

My Local Press Launches Revenue-Sharing Tools Letting Independent Journalists Keep 90% of Subscription and Ad Revenue

New features give local publishers a direct path to a sustainable income from their own reporting

MIAMI BEACH, FL, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- My Local Press, the platform that gives [independent journalists](#) a low-overhead way to launch local news outlets, has introduced two new revenue-sharing tools designed to help publishers turn community reporting into a sustainable income: subscriber-only content and self-serve local advertising, both of which let publishers keep 90% of what they earn.

With the new subscriber-content tool, journalists on My Local Press can offer premium or members-only stories directly to their readers, keeping 90% of subscription revenue while the platform retains 10% to support ongoing development. The second tool lets publishers sell advertising directly to local businesses on their own stories and pages, again keeping 90% of the revenue generated.

The features add to My Local Press's existing toolkit, which already allows journalists to publish from a smartphone or desktop, run live video newscasts, sell coupons and public notices, and produce a printable edition — all without the overhead of traditional newspaper infrastructure.

"A lot of talented local reporters left the industry because there was no clear way to make a living doing it," said Adam Smith, co-founder of My Local Press. "These tools are about giving that living back to the journalist, not routing it through a chain or a corporate ad network. If a publisher builds the audience and does the work, they should keep the vast majority of what it earns."



MyLocalPress.com

The revenue-sharing tools are available now to all publishers on My Local Press, which has grown to more than 3,000 active publishers worldwide since launching in January 2026, covering communities across the United States and internationally.

Journalists and community members interested in launching a local news outlet can get started for free at www.MyLocalPress.com.

About My Local Press

My Local Press is a [local news publishing platform](#) created to help independent journalists and community publishers launch and run profitable local news businesses without the overhead of traditional newspaper infrastructure.



My Local Press Mascot Choco

Adam Smith

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*Adam Smith, co-founder of
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My Local Press Co-Founder Adam Smith

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