

JR

# JOURNO RESOURCES MEDIA KIT 2023



# WE'RE THE UK'S LEADING JOURNALISM RESOURCE PLATFORM AND WE'RE BUILDING A BETTER FUTURE FOR JOURNALISM.

We're Journo Resources. Founded in 2016, we're now the UK's leading online journalism resource, reaching tens of thousands of media workers every week. We're building a more transparent industry that better reflects the world it reports on, alongside a loyal and engaged community that shares our vision.

We help employers, educational providers, and companies connect with the right people. Whether you're looking to hire the best new talent, raise awareness of your brand, or drive conversions for your product, we'll put you in the room with the right people.

Whether it's through our editorial content or weekly newsletter, our social media output or online workshops, we're experts at creating innovative campaigns that drive tangible results. We're fiercely proud to have built a diverse community of professionals ranging from entry-level to senior decision makers and always champion those from underrepresented and marginalised communities.

Whatever your goals, we'll help you achieve them – and we're always up for a chat to work out how.

**Jem Collins,**  
Founder & CEO  
[jem@journoresources.org.uk](mailto:jem@journoresources.org.uk)





**UNIQUE USERS ON  
OUR WEBSITE EVERY  
SINGLE MONTH**



**15,000 NEWSLETTER  
READERS WITH  
50-60% OPEN RATE**



**FOLLOWERS ACROSS  
TIKTOK, INSTAGRAM,  
TWITTER, LINKEDIN**



**UK-WIDE AUDIENCE  
ACROSS ALL NATIONS  
AND REGIONS**



**AVERAGE ATTENDANCE  
AT OUR FREE ONLINE  
WORKSHOPS**



**TWO-THIRDS OF USERS  
AGED BETWEEN 18  
AND 34**



**25% IDENTIFY AS  
DISABLED, 25% ARE  
NON-WHITE**



**40% COME FROM  
WORKING-CLASS  
BACKGROUNDS**

# I WANT TO...

- Hire Great Talent *Pg 5*
- Amplify My Brand Or Campaign *Pg 6*
- Get People To Use My Product *Pg 7*
- Get People To Study On My Course *Pg 8*
- Know The Rates *Pg 9*

Get in touch to discuss exactly what you need  
[jem@journoresources.org.uk](mailto:jem@journoresources.org.uk)



# ... HIRE REALLY GREAT PEOPLE

Do you want your job adverts to reach tens of thousands of talented, diverse candidates within journalism and media? Leverage the power of our website, newsletter, and social media to reach more than 75,000 people every week.

You'll also reach a diverse range of candidates – we're proud champions of diversity and know it helps organisations be more productive, reach new audiences, and make better journalism. A quarter of our audience is non-white and 40% are working class.

For organisations who hire often we offer discounts on orders of ten or more credits, as well as bespoke brand-building packages (p6).

Contact: [jem@journoresources.org.uk](mailto:jem@journoresources.org.uk)

## Basic Ad – £65

- Your job & logo on the jobs board, used by 20,000 people a month;
- Mentioned in our weekly newsletter, read by 15,000, with 50–60% open rate;
- Integrated with Google Jobs;
- Promoted on our Twitter account.

## Standard Ad – £120

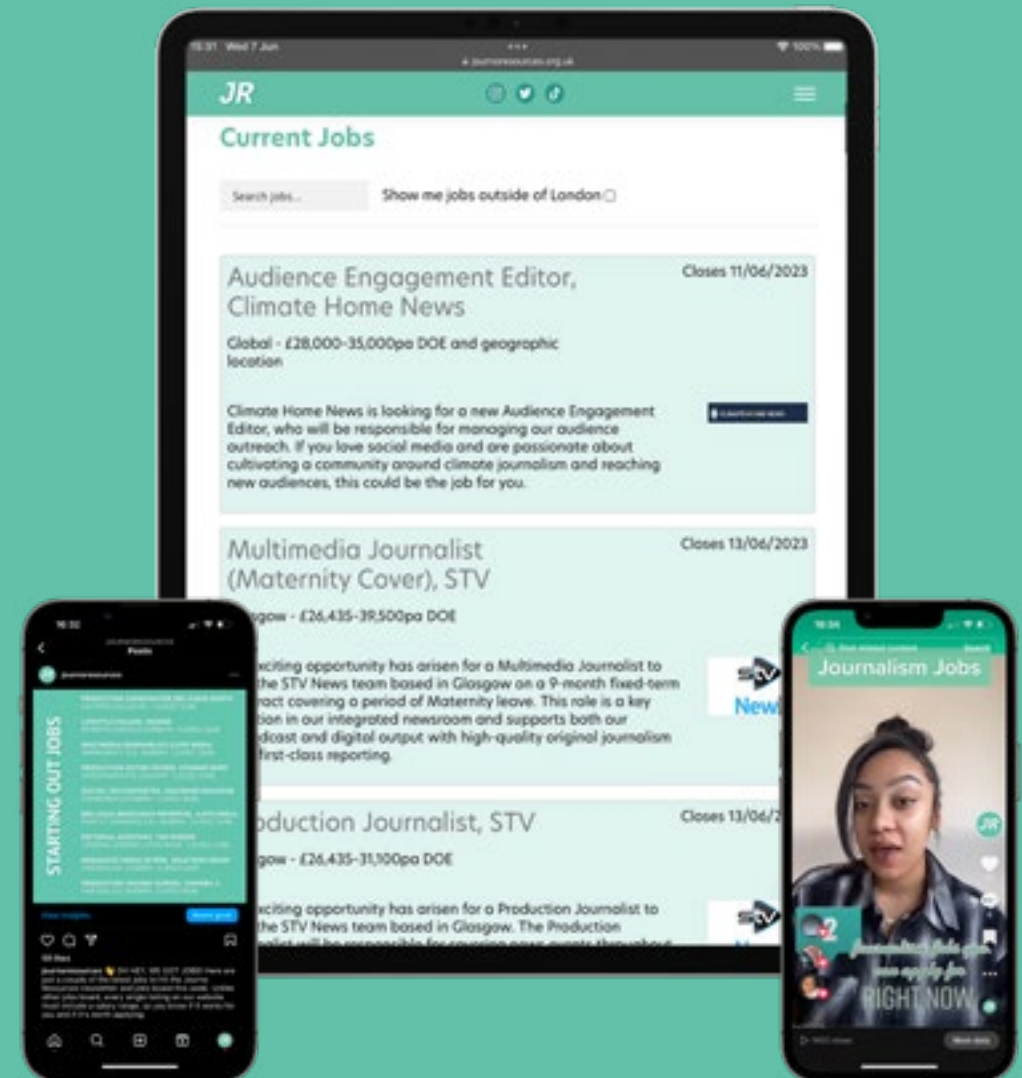
- All basic benefits;
- Unlimited duration on our jobs board;
- Sponsored slot on our newsletter;
- Included in our Instagram & TikTok round-ups;
- Shared to our LinkedIn audience.

## Bespoke Ad – £220

- All standard benefits;
- Top slot on our newsletter;
- Bespoke asset creation for Instagram and TikTok;
- Analytics round-up report;
- Free to re-list in the unlikely event you don't find someone.

“IT CONTRIBUTED A STAGGERING NUMBER OF CANDIDATES, MANY FROM DIVERSE BACKGROUNDS WHO WOULD OTHERWISE NOT HAVE THE CONFIDENCE TO APPLY.”

MARK HUDSON, NEWS UK





# ...AMPLIFY MY CAMPAIGN

Whether you're a publication who wants to build your profile as an aspirational employer, or an organisation that wants to get your message and products in front of tens of thousands of influential journalists every week, we can help.

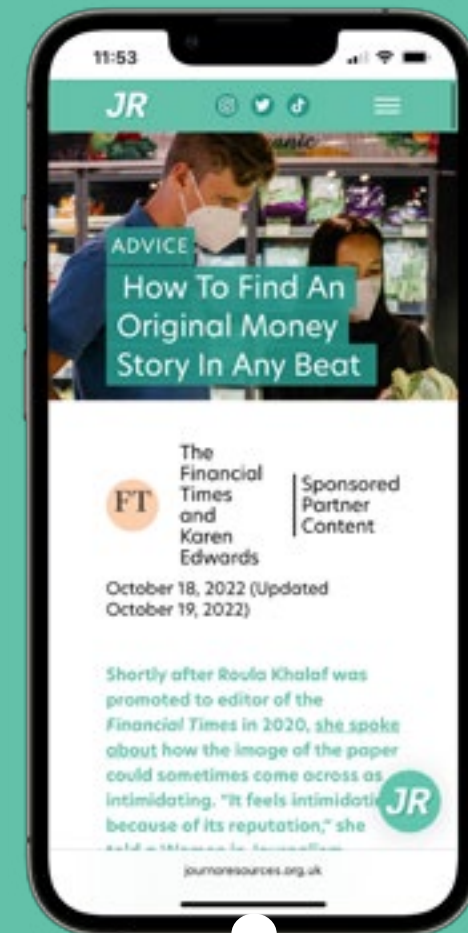
We craft campaigns across editorial, social, and events that directly track back to your KPIs. Our in-house team of experts do the heavy lifting, and all campaigns come with in-depth reports as standard.

All our campaigns can be tailored to your needs – get in touch and we can send you a personalised campaign proposal.

Contact: [jem@journoresources.org.uk](mailto:jem@journoresources.org.uk)

Basic – £1,000	Standard – £3,000	Bespoke – £5,000+
<ul style="list-style-type: none"><li>One piece of bespoke editorial content;</li><li>One piece of bespoke social media content;</li><li>One top-of-newsletter advert;</li><li>General social amplification.</li></ul>	<ul style="list-style-type: none"><li>Three pieces of bespoke editorial content;</li><li>Three pieces of bespoke social media content;</li><li>Three top-of-newsletter adverts;</li><li>Three sponsored events at our workshop series;</li><li>Print advert in our magazine;</li><li>General social amplification.</li></ul>	<ul style="list-style-type: none"><li>Bespoke campaign build such as site section sponsorship, software tools, or additional editorial content.</li><li>All benefits listed in the standard campaign.</li><li>Bespoke workshop as part of our series, with your speaker and messaging.</li></ul>

OUR FELLOWSHIP FOR THE ABSW SAW 7,300 MINUTES OF LIVE TRAINING WATCHED AND 30 ARTICLES WRITTEN



EDITORIAL FOR THE FINANCIAL TIMES WAS SEEN BY THOUSANDS OF PEOPLE AND DROVE HUNDREDS OF APPLICATIONS

# ... MORE SALES OR USERS

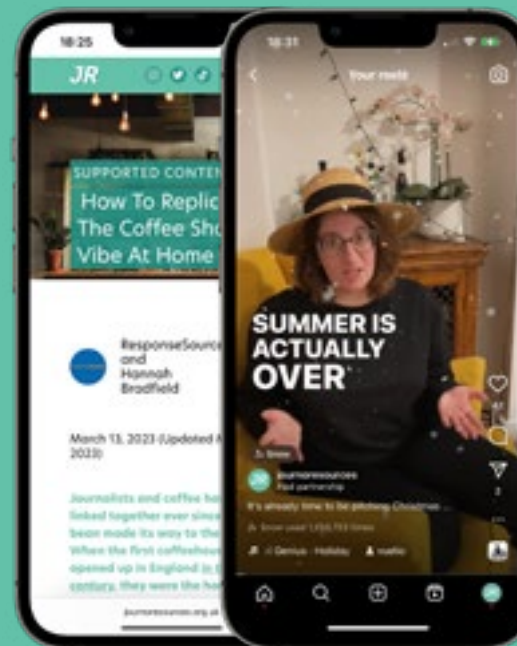
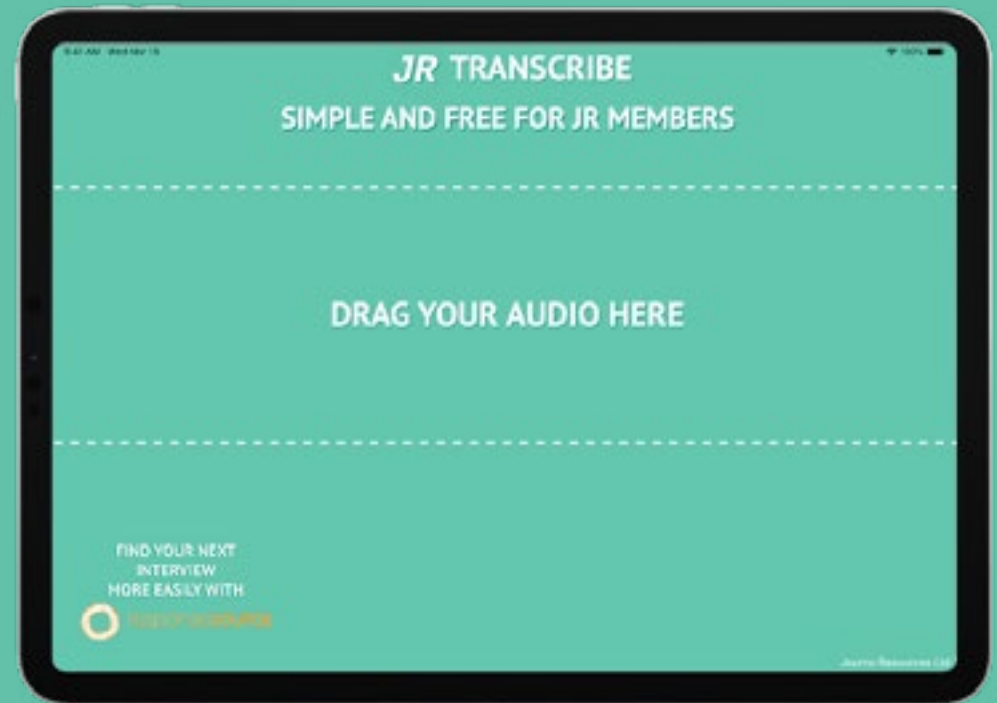
We have an audience of tens of thousands of working journalists — all of them looking for tools, services, and events to make their lives easier and more fun.

We've worked with all types of businesses from co-working spots to career hotspots, magazines to research tools. We'll get you in front of the right people using editorial, social, and events that directly track back to conversions and results.

All our campaigns can be tailored to your needs — get in touch and we can send you a personalised campaign proposal

Contact: [jem@journoresources.org.uk](mailto:jem@journoresources.org.uk)

Basic — £1,000	Standard — £3,000	Bespoke — £5,000+
<ul style="list-style-type: none"><li>• One piece of bespoke editorial content;</li><li>• One piece of bespoke social media content;</li><li>• One top-of-newsletter advert;</li><li>• General social amplification.</li></ul>	<ul style="list-style-type: none"><li>• Three pieces of bespoke editorial content;</li><li>• Three pieces of bespoke social media content;</li><li>• Three top-of-newsletter adverts;</li><li>• Three sponsored events at our workshop series;</li><li>• Print advert in our magazine;</li><li>• General social amplification.</li></ul>	<ul style="list-style-type: none"><li>• Bespoke campaign build such as site section sponsorship, software tools, or additional editorial content.</li><li>• All benefits listed in the standard campaign.</li><li>• Bespoke workshop as part of our series, with your speaker and messaging.</li></ul>



**ALONGSIDE NATIVE  
TIKTOK AND WEB  
CONTENT, WE BUILT  
TRANSCRIPTION  
SOFTWARE FOR OUR  
MEMBERS TO USE  
— WITH A BUILT-  
IN PROMPT TO USE  
RESPONSESOURCE'S  
EXPERT FINDER FOR  
YOUR NEXT INTERVIEW.**

# ... SIGN PEOPLE UP TO COURSES

We are with people all along their journalism journey – starting from what qualification they study. As a trusted, independent voice, we help people make the right choices about the right course.

With a diverse audience, including two-thirds under the age of 35, we're perfectly placed to get your degree or short course in front of the right people. Whether it's a social-first campaign on TikTok or SEO content that ranks for key search, we can help.

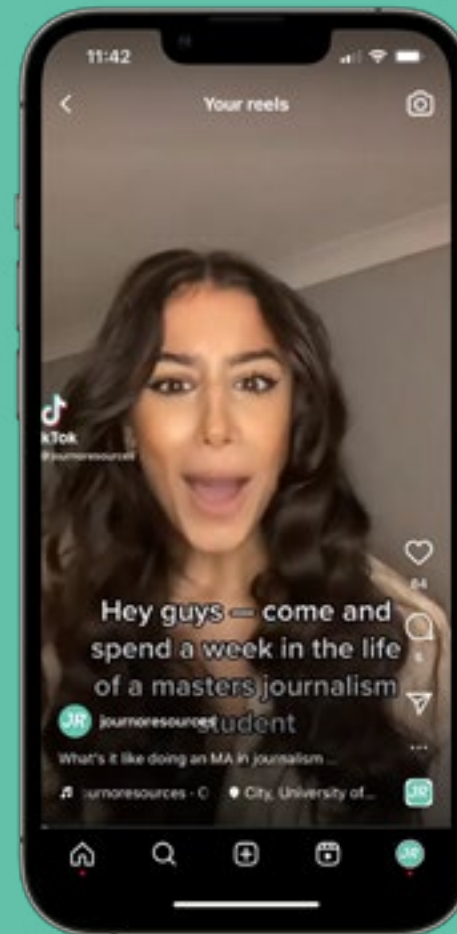
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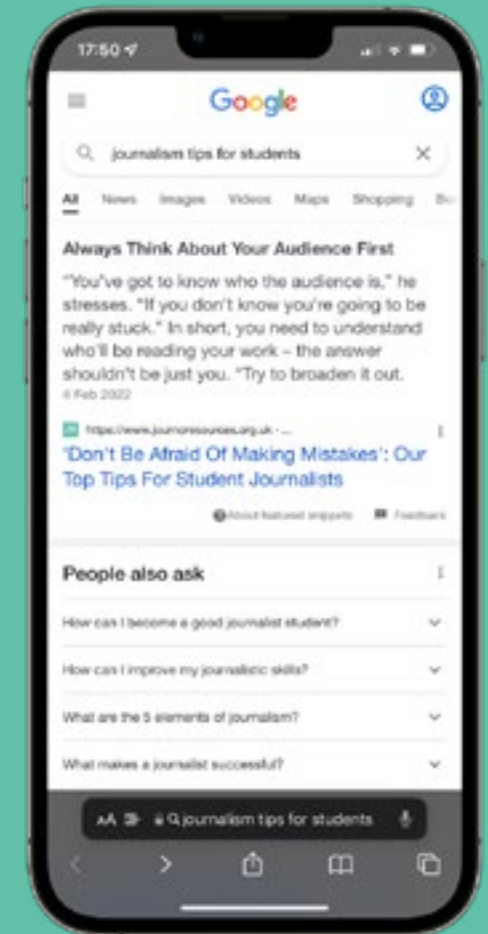
Basic – £1,000	Standard – £3,000	Bespoke – £5,000+
<ul style="list-style-type: none"> <li>One piece of bespoke editorial content;</li> <li>One piece of bespoke social media content;</li> <li>One top-of-newsletter advert;</li> <li>General social amplification.</li> </ul>	<ul style="list-style-type: none"> <li>Three pieces of bespoke editorial content;</li> <li>Three pieces of bespoke social media content;</li> <li>Three top-of-newsletter adverts;</li> <li>Three sponsored events at our workshop series;</li> <li>Print advert in our magazine;</li> <li>General social amplification.</li> </ul>	<ul style="list-style-type: none"> <li>Bespoke campaign build such as site section sponsorship, software tools, or additional editorial content.</li> <li>All benefits listed in the standard campaign.</li> <li>Bespoke workshop as part of our series, with your speaker and messaging.</li> </ul>

**“WE USED JR TO PROMOTE AN EVENT AND THEY PROVIDED AN EXCELLENT, EFFICIENT SERVICE. THEY ARE ALWAYS INCLUSIVE AND AWARE OF THE VARIOUS BARRIERS MARGINALISED COMMUNITIES MUST OVERCOME.”**

**JASON BENNETTO, CITY UNIVERSITY**



TikTok-Led Campaign



Top-Ranking Snippets

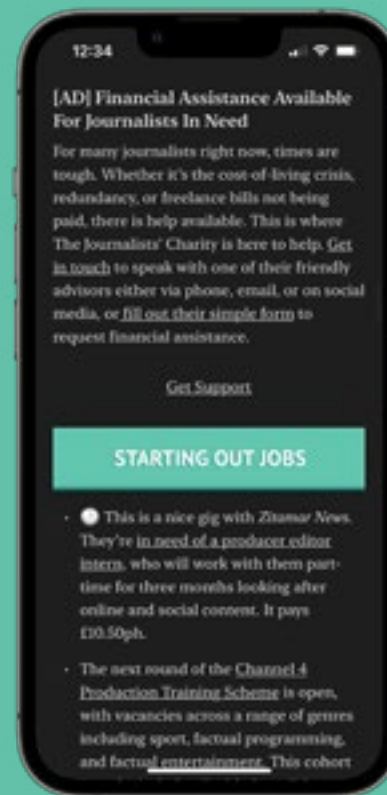


# OUR RATES...

We pride ourselves on offering the best rates for unrivalled reach, all with a personal consultation and creative plan.

## JOB ADVERTS

Basic Ad – £65	Standard Ad – £120	Bespoke Ad – £220
<ul style="list-style-type: none"> <li>Your job &amp; logo on the jobs board, used by 20,000 people a month;</li> <li>Mentioned in our weekly newsletter, read by 15,000, with 50–60% open rate;</li> <li>Integrated with Google Jobs;</li> <li>Promoted on our Twitter account.</li> </ul>	<ul style="list-style-type: none"> <li>All basic benefits;</li> <li>Unlimited duration on our jobs board;</li> <li>Sponsored slot on our newsletter;</li> <li>Included in our Instagram &amp; TikTok round-ups;</li> <li>Shared to our LinkedIn audience.</li> </ul>	<ul style="list-style-type: none"> <li>All standard benefits;</li> <li>Top slot on our newsletter;</li> <li>Bespoke asset creation for Instagram and TikTok;</li> <li>Analytics round-up report;</li> <li>Free to re-list in the unlikely event you don't find someone.</li> </ul>



## CAMPAIGN PACKAGES

Basic – £1,000	Standard – £3,000	Bespoke – £5,000+
<ul style="list-style-type: none"> <li>One piece of bespoke editorial content;</li> <li>One piece of bespoke social media content;</li> <li>One top-of-newsletter advert;</li> <li>General social amplification.</li> </ul>	<ul style="list-style-type: none"> <li>Three pieces of bespoke editorial content;</li> <li>Three pieces of bespoke social media content;</li> <li>Three top-of-newsletter adverts;</li> <li>Three sponsored events at our workshop series;</li> <li>Print advert in our magazine;</li> <li>General social amplification.</li> </ul>	<ul style="list-style-type: none"> <li>Bespoke campaign build such as site section sponsorship, software tools, or additional editorial content.</li> <li>All benefits listed in the standard campaign.</li> <li>Bespoke workshop as part of our series, with your speaker and messaging.</li> </ul>

## BUILD YOUR OWN

Newsletter – £80	Event – £500+	Social – £500+
<ul style="list-style-type: none"> <li>Top slot on our newsletter for one week, read by 15,000 people;</li> <li>One clickable CTA link included in the advert;</li> <li>Ads crafted by our experts to get you the best reach.</li> </ul>	<ul style="list-style-type: none"> <li>Your speaker runs an event as part of our online workshop series;</li> <li>Available to watch live or recorded;</li> <li>Social media assets from the event;</li> <li>Post-event email to attendees;</li> <li>Promoted by our team to ensure maximum attendance.</li> </ul>	<ul style="list-style-type: none"> <li>A social-only campaign across tailored to your target demographics on key platforms.</li> <li>Bespoke assets tailored to networks such as Instagram, TikTok, LinkedIn, or Twitter.</li> </ul>



**FIND OUT HOW WE  
CAN HELP YOU.**

**DROP US AN EMAIL:**

**JEM@  
JOURNORESOURCES.  
ORG.UK**