

SmartNews+ Hits Cumulative 100,000 Total Subscribers

TOKYO, JAPAN (July 23, 2025) – SmartNews, whose mission is to deliver the world's quality information to the people who need it, announced that the total number of subscribers to SmartNews+, a Japanese subscription service offering selected articles from more than 50 paid media, has reached cumulative 100,000 since the launch of the service. To commemorate this milestone, SmartNews launched a dedicated page and will be running a special campaign.

SmartNews+ special page for cumulative 100,000 subscribers milestone

URL: https://plus.lp.smartnews.com/100k_web

SmartNews+ is a subscription service offered within the SmartNews app in Japan, and delivers carefully selected articles from more than 50 paid media, mainly in the economic and business categories. Since its launch in December 2023, SmartNews+ has steadily expanded its network of media partnerships and continuously improved the product experience. In April 2025, the service was further enhanced with the launch of a [web version](#). With the continuous improvement of services since its launch, the number of subscribers has been steadily increasing and has now reached a total of cumulative 100,000 subscribers.

SmartNews+ Launches a Special Page for Cumulative 100,000 Subscriber Milestone

A special page commemorating the subscriber milestone features the following contents:

- "The Journey of SmartNews+" introduces the development of the service, including the expansion of media partnership, the introduction of premium coupons, and the release of the Web version.
- "Most Read Articles" features a curated selection of popular content from past special features and visual graphic news (up to two articles per month are available to non-subscribers as well).
- "User Benefits" features special offers, including unlimited-use movie ticket coupons valid at Lawson United Cinemas nationwide in Japan (available only to subscribers, through October 31, 2025), a discount campaign offering the monthly subscription at ¥980 (regular price: ¥1,480), and details about a follow-and-repost campaign on X.

In addition, the editors in chief of several publishers that distribute articles on SmartNews+ have commented on the cumulative 100,000 subscriber milestone, which are now showcased on the special page.

Comments from the editors in chief of media partners (Excerpted, in Japanese alphabetical order)

Fusako Asashima, Editor in Chief, Diamond Online

"I feel that timely topics and an extensive lineup of news are capturing the hearts of business professionals who value time efficiency. Through our collaboration on 'Graphic News', we have seen our text articles, when enhanced by SmartNews's visual illustrations, resonate more intuitively with readers and successfully expand our reach to new audiences."

Toshihiro Yamada, Executive Editor, Toyo Keizai

"I believe that the steady growth of SmartNews+ reflects the recognition from a broad readership of the value as a curated destination for high-quality content. Even as the readers' needs continue to evolve with the advancement of AI, the role of platforms that accumulate 'content with a clear source' is important."

Takahiko Hoshino, Editor in Chief, PRESIDENT

"The choice to pay to acquire information satisfies intellectual curiosity and enriches work and learning on a daily basis. It is truly inspiring to see such a remarkable experience of reaching 100,000 subscribers. At the same time, as AI-generated summaries become the norm, we anticipate an even more significant transformation in the news landscape. We remain committed to continuing to provide high-quality information to the discerning readers."

Takumi Eguchi, Editor in Chief, MINKABU

"By beginning distribution through SmartNews+, MINKABU Premium has gained greater recognition, enabling our articles to reach audiences that we could not have accessed through our own media channel alone."

SmartNews will continue to improve the SmartNews+ service and provide users with high-quality content and a more enjoyable news experience. SmartNews will further strengthen collaboration with publishers, contributing to the development of a high-quality information ecosystem, as we pursue the realization of our mission and continued business growth.

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About SmartNews, Inc.

Founded in 2012, SmartNews is a leading global information and news discovery company, dedicated to delivering quality information to the people who need it. SmartNews provides news that matters to millions of readers using powerful AI discovery, a team of award-winning journalists offering thoughtful curation, and deep partnerships with more than 3,000 trusted global publisher partners. <https://about.smartnews.com/en/>