2024 State of the Media Report

By the Numbers

For Cision's 15th annual State of the Media Report, we surveyed over 3,000 journalists to understand how they operate amid emerging challenges — and how that affects their relationship with PR. Here is a snapshot of this year's key findings, by the numbers.

97%

The number of journalists using social media for work-related purposes. Most popular activities include: publishing or promoting content; sourcing information; and interacting with their audiences.

2%

The number of journalists who want to receive pitches via social media. Email is overwhelmingly the preferred pitching channel for 87% of journalists.

100+

The number of pitches 25% of journalists get each week. Of that 25%, the majority say they get more than 150 pitches each week.

8 in 10

The number of journalists who used multimedia elements provided by PR pros/agencies in the last year. Images were by far the most popular choice, followed by data visualizations and videos.

Once

The number of times PR professionals should follow up on a pitch. This is according to 64% of journalists. More than a quarter say to "never" follow up on a pitch.
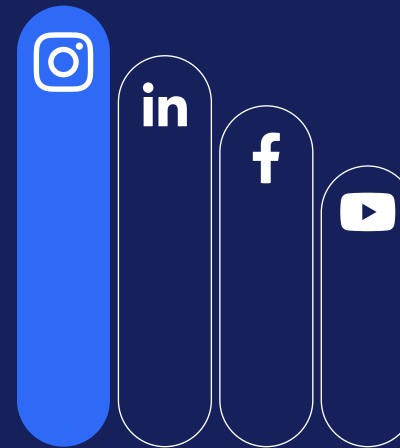
Zero

The amount of tolerance journalists have for being "spammed" with irrelevant pitches. In fact, 77% will block a PR professional who does so.

44%

The number of media outlets increasing their Instagram activity this year. This makes Instagram the No. 1 social media platform where journalists expect to have more of a presence, ahead of LinkedIn, Facebook, and YouTube.

For a complete look at our findings — and what they mean for you — download the full 2024 State of the Media Report.

#1

Where press releases fall in the types of content journalists want from PR pros. Original research reports were the second-most-wanted type of content, followed by exclusives for stories, access to events, and expert interviews.

45%

The number of journalists using AI. Although 1 in 4 journalists ranked AI among the industry's biggest challenges, nearly half are leaning into it (mostly in moderation), for things like research, creating outlines, or brainstorming.

37%

The number of journalists relying on data more this year. Journalists are no stranger to using data for various aspects of the job (e.g. tracking audience engagement), but for over a third, data will play an even larger role in their editorial strategies this year.

55%

The number of journalists more likely to consider a pitch that contains multimedia. For most of those journalists, however, it must be the right type of multimedia for their outlet and audience.

Get the Full Report