



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

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# Media Information Pack

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Advertising and  
marketing enquiries  
+44 (0) 1273 384291

**Stefanie Bull**  
stefanie@journalism.co.uk

**Jen Crosland**  
jen@journalism.co.uk

Published by  
Mousetrap Media Ltd  
100 North Road  
Brighton BN1 1YE  
United Kingdom

T: +44 (0) 1273 384 293  
F: +44 (0) 1273 232 179  
E: info@mousetrapmedia.co.uk

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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 in Brighton, UK.**

The site is run by a team of passionate and committed professionals with industry-acknowledged expertise in its subject area and market reach.

## 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.**

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 21,000 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 postgraduate 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*

Well-tailored information

Influencer

Easy to use

Perfect brand

## 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 thanks to our dedicated team of in-house reporters. Our news is a respected source of valuable information about the media industry and indexed by all the major news aggregators, including Google News.

### 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:

**Training** – news about training initiatives, courses, bursaries and more.

**Events and awards** – news about journalism-related events and awards currently open to entries.

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

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 60,000+ followers @journalismnews and 17,000+ followers @journalism\_jobs

### As well as our daily news service, we also feature:

- Comment pieces by highly influential industry leaders from the UK and around

## 1.1\_Newsletter readership demographics

**Our readers are predominantly young professionals with an interest in new media, 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	5 per cent
21-35	73 per cent
36-50	18 per cent
50+	4 per cent

#### Gender:

Male	44 per cent
Female	56 per cent

#### Years' experience in journalism:

0-5	67 per cent
6-10	18 per cent
11+	15 per cent

#### Current positions:

Editor	10 per cent
Senior reporter	5 per cent
Reporter	15 per cent
Features	7 per cent
Sub-editor	6 per cent
Freelance	34 per cent
Student	22 per cent

#### Income:

Up to £15k	37 per cent
£16k to £25k	35 per cent
£26k to £40k	22 per cent
£41k+	6 per cent

#### Location:

UK	67 per cent
Europe	10 per cent
US	10 per cent
Rest of the world	13 per cent

(based on data from 2011)

**“ 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](http://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 391,782

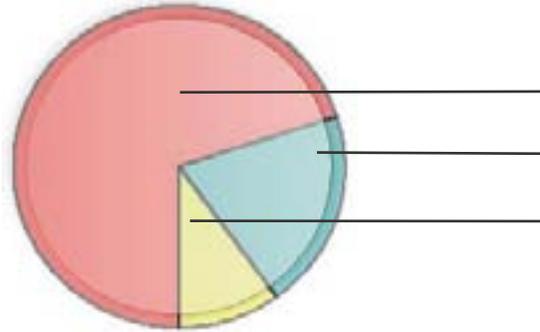
Average monthly total of unique visitors 116,005

(based on 2011 figures)

### July 2012 site statistics

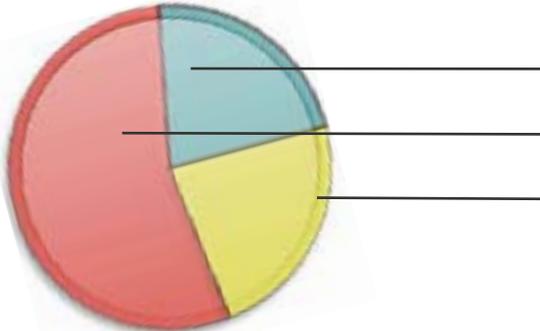
Page views 320,000+

Unique visitors 110,000+



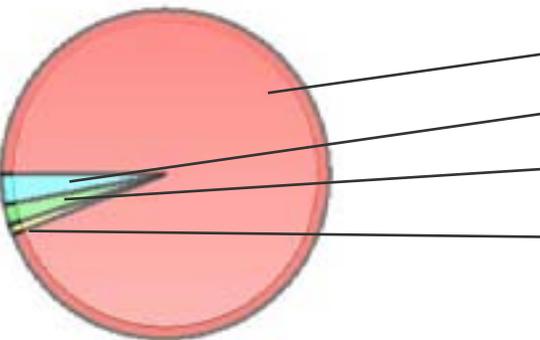
### Domain traffic overview

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



### Traffic sources overview

Direct traffic	22 per cent
Links from search engines	54 per cent
Referring websites	24 per cent



### Search engine overview

Google	95 per cent
Other	2 per cent
Yahoo	2 per cent
Bing	1 per cent

### Key email list statistics

Total number of subscribers to our daily email news and job alert (as of 15/08/2012) 21,237

### RSS feeds

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

### Top 10 key pages by traffic in 2011

1. Blogs section
2. Home page
3. News pages
4. Jobs Board
5. Editor's Blog
6. Freelance directory
7. Forum
8. University course directory
9. Short course diary
10. Glossary

## 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 (eg 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:  
**Stefanie Bull**  
stefanie@journalism.co.uk  
+44(0)1273 384291

**Jen Crosland**  
jen@journalism.co.uk  
+44(0)1273 384291

**Sophie Green**  
sophie@journalism.co.uk  
+44(0)1273 384291

**Banners**  
**Leaderboard banner**  
(728 x 90 pixels) - £5 cpm

**Square banner**  
(300 x 250 pixels) - £4 cpm

**Buttons**  
(142 x 42 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 200 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.**

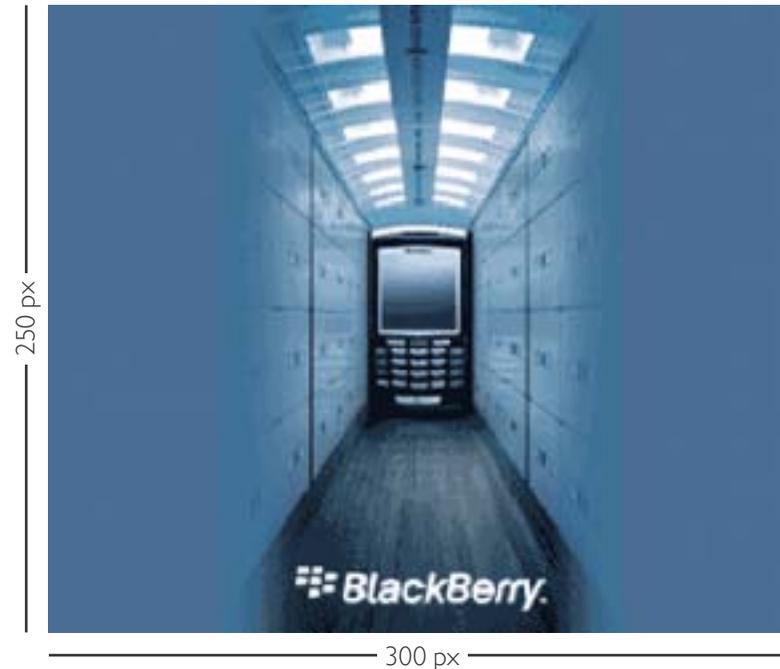
## Advertorials

One-off payment for a dedicated page containing copy supplied by you plus image - £550.

One-off payment for a dedicated page containing copy written by our reporters about your services and products plus your image - £1,000.

right:  
sample square banner (not to scale)  
sample button (not to scale)

bottom:  
sample leaderboard banner (not to scale)



## 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 21,000+ 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 two dedicated Twitter channels.

### 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 22 per cent of our audience 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.

### 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 alerts.

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 2011 to Dec 2011).

### 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 potential applicants 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	3,119
Broadcast	7,718
Editors and management	6,929
Freelance	11,657
Media sales	2,101
New media	12,053
News and features	12,139
Production/sub-editors	5,953
Trainees/ editorial assistants	8,911
Communications/PR	3,614
Total subscribers -	21,237
(as of 15/8/2012)	

**“ 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	5 per cent
21-35	73 per cent
36-50	18 per cent
50+	4 per cent

#### Gender:

Male	44 per cent
Female	56 per cent

#### Years' experience in journalism:

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### Current positions:

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£26k to £40k	22 per cent
£41k+	6 per cent

### Location:

UK	67 per cent
Europe	9 per cent
US	3 per cent
Rest of the world	16 per cent

### Top five advertised job titles in 2012:

Reporter
Editor
Sub-editor
Editorial assistant
Freelancer

“ We had a tremendous response from our advert on [Journalism.co.uk](http://Journalism.co.uk) and have filled the position for the sub-editor role for Global Legal Group [www.iclg.co.uk](http://www.iclg.co.uk). Thank you very much for all your support and professionalism. We will certainly bear [Journalism.co.uk](http://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 popular interactive, up-to-the-minute Twitter channels (@journalismjobs and @journalism\_jobs), with more than 29,000 followers combined.**

## 2.4\_Jobs board

**Our jobs board is searched an average of 178,000 times a month** (based on 2012 data).

Each job advertised in 2012 was viewed on Journalism.co.uk an average of 1121 times during its advertising term.

Links within an advert are clicked on an average of 70 times during its advertising term (based on 2012 data).

## 2.5\_Promotion of recruitment section

**We appear in the top two 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

**£130 plus VAT per vacancy, for a basic four-week listing, including logo within body of advert.**

**£305 plus VAT for Job of the Week slot.**

### **\_What is this?**

Premium slot (middle 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).

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

Both these slots are in great demand so contact Stefanie Bull on 01273 384291 to secure your place.

**We also offer discounted job bundles.**

For example, for £585 you can buy five job 'credits' to be used within a six-month period – a 10 per cent saving of £65.

Contact **Stefanie Bull** – +44(0)1273 384293 or stefanie@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*

**78% 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.. Alexa ranks the Press Gazette's web site 96,976th compared with Journalism.co.uk's superior ranking of 47,646th (as of Aug 2012).

### \_Gorkana

An online company which provides a database and online software services aimed at PR professionals and journalists.

#### \_How do we compare?

We are an independent news organisation advertising journalism jobs for journalists whilst Gorkana is built on the foundation and operates as a PR company. We are also cheaper, have a more suitable target audience and visitors return to our site again and again for our other content, making us a great source for speculative applicants. Alexa ranks the Gorkana website 109,572nd compared with Journalism.co.uk's superior ranking of 47,646th (as of Aug 2012).

### \_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 on Holdthefrontpage are charged per week instead of per month as on our site. Alexa ranks Holdthefrontpage's web site 108,056th compared with Journalism.co.uk's superior ranking of 47,646th (as of Aug 2012).

## 2.7 Key regular advertisers

Emap

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Future Publishing

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Citywire

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Centaur Media

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Bloomberg

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Haymarket

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Decision News Media

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ITN

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Adfero

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ITP

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Informa

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BBC

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Which?

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Bauer Media

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“Just to say your online site knocked the socks off our other advertising sites, ie 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 £585 you can buy five job 'credits' to be used within a six-month period – a 10 per cent saving of £65.

Contact **Stefanie Bull** – +44(0)1273 384293 or stefanie@journalism.co.uk – for further details and prices for larger quantities.

### **\_Step 4: publishing the advert**

**When 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.

That's it - it's very simple. If you have any questions please email **Stefanie Bull** stefanie@journalism.co.uk or call her 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 250 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 18,500+ subscribers.
- Includes your picture and links to your work, web site or blog and email.

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

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

### Key statistics

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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 2012 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 21,000 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 sharing tools (Facebook, Twitter) and an email-to-a-friend facility.
- Press releases are published via Twitter and uses a CAPTCHA system on your email address to prevent SPAM.
- PressGo allows statistical tracking of your press releases.

For a single release the fee is £40 +VAT. Images to accompany press releases are included at no additional cost.

Discounts are available on bulk purchases of press release credits, valid for 12 months.

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

**Jen Crosland**  
jen@journalism.co.uk  
+44(0)1273 384291