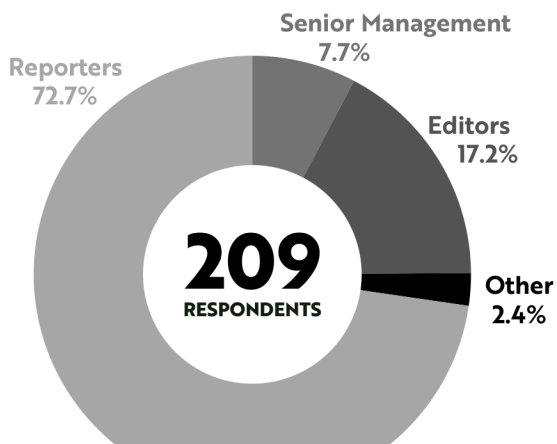


2024 SALARY SURVEY OF BUSINESS JOURNALISTS

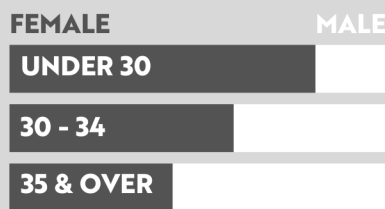
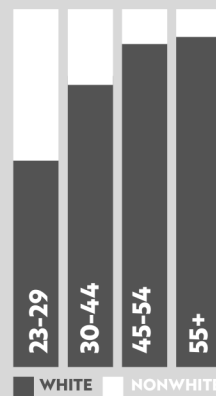


POSITION & SALARY

The median salary for all positions was \$82,250. Although a vast majority of respondents in the survey covered business beats as a reporter, correspondent, or freelancer, almost a quarter of respondents stated their position was as an editor, supervisor, or senior manager. The combined median salary for editors and managers was \$105,000.

A PLACE FOR YOUNG & DIVERSE REPORTERS

Similar to the 2023 salary survey results, younger respondents in this year's survey were more likely to be women and from diverse racial backgrounds than their older counterparts. While 91.8% of journalists who were 55 and older selected White as their sole race/ethnicity, that percentage drops with the age of respondents. 42.2% of journalists under the age of 30 selected a racial identity other than White. These results point towards a future field of business journalists that is more representative of the communities it serves than previous generations.



Additionally, while women only accounted for 43.4% of journalists who were 35 and older, they represented 70% of journalists under the age of 35 in the survey, and 80% of those under 30.

REPORTERS

\$75,599

MEDIAN SALARY

31.5% - or \$18,099 - higher than the median salary published by the Bureau of Labor Statistics in May 2023 for news analysts, reporters, and journalists.

WHAT'S YOUR BEAT?

Business journalists reported covering an array of beats that can appeal to a range of journalism students.



JUMP START YOUR CAREER

Every year the Reynolds Center reaches out to thousands of business journalists throughout the country from small and large publications alike in order to collect and disseminate data on salaries and demographics in the business journalism industry.

One of the main objectives of the annual survey is to promote the appeal of a business journalism career to high school and college students by showcasing the salary premium they are likely to receive compared to their peers.

UNDER 30 MEDIAN SALARY
\$65,000

This is 6.2% higher than the average entry-level journalism position in 2024.

THE REYNOLDS CENTER for Business Journalism

BROAD REPRESENTATION

This year, the survey received responses from journalists in 34 states, with almost a third coming from four states - NY, TX, CA, and MA.

34 STATES

Although business journalists may work for radio, television, or wire services, over 90% of respondents stated they work for a print or digital media outlet. The distribution of those journalists was pretty evenly split between the American City Business Journals, regional/local, and global/national publications. The rest work for a magazine, newsletter, or trade publication.

