The New York Times Grew Digital Ad Revenue 32% in Q1. Here’s How to Copy It

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The New York Times reported a 31.6% year-over-year jump in digital advertising revenue for the first quarter of 2026, totaling $93.3 million in revenue for the business.

The windfall marks the company’s second consecutive quarter of outsized ad growth, following a 24.9% increase at the end of last year.

The performance, disclosed May 6 alongside broader first quarter results that included $712.2 million in total revenue and 310,000 net new digital subscribers, stands out in an industry where many publishers are contending with traffic declines, platform pressure, and skittish marketer demand.

In an interview with ADWEEK, Joy Robins, The Times’ chief advertising officer, attributed the growth to a clear internal strategy, an expanding portfolio of lifestyle brands, and a deliberate buildout of ad supply across surfaces that previously had none.

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