**New York Times Draws New Subscribers With Mobile App**

The New York Times is using digital strategies to reach new audiences. Readers who install The New York Times' mobile app are 60% more likely to subscribe to the publication within 60 days than those who use read articles online.

***AdExchanger 8/29/17***

<https://adexchanger.com/publishers/install-will-subscribe-new-york-times-uses-mobile-app-convert-readers-subscribers/>