

Boosted Articles — Monetary Potential Report

Source: boost_predictor/boosted_articles.db | Coverage: 33,189 boosted Medium articles | Period: Boosts Sep 2022 – May 2026 | Generated: May 24, 2026

Disclaimer: All dollar figures are modeled estimates. This database contains engagement metrics only — no actual Medium Partner Program payouts. Rates vary by region, member status, and policy.

Executive summary

This corpus represents a high-engagement slice of Medium: **64.8 million reads, 153 million views**, and an estimated **9.0 million member-reading hours** (reading time × reads). About **77%** of boosted articles are paywalled (locked).

Estimated cumulative Partner Program value (full 33K-article set): roughly **\$300K – \$2.5M**. Indirect revenue (consulting, courses, sponsors) in AI/productivity niches often exceeds direct payouts. Recent cohort velocity: ~1.0–1.4M reads/month.

33,189 BOOSTED ARTICLES	64.8M TOTAL READS	153M TOTAL VIEWS	2,794 UNIQUE AUTHORS
77% PAYWALLED (LOCKED)	9.0M MEMBER-READ HOURS	611 MEDIAN READS/ARTICLE	1,951 MEAN READS/ARTICLE

Revenue models (cumulative)

Model	Rate assumption	Low	Mid	High
Member-read-minute	\$0.004 – \$0.008 / min	\$2.2M	\$3.2M	\$4.3M
Locked reads only	\$3 – \$12 / 1K reads	\$134K	\$336K	\$538K
All reads (optimistic)	\$0.05 – \$0.15 / read	\$3.2M	\$9.7M	\$22.7M
Monthly run-rate	~1.2M reads/mo (recent)	\$4.6K/mo	\$11K/mo	\$60K/mo*

* Upper monthly band uses ~10M member-read-minutes/mo at \$0.006/min. Locked reads: 44.8M (69% of total).

Paywall & engagement

Status	Articles	Share	Total reads	Avg reads
Locked (paywalled)	25,561	77.0%	44,808,239	1,753
Unlocked	7,628	23.0%	19,959,720	2,617

Total claps: 47.5M · Feed presentations: 490M · Read/view ratio: 42.3% · 890 articles with 10K+ reads.

Monthly trend (reads from new boosts)

Month	New boosts	Total reads	Avg reads
2025-06	898	1,273,407	1,418
2025-07	846	1,466,685	1,734
2025-08	856	1,232,787	1,440
2025-09	743	1,477,805	1,989
2025-10	679	1,366,150	2,012
2025-11	553	1,109,604	2,007
2025-12	441	991,535	2,248
2026-01	493	918,201	1,862
2026-02	501	858,395	1,713
2026-03	460	701,745	1,526
2026-04	420	391,240	932
2026-05*	66	32,001	485

* Partial month.

Top topics by monetization potential

Topic	Articles	Total reads	Avg reads	Locked %
self	2,501	7,762,279	3,104	73.5
artificial-intelligence	1,669	6,928,846	4,151	70.8
programming	1,259	6,080,089	4,829	60.4
productivity	331	3,915,066	11,828	65.3
work	1,025	3,844,720	3,751	65.0
mental-health	1,147	3,616,614	3,153	75.2
data-science	782	3,341,754	4,273	63.6
machine-learning	630	2,999,163	4,761	69.8

Author concentration

Cohort	Authors	Total boosts	Share of reads
Power (25+ boosts)	323	21,682	~60%
Repeat (10–24)	370	5,684	~18%
Multi (3–9)	821	4,145	~13%
Low (1–2)	1,280	1,678	~9%

Top authors by cumulative reads

Username	Boosts	Total reads	Est. member hours
wlockett	157	1,806,320	221,274
netflixtechblog	106	1,587,873	194,514
devonprice	64	1,339,861	164,133
startswithabang	717	1,171,120	143,462
joulee	15	1,268,112	155,344

Per-writer annual scenarios

Mid estimate: \$7.50 per 1,000 locked-equivalent reads.

Profile	Reads/article	Pieces/year	Annual reads	Est. Partner Program
Median boosted	611	12	7,332	~\$55
Solid (p75)	1,242	12	14,904	~\$112
AI topic average	4,151	12	49,812	~\$374
Productivity-style	11,828	4	47,312	~\$355
Single breakout	10,000+	2	20,000	~\$150

Content patterns

- **Word count:** 3,000+ word articles average 2,955 reads and 17.3 min reading time — best for Partner Program minutes.
- **Boost timing:** 23% boosted within 1 hour (avg 1,073 reads); 30+ day boosts average 12,379 reads (evergreen value).
- **Quality scores:** Only 572 articles (1.7%) score elite (≥ 75); half the corpus scores below 50 on internal quality index.
- **Correlations:** Views→reads $r=0.87$; claps→reads $r=0.74$; word count weakly predicts reads.

Strategic takeaways

- **Direct revenue:** Long-form (1,500–3,000+ words), locked, 7–17 min reading time. Target productivity, AI, programming.
- **Indirect revenue:** Consulting and courses often exceed RPM in AI/startup; boost buys distribution (490M presentations).
- **Concentration:** 12% of authors drive ~60% of reads — repeat boosts matter more than one-off median performance.
- **Optimization:** 527 high-view, low read-ratio articles — fix titles/intros before expecting monetary lift.

Risks & limitations

- No actual earnings data — models only.
- Survivorship bias: boosted articles only; medians far below means.
- 99.99% English; Partner Program rates vary by region and policy.
- Engagement metrics are point-in-time snapshots; totals may grow.