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# Media is our life blood in PR

In order to drive word of mouth for our clients nothing is more important than knowing what their target audience is consuming, when and how often.

So as another strange year comes to a close, we wanted to share what we have learned this year and offer some pointers as to how and where to generate meaningful PR coverage in 2023.

*All stats not individually referenced per page come from Ofcom's News Consumption in the UK: 2022 report*

So what are the headlines?



**Facebook and Insta usage continues to grow**  
Twitter is at risk thanks to the almost daily stunts by new owner Elon Musk



**Radio is on the up**  
A 5.5% increase in consumers listening to the radio daily



**The number of people listening to podcasts is continuing to grow**  
And they present a huge opportunity for PR in particular for business profiling



**Tik Tok is a major source of news for Gen Z and is also becoming hugely beneficial for search and discovery**  
It's the perfect place to find your new brunch spot



We're also going to use this report to show you what's out there — what we love, what we read every day, how we as a team of PR and social media professionals consume media.

So for me, it's broad.

My ride or die is Monocle. I want to learn when I read and consume broad facts and opinions and see what's happening across the world and Monocle gives me this in so many ways.

It's a beautiful monthly magazine that is such a treat when it drops through the letterbox. It's a podcast, a website and more recently a whole tribe of people I am starting to call friends as I attend Monocle events across the world.

The last one – in Dallas – was the epitome of what Monocle stands for. We went to an up and coming city that many people were confused about visiting, it opened up conversations around what urban cities are and should be and how people live in them. In Dallas no one walks. We did but no one else did and they all looked at us like we were mad!

AND I also got to sit in between the incredible Evelyn Webster, the CEO of Soul Cycle, who is from Wakefield and Stefan Olander, the ex Nike (my dream client) co-founder of OMORPHO Inc. He had great trainers naturally!

Also every Sunday I read the Sunday Times front to back, I deep dive through Readly - Sainsburys and BBC Good Food, Homes & Gardens, Elle Decoration, Vogue, Stylist, Grazia etc...

What about social? Twitter. News, opinion, shouting at my MP — I won't leave because of Musk. *Not yet anyway.*

Say hello @Social\_Daisy

# A note from our MD



**DAISY WHITEHOUSE** (SHE / HER)  
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# Social media v. Traditional news



TV is still the most trusted source – whereas social media is not fully trusted



The way that members of Gen Z, like myself, absorb their news is so far away from that of the generations before us. When having conversations with colleagues and family members they are often shocked to find that the idea of searching news in more traditional methods such as newspapers, TV channels, and sometimes even search engines, rarely crosses my mind. If I'm visiting a new city and want a restaurant recommendation? I'll head to TikTok. If I want a live update on a news story? I'll open the twitter app.

For me, the main reason is, I want the news quickly and I want it unfiltered. Finding your news on social media enables the user to gain insight from demographics which may not be included in your more traditional methods. From restaurant reviews, holiday destinations or an expensive clothing choice, searching on TikTok will give you an honest, first-hand opinion. This also applies to more serious news: The invasion of Ukraine earlier this year showed individual user's experiences worldwide which wasn't focused on across the news outlets.

This is something that main news channels are slowly but surely adapting to. Live streams of major news events are popping up to make sure that Gen Z can keep up to date. This is something that was massively utilised during the **Johnny Depp Vs Amber Heard** trial earlier this year which had Gen Z captivated. Channels such as Sky News are massively capitalising on this, with over 3m followers on TikTok, with a total of 58m likes.

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Half of its user base (for news) are aged 16 – 24

TikTok's reach for news has increased from 2020 (1%) → 2022 (7%)

46% of adults said they use social media for news

## News and Gen Z

Social media is overtaking traditional channels for news among teens. **Instagram, TikTok and YouTube are now their top three most used sources for news.** Meanwhile many sources have seen decreases since 2021, with **reach of BBC One/Two decreasing to 24% in 2022** (down from 35% in 2021).

## Tik Tok

Users of TikTok for news get more of their news on TikTok from 'other people they follow' than 'news organisations'. **Social media platforms continue to score relatively poorly on attributes, such as 'trust', but most do perform better on 'offers a range of opinions'.** Although not as trusted as other platforms, around a third of users of social media sites do trust them for news.

## TV news

Top sources used for news : **The BBC remains the news organisation with the highest cross-platform audience reach (76%) among those following news.** BBC One remains the top source by reach for adults (53%). YouTube (8%) has seen growth from 2020 (appearing on the 'top 20' list for the first time) while both ITV and Google see decreases in reach. There is significant variation in the top sources used across age groups - among younger groups social media sources are particularly prevalent (Instagram is the top source among 16- 24s with a reach of 46%). BBC One remains the most selected for 'single most important' news source although the proportion choosing it has declined over the long term, from 2018. 39% of 16-24s selecting a social media channel as their most important news source.

**TV remains the most popular platform for accessing local news** and people are still highly satisfied with the quality of this news. 42% of online UK adults who follow news say they watch regional/local broadcasts on BBC TV and 23% watch them on ITV/ITV WALES/UTV/STV (a decrease from 32% in 2020).

## Newspapers / online

**Reach of print / online newspapers has seen a decrease from 2020 (47%) to 2022 (38%).** The decrease is driven by decreases in print (online newspaper reach remains steady) which have likely been exacerbated by the pandemic.

While the reach of print newspapers is decreasing, online newspaper reach remains steady. **The Daily Mail/Mail on Sunday remains the most widely-read print news title overall,** whilst The Guardian/Observer and Daily Mail / Mail on Sunday are the most widely-read digital titles.

# SEMAFOR

At the Monocle Chiefs conference we also met former Bloomberg Media CEO Justin Smith who has recently launched **Semafor** with New York Times media columnist Ben Smith.

The news site is created to build a more open and democratic format for news delivery. It sees articles broken up so that it's clear to the reader what is news, what's the reporter's view on the news, and then also offers the counter-argument to that view.

Smith told us that the structure (called Semaform by him) is designed to address the lack of trust the public now have in the press and that many readers appear to have an inability to distinguish between facts and opinion.

The Ofcom stats say that trust is still high with the old guard such as the BBC but in America it's a different story. **Justin told us that only 7% of Americans have a 'great deal of trust' in the media!** (Gallup)

# Is print dead?

One media channel we'll see particularly struggle in 2023 will be print. Having limped along for years now, the era of newspapers and magazines appears even closer to its end with our research finding that **just 26% of consumers would consider turning to the channel for shopping inspiration** — a number that drops even further to a mere **19% when you funnel the data down to Gen Z.** (Cure Media)

While only a decade ago consumers still spent 448 minutes a day on traditional channels such as print, by 2023 research indicates that figure will have dropped by almost 40% — part of a decline that shows no sign of slowing.

In theory, this shouldn't come as news to brands with only 12% reporting that print was a primary marketing channel for them in 2022. And yet research shows that almost **half a billion pounds will still be invested in magazine advertising in the UK alone in 2023.** As the world contemplates the impact of further recessions, this is a discrepancy brands simply can't afford and could indicate wider concerns around the channels to which marketers are allocating budget.



**News resourcing is so different to what it used to be, right?** The downfall of newspaper sales shows that very clearly. My generation, and me personally, we don't stick to one source anymore. Important news, anything political or if London Bridge has fallen, I'll go to the BBC News app. If, for whatever reason, I particularly want to know what state the economy is in that day, I'll go to the Financial Times search bar, and if what I want to know isn't available I'll just type the question into Google.

On the flipside, any pop culture news, I rely on my Twitter and Tik Tok algorithm to know me and my searches well enough for it to already be on there when I open the apps. Truthfully, I don't rely on one source to feed me all areas of current affairs, and I don't think I ever have.

I use Tik Tok like any other Gen Z female. For pop culture, fashion, recommendations and a laugh. You might catch me learning a few dances, but you certainly won't find me posting them. I rarely search, and just rely on constant swiping to keep me entertained.

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## NEWSPAPERS

**Daily Mail**  
805,467

**The Times**  
365,880 (March 2020)

**The Sunday Times**  
647,622 (March 2020) /  
print 105,134 (July 2021)

**The Observer**  
136,656 (July 2021)

**The Daily Telegraph**  
675,000 subscribers, print and online

**The Sun**  
1,210,915 (March 2020)

**Daily Mirror Print**  
290,272 (October 2022)

Where not listed  
media figures are from Roxhill



## ONLINE

**Mail Online**  
24,900,000 (January 2021)

**The Times**  
375,000 (September 2021)

**The Sunday Times**  
380,000 (September 2021)

**Guardian**  
18,400,000 (January 2022)

**Telegraph online**  
675,000 (Subscribers - September 2021)

All publisher's unique users



## MAGAZINES

**Cosmopolitan**  
138,243\* / online 135,300

**Stylist**  
402,329\* / online 3.3m

**Grazia**  
92,061\*

**Vogue**  
190,192\* /  
Publisher's unique users 6m (Media Kit 2021)

**Hello**  
176,048\* /  
Publisher's unique users 40m  
Worldwide / 15m UK (Media Kit 2021)

**Observer mag**  
404.4m online

**Sunday Times Magazine**  
43.6m online

**Good Housekeeping**  
410,604\* / Total visits 51.6m

\*Print circulation  
(ABC: July to December 2021)



## SUPERMARKET MAGS

**Tesco**  
1,938,305\*

**Sainsburys Monthly**  
115,791\*

**Waitrose**  
689,254\*

**ASDA Good Living**  
1,774,500\*  
  
\*Print circulation  
(ABC: July to December 2021)

Some of the newspapers are now behind paywalls and have removed themselves from the circulation audits that PRs have always used as an indication of reach so the waters are slightly muddied...

# Different approaches to generating media coverage

## PRODUCT PLACEMENT...

Whether you have food or drink or a beauty product or service, tech or something for the home then there is a magazine or newspaper for you.

## Want to reach a high end audience with high disposable income?

Think about if your product might fit in a title like HTSI from the FT or Elle Decoration or the Sunday Times magazine...

## Something for mums?

Well there is the parenting media or old faves like Woman or Red magazine.

## Tech for men?

GQ forever!

## PROFILING OR INTERVIEWS...

Got a great personal story behind your business? Think about where your target audience is and craft that story for them.

**Chapter 2** is a dating app designed by widows for widows. Nicky Wake launched it following her own personal experience as a widow and to promote the launch we have placed interviews with Nicky in media titles including The i Newspaper, Woman Magazine, The Mirror, OK! Magazine and Stylist.

The new platform has already smashed its sign up target thanks to the traffic generated by this coverage!



Meda Human reached over 5 million health conscious, female consumers with this piece in The Evening Standard

This piece in Glamour drove a huge spike in subscriptions for KBK



Since starting in PR in 2017, the way that I, myself, consume news has changed, as well as the way we consume news as an agency. I would spend every morning of 2017 reading all of the print national newspapers for that day, to check for client coverage and to spot potential coverage opportunities for clients. Now, every morning in 2022, we simply log on to the Readly app to consume our news.

All of the newspapers and magazines are now all in one place, on one app, meaning gone are the days of one of the team members going to the closest store to purchase every national newspaper on the shelf.

For me, there's still no greater pleasure in PR than seeing your client featured in print, whether it's a glossy monthly magazine or a daily newspaper.

Purchasing a monthly magazine in the airport or for a long train journey is something that will never change for me, as long as print continues to live on, I will still continue to buy physical copies of magazines to switch off from the digital world for just half an hour.

For minute by minute news, a lot of my news comes via Twitter, with the algorithm meaning the type of news I like to consume appears on my feed, with no scrolling needed. Working in PR, it's important to keep up to date on the current trending news story, which is why I choose to have BBC and Sky News alerts connected to my phone, to ensure that I'm not missing out on a potential reactive or newsjacking PR story.

The emergence of digital PR agencies over the last couple of years is changing the news landscape more than ever, with SEO and click through links being the driving force behind the creation of stories.

A number of the top ranked digital PR agencies use reactive PR and newsjacking to really get the best results for clients, something that traditional PR agencies have done for many years. Whilst we are yet to see whether digital PR will change the landscape of the future of PR, with the traditional agencies now immersing themselves in the digital world to offer both traditional and digital PR services to clients, it leaves the question as to whether the new agencies who focus solely on digital PR will survive the test of time, with traditional PR campaigns still proving to get results and pick up from journalists.

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# Different approaches to generating media coverage



## NEWS MAKING

Build your brand authority – both with consumers and Google’s spiders – by making news.

From news jacking (see our campaign for Beartown Brewery) to polls and data around consumer trends or lifestyles (see how **MEDAHUMAN** made news about Brits giving up the booze) news making is how PR can help brands to connect with consumers in places they love to be via conversations they are having every day.

There’s one thing that anyone who works in communications aspires to achieve, and that is newsjacking. The perfect opportunity arose when Storm Eunice hit the UK in February 2022 and dominated the news headlines.

At Down At The Social, we love to find opportunities to ‘newsjack’ and Storm Eunice on a Friday afternoon in February provided the perfect newsjacking opportunity.

The Big Jet TV channel gripped the nation when they streamed plane landings in Storm Eunice at London Heathrow airport, which saw the commemorative Beartown Brewery X Big Jet TV pale ale being born.

A press release, social strategy and branding for the beer can was created within a matter of hours and it went [live here](#).

The results included 9 pieces of media coverage (regional, trade and national) with a reach of 953M, an increase of 1260 followers (11% growth) and social reach was up by a staggering 780% on all platforms across Instagram, Facebook and Twitter.

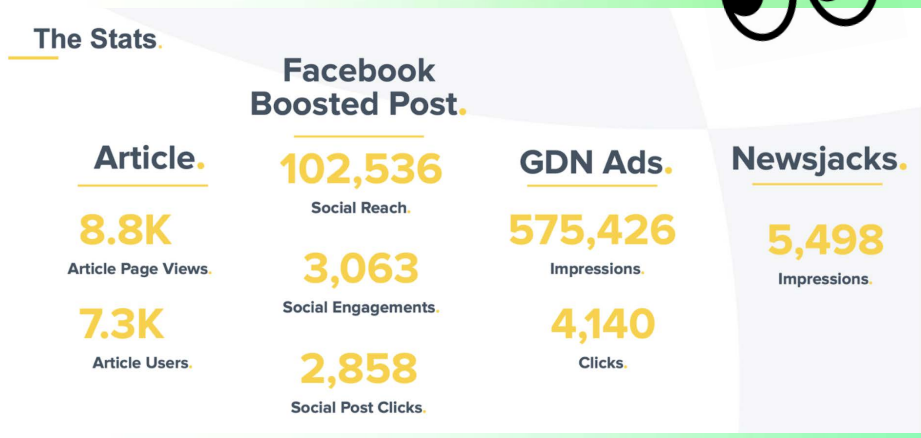


The story might be around a product created for a high profile event such as the World Cup or a stunt in response to something a Love Island star has done or said.... Or consumer data showing a spike in sales due to something in the news – outdoor brands I hope you are poised and ready to go for the next beast from the east.

Here is something we are working on right now for Liberty Human Rights...



# Paid media



**PR isn't just about owned and earned – paid media is vital to generating ROI and guaranteeing ROI.**

When delivering a regional launch our go to is always **Reach** because they can hit whichever audience we want to target, quickly and efficiently. They pretty much own the regional news space right now and have expertly combined print, hugely successful online sites and often dominate regional social media presences.

A Reach campaign for a client in Glasgow (stats above) delivered staggering results for us from one Facebook post over just a week! And most importantly everything is measurable and can be tracked from content to clicks to ticket sales.



*"Our relationship with Down at the Social has gone from strength to strength over the last few years.*

*Media partnerships are an excellent way of ensuring marketing budgets are used effectively. We gather forces to pull together a strategy for any campaign, we loop in our editorial resources from across the UK and build bespoke paid marketing plans designed to drive awareness, footfall or online conversions.*

*Reach is the UK's largest news publisher with 37m people choosing us for news, entertainment and sport every month. We're home to 130+ news brands such as the Manchester Evening News, Liverpool Echo, Birmingham Live, MyLondon, Wales Online and The Mirror to name a few. A staggering 70% of all UK adults get local news from Reach\**

*We know our audience and we have 10m+ registered users which is why our first party data-driven insight is completely unique, no matter what sector or audience you are looking for, they are within Reach.*

*Whatever you're looking to achieve in 2023, we would love to discuss a partnership."*

**Ben Craven** (he/him)  
Key Account Director  
M.E.N / Liverpool Echo / Mirror / YorkshireLive / Daily Record / BirminghamLive / WalesOnline



**It's not only the way in which I personally consume media that has changed over the past six or seven years but from a PR perspective the gold tier PR coverage to present to a client has changed.** Just a few years ago the ultimate aim was a glossy full page in the likes of Vogue, Harper's Bazaar, carefully placed months in advance. Online was nice but just not as impactful. The landscape has changed. Online media challenges us to move faster, to jump on trends and allows us to place that all important call-to-action to book that restaurant table, to purchase that pair of shoes and to download that app.

From a personal media consumption perspective the way in which I consume media and seek information has changed over the years but remains varied. The majority of the news I read is online with the exception of a Sunday when I buy a hard copy of The Sunday Times and read it cover to cover. Sunday mornings are not complete without this tradition and I can't ever see myself switching to the app for this.

**Podcasts play a huge part in my own news seeking and learning habits.** Religiously I listen to The Guardian Today in Focus, Stories of our Time by The Times and The Economist, every day. I love that I can get a quick, easy to digest and informative news bite in my ear as I am making breakfast, walking to work or doing the weekly shop.

When Glamour Magazine launched in 2001 it was considered revolutionary due to its handbag size. Women were reading on their commute and on the go and this magazine fitted the trend at the time. In 2013 editor Jo Elvin changed it back to a 'regular' size magazine noting that again, trends had changed. Readers were more likely to read on the sofa or in the bath rather than on their commute where now, they were more likely to be answering emails. **The future of print is more uncertain than ever.**

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# 2023 is going to be an interesting year for PR and media



In a recession we generally see advertising budgets drop and brands rely on creative, targeted PR that makes a difference.

Slow news days may well be a thing of the past but as consumers are tightening their belts, the demand for great PR and marketing that connects brands with their target audiences in a meaningful way enhances the need for a nailed on media strategy.

At DATS our USP is our laser sharp focus on the ever changing consumer and media landscapes.

We help clients identify their audiences, show them where they are spending time and how to connect with them. Then we employ outcome focussed measurement to demonstrate real business ROI.

*If you want to connect with consumers, make your brand famous and have some fun along the way, simply get in touch with Daisy :*

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To keep up with the latest tips and tricks from our agency, **[sign up to our newsletter](#)**



IDEAS + INFLUENCE + IMPACT