

theJournalist



NUJ
NATIONAL UNION
OF
JOURNALISTS

The Official Members Magazine for
the National Union of Journalists

CIRCULATION
25,000
Primarily Digital
Edition

READERSHIP
60% Male. ABC1
Av. Age 50

FREQUENCY
Bi-Monthly

AUDIENCE
Members of the
National Union
of Journalists

ENGAGED
100% Member
Benefit

media guide



ABOUT THE NUJ

The NUJ is the voice of Journalists and Journalism. The union's aim is to actively improve the pay and conditions of its members, whilst working to protect and promote media freedom, professionalism, and ethical standards in all media.

Founded in 1907, the NUJ has fought for journalists and journalism. Today, the union is one of the largest independent journalists' unions in the world.

NUJ members work across the media, from newspapers, broadcasting and book publishing to magazines, websites, mobile devices, social media, and PR agencies. Our members work across a diverse range of jobs – anything from reporting, writing, photography and editing to design, videography, communications and presenting.

Big or small, you will find NUJ members working in most of the media companies in the UK and Ireland.

The union works as hard for its members in an independent online news start-up or niche book publisher as it does for its members at large organised workplaces such as the BBC or the Guardian.



ABOUT THE JOURNALIST

The Journalist is the official members magazine of the NUJ (The National Union of Journalists), one of the biggest, and most established, journalists' unions in the world. First launched as a newspaper in 1908 and then converted to a magazine in 1993 (Est. 112 years).

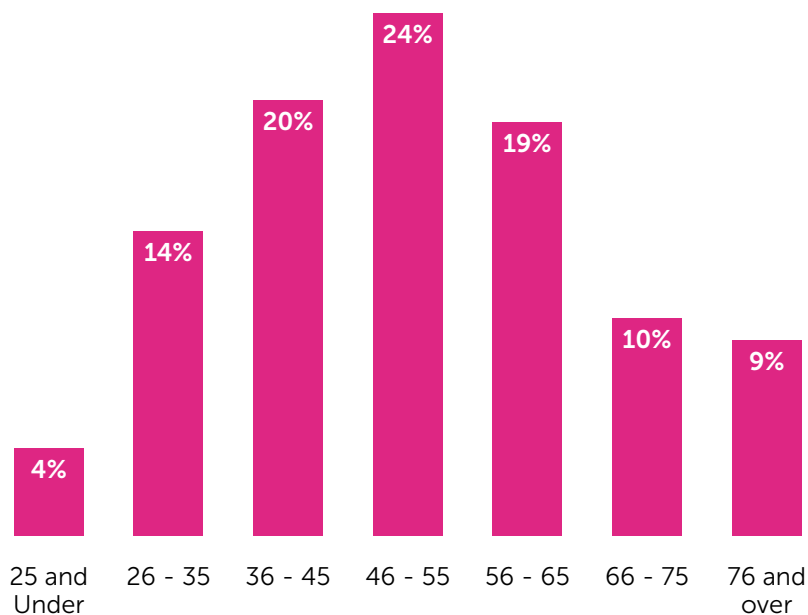
The Journalist is a bi-monthly magazine in which members can be updated and kept informed of the latest news and developments that impact the Journalism profession. The magazine is a modern face of Trade Unions, with topical features and advice for all who work within the journalism sector. The features often focus on Employment issues, Ethical issues, and Public Interest Journalism.

The Journalist is published six times a year, typically running at 26pp, and full colour throughout. Each issue, 25,000 copies are primarily emailed digitally to members of the NUJ.

THE JOURNALIST READERS

- 60% Male / 40% Female
- Average Age 50 Years
- ABC1
- 25% are Freelance/Self-Employed

Members: Age Profile



MAGAZINE REACH:

25,000 Total

Primarily Distributed Digitally to members

WHERE MEMBERS LIVE

London & South East 51%
North West & East England 16%
Northern & Republic of Ireland 11%
Midlands & East Anglia 8%
Scotland 7%
South West England 5%
Wales 2%

2022 Issue Timings

FEB

Copy Deadline: 20 Jan
Published Date: 8 Feb

APRIL

Copy Deadline: 17 Mar
Published Date: 5 Apr

JUNE

Copy Deadline: 12 May
Published Date: 31 May

AUGUST

Copy Deadline: 7 Jul
Published Date: 26 Jul

OCTOBER

Copy Deadline: 22 Sep
Published Date: 11 Oct

DECEMBER

Copy Deadline: 17 Nov
Published Date: 6 Dec

NUJ
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Contact details

To discuss or book your advertising, please contact:

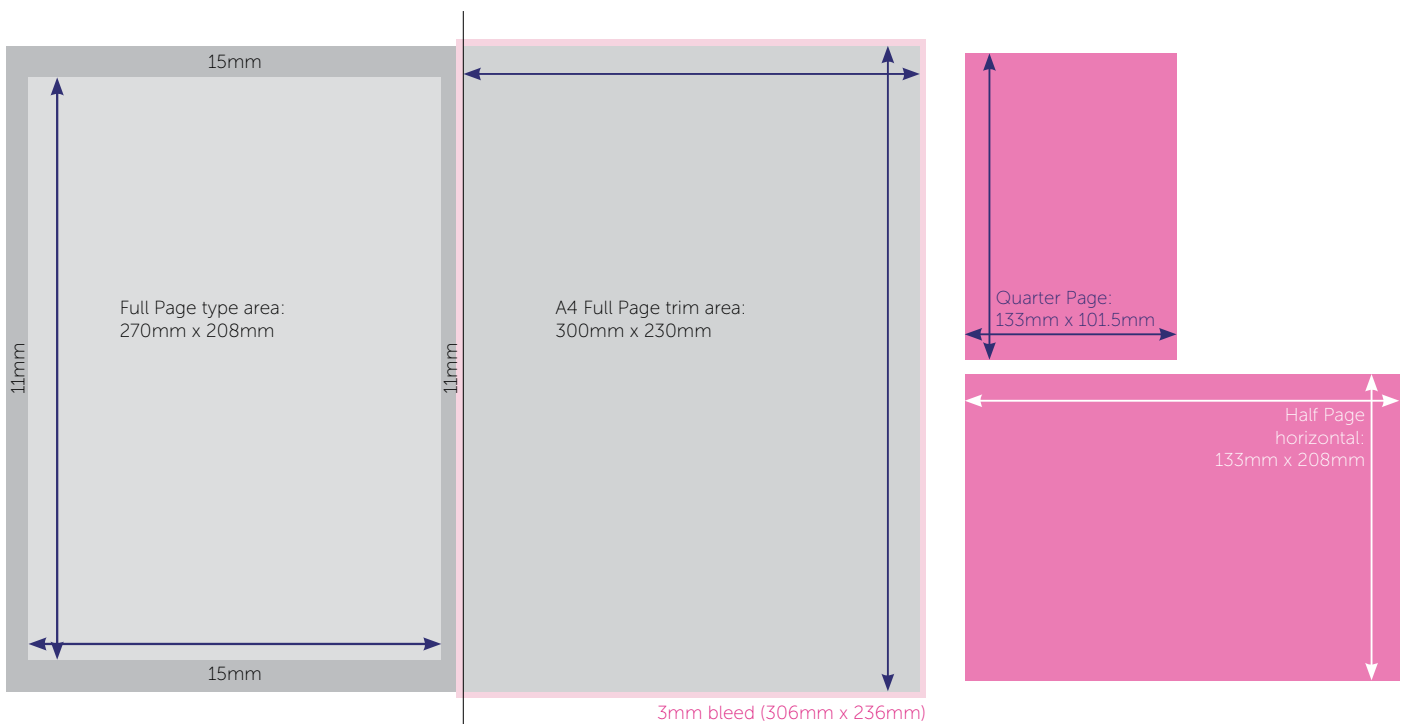
020 3283 4055
hello@square7media.co.uk

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www.square7media.co.uk

DISPLAY ADVERTISING RATES

Price per issue and series rates:

Full Page	£850
Half Page	£550
Quarter Page	£350



PRODUCTION SPECS

The Pensioner is printed CMYK (four-colour process).

We accept full-page advertisements that are supplied in full-page or type area sizes:

- **Trim Size:** 300mm (height) x 230mm (width) + 3mm bleed on all sides (306mm x 236mm). If supplying a full-page ad, all important information should be contained within the type area.
- **Type Area Size:** 270mm (height) x 208mm (width). Layout should not exceed these dimensions.

Advertisement artwork should be supplied to us as a CMYK, 300dpi PDF, JPEG, EPS or TIFF. All fonts should be embedded or converted to outlines and you must have a licence to use any images that you include.

TERMS AND CONDITIONS OF BOOKING

COPY SUPPLY

All advertisement copy must be supplied no later than the published advertising deadlines. Failure to supply on time or to the correct production specification will result in the advert being charged in full. All adverts are fully subject to client approval. Print-ready high-resolution PDFs are required as per the supplied production specifications.

LOOSE INSERTS

If inserts delivered are not, in terms of size, weight or content, exactly as specified when booked, then we reserve the right to either refuse insertion or charge the excess. Delivery instructions will be issued once the insert sample has been approved. Please do not attempt to deliver until approval has been given or delivery instructions have been received. All inserts must be booked in for delivery in advance with the mailing house. Failure to supply the booked volume will result in the order being charged in full.

INVOICING

An invoice will be raised on publication. Payment terms to Square7 Media Ltd are strictly 30 days from this date. New advertisers are always required to pre-pay. All rates are subject to VAT.

BOOKING TERMS

Any cancellation must be received in writing and acknowledged in writing to Square7 Media Ltd 90 days before the advertisement copy or insert delivery deadline, otherwise the customer will be liable to pay the cost of the advertisement booking. All advertisement and loose insert creatives are fully subject to client approval.

FORCE MAJEURE

Square7 Media Ltd will not be liable for any delay or failure in performing its obligations relating to bookings due to causes beyond its reasonable control, including but not limited to acts or omissions from its client, acts of God, acts of regulation or any governmental or supra-national authority, war or other hostilities, acts of terrorism, embargo, or national emergency (including Covid-19), accident, fire, strikes, riots or other civil commotions, lockout, industrial disputes and severe weather.

LIABILITY

- (a) Square7 Media Ltd (SQ7M) will make all reasonable efforts to ensure that the inserts are distributed as scheduled and adverts placed as per the booking. SQ7M will have no liability for delayed distribution.
- (b) The liability of SQ7M to the buyer, whether in respect of breach of contract, tort (including negligence), misrepresentation (whether innocent or negligent), negligent misstatement, breach of statutory duty or otherwise, will in no event exceed the net cost figure recorded in the order confirmation or booking.
- (c) SQ7M will not be responsible for any indirect or consequential loss arising from any act or omission on the part of SQ7M or any other circumstance.

