

How much is this blog worth to you?

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As someone called Tom. B [said on this blog](#) recently:

The more right wing, now pretty much establishment corner of the internet is better funded, and each blogger, podcaster, influencer, shill, whatever, has higher views than their progressive counterparts.

That's why it always surprises me how far progressive ideas actually spread, and how deep they penetrate into the conversation.

The progressive side of the internet is an interconnected eco system of TikTok videos, blogs, and a whole lot of newsletters with links to other progressive issues.

That's why the establishment keep getting surprised by left wing candidates. They aren't looking, don't notice, think they are winning with the big numbers, but they aren't.

I hope you will forgive the blog that follows on from this comment.

How much is this blog worth to you?

The question that occurred to me after Tom. B had made his comment about the comparative funding of left and right-wing blogs was how much is this blog worth to you? I stress, not to anyone else, but you?

The consequence is that I am doing something I have not done in a long time, at least since the first time I turned donations on for this site, and that is to ask for your support with funding.

I am doing so because the cost of running this blog and the related YouTube channel is, including payment of fair salaries, the cost of equipment, research expenditure, including many subscriptions, IT hosting, and all the usual overheads of a business, coming to around £50,000 a year now.

Currently, income from YouTube and existing donations through the Ko-fi donation scheme covers those costs, give or take. Currently, I do not earn a lot from writing this, and to be honest, covering costs would be fine if we had no other plans, but as a matter of fact, we do. We want to expand our reach, which will require additional support and the purchase of new services. I can do twelve hours a day, and then I begin to flag a bit.

Our ambition

The result of having such resources would mean that:

- * We could publish more and better content on:
 - * YouTube, including focussed shorts
 - * Instagram
 - * TikTok
 - * Twitter
 - * Bluesky
- * Long-form content, maybe on Substack as well as here.
- * And, maybe, pamphlet or book content.

We might even do the podcast we have long promised.

In other words, I want to extend the reach of our argument, and all of these things will do that. That's my motivation for doing them.

The reason for this blog

This blog is written on the assumption that most of what we are told about economics is wrong, and that this misinformation is deliberate.

I seek to expose the myths behind government, government debt, taxation, public services, inflation, and the supposed limits of what the state can do. By doing so, what I aim to expose is that the constraints we're told about that supposedly prevent people from fulfilling their potential are almost always fabrications resulting from unstated political choices.

The aim, however, is not just to critique. The objective is to offer alternatives and to speak up for what matters: decent public services, fair taxation, climate action, and a society that works for all and not just the wealthy few.

This blog is not written for economists. It's written for people who want change. It's

here to give you the tools to think differently, speak up, and push back. I would like as many people as possible to share in that, which is why we now wish to expand our work.

What value does that have?

And now I come to the nub of the issue, which is that if we don't fund the future, no one else will.

Unfortunately, in the social media world, there is no guarantee that doing more will necessarily increase our income. I am aware that this is a problem that every social media creator faces. We all, inevitably, have good and bad months, and it is very hard to explain why, particularly when it comes to YouTube. Right now, traffic there is running at more than 1.6 million views a month, but it has been higher, and the variability makes it hard to rely on. Traffic on this blog is, however, a lot more consistent and is running at record levels. That is why I am asking the question, what is this blog worth to you?

I cannot be sure how many readers there are here. I know that, on average, there are more than 25,000 reads here a day. Unique visits are harder to estimate, but I think there might be at least 15,000 distinct visitors here each day, and of course, not everyone comes every day, although a lot tell me that they do.

What I would hope, on this basis, is that we do provide real value to you and in the process create a community with real value.

Is it possible, then, that this blog might be worth £3 a month to you, which is less than the price of a coffee almost everywhere I go now?

And might it be worth £36 a year, if that £3 was paid each and every month? That's not much more than the price of many specialist books these days, but a book usually contains around 80,000 words, and this blog publishes more than ten times that number of my words a year, based on my reasonable estimates. If you add in the number of words in comments, which many people appreciate and value, the total is likely to exceed 2 million words a year, which comes to at least 25 books a year. That would be 0.0018p per word if £36 were paid a year.

I ask this because if just five per cent or so of our regular readers donated £3 a month to the blog our financial stability would be on a very different footing. If a few more than that did, we would be able to plan in very different ways.

No ads. No exclusivity. No paywall. That's the aim.

The alternative is commercial sponsorship, or advertising (but I am not very keen on either of them) or complicated membership schemes, which are time-consuming to manage and create an aura of exclusivity that I would also rather avoid.

As a result, we are revising our Ko-fi contribution page to allow donations of £3 now, when our previous lower limit was £5. However, might I ask that if you opt for this lower sum, you might consider donating monthly?

That said, and I cannot stress this enough, please don't even try to contribute if you cannot afford to do so. My aim is always to provide free content, but creating the messages about change that I really want to deliver does have a cost, so if you can help, I would appreciate it. And if you would rather pay by standing order, please just email me.

And finally...

And thanks for reading this, which I found really hard to write, and did so only because we really do need to Fund the Future. I'll throw in my time, but it would be great to know the costs are covered.