

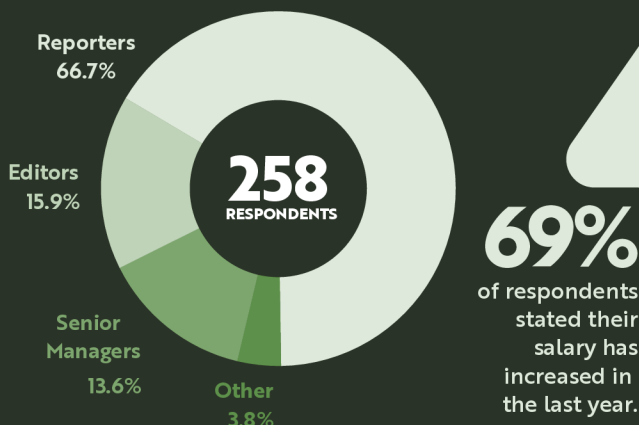
## WHERE THEY WORK

The majority of survey respondents reported working for a global/national (29.8%) or a regional/local publication (24.8%). Almost a third reported working for either a trade publication (14.3%) or one of the American Business Journals (15.5%), and a small percentage (6.9%) reported working for another type of print or digital media outlet, such as a magazine. A handful of journalists (6.2%) work for TV, audio, wire service or another type of non-print media outlet, and the remaining journalists report working as freelancers.



## POSITION & SALARY

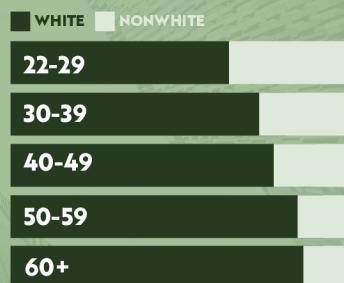
Two-thirds of respondents currently work as reporters or freelancers. The remaining respondents primarily work as editors, supervisors, or senior managers, with a handful of respondents in copy editing, producing, or operational positions.



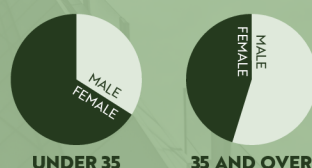
## INCOMING DIVERSITY

This year's survey had the fewest respondents self-identifying their race/ethnicity as solely white (74%) – compared to 79.9% in 2024, 81.3% in 2023, and 80.8% in 2022.

Similar to last year, younger journalists are more likely to come from diverse racial and ethnic backgrounds than previous generations, with 35.4% of respondents under 30 identifying as a race other than white compared to 13.3% of those 60 and over.

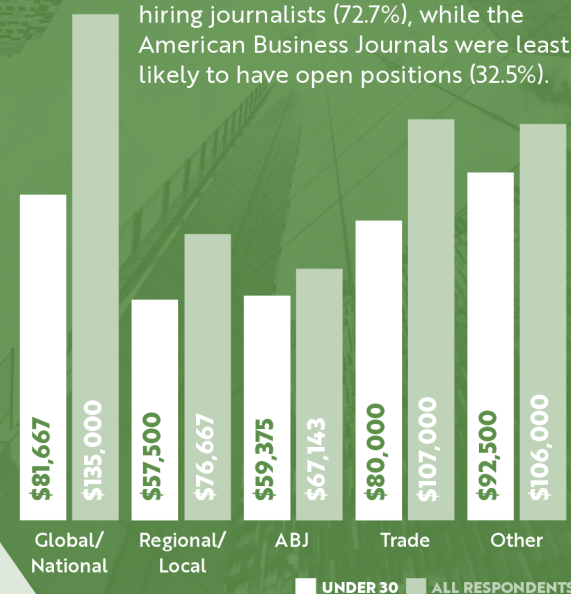


Journalists in the survey under 35 are also more likely to identify as female (65.7%) compared to those 35 and over (44.9%).



## DIFFERENCES ACROSS PUBLICATIONS

Business journalism is a fruitful career for recent graduates, no matter what, but the outlet type can make a difference in the salary premium journalists can expect to receive. The highest median salary for young reporters under 30 was at "other" media outlets (magazines, TV, audio, wire service) with a combined median salary of \$92,500. The second-highest median salary, \$81,667, was at global/national outlets where the potential for salary growth was the highest, with an overall median salary of \$135,000. These outlets were also most likely to be currently hiring journalists (72.7%), while the American Business Journals were least likely to have open positions (32.5%).



## REPORTERS

# \$85,000

## MEDIAN SALARY

For the fourth consecutive year, the survey has shown that business journalists earn at least 30% more than the average journalist in the U.S.

The Bureau of Labor Statistics reported the median salary for news analysts, reporters, and journalists was \$60,280 in May 2024. The median salary for all respondents was \$96,316.

### 40.4

AVG. AGE

### 15.9

AVG. YEARS OF EXPERIENCE

### 11.3

AVG. YRS. OF BUSINESS EXP.

## COVERAGE AREA

Business journalists reported covering an array of business topics, that can appeal to all kinds of journalism student interests.

CYBERSECURITY MANUFACTURING INSURANCE TOURISM  
EDUCATION HEALTH CARE IMMIGRATION SUPPLY CHAIN  
PERSONAL FINANCE RETAIL RETIREMENT WALL STREET  
DEBT HOSPITALITY AUTOMOTIVE REAL ESTATE FINTECH  
CANNABIS AEROSPACE DEVELOPMENT INVESTIGATIONS  
MARKETING GOVERNMENT SPENDING TAX LAW BIOTECH  
BIG TECH LABOR COMMODITIES DATA ECONOMICS  
AUTOMOTIVES BANKRUPTCY FINANCIAL POLICY SPORTS  
INNOVATION RESTAURANTS VENTURE CAPITAL TRADE



# 2025 SALARY SURVEY

OF BUSINESS JOURNALISTS