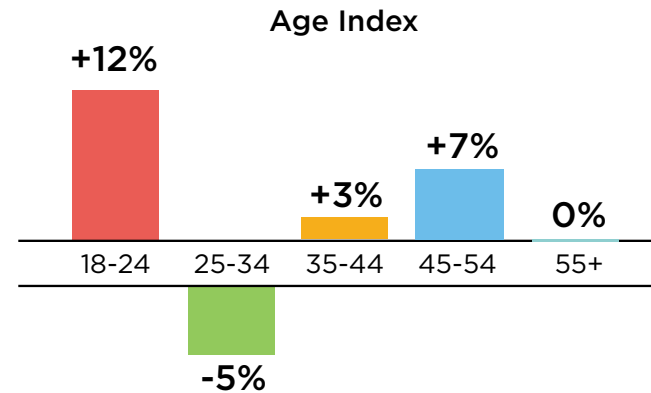


# Govt Shutdown

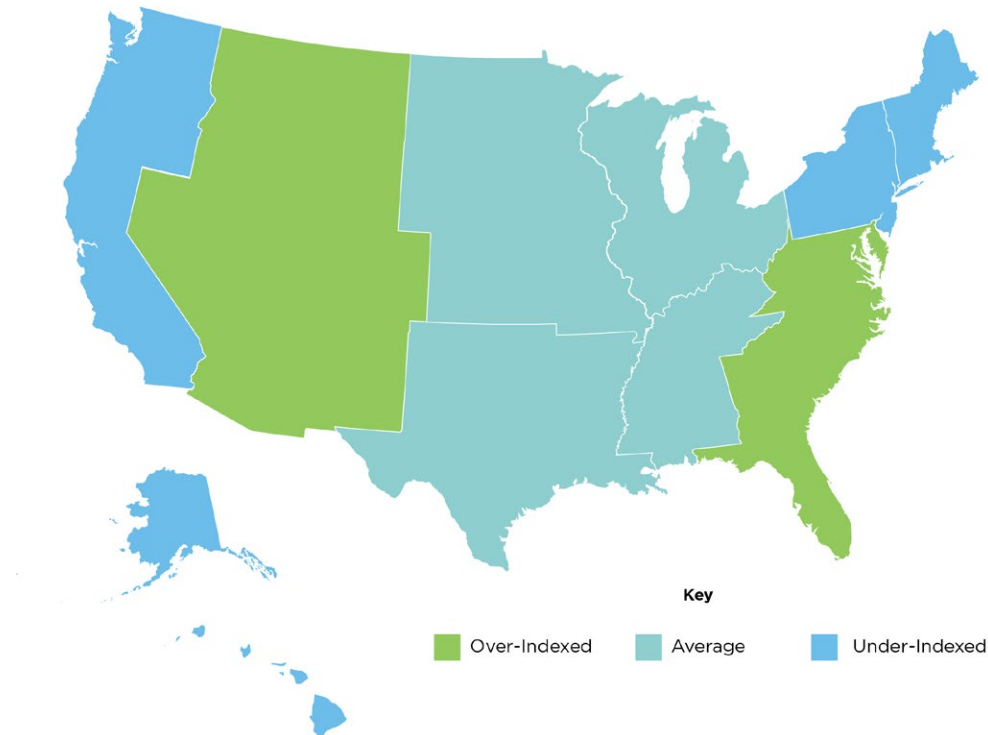
The government funding deadline was highly publicized in January, and centered around partisan immigration issues. Although the shutdown has been temporarily delayed, it continues to attract coverage in February.

Readership on this topic appears distributed fairly evenly in terms of age, but also attracted a lot of middle America and Southern readers (unlike other political stories, which were perhaps more unfavorable towards the president).

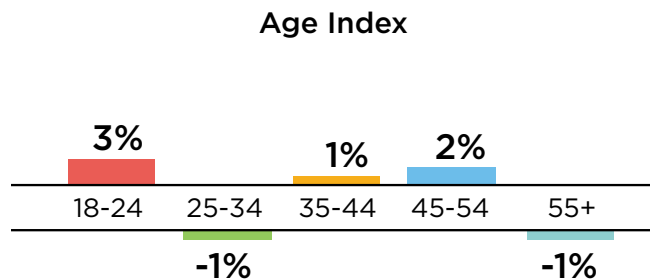
## Washington Post Article



## All Coverage - Regional Breakdown



## All\* Govt Shutdown Articles



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LET'S TALK

