



# Powering a Publishing Revolution

How Mediahuis Ireland Gained 100,000  
Subscribers with Flip-Pay



**MEDIAHUIS**

**100,000+  
SUBSCRIBERS**



In just four years, Mediahuis Ireland transformed the Irish Independent from a free, ad-driven model into a thriving digital powerhouse with over 100,000 paying subscribers.

Starting from zero, they redefined the value of journalism in the Irish market. Powered by Flip-Pay's scalable and flexible technology, the Irish Independent is now the number one choice for paid digital news in Ireland.

# The Challenge:

## Reimagining News in a Digital-First World



Mediahuis inherited a print legacy, but had no digital subscriber base. To thrive, they needed to build a subscriber-first model from the ground up.

**No Playbook. No Shortcuts. Just Vision.**

*"We had to try to sell a digital subscription to people you don't know. That was a major challenge."*

Peter Vandermeersch, CEO, Mediahuis Ireland

### What It Took

#### Seamless Access

Smart paywall, premium content, no friction.

#### Scalable Engine

From sign-up to renewal — fully managed.

#### Smart Insights

Know what converts readers into subscribers.

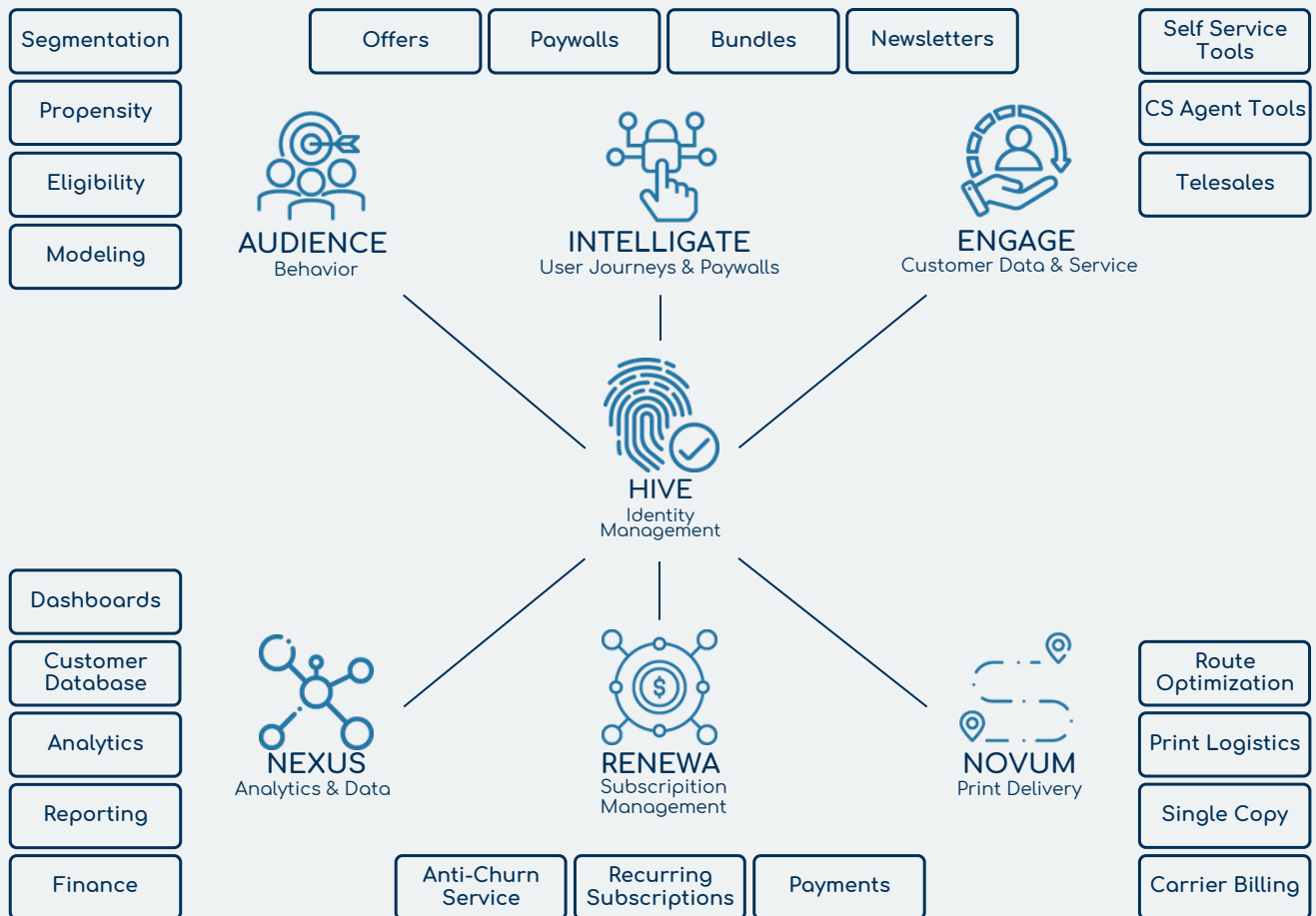
#### True Partnership

A tech team that builds with you.



# The Solution:

## A Partnership Built on Agility and Trust



## The Flip-Pay Ecosystem

More than software.  
A Collaborative Engine for Growth.

Flip-Pay was selected not just for our comprehensive platform, but for our partnership-led approach. We provided Mediahuis with a complete subscription ecosystem designed for flexibility and scale.

# The Technology:

## What We Delivered

### ✔ Smart Access Control

Customisable paywalls, registration flows & identity management.

### ✔ Full Subscription Engine

Plans, promos, payments, renewals — all in one place.

### ✔ Advanced Analytics

Know what drives clicks, reads, and paid conversions.

### ✔ Anti-Churn Toolkit

Automated tools to retain users & recover lost revenue.

### ✔ Self-Service Support

Empower users while cutting support overhead.

## A Partnership, Not a Platform

### ✔ Co-Built Features

Tech evolved around Mediahuis's strategy — not the other way around.

### ✔ Agile & Embedded

Engineering team worked as part of theirs, not as an external vendor.

### ✔ Weekly Alignment

Joint planning with shared goals and quick iterations.

### ✔ Direct Access, No Tickets

No waiting. Just action.

*"We never had to compromise our vision.*

*Flip-Pay adapted to us."*

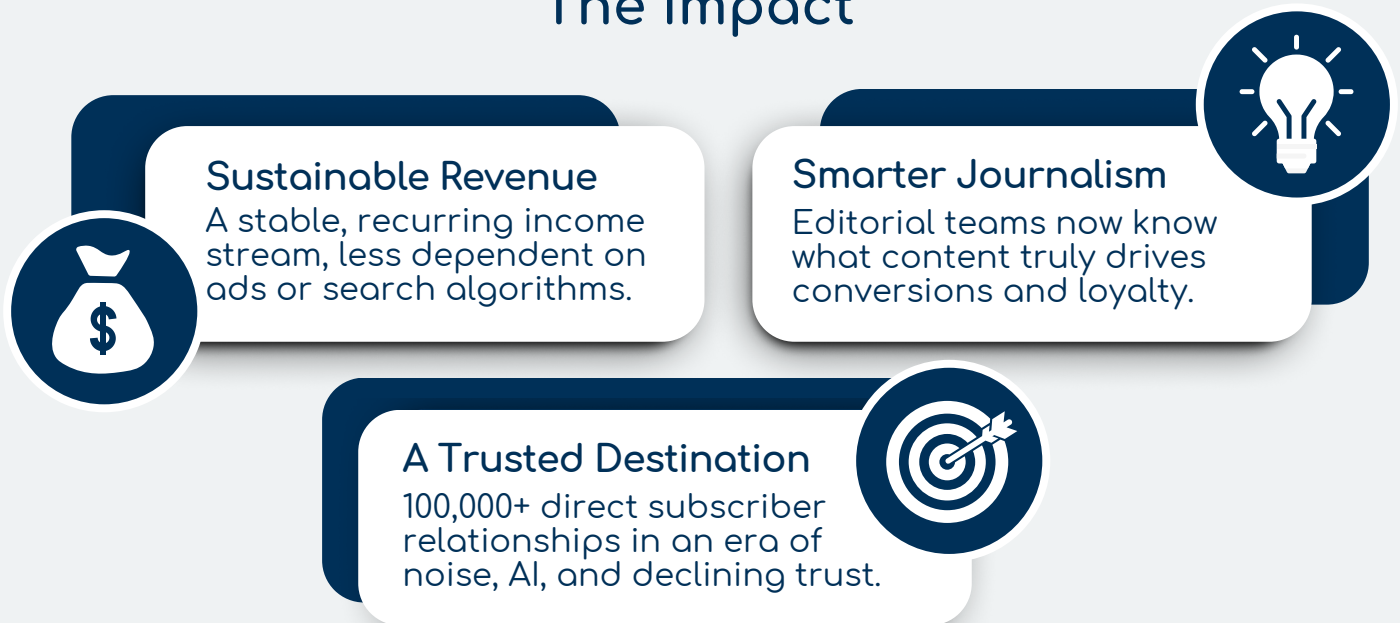
Mediahuis Product Team

# The Results:

## A Milestone Reached. A Foundation Built.

The results of this partnership speak for themselves. By leveraging the Flip-Pay platform, Mediahuis successfully navigated the immense challenge of building a paid digital audience from the ground up.

### The impact



### The Future is Bright:

Reaching 100,000 subscribers is just the beginning. With plans already underway for the next 100,000, Mediahuis continues to grow, and Flip-Pay's scalable and agile platform is ready to support that growth. This milestone proves that bold vision, paired with the right technology partner, leads to remarkable results.



**More Information**  
[flip-pay.com](https://flip-pay.com)

Ready to build your subscription future?