

WIRED LAUNCHES PAYWALL; DEBUTS NEW SECTIONS ON WIRED.COM

Subscribers Gain Unlimited Access to All WIRED Content Across Platforms

Updated WIRED.com Includes New Verticals Devoted to Long-form and Big Ideas

NEW YORK – February 1, 2018 – WIRED today is launching a metered paywall on WIRED.com. The reimagined website is also unveiling several new offerings, including a vertical dedicated to ambitious long-form journalism, a section featuring big ideas from some of the most exciting thinkers in science and tech, and a collection of essential guides about the most important subjects in the WIRED world.

“By launching a paywall, WIRED is giving our readers a more active role in driving our business,” said Nicholas Thompson, WIRED editor in chief. “That’s going to align our editorial goals with our business goals – create great journalism worth paying for.” Starting today, subscribers receive unlimited access to all WIRED content across multiple platforms, print, tablet editions, and an ad-free version of WIRED.com. New subscribers also receive a free Yubikey, for enhanced online security. The introductory rate for subscriptions is \$19.99 per year, with the first three months free. Nonsubscribers are able to read four stories per month with access to the homepage, section pages, and video hub.

In addition to launching a new subscription model, WIRED is expanding and rolling out three new offerings on WIRED.com:

- [BACKCHANNEL](#) – WIRED’s long features are routinely the most popular on the site and deserving of their own dedicated section. Edited by features editor Mark Robinson, the reimagined Backchannel is the new home for WIRED’s most ambitious long-form journalism.
- [IDEAS](#) – From “The Long Tail” to “crowdsourcing,” WIRED has always been a place where new and exciting ideas are formed. Inspired by that notion, this new vertical is devoted to publishing the biggest ideas from a roster of new WIRED contributors, including Ellen Pao, author of *Reset: My Fight for Inclusion and Lasting Change*, head of MIT MediaLab Joi Ito, *Magic and Loss* author Virginia Heffernan, technologist and author of *Chaos Monkeys*, Antonio García Martínez, *Big Chicken* author Maryn McKenna, and others.

- [WIRED GUIDES](#) – This curated selection of authoritative guides focuses on the most important subjects in the WIRED world – from A.I. and the iPhone to self-driving cars and Star Wars.

“A paywall only works if you’re offering unique content that people can’t find anywhere else,” added Thompson. “That’s why we’re doubling our investment in long-form and tapping some of the most brilliant thinkers around to share their ideas on the biggest subjects in the WIRED world.”

For more details on the launch of WIRED’s paywall and expanded digital offerings, read the letter from the editors on [WIRED.com](#).

Subscribe to WIRED at [WIRED.com/subscription](#).

About WIRED:

It is the essential source of information and ideas that make sense of a world in constant transformation. The WIRED conversation illuminates how technology is changing every aspect of our lives—from culture to business, science to design. The breakthroughs and innovations that we uncover lead to new ways of thinking, new connections, and new industries. WIRED reaches more than 30 million people each month through [WIRED.com](#), our digital edition, the magazine, social media and live events.

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