

The Dallas Morning News

Print and Digital Subscriptions History

Period Ending Paid Subscriber Volumes	Digital Volume	Print Volume	Total Volume	Sequential Growth (Total)		YOY Growth (Total)	
				Volume	%	Volume	%
2016 - Q1	7,747	171,932	179,679				
2016 - Q2	11,086	164,742	175,828	(3,851)	(2.1%)		
2016 - Q3	13,147	161,337	174,484	(1,344)	(0.8%)		
2016 - Q4	16,949	160,217	177,166	2,682	1.5%		
2017 - Q1	18,170	157,035	175,205	(1,961)	(1.1%)	(4,474)	(2.5%)
2017 - Q2	20,271	152,434	172,705	(2,500)	(1.4%)	(3,123)	(1.8%)
2017 - Q3	22,805	148,682	171,487	(1,218)	(0.7%)	(2,997)	(1.7%)
2017 - Q4	24,406	144,453	168,859	(2,628)	(1.5%)	(8,307)	(4.7%)
2018 - Q1	27,107	139,901	167,008	(1,851)	(1.1%)	(8,197)	(4.7%)
2018 - Q2	27,658	135,619	163,277	(3,731)	(2.2%)	(9,428)	(5.5%)
2018 - Q3	27,541	130,509	158,050	(5,227)	(3.2%)	(13,437)	(7.8%)
2018 - Q4	27,725	126,750	154,475	(3,575)	(2.3%)	(14,384)	(8.5%)
2019 - Q1	29,664	121,122	150,786	(3,689)	(2.4%)	(16,222)	(9.7%)
2019 - Q2	31,571	115,095	146,666	(4,120)	(2.7%)	(16,611)	(10.2%)
2019 - Q3	33,657	111,276	144,933	(1,733)	(1.2%)	(13,117)	(8.3%)
2019 - Q4	35,759	109,348	145,107	174	0.1%	(9,368)	(6.1%)
2020 - Q1	39,359	107,437	146,796	1,689	1.2%	(3,990)	(2.6%)
2020 - Q2	43,590	105,836	149,426	2,630	1.8%	2,760	1.9%
2020 - Q3	46,723	102,496	149,219	(207)	(0.1%)	4,286	3.0%
2020 - Q4	48,903	100,765	149,668	449	0.3%	4,561	3.1%
2021 - Q1	50,872	97,209	148,081	(1,587)	(1.1%)	1,285	0.9%
2021 - Q2	52,930	93,634	146,564	(1,517)	(1.0%)	(2,862)	(1.9%)
2021 - Q3	57,084	90,892	147,976	1,412	1.0%	(1,243)	(0.8%)
2021 - Q4	59,471	89,271	148,742	766	0.5%	(926)	(0.6%)
2022 - Q1	62,356	86,761	149,117	375	0.3%	1,036	0.7%
2022 - Q2	62,688	83,377	146,065	(3,052)	(2.0%)	(499)	(0.3%)
2022 - Q3	64,172	80,459	144,631	(1,434)	(1.0%)	(3,345)	(2.3%)
2022 - Q4	68,010	78,573	146,583	1,952	1.3%	(2,159)	(1.5%)
2023 - Q1	69,050	76,319	145,369	(1,214)	(0.8%)	(3,748)	(2.5%)
2023 - Q2	68,846	73,590	142,436	(2,933)	(2.0%)	(3,629)	(2.5%)
2023 - Q3	66,563	70,930	137,493	(4,943)	(3.5%)	(7,138)	(4.9%)
2023 - Q4	63,000	69,694	132,694	(4,799)	(3.5%)	(13,889)	(9.5%)
2024 - Q1	62,434	67,423	129,857	(2,837)	(2.1%)	(15,512)	(10.7%)
2024 - Q2	61,142	65,263	126,405	(3,452)	(2.7%)	(16,031)	(11.3%)
2024 - Q3	61,215	63,671	124,886	(1,519)	(1.2%)	(12,607)	(9.2%)

Paid Digital Subscriber Volumes include digital-only subscriptions to *The Dallas Morning News* content priced @ 50% of "rack" / introductory rates or greater