

Why bother with print?

A Caffeinated Op-Ed

Today I want to question the Washington Post. Specifically, I want to know why it bothers searching for subscribers, and indeed, printing its newspaper every day. It seems to me, more and more, that the Post wants to get rid of subscribers and concentrate on giving away its content for free.

I often visit washingtonpost.com to see the weather, latest news, blogs, etc. I also get a subscription to the paper because I like to read printed material with my morning coffee. Today, as I was checking the WaPo website I saw that they have redesigned the Sunday magazine. And this is the kicker—all of it is available online for free, two days earlier than subscribers get the same material.

Subscribers PAY. Website visitors do not pay. Why on earth would you make MORE content available earlier at NO COST? How is this a smart business decision? Why would you not embargo content until paid subscribers can access it?

It seems to me that the Post is doing what it can to make sure people do not buy or subscribe to the printed newspaper. Anyone looking to save 75 cents per issue can just log on to the website and get all the content of the printed piece plus early content and not pay a cent. That translates to at least a \$6.00 per week (the Sunday paper costs \$1.50).

Should I cancel my subscription? I ask that to the Washington Post. Why on earth should I continue to pay for something I could get for free????