



*de
Correspondent*

How we optimize for trust at De Correspondent

Rob Wijnberg

Founder and Editor-in-chief

Founding members

—

18,933

*de
Correspondent*

As of October 2017

—

60,000+

'Correspondent

Member funded

Ad-free

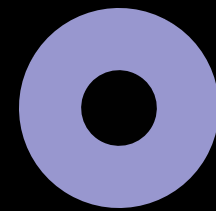
Openly subjective

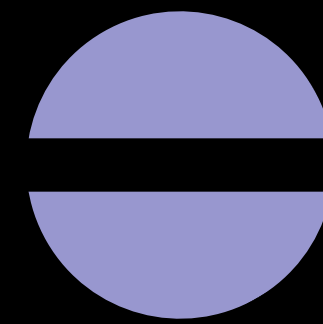
Profit cap

Readers as experts



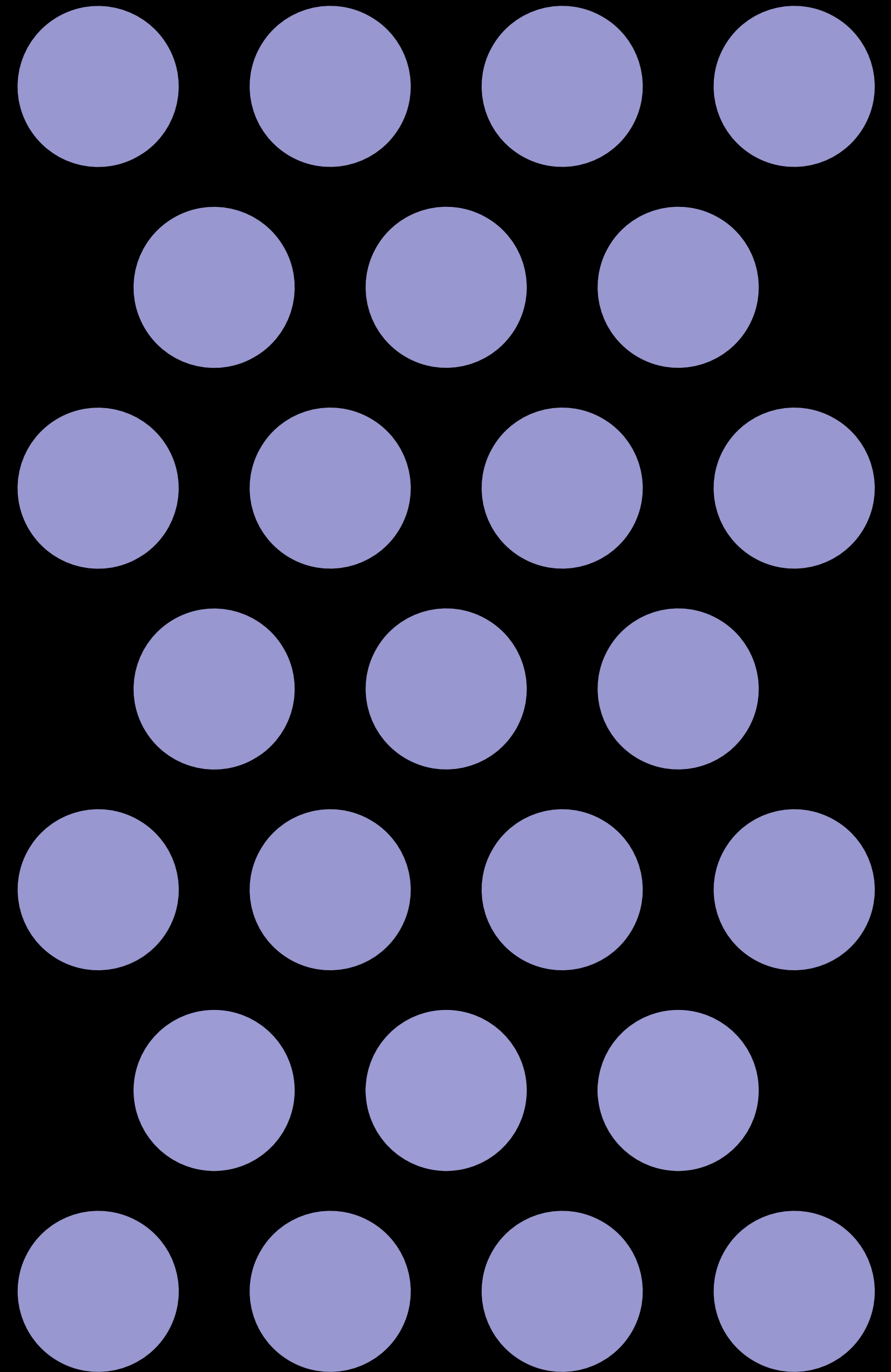
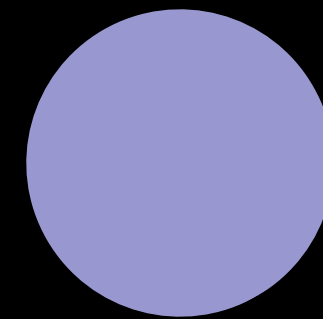
Our philosophy



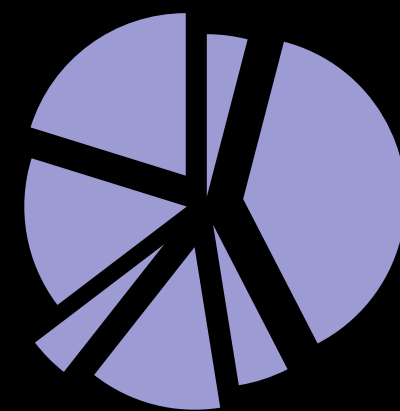


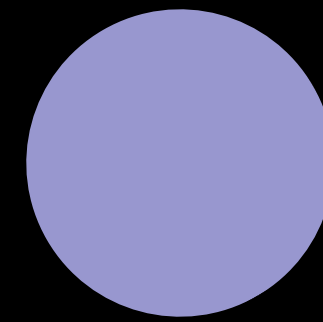
An **antidote** to the
daily news grind

News is
about exceptions,
never about rules



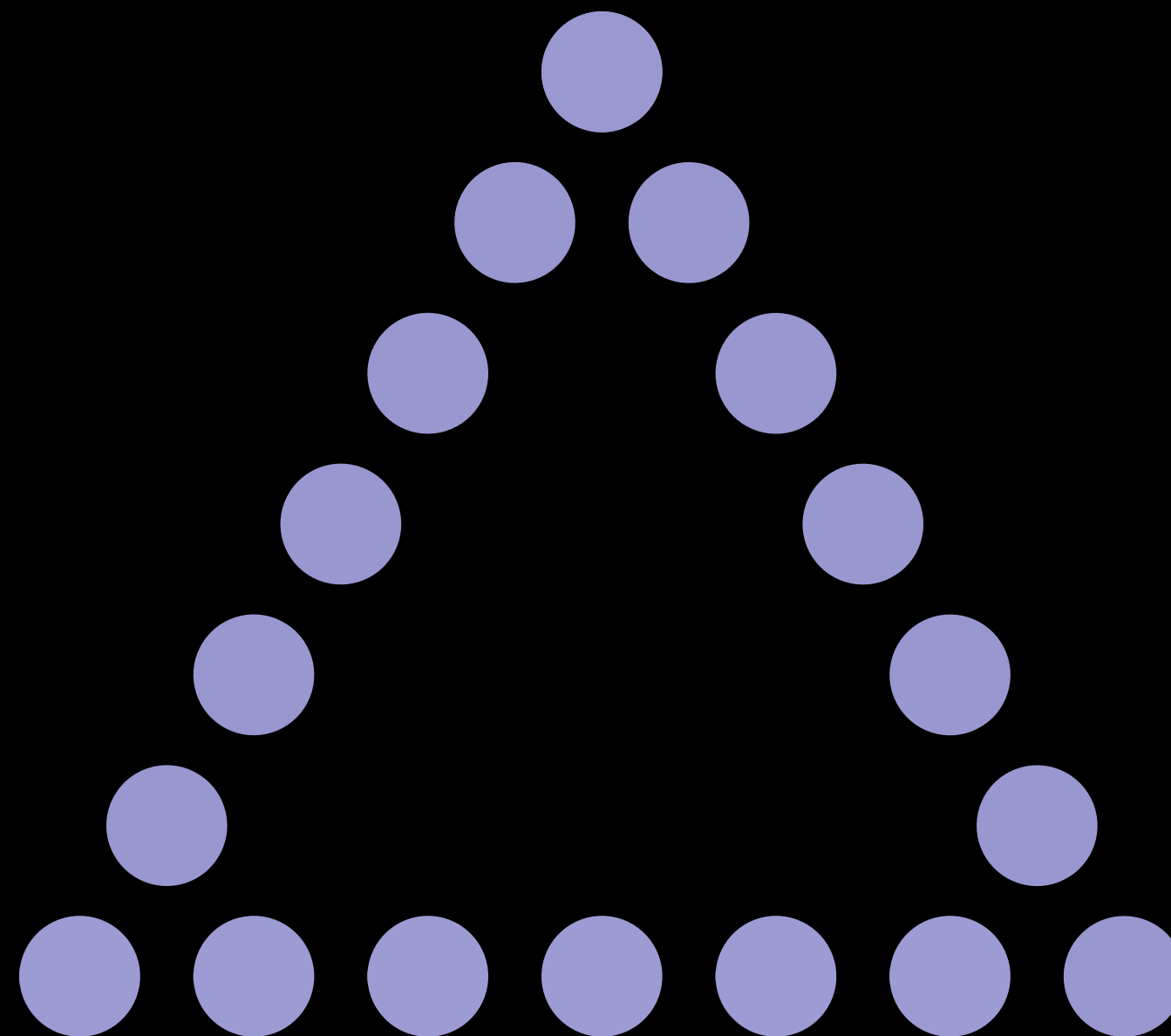
News is negative
and destructive



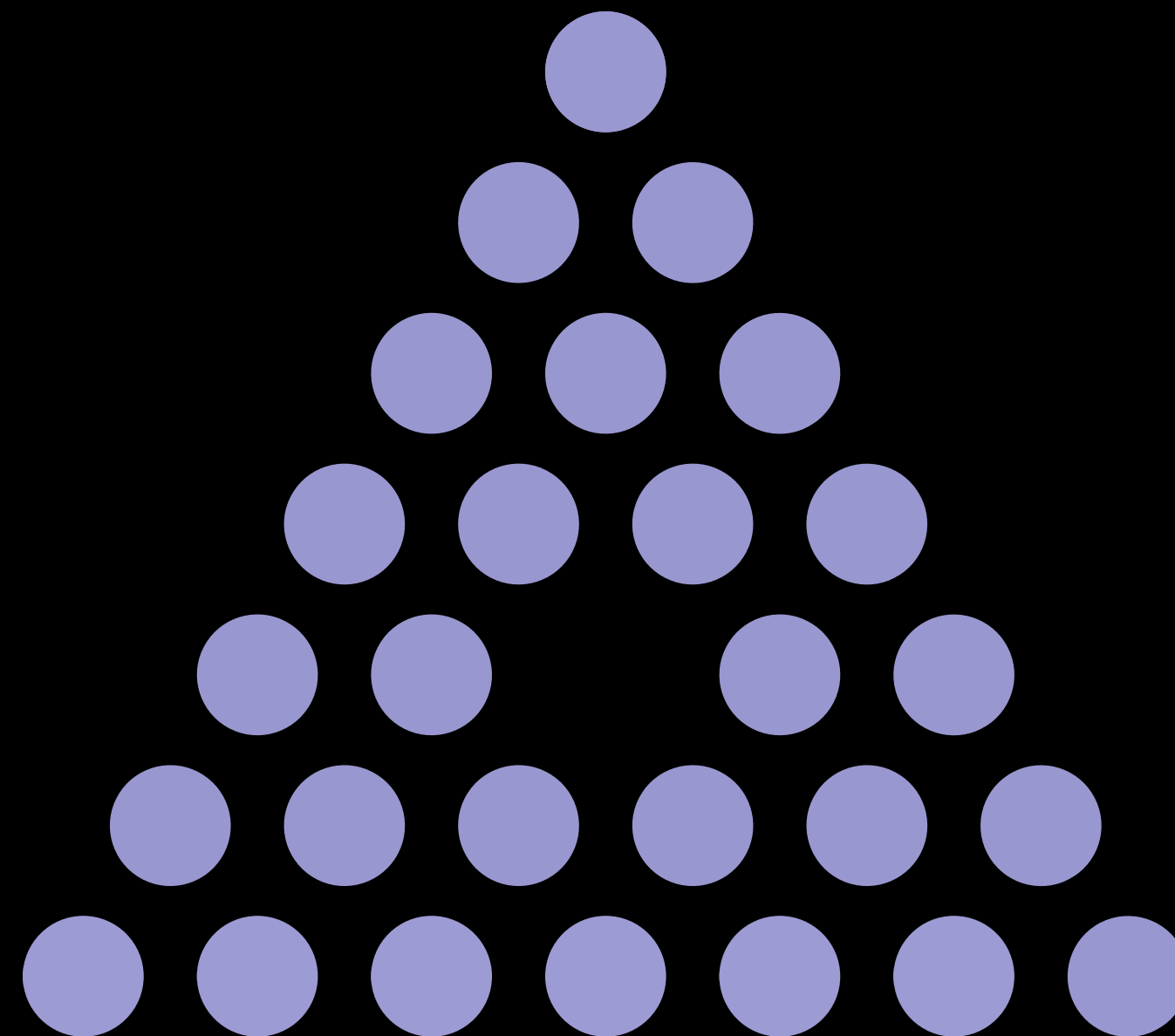


**We aim to change the
definition of **news****

Foundational

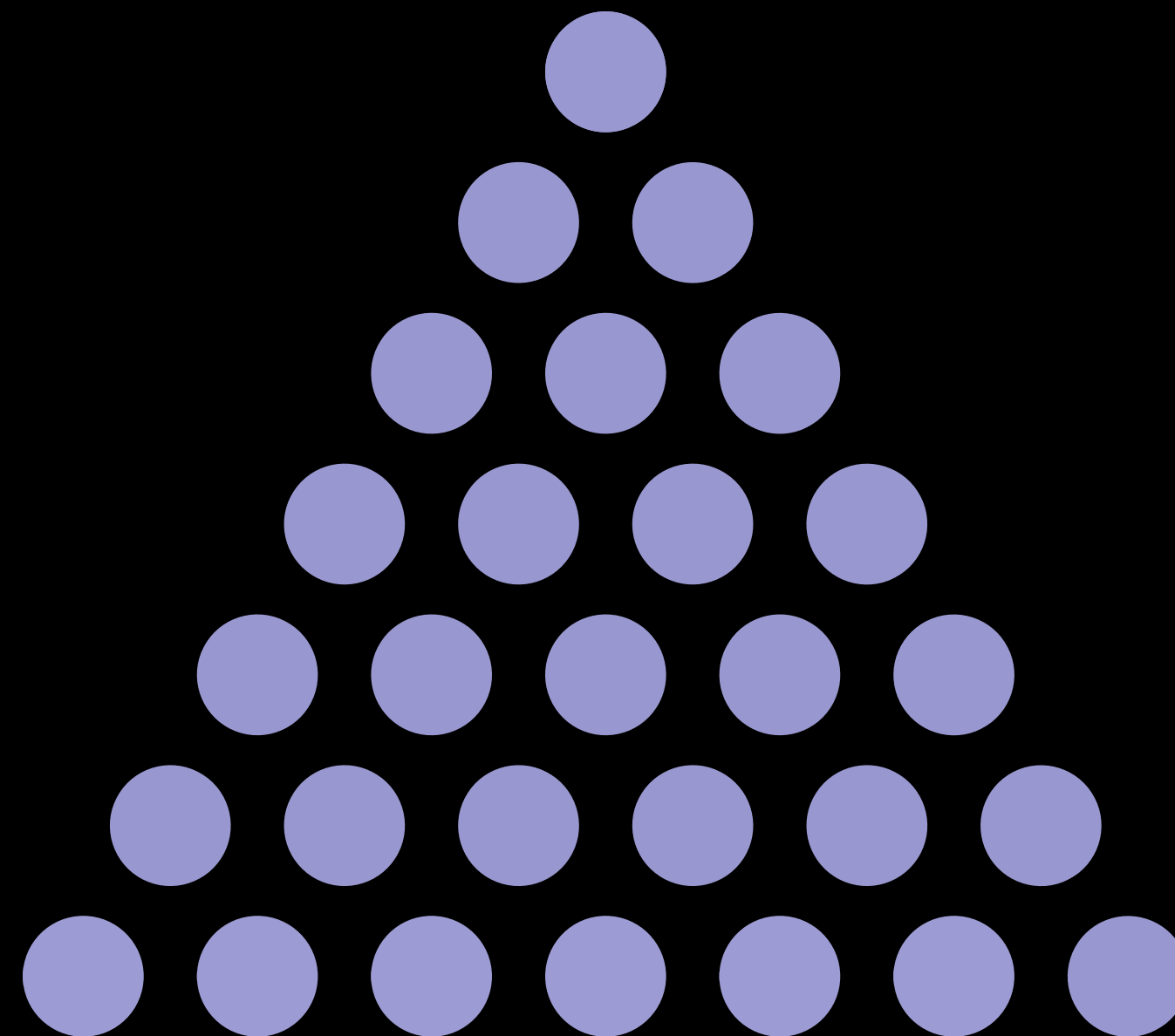


Foundational



In-depth

Foundational



In-depth

Constructive

*de
Correspondent*

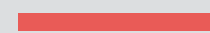




de
Correspondent

How we optimize for trust

**No one can trust a view from nowhere,
so be completely open about where you are
coming from**



de
Correspondent

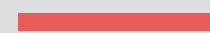
How we optimize for trust

Readers go where we don't. They have expertise we lack. They are the most valuable thing we “have”. To realize these truths in practice: *that* is audience development

de
Correspondent

How we optimize for trust

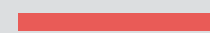
Don't sell your true customers to the highest bidder: go completely ad free (and yes, that includes sponsored content)



de
Correspondent

How we optimize for trust

**Don't just criticize the world as if you aren't
in it: hold your own organization to the same
standards as you put on others**



*'de
Correspondent*

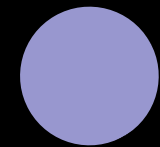
How we optimize for trust

**The Trust Test: ask yourself
'Have we optimized for trust?' at every
decision point you come to**

—

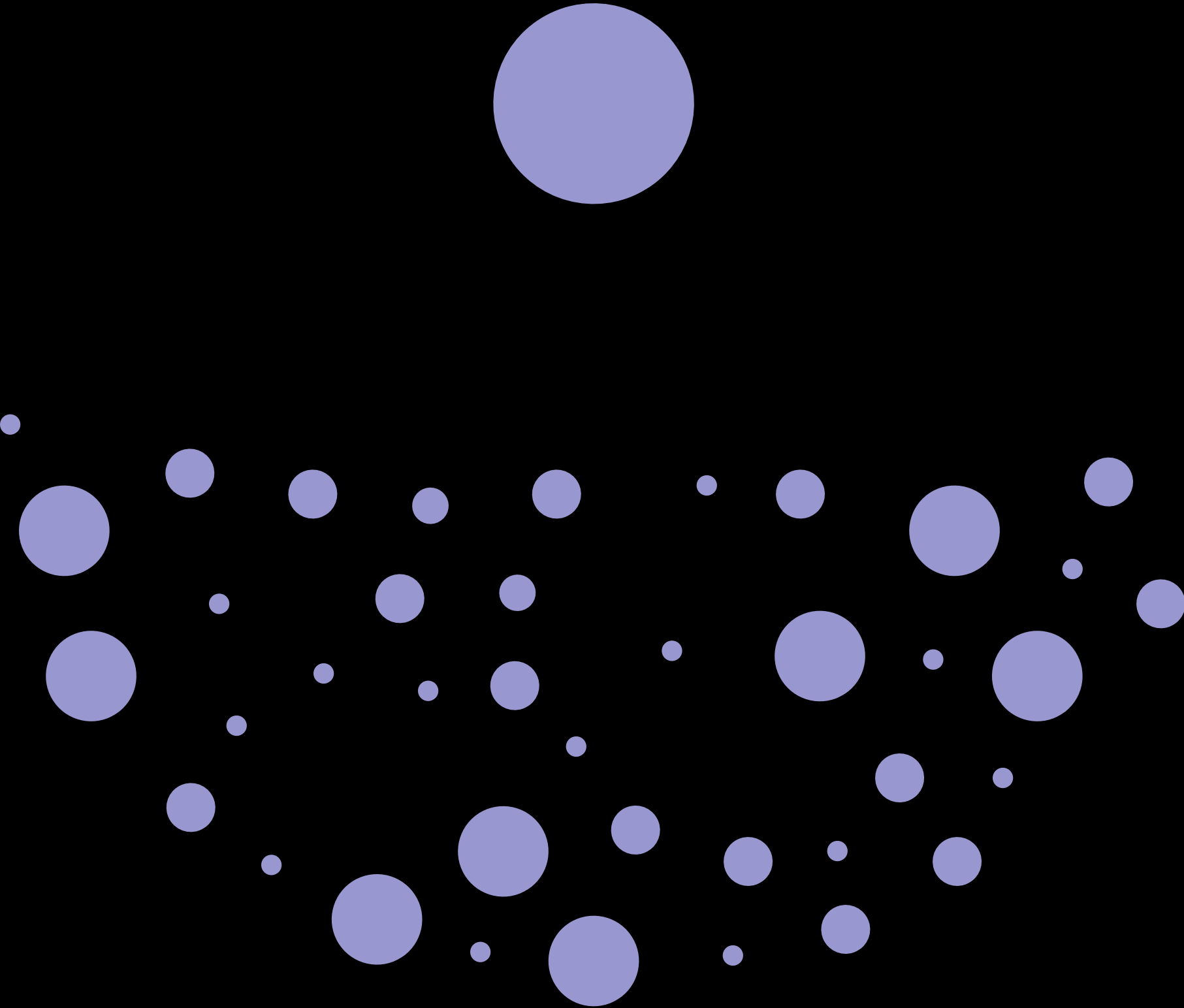
From a publication ●

From a publication



to a platform

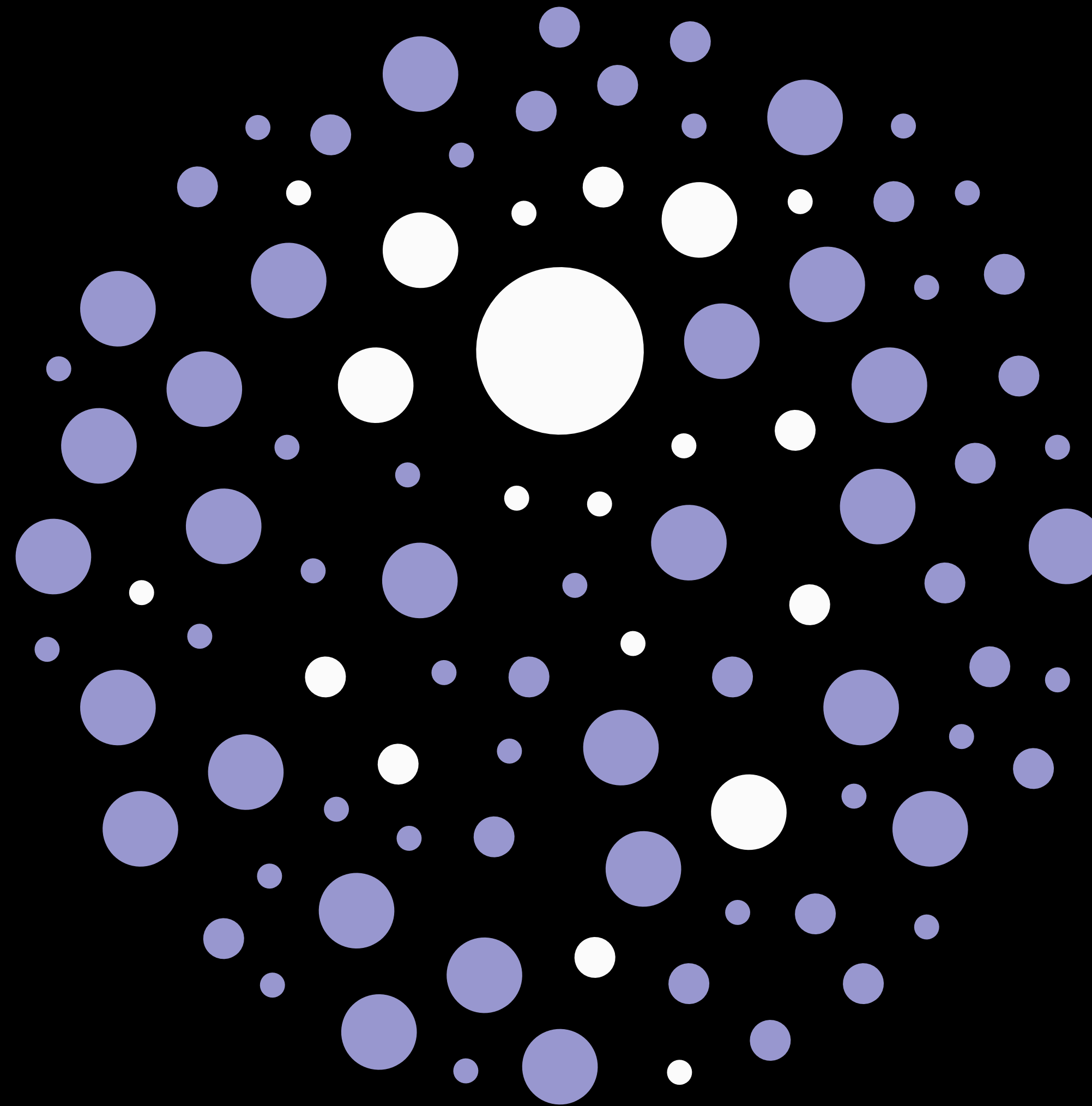
From journalists

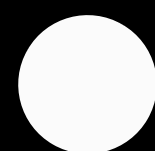


From journalists

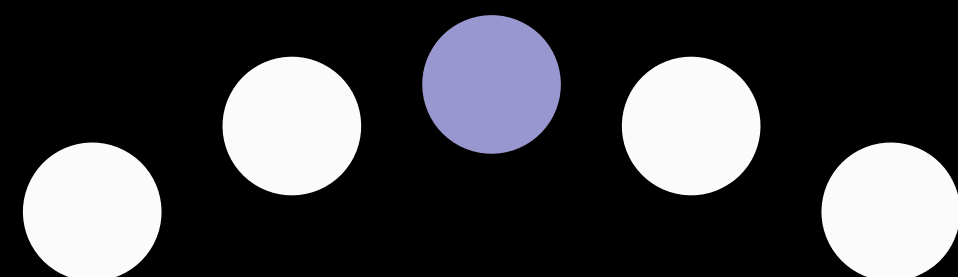
• **to conversation leaders** •

**Follow correspondents
and members**



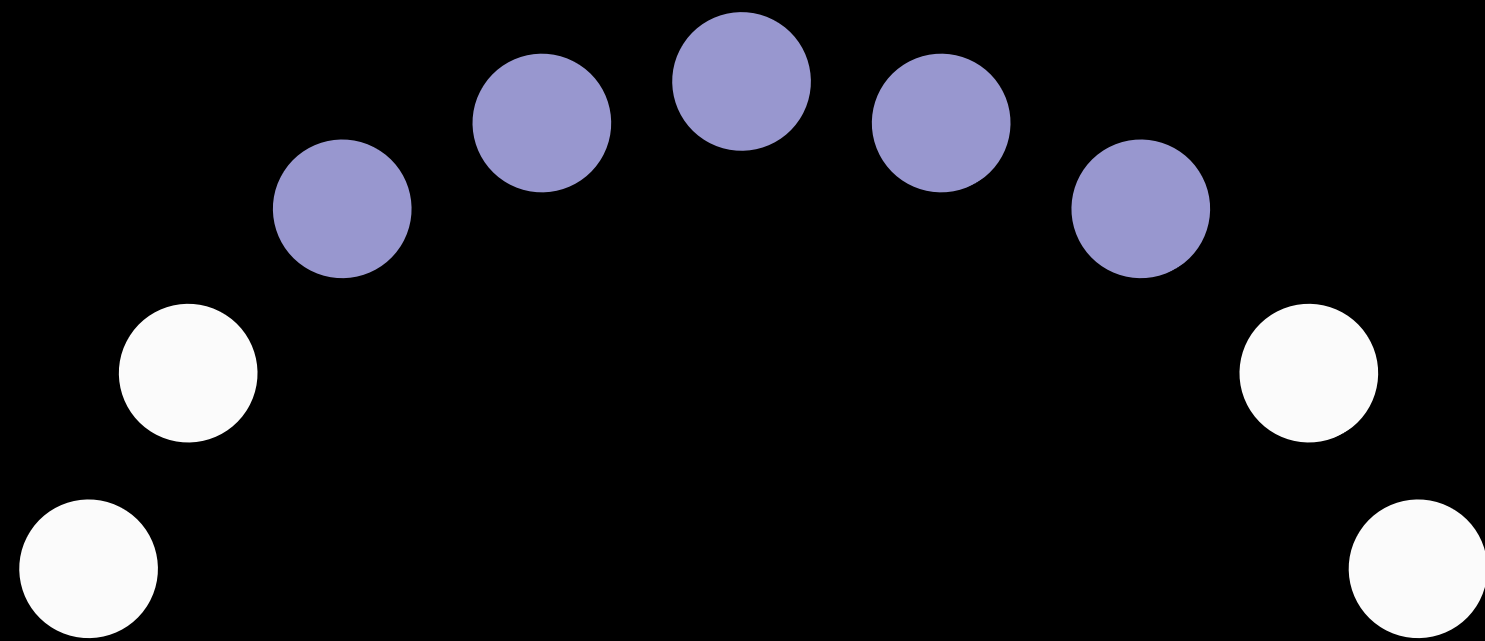


Correspondents



Correspondents

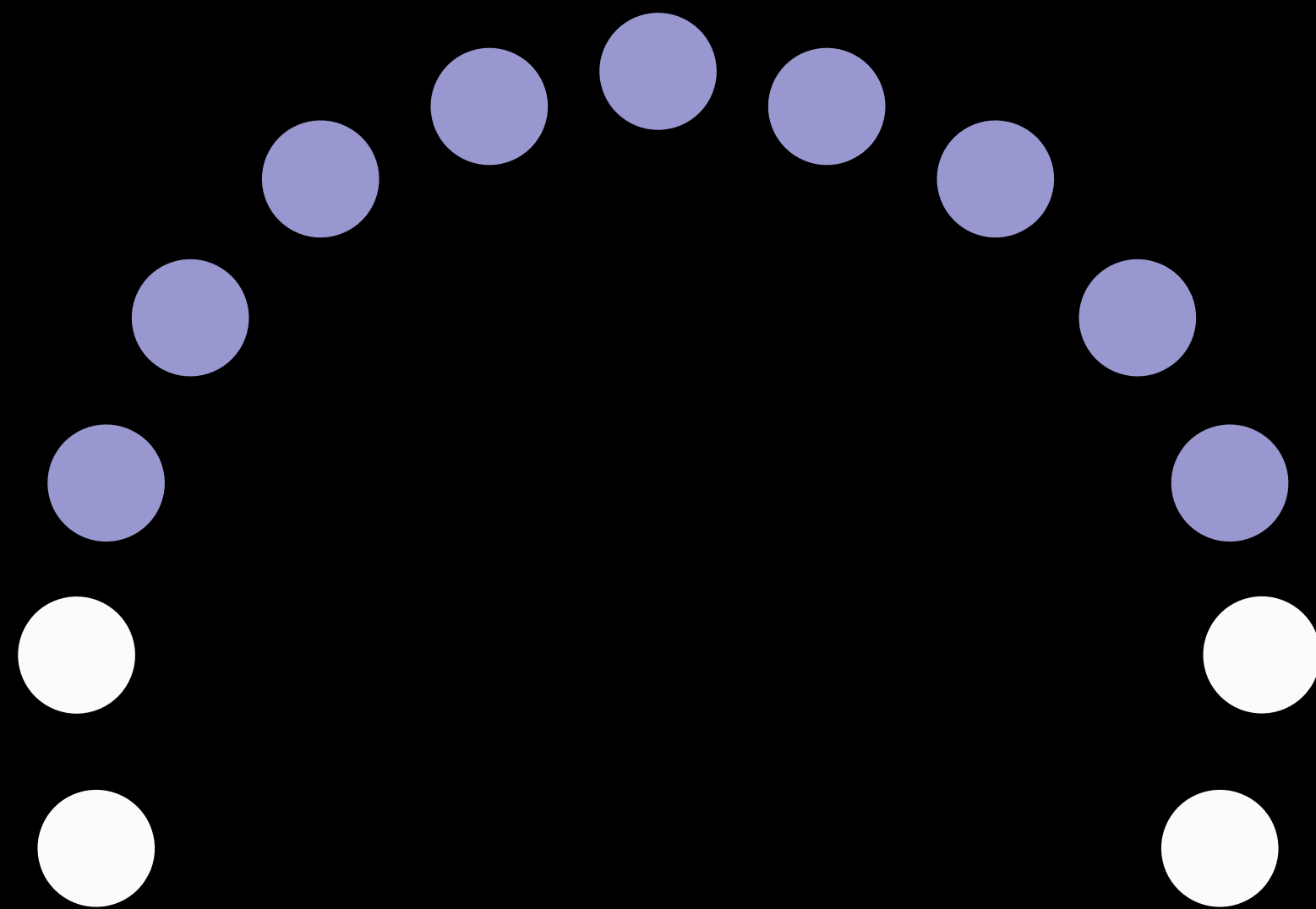
Guest correspondents



Correspondents

Guest correspondents

Experts

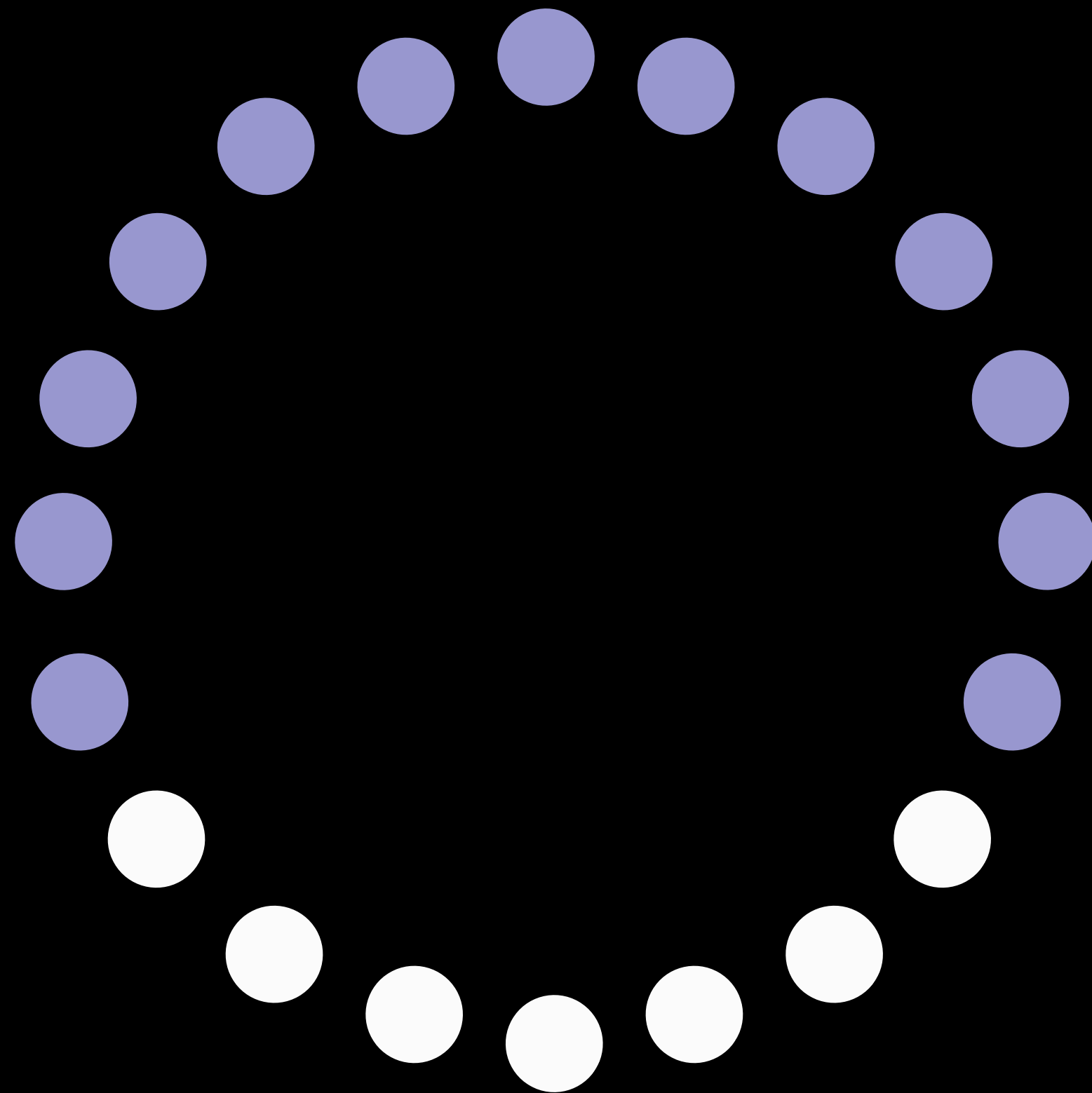


Correspondents

Guest correspondents

Experts

Contributing members



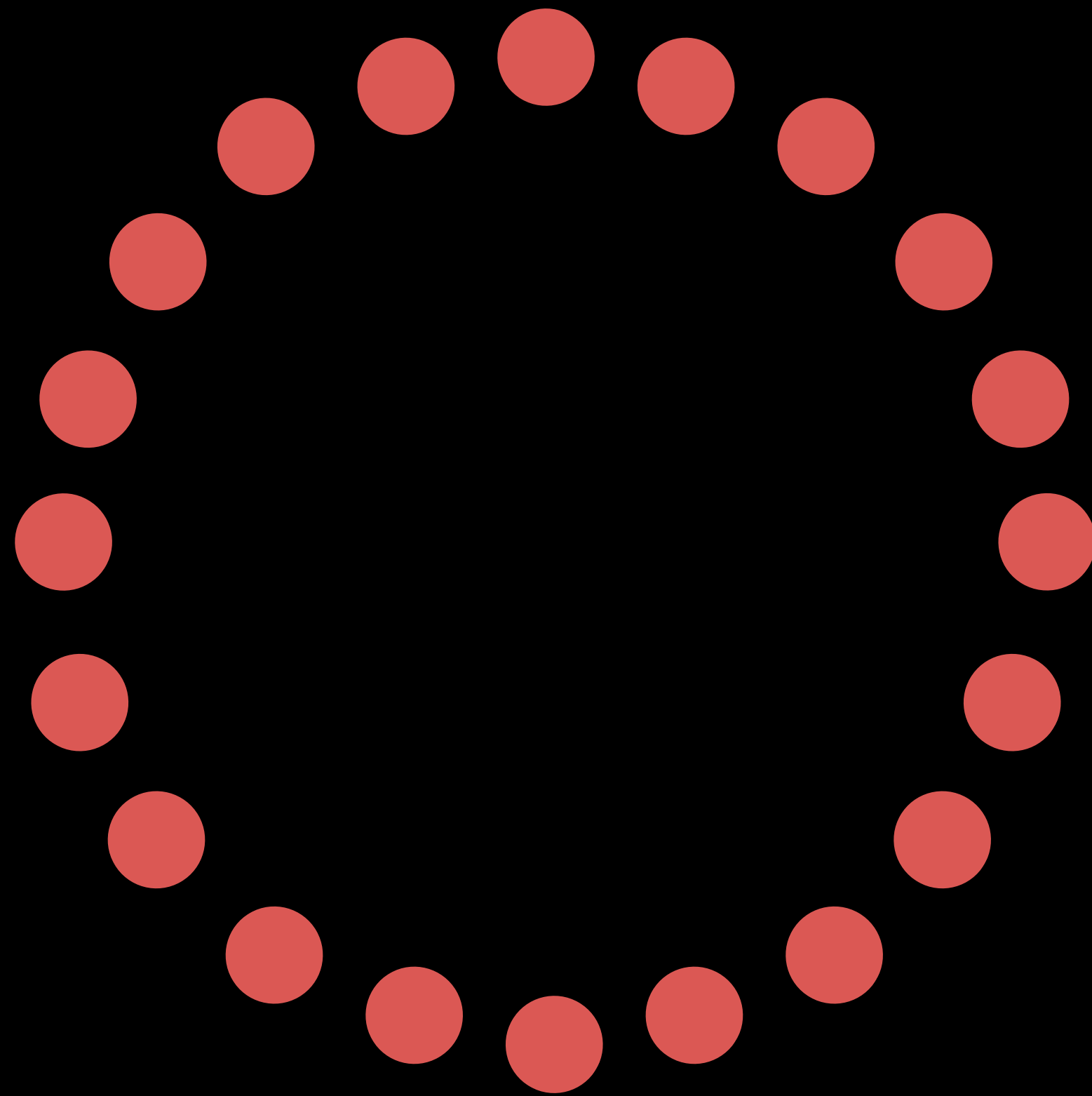
Correspondents

Guest correspondents

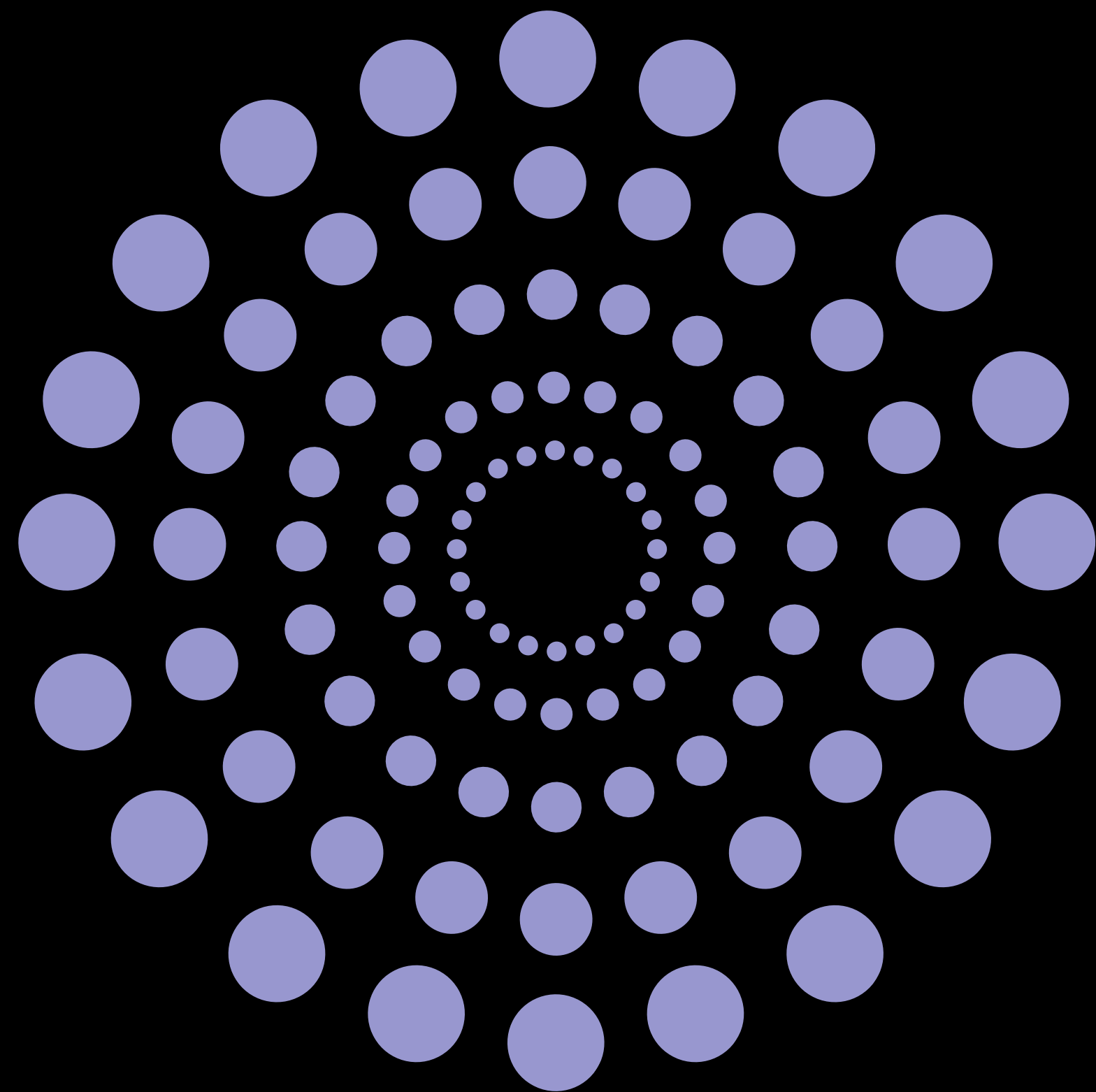
Experts

Contributing members

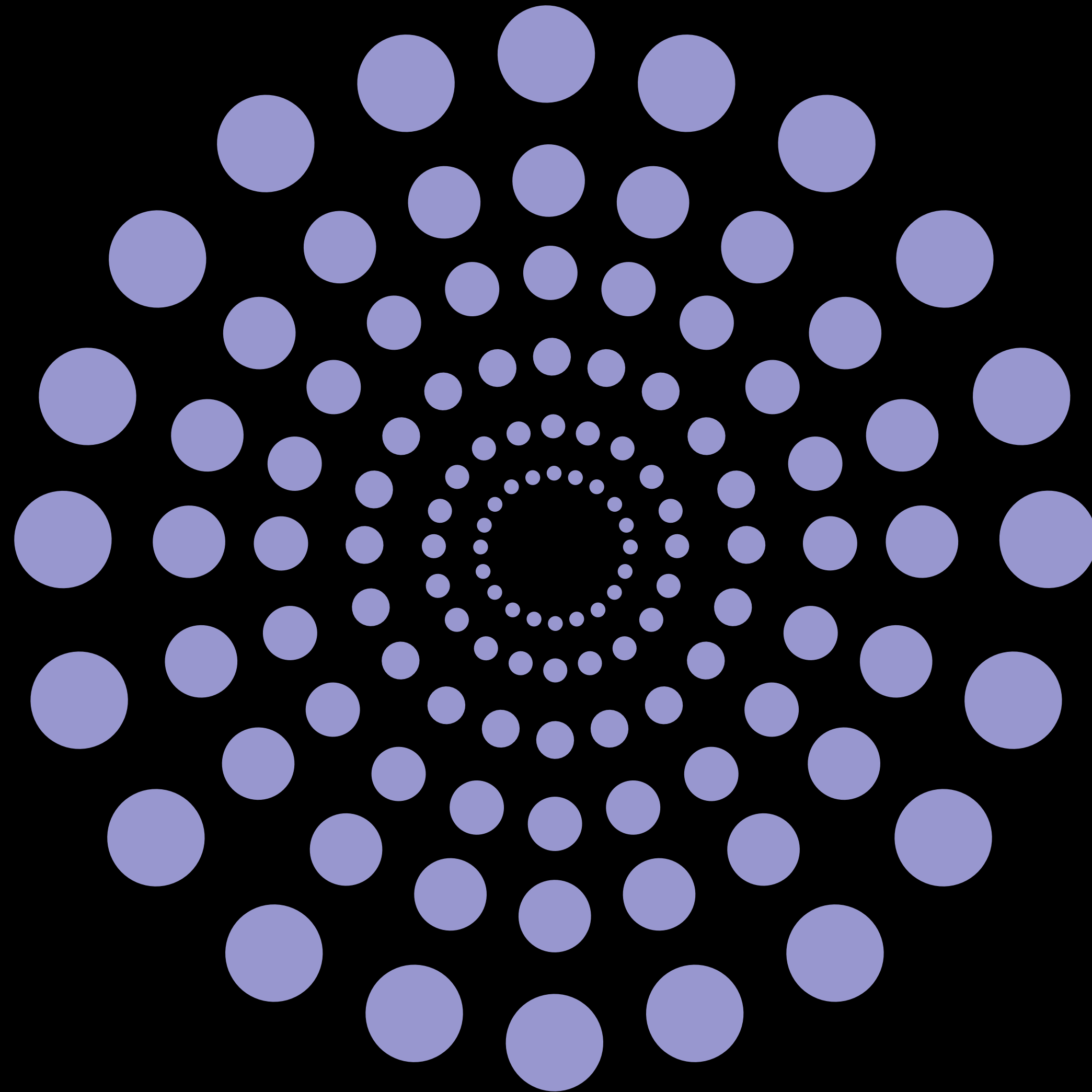
Readers



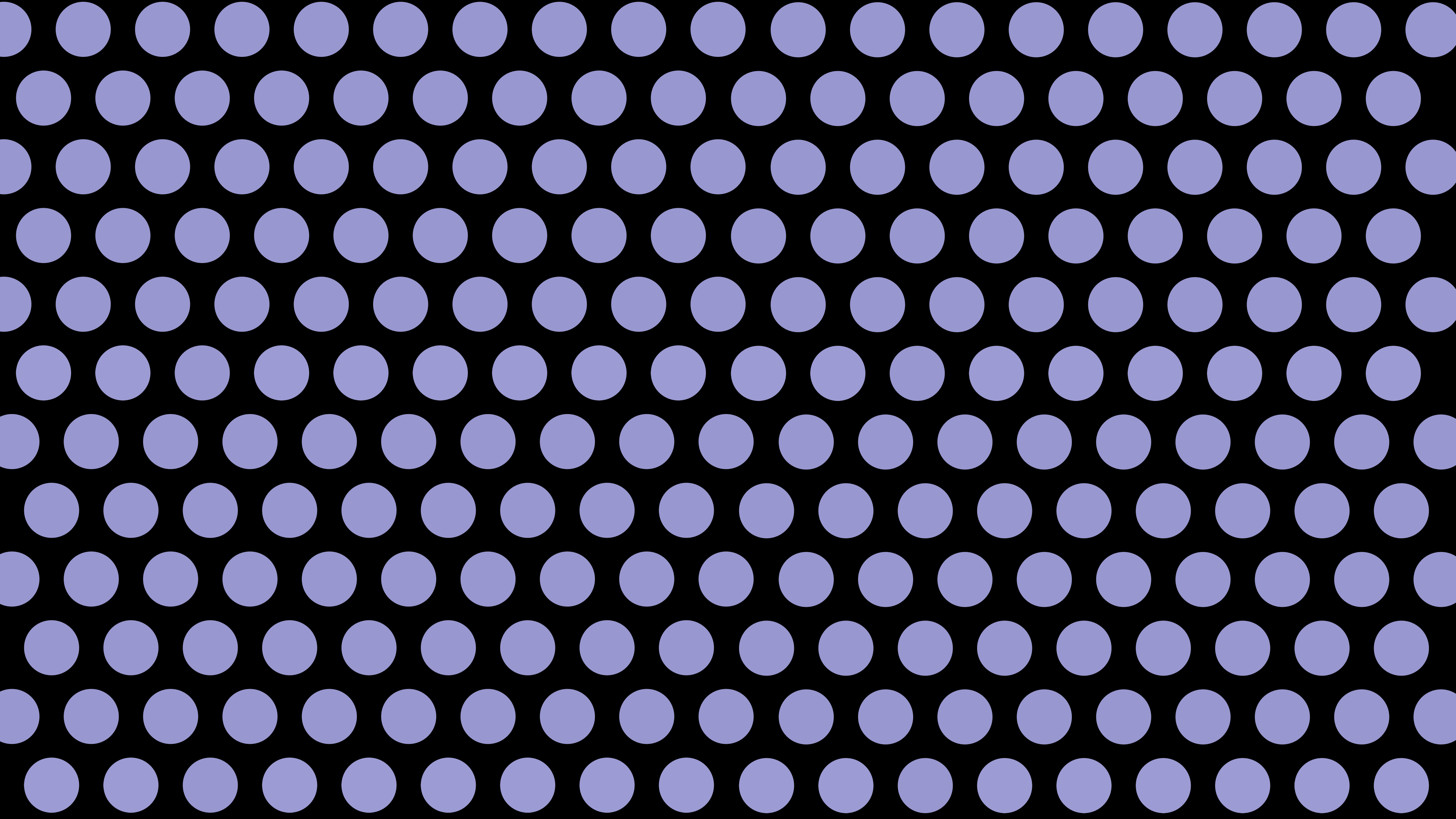
**De Correspondent
as a knowledge network**



Redefining
journalism



By sharing
knowledge and expertise





**Without
ad banners**



**Without
pop-ups**



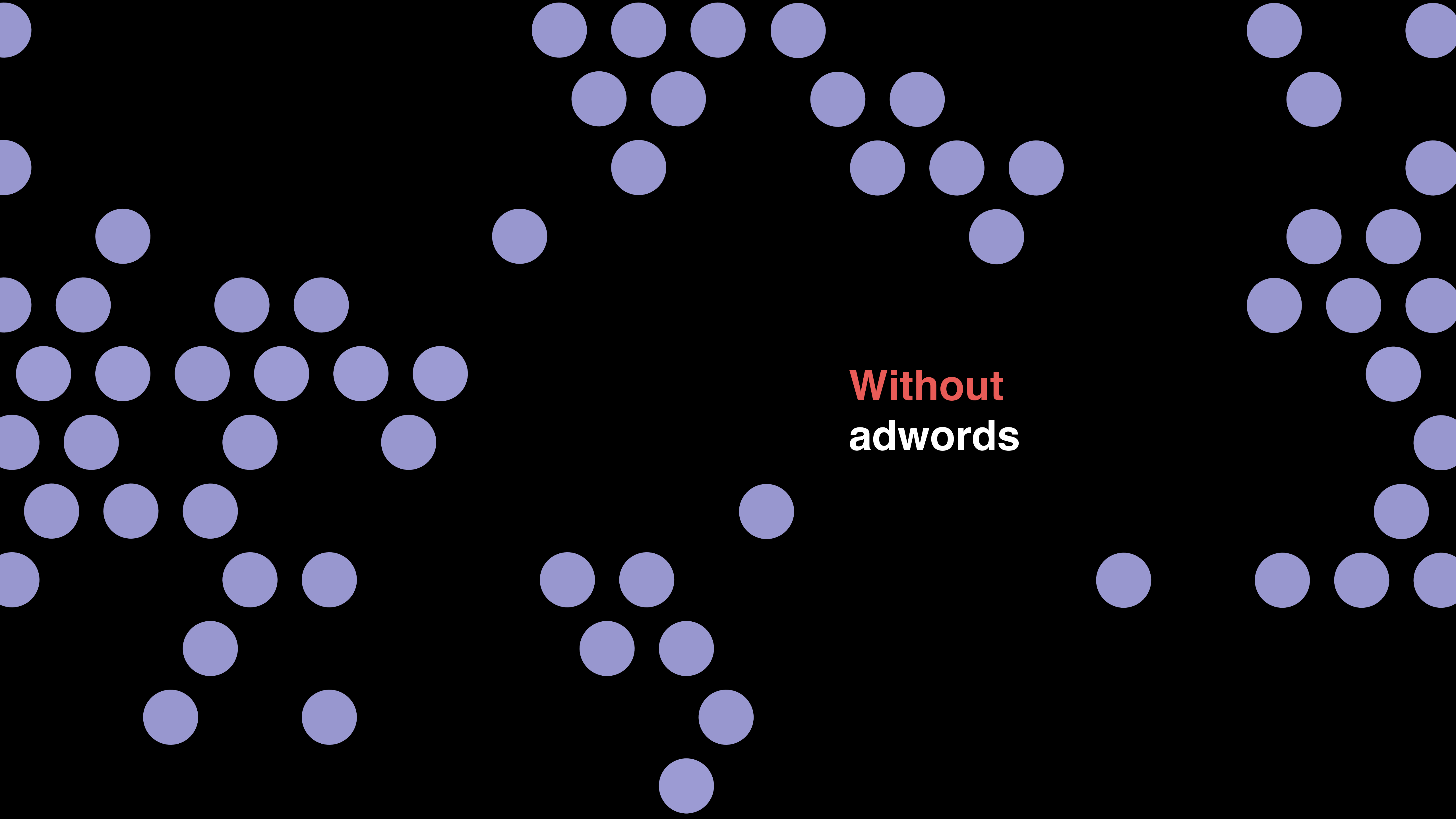
Without
sponsored messages



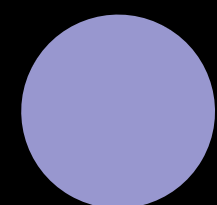
Without
native advertising



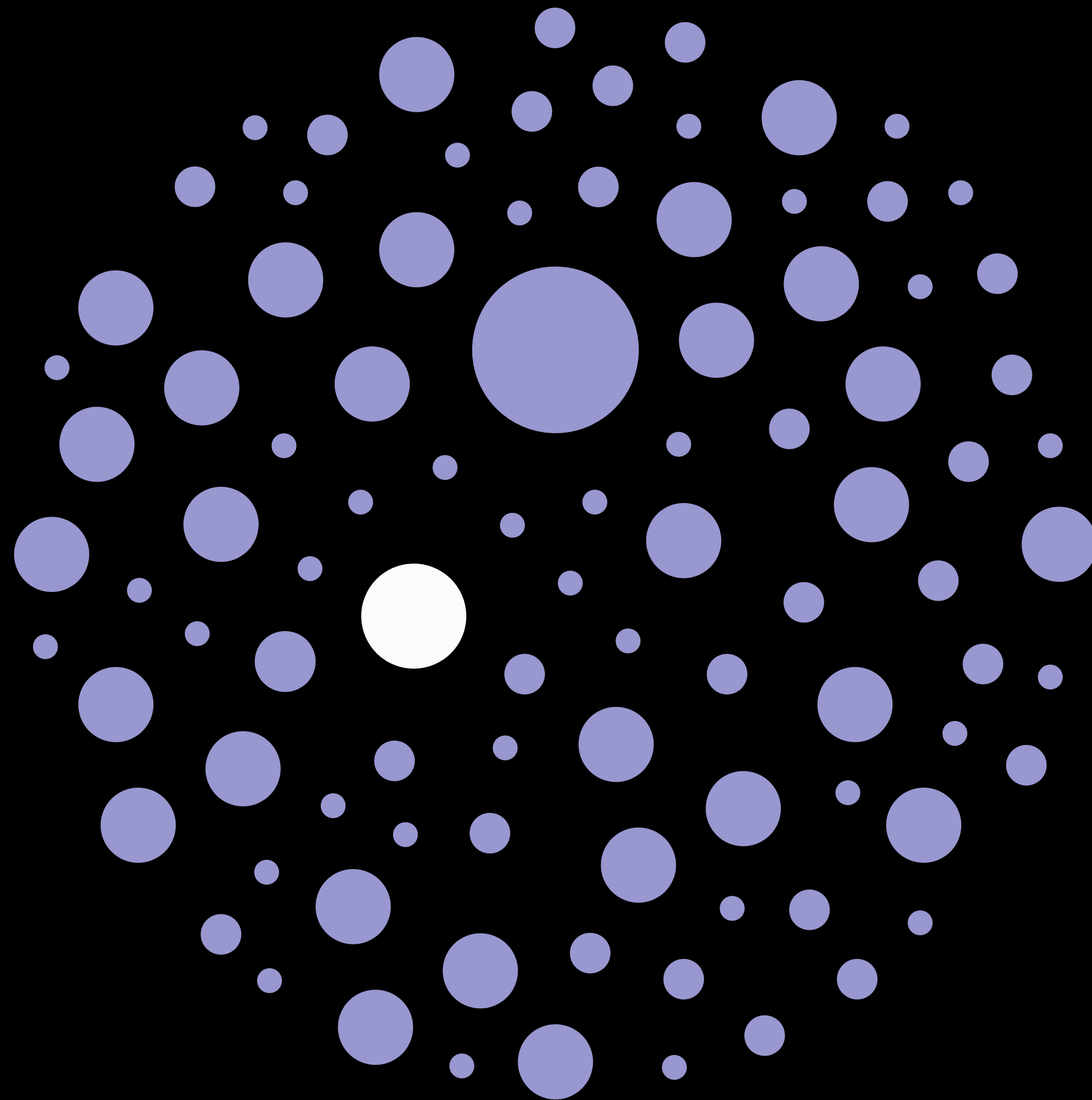
Without
adwords



Without
adwords



100 percent ad free



with global reach

the
Correspondent

thecorrespondent.com

Sign up to our newsletter

@robwijnberg

Find me on Twitter