



The UK's leading website
for journalists, freelancers
and other media
professionals since 1999

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Media Information Pack

Advertising and
marketing enquiries
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0.1_Ownership

Journalism.co.uk was founded in 1999 and is solely owned by its creator and publisher, Mousetrap Media Ltd, a small but perfectly formed online publishing company based on the south coast of England.

The site is run by a team of passionate and committed people with industry-acknowledged expertise in its subject area and market reach. We are financially fit - we survived the dot.com crash, and we are here to stay.

0.2_The brand

Journalism.co.uk is fully independent. Mousetrap Media Ltd only publishes journalism.co.uk and has no shareholders to answer to.

Which means we can offer great advertising deals and do not compete with any of our recruitment advertisers in their publishing businesses.

Journalism.co.uk is fully online. We are tree friendly with no costly print operations to subsidise. Which makes us very competitive and able to offer the best advertising deals.

Journalism.co.uk does exactly what it says on the tin.

Our top search keyword is journalism. Our domain name is journalism.co.uk. We have the best possible brand recognition for our subject material and top the search engine results for all the relevant search terms.

0.3_What does journalism.co.uk do?

- Journalism.co.uk is one of the world's leading news sites for coverage of the booming online news industry.
- Journalism.co.uk is the UK's most effective site for editorial and PR/communications recruitment, with more than 17,300 subscribers to our fully opt-in daily (Mon-Fri) news and job alert email.
- Journalism.co.uk has the UK's most comprehensive listings of training opportunities for journalists and would-be journalists, from one-day courses through to degree and post-graduate studies.
- Journalism.co.uk also offers open one-day courses and bespoke in-house training. We source only the best industry experts to teach our courses and constantly revise our course material to keep up with rapidly evolving industry.
- Journalism.co.uk has the world's most comprehensive listings of awards for journalists.
- Journalism.co.uk has the world's most comprehensive listings of events for journalists. (All of the above available as RSS feeds.)
- Journalism.co.uk has an extensive directory of links to other useful web sites for journalists.
- Journalism.co.uk has a well-populated and popular database of highly skilled freelance journalists and runs a popular email discussion forum used by many well-known contributors to national publications.

“We’ve had a fantastic response to the ads you posted for us, and we’ll definitely use the site again when we have our next recruitment” drive.

Russell Brown, Operations Support Manager, PA Entertainment

Perfect brand

Easy to use

1.0_News and feature content

The internet has revolutionised the world of publishing and the practice of journalism.

Since 1999 we have been the only UK site, and one of just a handful in the world, solely focused on online publishing issues. Our news is updated daily and distributed via email and RSS to around 26,000 media professionals around the world. Our news is a respected source of valuable information about the news industry and indexed by all the major news aggregators, including Google News and NewsNow.

_Typical news subjects

Technology, multimedia convergence, latest launches, opinion, freedom of speech, citizen media, podcasting, blogging, interactivity, search engines and other research tools such as RSS readers, news aggregators, syndication, publishing economics and conferences.

_Plus the following news channels:

Recruitment – latest media appointments plus other human resource issues such as industrial relations, mergers and redundancies.

Advertising – news about online advertising revenues for publishers.

Freelance – news for freelance journalists covering issues such as copyright, technology, citizen media, revenue opportunities etc.

Training – news about training initiatives, courses, bursaries etc.

Events and awards – news about journalism-related events and awards.

Blogs - editors' blog featuring news, daily tips and links; a 'best of blogs' mix; news from young journalists; and news about research tools, 'Insite'.

_As well as our daily news service, we also feature:

- Comment pieces by highly influential industry leaders from the UK and around the world.
- 'How to' features covering subjects such as podcasting, using RSS, applying for freelance work, and writing an addictive blog.
- Careers advice from industry experts.
- Advertorials to promote services or products of interest to our readers.
- Interactive, up-to-the-minute news and jobs alerts on Twitter. Join 24,000 followers @journalismnews and 6000 followers @journalismjobs

1.1 Newsletter readership demographics

Our readers are predominantly young professionals with an interest in new media issues and technology, further training, and career development.

They are at the stage of their lives where they are most likely to progress up the career ladder.

_Demographics

(from daily email job and news alert subscription data)

_Age range:

0-20	6 per cent
21-35	73 per cent
36-50	17 per cent
50+	4 per cent

_Gender:

Male	43 per cent
Female	57 per cent

_Years' experience in journalism:

0-5	68 per cent
6-10	18 per cent
11+	14 per cent

_Current positions:

Senior/management	13 per cent
Advanced news/features	5 per cent
Basic news/features	14 per cent
Journalism students	12 per cent
Entry level/trainee	4 per cent
Freelance	18 per cent

_Income:

Up to £15k	37 per cent
£16k to £25k	36 per cent
£26k to £40k	21 per cent
£41k+	6 per cent

_Location:

UK	72 per cent
Europe	9 per cent
US	3 per cent
Rest of the world	16 per cent

(based on data from 2008)

“ Well done for setting up journalism.co.uk! It’s incredibly good value and you’ve been an invaluable resource for us. We couldn’t have built our team without you!

Martin Hennessey, Managing Director, www.thewriter.co.uk

1.2_Display advertising

Journalism.co.uk offers display advertising opportunities in four key positions throughout the web site, and also in its daily email news and job alerts.

It is also possible to advertise in our various RSS feeds.

Key site statistics

Average monthly page views 360,000

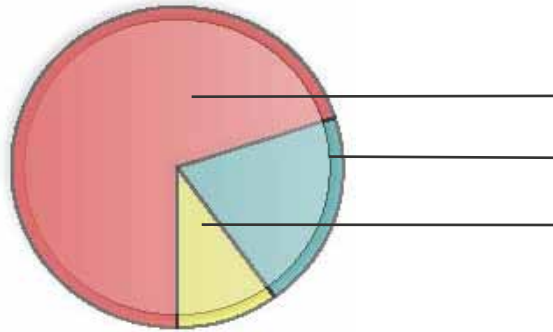
Average monthly total of unique visitors 71,000

(based on 2008 figures)

October 2009 site statistics

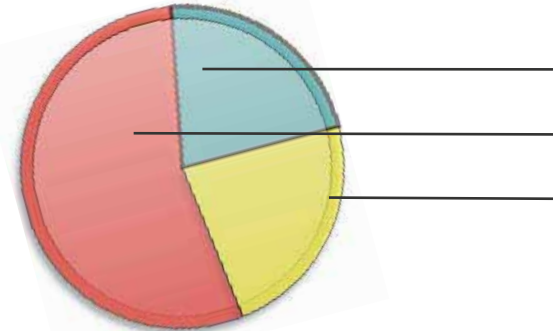
Page views 483,00+

Unique visitors 141,000+



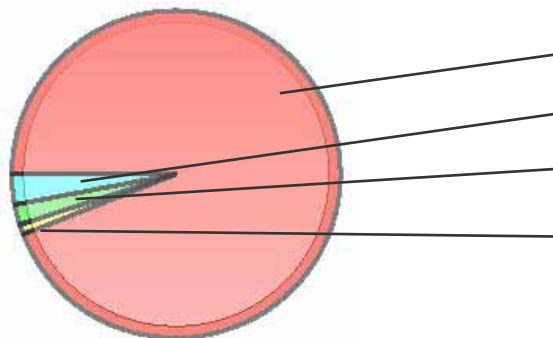
Domain traffic overview

From .co.uk domains	70 per cent
Others	20 per cent
From .com domains	10 per cent



Traffic sources overview

Direct traffic	23 per cent
Links from search engines	55 per cent
Referring websites	22 per cent



Search engine overview

Google	94 per cent
Other	3 per cent
Yahoo	2 per cent
Live	1 per cent

Key email list statistics

Total number of subscribers to our daily email news and job alert (as of 02/12/2009) 17,370

RSS feeds

Our RSS feeds receive an average of 10,000 unique visits a month.

Top 10 key pages by traffic in 2008

1. Jobs section
2. Home page
3. Recruitment news section
4. Full-time training directory
5. Freelance section
6. Directory
7. Short courses diary
8. Forum
9. Glossary
10. Journalism awards page

1.3_Rates

All our display advertising rates are quoted by price per thousand views (cpm).

If you plan a campaign over a fixed period of time (e.g. for a month), we can estimate the total traffic your advert is likely to receive based on average figures, and give you a fixed price.

Contacts:

Chris Evans-Roberts

chris@journalism.co.uk
+44(0)1273 384291

Adam Cox

adam@journalism.co.uk
+44(0)1273 384291

Banners

Standard banner
(468 x 60 pixels) - £5 cpm

Skyscraper
(120 x 600 or
160 x 600 pixels) - £5 cpm

MPU
(300 x 250 or
336 x 280 pixels) - £7 cpm

Buttons
(165 x 49 pixels) - £2.50 cpm

cpm - per thousand views

Email lists

Graphical and/or text insert in daily (Mon-Fri) email news and job bulletin (up to 100 words including links and logo) - £100 per insertion (£500 per week)

The inserts are positioned close to the top of the bulletin and will be read before the main content.

Customised package deals are available on request.

Advertorials

One-off payment for a dedicated page containing copy supplied by you and branded with your advertisement in the MPU slot - £750.

One-off payment for a dedicated page containing copy written by our reporters about your services and products and branded with your advertisement in the MPU slot - £1,500.

right:
(sample MPU, not to scale)

far right:
(sample skyscraper,
not to scale)

bottom:
(sample standard banner,
not to scale)

250 px



300 px

600 px



120 px

60 px



468 px

2.0 Recruitment advertising

_Why are we so good?

As well as featuring recruitment adverts in our fully searchable online jobs database, we also push the content to the 17,300 + subscribers to our daily email news and job bulletin. Our bulletins are personalised so that subscribers only receive the jobs they are interested in, making it a highly targeted service. We also have a very popular RSS jobs feed and a dedicated Twitter channel (@journalismjobs).

_Why does this matter?

- Every subscriber receives links to jobs posted in the past 48 hours, as well as jobs in the categories of his/her choice. This means that we reach “passive” job seekers as well as “active” ones. From the demographic information we collect at the point of subscription, we know that 23 per cent first came to the site for reasons other than looking for a job.

These “passive” job seekers, people who will only be interested in positions that particularly interest them, are the most valuable kind to recruiters.

- We offer an expert and informed service, giving a full telephone and email service to our advertisers, from the point of posting the advert through to follow-up calls at the end of the advertising term to ensure response has been satisfactory. Friendly and free advice on all aspects of recruitment advertising is available to all our advertisers. We are not just another faceless recruitment web site; we are specialists in our field.

- A section of our site is dedicated to covering all the latest recruitment news in the industry. Called Smart Moves, it is an invaluable guide to movements within the industry and often features useful tips from successful candidates on how to get on and up the career ladder.

Recruitment adverts appearing on our site are emailed to our subscribers every working day.

All adverts are included in our daily email news and job bulletin (Monday to Friday), filtered according to the job types subscribers wish to see. Additionally all adverts are included in a special section entitled “Latest jobs” ensuring that they will be seen at least once by all our subscribers. And, of course, they are also included in our increasingly popular RSS feed and Twitter alert (@journalismjobs).

Our email lists are free and fully opt-in, which means everyone on the list subscribed voluntarily and can automatically unsubscribe themselves at any time. Additionally, our mail list manager automatically removes invalid email addresses.

2.1 Daily news and job alert

_Why is that important?

This means that we have a willing audience with a genuine interest in the services we provide.

Twice as many subscribe as unsubscribe to our email newsletter - a positive churn rate of 2:1 (based on figures from Jan 2008 to Dec 2008).

_What does that mean?

That means we have an overall constant growth in the number of subscribers to our email newsletter and that there is always new blood for recruiters when they return to our site to advertise further vacancies.

Subscribers to our daily (Mon-Fri) email news and job bulletin can opt to receive job adverts in the following categories (subscriber numbers also shown):

_Job categories :

Art and design	2,603
Broadcast	6,333
Editors and management	5,839
Freelance	10,262
Media sales	1,609
New media	10,258
News and features	10,517
Production/sub-editors	4,927
Trainees/ editorial assistants	7,753
Communications/PR	1,453
Total subscribers -	17,370
(as of 2/12/2009)	

“ We were thrilled with the response to the ad we took out on Journalism.co.uk. Within half an hour we were already receiving applications by email and after two weeks 150 people – all suitable for the position – had contacted us. The only hard thing has been choosing between them. Considering the low cost and ease of taking out an advert, I will definitely use dotJournalism to fill any future vacancies.”

Ian Garland, Senior Newswire Editor, World Entertainment News Network

2.1 Daily news and job alert continued

Demographics

(from daily bulletin subscription data)

Age range:

0-20	6 per cent
21-35	73 per cent
36-50	17 per cent
50+	4 per cent

Gender:

Male	43 per cent
Female	57 per cent

Years' experience in journalism:

0-5	68 per cent
6-10	18 per cent
11+	14 per cent

Current positions:

Senior/management	13 per cent
Advanced news/features	5 per cent
Basic news/features	14 per cent
Journalism students	12 per cent
Production/sub-editors	5 per cent
Entry level/trainee	4 per cent
Freelance	18 per cent
Photographers	2 per cent
Art and design	2 per cent
Other	25 per cent

Income:

Up to £15k	37 per cent
£16k to £25k	36 per cent
£26k to £40k	21 per cent
£41k+	6 per cent

Location:

UK	72 per cent
Europe	9 per cent
US	3 per cent
Rest of the world	16 per cent

Top five advertised job titles in 2008:

Reporter
Editor
Sub-editor
Editorial assistant
Freelancer

“ We had a tremendous response from our advert on Journalism.co.uk and have filled the position for the sub-editor role for Global Legal Group www.iclg.co.uk. Thank you very much for all your support and professionalism. We will certainly bear Journalism.co.uk in mind for any further listings we may have. ”

*Alan Falach, Managing Editor,
Global Legal Group*

2.2_RSS feed

We also have a recruitment advertising RSS feed.

_What's that?

RSS stands for Really Simple Syndication, basically a way of delivering content straight to your PC desktop. Anyone signed up to our jobs feed will get instantaneous notification of new positions appearing on our site.

_Why is this good?

RSS takes up where email left off - it's a great way of pushing content to willing subscribers without any of the problems associated with email such as spam and the subsequent obstacles to delivery such as spam filters and firewalls. It improves response and will continue to grow as a delivery medium as more journalists start using RSS readers.

2.3_Twitter

We also have a popular interactive, up-to-the-minute Twitter channel (@journalismjobs), with more than 6000 followers.

2.4_Jobs database

Our jobs database is searched an average of 158,500 times a month (based on 2008 data).

Each job advertised is viewed on our site an average of 500 times during its advertising term (based on 2008 data).

Links within an advert are clicked on an average of 70 times during its advertising term (based on 2008 data).

2.5_Promotion of recruitment section

We appear in the top five search results in Google.co.uk when searching key terms such as "journalism jobs".

We also use traditional marketing methods such as direct mail and carefully targeted emails, where appropriate.

2.6_Pricing

£105 plus VAT per vacancy, for a basic four-week listing, including logo within body of advert.

£160 plus VAT for CV select service.

_What is this?

Pre-filtering of applications where large response is expected using our mailbox recruit@journalism.co.uk so that only valid applications are forwarded on. This is also useful where the client does not wish to disclose contact details or title of publication.

£150 plus VAT for Job of the Week slot.

_What is this?

Premium slot (top of the left-hand column, site-wide) on Journalism.co.uk and at the top of our daily email newsletter, maximising your advert's exposure to passive and active job seekers for a full week (Mon-Fri).

This slot is in great demand so contact Chris Evans-Roberts on 01273 384291 to secure your place.

We also offer discounted job bundles.

For example, for £472.50 you can buy five job 'credits' to be used within a six-month period – a 10 per cent saving of £52.50.

Buttons are available on home and jobs pages that link to a page containing linked summaries of just your job adverts.

Contact **Ed Martin** – +44(0)1273 384293 or ed@journalism.co.uk – for further details and prices for larger quantities.

“ Thank you for an excellent service, we have filled several jobs through you in recent years.

Alan Lewis, Editor, Record Collector

77% of our subscribers say they first came to the site looking for jobs

(based on demographic information collected from subscribers)

2.6_Key competitors

_The Guardian

Monday's media section plus Guardian Media web site.

_How do we compare?

We are considerably cheaper because we do not have an expensive print operation to run. We target our recruitment advertising better at distinct groups. We offer a more personalised service. Many of our advertisers tell us they get better results advertising on our site than in the Guardian.

_Press Gazette

The monthly trade publication aimed at journalists.

_How do we compare?

We are more competitively priced because we do not have the overheads of a print publication. We have better penetration of the market - compare our community of 17,300+ subscribers with Press Gazette's last audited ABC figure of only 5,010 subscribers (1 July 2005 to 30 June 2006 - now no longer audited). The Press Gazette's readership has traditionally been in regional newspapers. Alexa ranks the Press Gazette's web site 92,859th compared with journalism.co.uk's superior ranking of 35,292nd (as of Dec 2009).

_Holdthefrontpage

A web site entirely focused on local newspaper journalists that is essentially a cost-cutting recruitment vehicle for joint owners Northcliffe, Trinity Mirror, Newsquest and Johnston (local newspaper publishers).

_How do we compare?

We are cheaper and more comprehensive in our range of recruitment advertising and our news coverage. Recruitment adverts are charged per week instead of per month as on our site. Alexa ranks Holdthefrontpage's web site 239,962nd compared with journalism.co.uk's superior ranking of 35,292nd (as of Dec 2009).

2.7_Key regular advertisers

Emap

Future Publishing

CMPI

Centaur Media

Bloomberg

Haymarket

Decision News Media

ITN

Adfero

ITP

Informa

BBC

William Reed Business Media

Bauer Media

“Just to say your online site knocked the socks off our other advertising sites, i.e. Press Gazette and The Guardian.

Steve Sasanow, Renew Ltd

2.8_How do I post a job?

_Step 1: register with the site

If you are new to the site, you need to register so that you can login to post or amend your job adverts.

You will only have to do this once.

All you need to do is enter your email address and choose a password. Click here to be taken to the form where you can enter these details. Additionally, we ask for your name and telephone number so that we can contact you if there are any problems.

You will then be sent an email with a confirmation of your login details.

_Step 2: submit your advert

Once you have completed the registration form and clicked the “Save Member Data” button, you will be taken to another page where you can enter the details of your vacancy.

_Step 3: paying for your advert

Once you have posted details of your vacancy, you can choose to pay online using WorldPay, a secure web payment site.

Or if you are based in the UK, you can provide us with an invoice address and pay within 30 days.

We also offer discounted job bundles. For example, for £472.50 you can buy five job 'credits' to be used within a six-month period – a 10 per cent saving of £52.50.

Contact **Ed Martin** – +44(0)1273 384293 or ed@journalism.co.uk – for further details and prices for larger quantities.

_Step 4: publishing the advert

The first time you post an advert there will be a short delay while we approve your details.

We will send a confirmation email once the advert goes live.

All your future adverts will be published immediately. If you have advertised before, simply login using the email address and password you used when you first advertised. There is a password-retrieval link if you have forgotten it.

That's it - very simple. If you have any questions please email **Ed Martin** ed@journalism.co.uk or call him on +44 (0)1273 384293.

“ Our company placed an advertisement in Journalism.co.uk and were amazed at the huge response of high-calibre applicants. The staff at Journalism.co.uk were quick and effective, and we will certainly be moving all our journalism recruitment advertising to the site. ”

Angi Mariani, Latest Homes Ltd

3.0_Advertising for freelance journalists

Our popular fully searchable database of freelance journalists now has more than 400 members and continues to grow.

- Fully searchable by name, skill(s), specialism(s) and location.
- Free email address - your name@freelancejournalism.com forwarding to your normal email address.
- Top 10 ranking in Google for key search terms. Additionally, promoted in our daily (Mon-Fri) email bulletins to our 16,800+ subscribers.
- Includes your picture and links to your work, web site or blog and email.

- Membership of exclusive online forum where you can share tips, leads, discuss business or generally chat with other freelance advertisers on our site.

- Featured on home page on rotation.

- Weekly freelance newsletter containing the latest freelance news, job leads, conversation from the online forum and subscription details.

- Freelancer of the fortnight - Q&A feature which acts as a promotional tool for members. The feature links to your listing and appears under its own section in the newsletter. To appear, members need to contact **Ed Martin** ed@journalism.co.uk or call him on +44 (0)1273 384293.

Pricing £50 inc. VAT for a one-year listing. Future Pay option available to proof against future price increases.

Key statistics

Monthly average number of searches of freelance database	7,094
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Average yearly number of views	350
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Percentage of site users in a position to commission freelancers	20 per cent*
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(based on 2008 data)
* (based on demographic information collected from list subscribers)

“ I have been amazed at the response I have had from my ad on Journalism.co.uk. I have had numerous enquiries and undertaken work for business and consumer magazines plus a high-profile website. It’s definitely the best 50 quid I’ve spent so far in my freelance career!

Tracy West

4.0_PressGo! - press release repository

Do you want your press releases to reach the strongest online community of full-time and freelance journalists in the UK?

- Journalism.co.uk is the UK's leading site for journalists, with a highly popular jobs board and compelling news content pushed out to thousands of journalists via email, Twitter and RSS feeds every day.
- Journalism.co.uk frequently tops the search engine rankings; it really is the place to publish all your latest releases!
- Your releases will be highly targeted - journalists can create customised RSS feeds by searching by keywords and subscribing to the search result feed, or by subscribing by category, tag or company. This is a non-invasive way for journalists to get press releases relevant to their subject areas.

- Links to the latest press releases will be included in our fully opt-in email newsletter which reaches more than 16,800 journalists every working day (Mon-Fri).
- Press releases will stay archived on our site for as long you want, creating a valuable resource for a company's history and continuing to receive traffic (the "long-tail" effect)
- We offer viral social bookmarking tools (Digg, del.icio.us, Stumble) and an email-to-a-friend facility.
- Press releases are published via Twitter (social networking and microblogging service) and uses a CAPTCHA system on your email address to prevent SPAM.
- PressGo! allows statistical tracking of your press releases and provides use of a press release grader giving you tips on increasing the search engine friendliness of each release.

- Organisations currently using the service include Oxfam, Campaign for Nuclear Disarmament, African Children's Educational Trust, and many other charities, plcs, and PR agencies.

The price per organisation/client to post an unlimited number of releases for one month is £100 +VAT or £500 +VAT for one year. For a single release the fee is £30 +VAT. Images to accompany press releases are included at no additional cost.

If you are an agency with multiple clients, discounted packages are available.

To discuss options and to set up your subscription today, please contact:

Chris Evans-Roberts

chris@journalism.co.uk
+44(0)1273 384291

Harriet Lindsay

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