

MEDIA PACK & PARTNERSHIP DECK — 2026

SIGNAL SHIFT

The magazine for the next generation of media makers.



Signal Shift

Founded by Ruby Stoneham (Editor), Sofia Robinson (Publisher) & Rose Warren (Sales)

The Gap We're Filling

1

Early-career media professionals are one of the largest, fastest-growing groups in the UK's creative economy — with no dedicated title speaking to their career stage.

2

Existing trade press skews toward senior leadership and legacy commentary, not the freelance, hybrid and first-job realities most under-30s actually live.

3

Young people consistently report low visibility of realistic pathways into media careers — and junior pipelines are shrinking as entry-level roles are cut or offshored.

2.4M

people employed across the UK creative industries —
7.1% of the national workforce

57%

of creative employers recruited under-25s in the last 2–3
years, versus 64% across all UK sectors

The result: a talented, underserved generation with nowhere written specifically for them.

Introducing Signal Shift

Signal Shift is the magazine built by and for media professionals under 30 — covering the real, unfiltered career stage between “graduate” and “established” that no one else is writing for.

B

By Us

Founded, edited and run by three women at the start of their own media careers.

F

For Us

Content shaped directly by reader input, community feedback and lived experience.

A

About Real Careers

Freelance, hybrid and in-house — not just the view from the top of the ladder.

Meet the Founders

Three women, starting out — building the title they wished existed.



Ruby Stoneham

EDITOR

Shapes the editorial voice and commissions the stories that matter most to our readers.



Sofia Robinson

PUBLISHER

Owens the vision, the brand and the business behind Signal Shift.



Rose Warren

SALES EXEC

Builds the partnerships that fund great journalism and connect brands to the next generation.

Who We Reach

Under-30s working across journalism, broadcast, publishing, PR, marketing and the creator economy — freelance, in-house and everything in between.

- Early-career (typically 1–8 years in) across every corner of media and communications
- A mix of staff, freelance and portfolio careers — reflecting how young people actually work today
- Digitally native, career-driven and actively seeking community, mentorship and honest career information

29%

of the creative workforce is freelance vs 15% UK-wide — our readers are built for flexible careers

£28.8k

average UK graduate starting salary in 2025 — a generation renegotiating what career success looks like

What's Inside

1

Career Files

Candid, unfiltered accounts of how people actually got their jobs — and what nobody tells you.

2

The Business of You

Freelance rates, negotiating, portfolio careers and honest money talk.

3

Culture & Craft

The ideas, shows and work shaping the industry right now.

4

Community Directory

Junior meetups, mentorship schemes, job boards and event listings.

Where We Reach Them



Print

A quarterly print issue distributed at industry events.



Digital

Signal Shift website and regular newsletter, built for on-the-go reading.



Social

Instagram and TikTok-first storytelling, built to travel beyond our own channels.



Events

Launch parties, panel talks and mentorship meetups that bring the community together in person.

Exact circulation, subscriber and follower figures available on request as the title scales.

Why Brands Get Involved

1

Reach tomorrow's decision-makers

Build brand familiarity with the people who'll be commissioning, hiring and buying in five years' time.

2

Genuine, visible support

Be seen actively investing in early-career talent — not just talking about it in a CSR report.

3

An underserved, engaged niche

Access a specific, hard-to-reach audience that existing trade titles overlook.

4

Editorial-led formats

Tell your story through content readers trust — not just a banner ad they scroll past.

Partnership & Advertising Formats

01

Full Page Ad

Your brand, full bleed, in print and the digital edition.

02

Half Page Ad

A smaller-footprint placement in print and the digital edition.

03

Advertorial Feature

A sponsored feature written in Signal Shift's voice, clearly labelled and reader-friendly.

04

Editorial Partnership

An ongoing co-branded column or series showing how your business is developing young talent.

Advertising Rates

Standard print & digital placements

Format	Placement	Rate
Full Page	Print + digital edition	£1,000
Half Page	Print + digital edition	£500
Advertorial Feature	Print + digital, sponsor byline	POA
Editorial Partnership	Ongoing co-branded series	POA

Beyond the rate card

Advertorial and editorial partnership space can be shaped around what your business already does for young people in the industry — grad schemes, mentorship, training or entry-level hiring — turning that investment into credible, reader-trusted content rather than a straight ad spend.

Multi-issue bookings and bundled formats are available at a reduced rate — ask us for a bespoke quote.

Let's Get You Involved

Signal Shift is a rare chance to support a title before it's established — and to be remembered as one of the partners who backed it early.

ROSE WARREN

Sales Executive · +44 7562 266004 · Rose@signalshift.biz

RUBY STONEHAM

Editor · +44 7568 616985 · Ruby@signalshift.biz

SOFIA ROBINSON

Publisher · +44 7473 737368 · Sofia@signalshift.biz

www.signalshift.online