# Substack reshapes digital reading with 20 million users seeking deeper engagement



Substack, a rapidly evolving online platform launched in 2017, has carved a niche for itself as a space where writers, journalists, and creators can publish and monetise their content directly to an audience. With over 20 million active users and a burgeoning subscriber base exceeding 5 million, Substack offers an alternative to the fast-paced consumption of content common on platforms such as TikTok and Twitter.

This platform facilitates the creation of newsletters that allow writers to share their thoughts and insights while potentially earning revenue. Users can subscribe to these newsletters, often with varying payment tiers, while creators successfully retain approximately 90% of their earnings after processing fees.

Substack has emerged as a significant player in the realm of long-form content. Distancing itself from the incessant dopamine rush offered by traditional social media, it serves as a "living library," according to users who appreciate its curated, focused approach to content consumption. Many users report enjoying a conscious reading experience that encourages deeper engagement with selected topics. One user noted, “Substack is a place to hone in on one or two specific pieces of content and be present with them,” highlighting the platform’s ability to foster a more intentional and enriching alternative to the incessant scrolling culture pervasive in other social media environments.

The platform's design mimics a social media feed, which facilitates easy navigation through various topics but prompts users to engage in longer reading sessions. Upon initial sign-up, users are guided to select their areas of interest, ensuring that the content recommended aligns with their preferences.

Writers on Substack encompass a wide range of genres, from health and wellness to pop culture and personal essays. Many utilise it as a means of maintaining personal connections, such as by sharing updates with friends and family in newsletter form. The flexibility of the platform appeals to both casual writers and established creators alike, enabling a broad spectrum of voices.

In a context where users often feel overwhelmed by a deluge of information, Substack offers a refuge for those seeking thoughtful, deliberate content that resonates with their interests. As it continues to grow, its status as a platform dedicated to extensive storytelling and in-depth analysis becomes increasingly central, providing a counterbalance to the often superficial connections found in mainstream social media.

In summary, as users continue to search for alternatives to the fast-paced content cycles of platforms like TikTok and Instagram, Substack presents itself as a viable option for those eager to engage with deeper narratives and creative expressions. The platform fosters a unique environment where both writers and readers can cultivate meaningful exchanges, redefining the way content is consumed in the modern digital landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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