

2026 SALARY SURVEY OF BUSINESS JOURNALISTS

THE REYNOLDS CENTER for Business Journalism

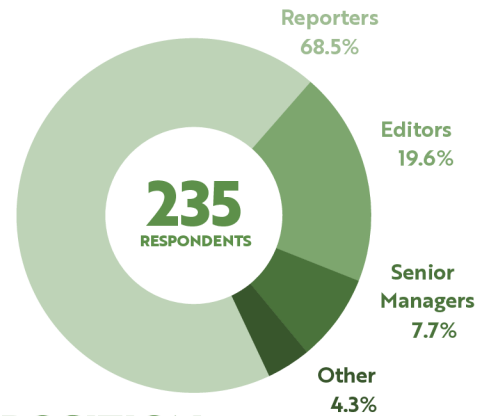
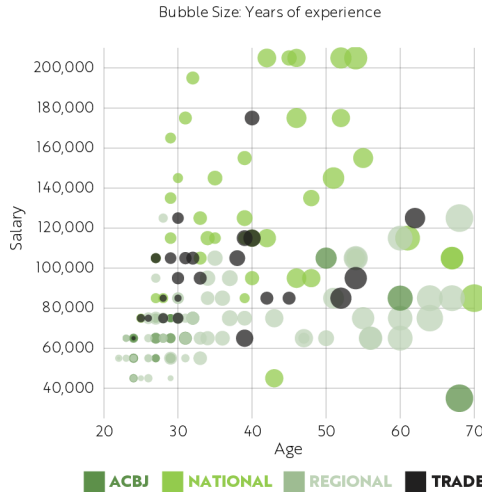
DIFFERENCES BY PUBLICATION

In the survey, reporters at global/national publications had the highest median salary of any publication type (\$116,875). However, these reporters were also, on average, the oldest and most experienced, with an average age of 41.6 and 16.4 years of experience.

In contrast, reporters at the American City Business Journals (ACBJ) were on average the youngest (31.4) with the least experience (9.8 years), and therefore, the lowest median salary of the groups at \$66,667.

For younger and less experienced journalists, trade publications may be a wise alternative to consider, as the median salary of those reporters was \$91,667 with an average age of 35.6 and 11 years of experience.

SALARY BY AGE, EXPERIENCE, AND PUBLICATION



POSITION

The vast majority of respondents currently work as a reporter, correspondent, or freelancer, with just over a quarter of respondents stating they are in editorial or managerial positions. The remaining respondents are in other roles, such as researcher, producer, or academic fellow.



AVG. YRS. OF EXPERIENCE



AVG. YRS. OF BUSINESS EXP.

REPORTERS
\$85,278
MEDIAN SALARY

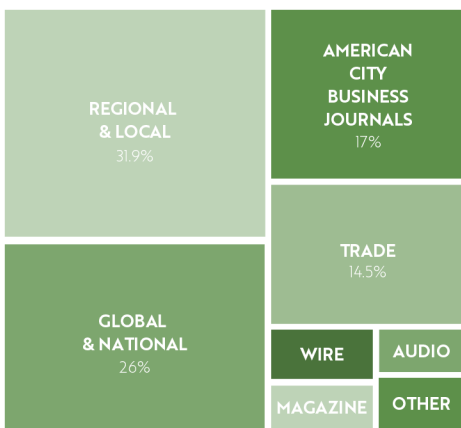


AVERAGE AGE



AVG. YRS IN CURRENT POSITION

WHERE THEY WORK



Print and digital media outlets are most commonly where business journalists have found work (93.2%), with only a few reporting from radio, podcast, TV, or wire service outlets. The largest portion of respondents (31.9%) reported working at a regional/local publication, and another 14.5% report from a trade publication.

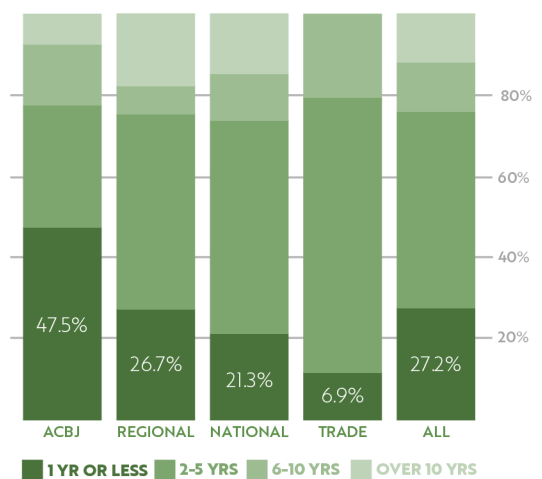
JOURNALISTS ON THE MOVE

While respondents reported an average of 16.7 years of experience, over a quarter (27.2%) noted they have been in their current position for a year or less.

The American City Business Journals had the highest concentration of journalists who have been in their role for a year or less (47.5%). In contrast, regional/local publications had the largest percentage of journalists who have been in their current roles for over ten years (17.4%), demonstrating the long careers these publications can offer journalists.

Trade publications had the smallest percentage of newcomers (6.9%), with the bulk of journalists (67.6%) reporting 2-5 years in their current position.

TIME IN ROLE BY PUBLICATION



Border: Types of business beats business journalists in the survey cover.