



# State of Publishing Industry Rankings

**February 2018**

hitwise

# Top 20 Publishers

The news industry experienced a few shakeups the top and bottom of the rankings this month. USA Today enjoyed a small traffic boost, which moved them up to 6th. Reuters also climbed the ranks, and has enjoyed traffic growth since the beginning of the year. Time and The Daily Beast also saw slight bumps in February.

Meanwhile, Los Angeles Times dropped in the rankings yet again, and has been plummeting for four months straight. The WSJ and Atlantic also dropped a peg or two, but they may just be equalizing after meteoric rises [last month](#).

Rank	Website	Total Visits	Visits Share
1	<b>CNN</b>	397,133,377	14%
2	<b>FOX NEWS</b>	325,826,552	11.4%
3	<i>The New York Times</i>	232,553,195	8.1%
4	<i>The Washington Post</i>	187,622,083	6.6%
5	THE HUFFINGTON POST	174,104,632	6.1%
▲ 6	<b>USATODAY</b>	115,610,858	4%
▼ 7	<b>Daily Mail</b>	111,355,624	3.9%
▼ 8	<b>BBC</b>	107,924,666	3.8%
9	npr	97,689,449	3.4%
10	<b>CNBC</b>	94,974,955	3.3%
11	<i>NEWYORKPOST</i>	93,376,183	3.3%
12	THE HILL	68,543,433	2.4%
13	<b>theguardian</b>	62,997,177	2.2%
14	<b>Bloomberg</b>	48,732,609	1.7%
▲ 15	<b>REUTERS</b>	47,842,769	1.7%
▲ 16	TIME	44,853,696	1.6%
▼ 17	<i>Los Angeles Times</i>	42,256,668	1.5%
▼ 18	THE WALL STREET JOURNAL.	40,736,133	1.4%
▲ 19	<b>THE DAILY BEAST</b>	32,953,306	1.2%
▼ 20	<i>The Atlantic</i>	32,561,659	1.1%

# Trending Topics

This month's #1 article covered the experiences of Uma Thurman, and was in the vein of their other NY Times pieces that sparked the #MeToo movement. The majority of the top articles in February, however, centered around the tragic school shooting in Parkland, Florida. President Trump's impending military parade also stirred some attention and controversy.

The top article in February covered Uma Thurman's anger towards both Harvey Weinstein and Quentin Tarantino, who Thurman said subjected her to dangerous conditions on set.

The school shooting in Parkland, Florida drew a lot of national attention, as readers sought details about the shooting, the victims, the perpetrator and the survivors.

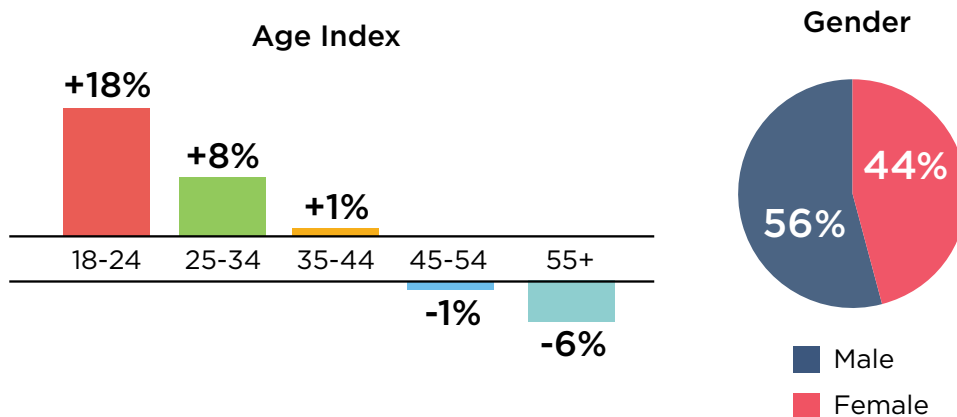
Total Visits	Volume	Share
<b>NY Times:</b> "This Is Why Uma Thurman Is Angry"	5,759,075	0.13%
<b>CNN:</b> "At least 17 dead in Florida school shooting, law enforcement says"	5,291,665	0.12%
<b>NBC News:</b> "17 killed in mass shooting at high school in Parkland, Florida"	4,453,633	0.11%
<b>Washington Post:</b> "No, there haven't been 18 school shootings in 2018. That number is flat wrong."	3,585,959	0.08%
<b>Washington Post:</b> "Trump's 'marching orders' to the Pentagon: Plan a grand military parade"	3,278,513	0.07%
<b>CNN:</b> "These are the victims of the Florida school shooting"	2,747,434	0.06%
<b>CNN:</b> "Social media paints picture of racist 'professional school shooter'"	2,741,147	0.06%
<b>CNN:</b> "Your own Italian home for \$1? You can buy it in Ollolai"	2,704,061	0.06%
<b>Variety:</b> "How to Watch Super Bowl Live Stream"	2,606,440	0.06%
<b>Washington Post:</b> "U.S. soldiers are revealing sensitive and dangerous information by jogging"	2,547,866	0.06%
<b>Washington Post:</b> "This single cartoon about school shootings is breaking people's hearts"	2,370,272	0.05%
<b>The Atlantic:</b> "What I Saw Treating the Victims From Parkland Should Change the Debate on Guns"	2,366,198	0.05%
<b>Washington Post:</b> "All she has to do to collect a \$560 million lotto jackpot is make her name public. She ..."	2,286,583	0.05%
<b>NY Times:</b> "Falcon Heavy, in a Roar of Thunder, Carries SpaceX's Ambition Into Orbit"	2,142,641	0.05%
<b>Washington Post:</b> "Here's what you should know about the flu season this year"	2,089,577	0.05%
<b>Washington Post:</b> "A Carnival cruise in the South Pacific descended into violent anarchy"	2,066,155	0.05%
<b>CNN:</b> "California launches investigation following stunning admission by Aetna medical director"	2,043,408	0.05%
<b>Washington Post:</b> "Think California politics is on the far-left fringe? Just wait for the next elections."	2,024,391	0.05%

# Uma Thurman Story

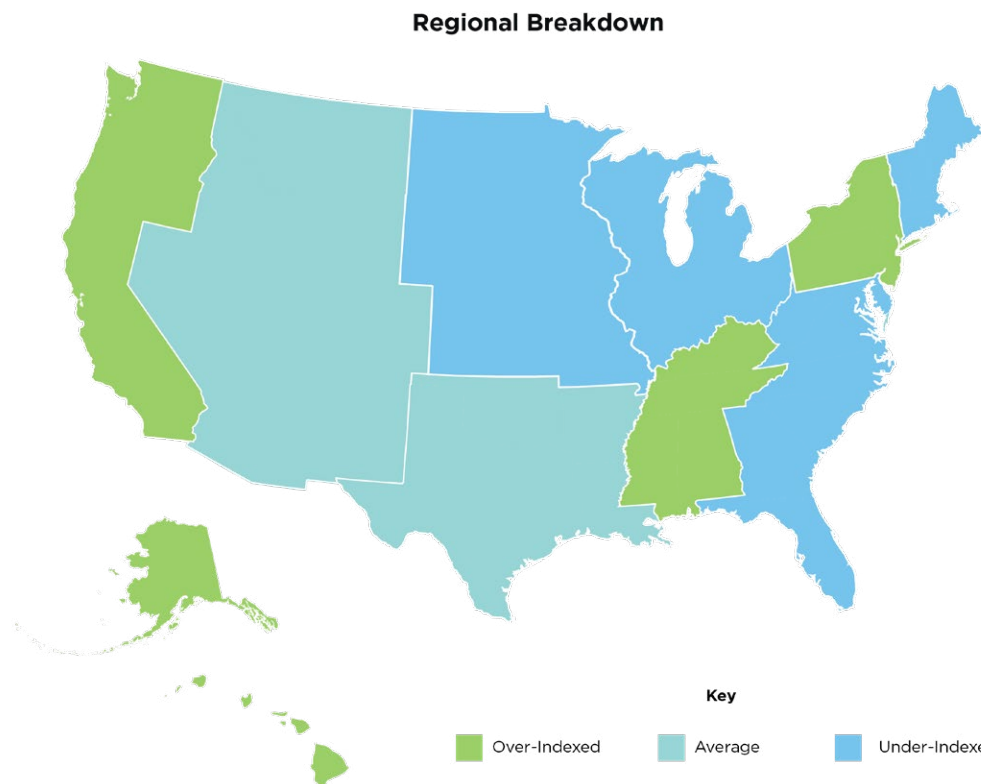
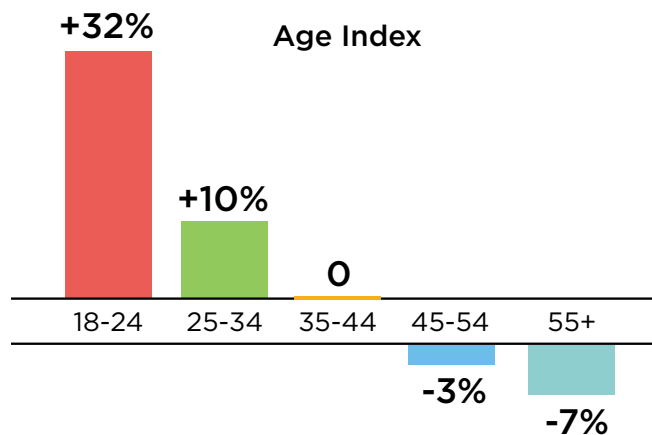
On February 3rd, NY Times published a column in which Uma Thurman detailed unwanted advances from Harvey Weinstein and pressure from Quentin Tarantino to drive an unsafe car on set. Although many condemned these actions, some of the [reactions](#) to Thurman's story were also laced with confusion.

People reading this story were mostly young and, perhaps surprisingly, male. As with many celebrity stories, readership was concentrated on the coasts. Interestingly, the East South Central (Alabama, Kentucky, Tennessee, etc.) also over-indexed for this story.

## All\* Uma Thurman Coverage



## NY Times Article



\* Includes all articles with over 50,000 views

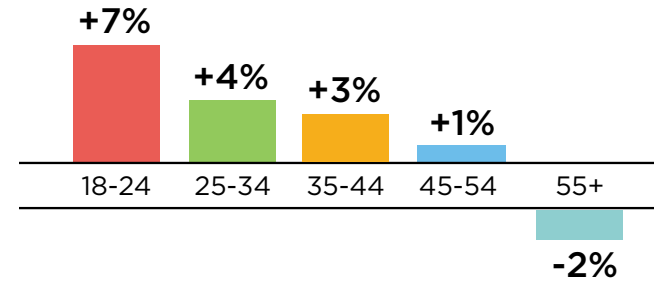
# Parkland Shooting

Shockwaves spread across America on Feb 14th, after 17 people died during a mass shooting at Stoneman Douglas High School. In days following many young survivors spoke out, urgently requesting politicians to pursue gun reform.

Most of the readership of this story leaned towards 18-24 year olds, but articles specifically about the shooter also garnered focus from ages 45-54. Unsurprisingly, regions close to Florida over-indexed, but so did the West North Central (Dakotas, Missouri, Kansas etc.). Much of the western United States under-indexed for this story.

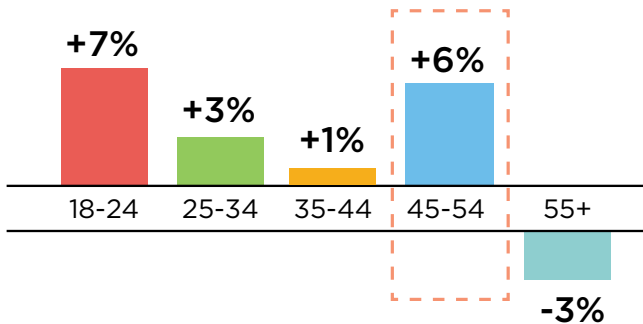
## All\* Parkland Shooting Articles

### Age Index

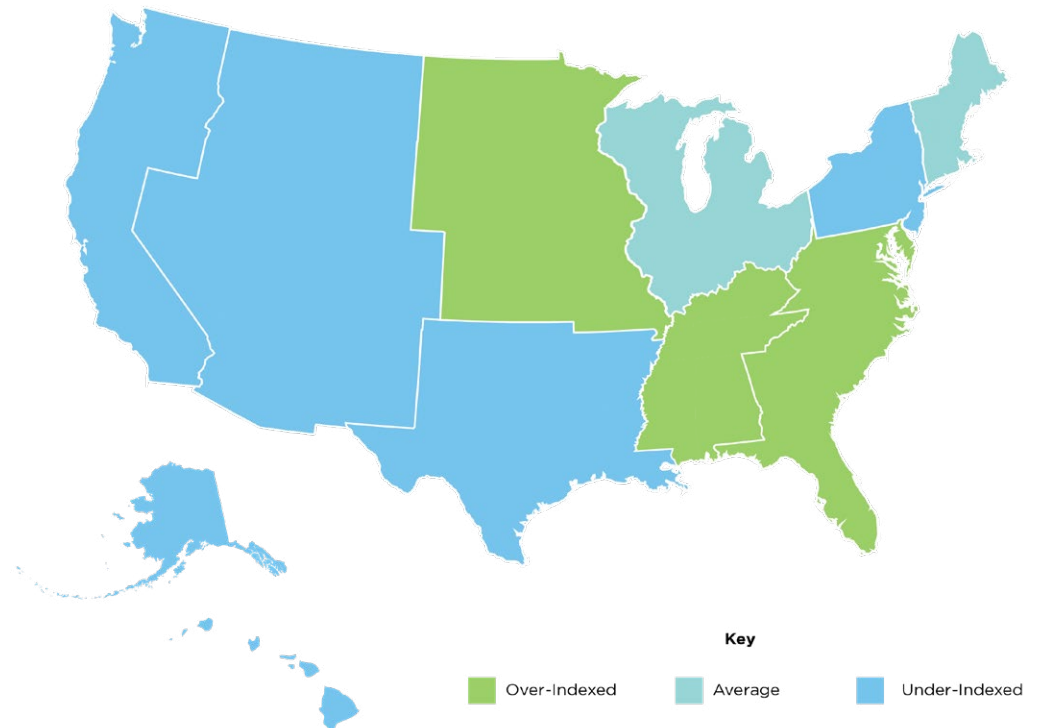


## All\* Parkland Articles About the Shooter

### Age Index



## Regional Breakdown



\* Includes all articles with over 100,000 views

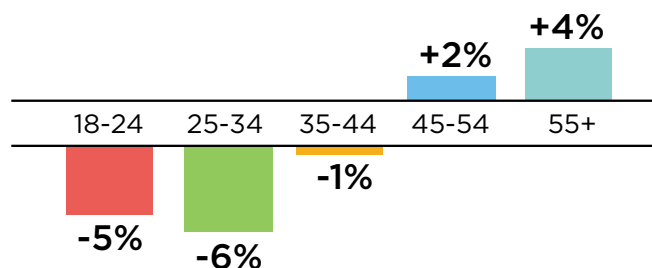
# US Military Parade

On February 6th, the Washington Post reported that the White House is planning a military parade in order to showcase the strength of the American armed forces. This move drew strong reactions from across the aisle.

Interest in military parade coverage skewed more towards older readers than other stories this month — this may be, in part, because parades were once a major part of US military history. Regionally, most of middle America was drawn to this topic, while both Southern and coastal states were not.

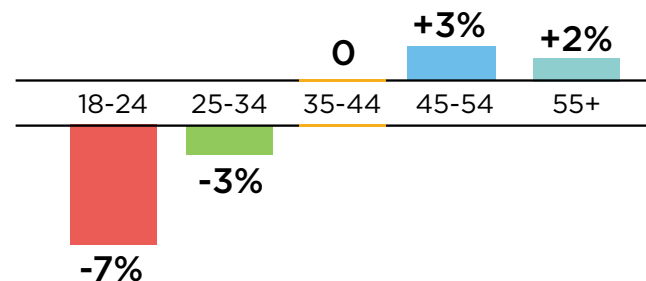
## All\* Military Parade Articles

### Age Index

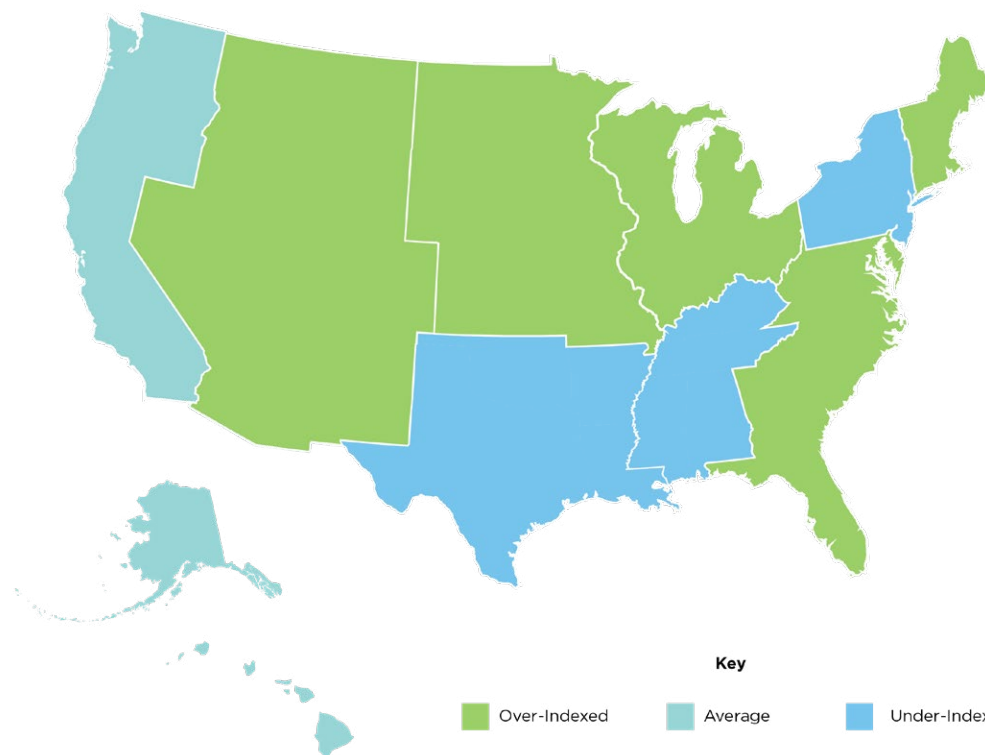


## Washington Post Article

### Age Index



### Regional Breakdown



\* Includes all articles with over 50,000 views

# Get Ahead of the Next Big Story

Learn more about how to benchmark against your competitors, identify the latest news trends, and track the audiences who read your content.

To get a *free* demo of our insights tool, click here:

LET'S TALK

