



## With print's future in peril, El País hones its online editorial strategy

Lucinda Southern (<http://digiday.com/author/lucinda-southern/>) | May 12, 2016

Spain's most-read newspaper, El País, is putting its digital product front and center, as [falling circulation](http://uk.reuters.com/article/us-spain-media-elpais-idUKKCNOW61PD) (<http://uk.reuters.com/article/us-spain-media-elpais-idUKKCNOW61PD>) figures point to a possible future without print.

The paper's circulation declined 15 percent to 220,000 in the last year, according to Reuters. At the same time, its online audience has been steadily increasing to nearly 16 million, up from 15 million from last year, according to comScore.

"The last two years have seen a fundamental change in the way that we digitally distribute news in different ways," said David Alandete, managing editor at the paper. "We'll keep a print title for as long as it makes sense to, but online is our future."

El País has an advantage in that about 60 percent of its online traffic is direct. However, digital distribution channels are important, and rather than just pushing out breaking-news feeds across its digital channels, Alandete is emphasizing editorial opinion, insight and analysis in its newsletters and mobile alerts.

El País has 17 newsletters, delivered daily, monthly or weekly, covering breaking news and topics including culture, film and international affairs. All told, El País had 175,000 subscribers in 2015, up 132 percent from the year before. The plan is to reduce those to 15 newsletters and shift their content from breaking news and most-read stories to more opinion and analysis.

“Our philosophy is that we want the newsletter to be used as the front page of the newspaper, and try and get you to understand why this news is important,” Alandete said. “We want to energize it into something premium.”

Another area of focus is digital video. Its video team has grown from two to 25 in the past two years, and it has been using Facebook Live and live streaming political debates, as well as using it to interact with readers.

El País has had a free-to-download app since 2009 that’s a replica of the site. Alandete recently changed the app’s mobile push notifications to push out five of the most important stories as chosen by editors each morning and afternoon, along with up to five daily breaking-news alerts. “People trust it because it’s curated,” he said. Previously, the app was just pushing out the most recent stories in the morning and evening.

Enrique Dans, professor of innovation at IE Business School in Madrid, said with El País’ reputation as the most well-known Spanish paper, it has an opportunity to offer more premium services and opinion pieces. “The impression was they weren’t doing as much as they could in digital because that could cannibalize the print edition,” he said.

Alandete didn’t comment specifically on what would happen if El País ceased print publication. While it would eliminate production and distribution costs, such a move would make the publisher more reliant on digital ad revenue, which is under attack by ad blockers.

In Spain, around 26 percent of people block ads, [according to the IAB Spain \(http://www.emarketer.com/Article/Quarter-of-Spains-Web-Users-Now-Block-Ads/1013795\)](http://www.emarketer.com/Article/Quarter-of-Spains-Web-Users-Now-Block-Ads/1013795). El País doesn’t know how many of its own readers block ads, and typical of other publishers in Spain, it’s not doing anything to combat the ad blockers.

Of course, publishers creating more branded or native content with advertisers is an alternative to ad blocking, but one that Spain’s legacy print titles have not adopted with open arms, unlike its digital-first publishers, such as El Espanol or El Diario, according to Dans.

“The new entrants think it’s an interesting way to make money without prostituting the editorial line,” he said. “They are more open to it, and they do it better.”

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## Make way, Fabio: The body-positivity movement is slowly changing male models

Bethany Biron (<http://digiday.com/author/bethany-biron/>)

17 hours ago

When Kelvin Davis first started his body-positivity blog, Notoriously Dapper, in 2013, he had no idea that in just a few years he would be featured in a provocative ad campaign for American Eagle Outfitters, wearing only his underwear.

Davis was one of four models featured in the [#AerieMAN campaign](http://blog.ae.com/2016/03/23/introducing-aeriemans-underwear/) (<http://blog.ae.com/2016/03/23/introducing-aeriemans-underwear/>), an April Fool's prank that offended some fans of the brand: It purported to be a campaign that supported body-positive portrayals of men. But ultimately it was just a stunt. (Get it? Chubby guys as models? Hilarious!) Davis claims the prank wasn't meant to upset, but was a riff on the fact that Aerie is a traditionally female brand. He suggested more body positivity to come — and denied backpedaling on behalf of the brand, which he says is dedicated to male body positivity.

Regardless, Davis is at the forefront of outspoken plus-sized men making themselves known in a space that the fashion industry has so far neglected. The plus-sized market is estimated to be \$17.5 billion, yet hardly any major clothing brands make plus-size

menswear, with the exception of Ralph Lauren and Banana Republic, which have “extended sizes.” Even these offerings are poorly advertised, though, Davis said. “The more voices that are heard, the more brands will respond,” he said.

Raising awareness and visibility has been a major focus for Davis and his peers, including friends like Zach Miko, the first male model signed to IMG Models’ new plus-sized men’s division, Brawn. The department is the male counterpart to Curve, its 2-year-old division for plus-sized women.

Miko’s big break came in September 2015 while modeling for Target’s Mossimo line. He has since appeared in campaigns for U.K.-based brands including Blue Rhino.

“Inclusivity is something that’s at the core of Target and really guides all of our decisions,” said Jessica Carlson, communications director at Target. “We take that into account with all of our marketing tactics.”

Miko — 6 feet, 6 inches, with a 40-inch waist — has been making the rounds lately. The New York Times [profiled him last week](http://www.nytimes.com/2016/05/05/fashion/zach-miko-plus-size-model.html) (<http://www.nytimes.com/2016/05/05/fashion/zach-miko-plus-size-model.html>), and he’s been featured in [Vogue](http://www.vogue.com/13417311/zach-miko-img-brawn-launch-interview/) (<http://www.vogue.com/13417311/zach-miko-img-brawn-launch-interview/>) and [People](http://www.people.com/article/zach-miko-target-plus-size-male-model) (<http://www.people.com/article/zach-miko-target-plus-size-male-model>). He has more than 58,000 fans on Instagram.





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Guys I love @badrhinouk . Cannot wait to work with them again. #brawn #menswear #mensfashion #malemodel #badrhino #bodypositivity #effyourbeautystandards

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Miko told The Guardian (<http://www.theguardian.com/fashion/2016/mar/29/zach-miko-male-model-plus-size-body-image-fashion>) that Target's status as one of the biggest global retailers helped. "I think it made a splash because Target is a big retailer," he said. "But they just put me in the shoot with classically sized male models, so all the fashion blogs were like, 'Did Target sneak a plus size guy into their site?'"

Among these fashion blogs was Chubstr (<http://chubstr.com/>), operated by Bruce Sturgell, one of the first sites to write about Miko's appearance on Target.com, which was subsequently picked up by a number of outlets.

"I think that if you want to affect change, you have to show the industry that there is money to be made in this space, and that there's a lot of good will," Sturgell said. "From a brand perspective, not only is featuring size diversity, different types of models and great fitting clothing important, but knowing that people will buy it and they want it and have the disposable income to buy this."



Bruce Sturgell poses in Portland, Oregon. Courtesy of Chubstr.

Sturgell started his blog in 2011 after becoming exasperated by his shopping options in his former home in Missouri. So he did what every disgruntled tech-savvy person does — he complained online. He quickly found he wasn't alone.

“It's the classic thing with big and tall shops — the people that you're seeing as models, they're my dad's age or ex-football players,” he said. “I'm short and wide. I want to see someone that looks awesome wearing these clothes in my size. Seeing that is aspirational.”

Davis echoed Sturgell, noting he wanted his blog to serve as an outlet for men to talk about body issues in a way that didn't feel shameful, particularly in a society that discourages men to share sensitivities and insecurities. He said he only anticipates the number of plus-sized advocates to grow.

“Brands are eventually going to have to give in,” Davis said. “Because we’re not going anywhere.”



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