



SIGNAL SHIFT

The magazine for the next generation of media makers.

MEDIA PACK 2026

Who We Are

Signal Shift is the magazine built by and for media professionals under 30 — founded and run by three women at the start of their own careers: Ruby Stoneham (Editor), Sofia Robinson (Publisher) and Rose Warren (Sales).

Who We Reach

Under-30s across journalism, broadcast, publishing, PR, marketing and the creator economy — freelance, in-house and hybrid. Early-career, digitally native and actively seeking honest career information and community.

2.4M

people employed across UK
creative industries

57%

of creative employers hired
under-25s in 2-3yrs, vs 64% all
sectors

29%

of the creative workforce is
freelance, vs 15% UK-wide

Why Brands Get Involved

- Reach tomorrow's media decision-makers, early
- Be seen genuinely supporting early-career talent
- Access a specific, underserved, highly engaged audience
- Editorial-led formats readers trust — not just an ad they scroll past

Advertising Rates

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

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