

JR

JOURNO RESOURCES MEDIA KIT 2025

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KAYLEIGH WATSON
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EDITORIAL RESOURCES



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SALES MANAGER



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 and leaders 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 companies, employers, and educational providers 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.

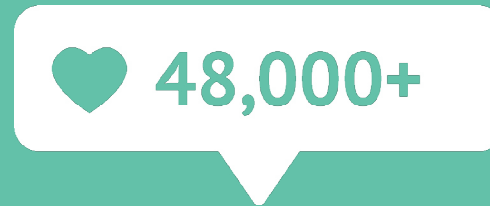
Jem Collins,
Founder & CEO
jem@journoresources.org.uk



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



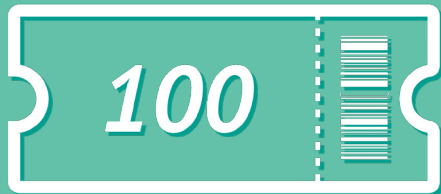
**20,000 NEWSLETTER
READERS WITH
60% OPEN RATE**



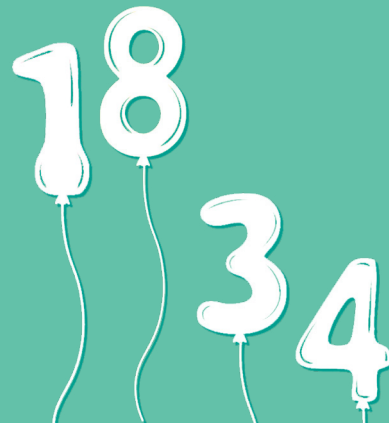
**FOLLOWERS ACROSS
TIKTOK, INSTAGRAM, X,
LINKEDIN, AND MORE**



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



**AVERAGE ATTENDANCE
AT OUR FREE ONLINE
WORKSHOPS**



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



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



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

I WANT TO...

- Know The Options *Pg 5*
- Hire Great Talent *Pg 7*
- Amplify My Brand Or Campaign *Pg 8*
- Get People To Use My Product *Pg 9*
- Get People To Study On My Course *Pg 10*
- Support My People *Pg 11*
- Give Back To The Community *Pg 12*

Get in touch to discuss exactly what you need
jem@journoresources.org.uk

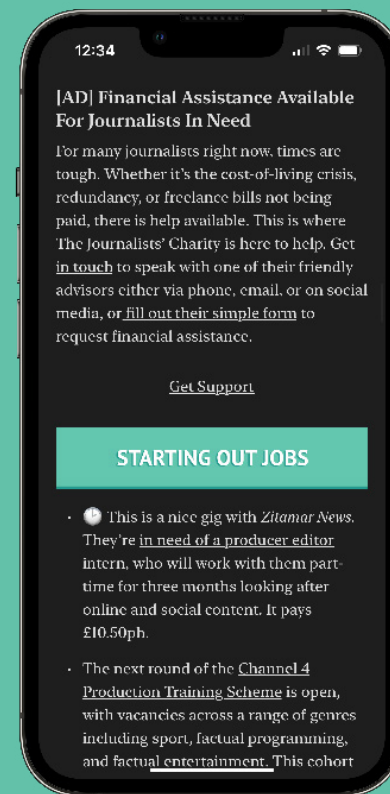


THE OPTIONS...

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"> Your job and logo on the jobs board, used by 20,000 people a month; Mentioned in our weekly newsletter, read by 20,000, with 50–60% open rate; Integrated with Google Jobs; Promoted on our X, Threads, and Bluesky. 	<ul style="list-style-type: none"> All basic benefits; Unlimited duration on our jobs board; Sponsored slot on our newsletter; Included in our Instagram and TikTok round-ups; Shared to our LinkedIn audience. 	<ul style="list-style-type: none"> 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.



CAMPAIGN PACKAGES

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

BUILD YOUR OWN

Newsletter – £150+	Workshop – £500+	Social – £500+
<ul style="list-style-type: none"> Top slot on our newsletter for one week, read by 20,000 people; One clickable CTA link included in the advert; Ads crafted by our experts to get you the best reach. 	<ul style="list-style-type: none"> Your speaker runs an event as part of our online workshop series; Available to watch live or recorded; Social media assets from the event; Post-event email to attendees; Promoted by our team to ensure maximum attendance. 	<ul style="list-style-type: none"> A social-only campaign tailored to your target demographics across key platforms. Bespoke assets tailored to networks such as Instagram, TikTok, LinkedIn, or Twitter.

THE OPTIONS...

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

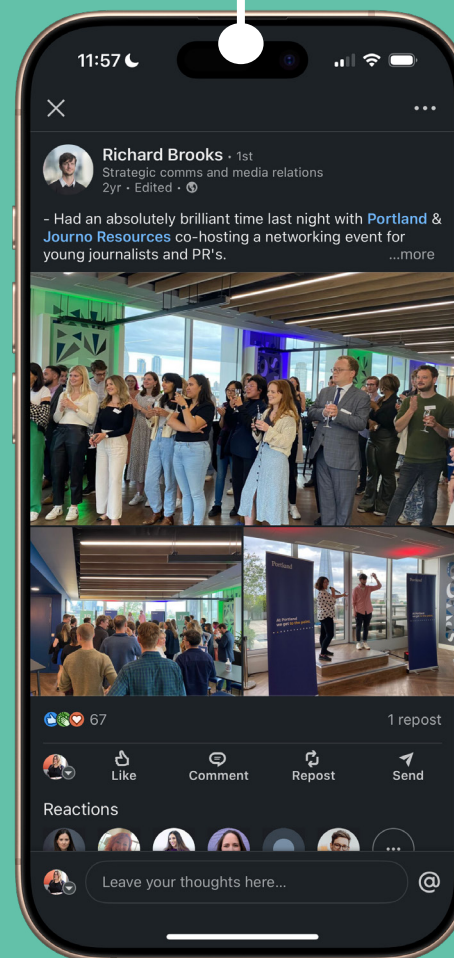
BUILD YOUR OWN

Magazine – £650+	Events – £1,000+	Membership – POR
<ul style="list-style-type: none"> A full-page advert in our annual print magazine, designed as a yearly companion for reporters; Sent to more than 500 journalists across the UK and beyond; One top-of-the-newsletter advert; Additional schedule of social media support. 	<ul style="list-style-type: none"> Connect with our audiences IRL, with a bespoke event package; Tailored solutions to bring specific audiences segment to your events; Journo Resources co-branding and content offered at the event; GDPR-friendly email collection for attendees. 	<ul style="list-style-type: none"> Offer your students, employees, or members unrivalled professional development; Includes more than 150 expert workshops, unlimited transcription, expert advice, and more; Competitive pricing dependant on the number of licenses.

GIVING BACK & CSR

Mentoring – £50ph	Fellows – £850+	Bespoke – £3,000+
<ul style="list-style-type: none"> Support the industry's future leaders through our innovative one-off mentoring sessions; Support either via number of sessions of a specified time frame; Co-branding on all application forms and press opportunities; Full impact report delivered. 	<ul style="list-style-type: none"> Sponsor a fellow as part of our entry-level support scheme, covering mentoring, advice, and a paid commission for writers. Includes advertising in our magazine and online, as well as press opportunities. Full impact report delivered. 	<ul style="list-style-type: none"> Create a bespoke programme to give back to targeted audiences; Fully co-branded scheme and advertising and press options; Utilise our experts to run mentoring, workshops, and other development programmes. Full impact report.

WE BROUGHT 100
YOUNG NATIONAL
MEDIA JOURNALISTS
TO PORTLAND'S
HEAD QUARTERS TO
NETWORK WITH PRS



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

... 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 reach a diverse range of candidates at all career levels – 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 (p8).

Contact: jem@journoresources.org.uk

Basic Ad – £65

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

Standard Ad – £120

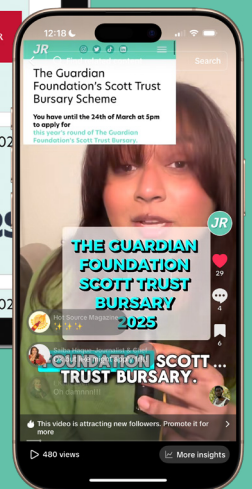
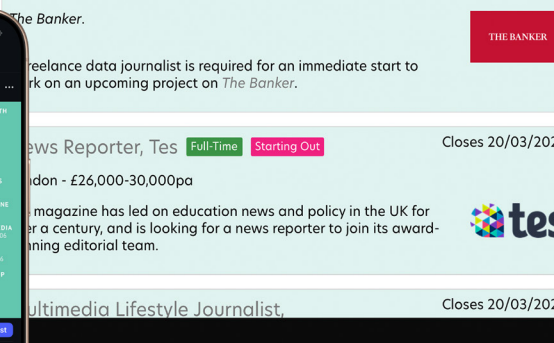
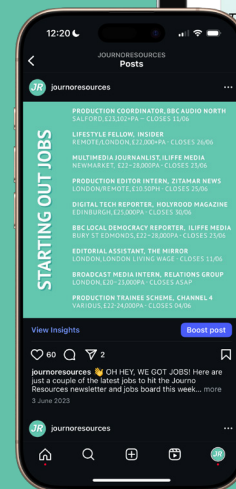
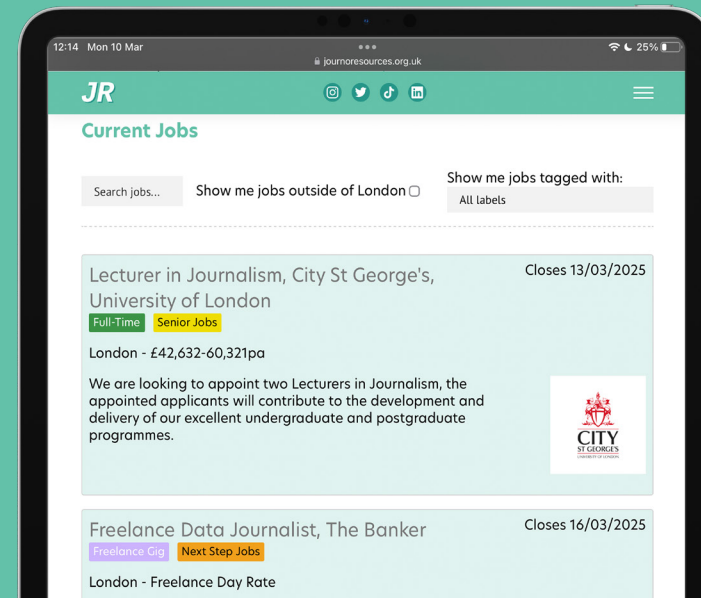
- All basic benefits;
- Unlimited duration on our jobs board;
- Sponsored slot on our newsletter;
- Included in our Instagram and TikTok round-ups;
- Shared to our LinkedIn audience.

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

Basic – £1,000

- One piece of bespoke editorial content;
- One piece of bespoke social media content;
- One top-of-newsletter advert;
- General social amplification.

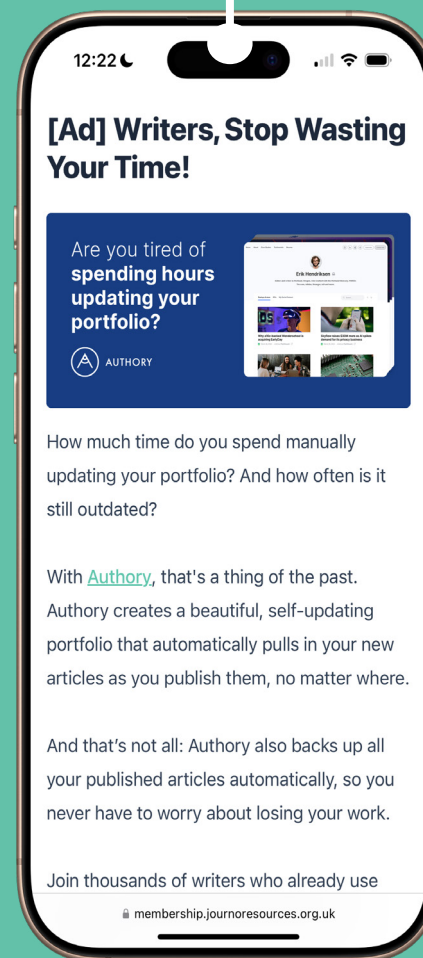
Standard – £3,000

- Three pieces of bespoke editorial content;
- Three pieces of bespoke social media content;
- Three top-of-newsletter adverts;
- Three sponsored events at our workshop series;
- Print advert in our magazine;
- General social amplification.

Bespoke – £5,000+

- Bespoke campaign build such as site section sponsorship, software tools, or additional editorial content.
- All benefits listed in the standard campaign.
- Bespoke workshop as part of our series, with your speaker and messaging.

EACH NEWSLETTER AD SENDS HUNDREDS OF JOURNALISTS TO AUTHORITY'S PRODUCT, LEADING TO DIRECT CONVERSIONS



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 and newsroom leaders – all of them looking for tools, services, and events to make their lives easier (and sometimes more fun).

We've worked with all types of businesses from co-working spots to live blogging software, 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

Basic – £1,000

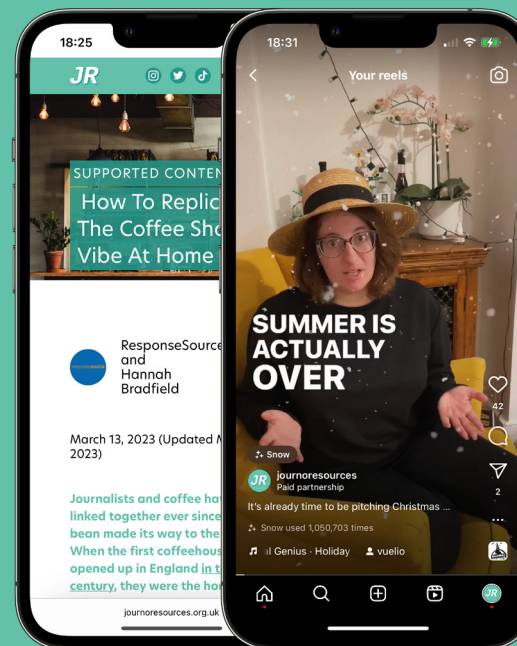
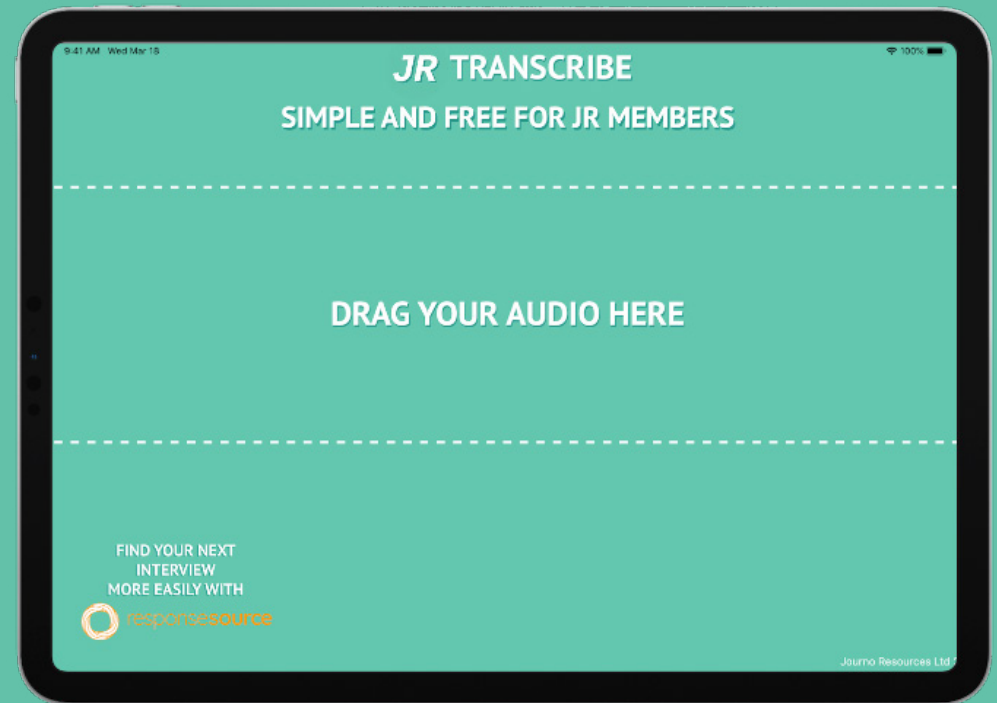
- One piece of bespoke editorial content;
- One piece of bespoke social media content;
- One top-of-newsletter advert;
- General social amplification.

Standard – £3,000

- Three pieces of bespoke editorial content;
- Three pieces of bespoke social media content;
- Three top-of-newsletter adverts;
- Three sponsored events at our workshop series;
- Print advert in our magazine;
- General social amplification.

Bespoke – £5,000+

- Bespoke campaign build such as site section sponsorship, software tools, or additional editorial content.
- All benefits listed in the standard campaign.
- Bespoke workshop as part of our series, with your speaker and messaging.



**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.

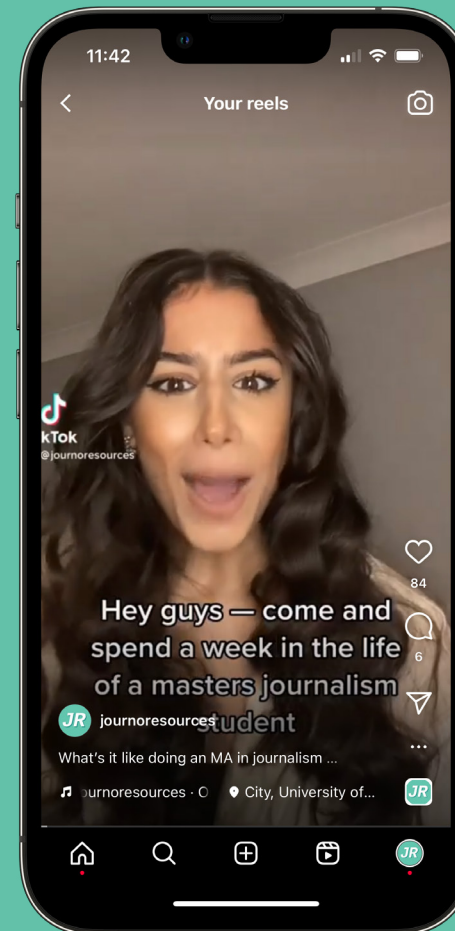
All our campaigns can be tailored to your needs – get in touch and we can send you a personalised campaign proposal.

Contact: jem@journoresources.org.uk

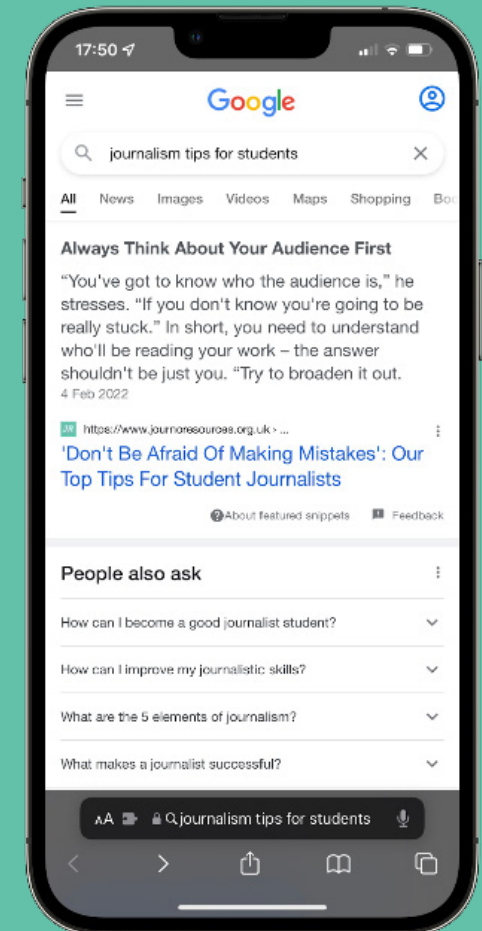
Listing – £550	Basic – £1,000	Standard – £3,000
<ul style="list-style-type: none"> Featured listing on our journalism courses guide for 12 months; Pinned to the top of the board across relevant tags and searches; Custom course landing page to add additional details and multimedia. 	<ul style="list-style-type: none"> One piece of bespoke editorial content; One piece of bespoke social media content; One top-of-newsletter advert; General social amplification. 	<ul style="list-style-type: none"> Three pieces of bespoke editorial content; Three pieces of bespoke social media content; Three top-of-newsletter adverts; Three sponsored events at our workshop series; Print advert in our magazine; General social amplification.

“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

... SUPPORT MY PEOPLE

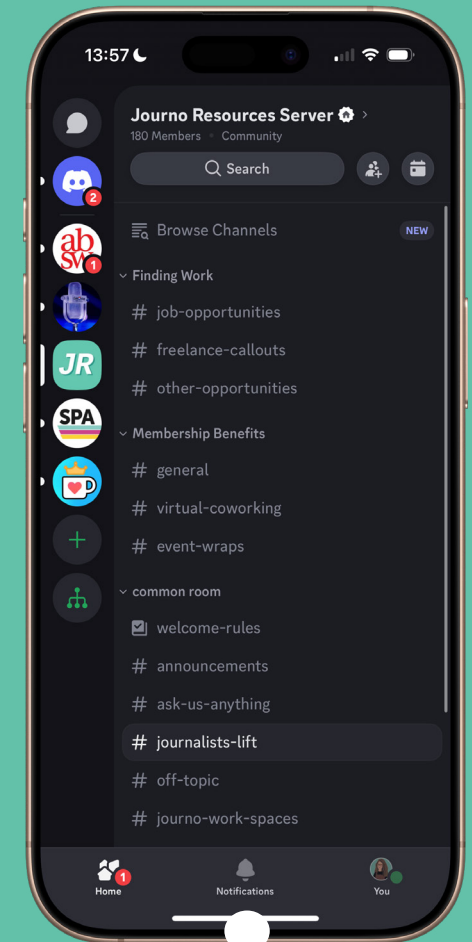
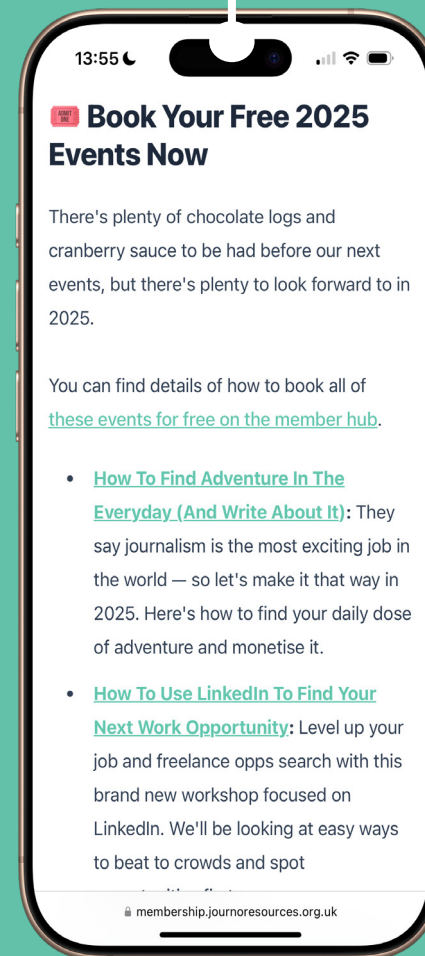
Do you employ journalists? Run a course for journalism students? Head up a membership body for reporters? Our professional membership is the perfect package to support your people, offering practical tools, 1-2-1 advice, and career development.

Increase retention by offering valuable holistic support, help your students get jobs with live alerts, and make your membership offering more valuable and saleable. Not only can memberships help you save (and make money) we make them effortless to run, with self-service options and a dedicated support contact. You can see just a few of the benefits included below.

Contact: jem@journoresources.org.uk

Masterclasses	Transcription	Discord
<ul style="list-style-type: none">• We run at least two live workshops every month with industry experts;• Watch back more than 130 expert session, on-demand, whenever you need them;• Sessions cover everything from confidence to SEO to feature writing.	<ul style="list-style-type: none">• Our bespoke transcription software for MacOS is built with journalists in mind;• Unlimited transcription with no limits, so you can transcribe as much as you want;• Privacy-first software means work never leaves your device.	<ul style="list-style-type: none">• Our invite-only Discord gives direct access to our career experts to offer 1-2-1 advice;• Networking opportunities with the wider industry;• Live job and freelance alerts — so you can see them as soon as our team find them.

BAJ MEMBERS
WERE ABLE TO
BOOK FREE EXPERT-
MASTERCLASSES AND
ACCESS 130 PREVIOUS
SESSIONS



JOURNALISM
STUDENTS AT LCC CAN
ACCESS NETWORKING
AND ADVICE FROM
OUR EXPERTS SEVEN
DAYS A WEEK

... GIVE BACK AND DO GOOD

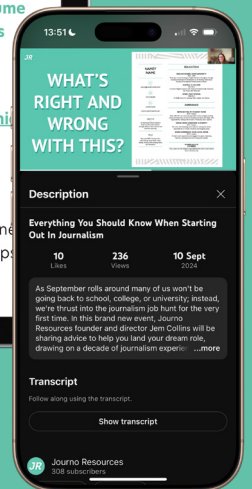
We're proud to be a social enterprise that exists to make change; it's our mission and informs everything we do. If you share our values of building a more inclusive media industry, we should chat!

We're experts at campaigns that make real change, both for individuals and the wider industry. Our annual fellowship, for example, offers entry-level journalists a unique blend of mentoring, practical workshops, and paid work, while our mentoring programme fills the gap between formal schemes and the need for 1-2-1 advice, by offering on-demand, drop-in sessions. And, of course, everything we do is linked back to tangible and measurable impact.

Contact: jem@journoresources.org.uk

"I CAN'T STRESS HOW MUCH THE SUPPORT AND GUIDANCE HAVE HELPED ME BETTER UNDERSTAND AND NAVIGATE THE INDUSTRY, AND OPENED NEW OPPORTUNITIES FOR ME."

JOURNO RESOURCES FELLOW



Mentoring – £50ph

- Support the industry's future leaders through our innovative one-off mentoring sessions;
- Support either via number of sessions of a specified time frame;
- Co-branding on all application forms and press opportunities;
- Full impact report delivered.

Fellows – £850+

- Sponsor a fellow as part of our entry-level support scheme, covering mentoring, advice, and a paid commission for writers.
- Includes advertising in our magazine and online, as well as press opportunities.
- Full impact report delivered.

Bespoke – £3,000+

- Create a bespoke programme to give back to targeted audiences;
- Fully co-branded scheme and advertising and press options;
- Utilise our experts to run mentoring, workshops, and other development programmes.
- Full impact report.



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

DROP US AN EMAIL:

**JEM@
JOURNORESOURCES.
ORG.UK**