Salon is shutting down after 31 years

The company said that the “business realities of independent digital journalism have changed profoundly over the years,” and it decided that its publishing model is “no longer sustainable.” It didn’t go into detail about why, but many websites are grappling with “Google Zero” and the impact of AI tools. When reached for comment, *Salon* general manager Amanda Wolfe pointed *The Verge* to today’s announcement post.

“Thirty-one years is a remarkable run, but what matters most is what happened during those years: the journalism, the ideas, the voices, the conversations and the community that grew around them,” *Salon* said in its post. “Salon helped demonstrate what digital journalism could be and could become. We hope that legacy will continue to matter long after today.”

On Bluesky, *Salon* chief content officer Erin Keane says that the editorial archive will “stay live for now.”

Current *Salon* owner Find.co acquired Salon in 2023 and describes itself as a “Performance Marketing Ecosystem transforming crypto marketing with performance and precision.”

https://www.theverge.com/news/1028281/salon-dot-com-shuts-down