A Seamless Digital Integration of Times Journalism



NYTLicensing helped American City Business Journals (ACBJ) bolster their original reporting with The New York Times News Service Complete. ACBJ was able to utilize an elegant, 'onesize fits all' content solution across their wide variety of niche business publications and drive a network-wide increase in digital subscriptions.

An Elegant, "One-Size Fits All' Content Solution

ACBJ is the largest publisher of metropolitan newsweeklies in the US, with 43 separate publications reaching more than 3.6 million readers each week. With a targeted goal of increasing digital subscriptions, ACBJ recognized the need for content that could easily integrate with their platform and add value for their readership across a wide range of topics and categories. In 2017, ACBJ licensed The New York Times News Service Complete, providing audiences with seamless international coverage, in-depth analysis and rigorous coverage of an expansive array of topics.



ACBJ

American City Business Journals



Industry
Publisher/Media
Organization



Country United States



Content Package The New York Times News Service Complete



Language English

A Successful Addition

After the first five months, ACBJ saw a total of 125 digital subscription conversions from New York Times articles. In 2018, the first full year, ACBJ published over one thousand stories resulting in more than two million page views. They also more than doubled the number of digital subscription conversions as compared to 2017.

August - December	Stories Page Views Conversions	342 868,714 125
January - December 2018	Stories Page Views Conversions	1,011 2,000,229 321

The New York Times News Service Complete

Access comprehensive news reporting, thought-provoking op-eds and rigorous coverage of an expansive array of topics. Experience the full scope of The Times' global newsroom and provide audiences with seamless international coverage from a diverse set of voices and perspectives.

Service Details

120+ stories daily, edited to varied lengths. Includes: photos, graphics and videos paired with their respective stories. Select articles bundled with digital-ready headlines and summaries. Also includes an editorial calendar, outlining daily stories by section or topic.



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