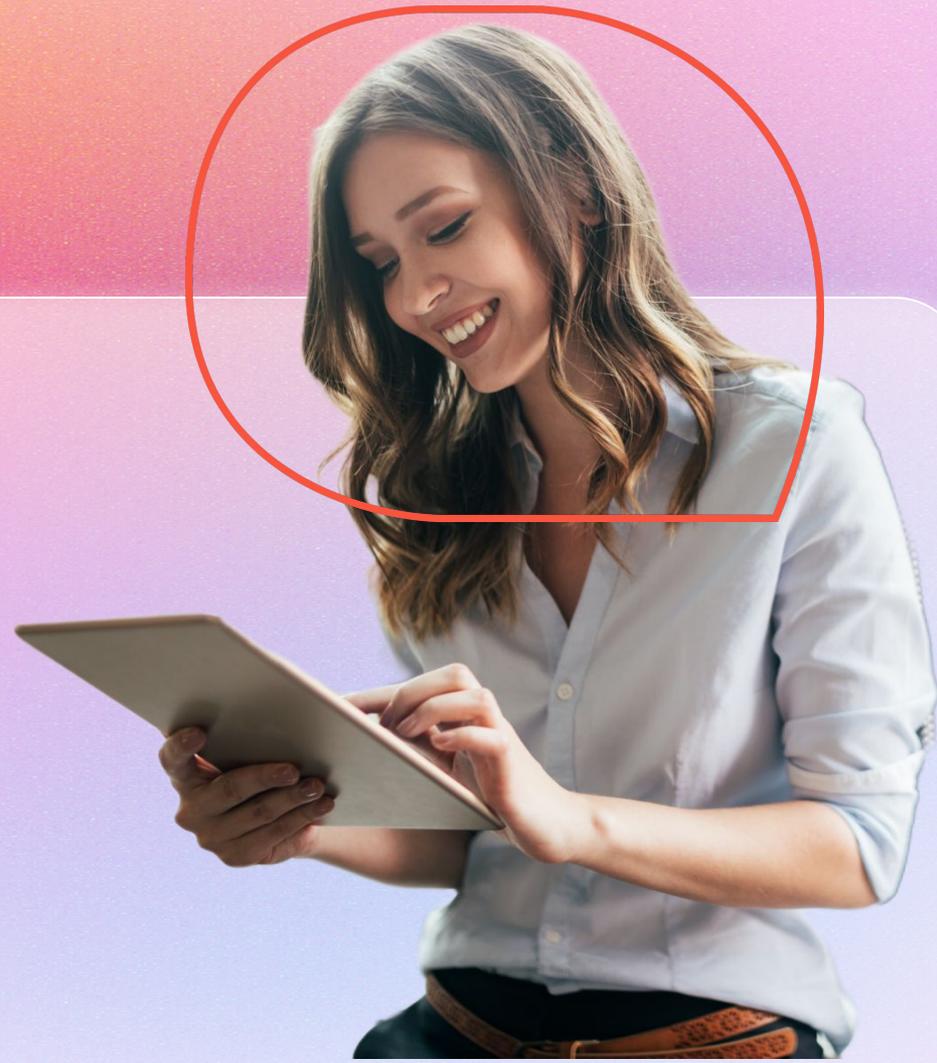




Trends in Media 2025

*Insights from Qwoted's
Network*



A data-informed look at what's changing in media and how PR professionals and industry experts can adapt.



Keeping up with How Stories Get Told in 2025

The way stories are made is changing. What the media wants is shifting, too.

Old approaches aren't landing the way they used to. Using data from Qwoted's network, we've pulled insights on what media pros are looking for and how PR pros and experts can show up and deliver.

What's Happening to the Media Right Now?

*We are living in an era of
media fragmentation and
industry upheaval.*

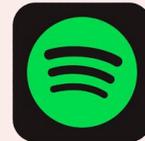
In early 2025, layoffs hit *CNN*, *Vox Media*, *HuffPost*, and *NBC*. **Over the past three years alone, 10,000 journalists have lost their jobs** (*Nieman Reports*, 2025).

Independent platforms are growing fast. Substack surpassed 5 million paid subscriptions in early 2025, gaining over 1 million subscribers in just four months in what some are calling a “Trump Bump” (*Financial Times*, May 2025).



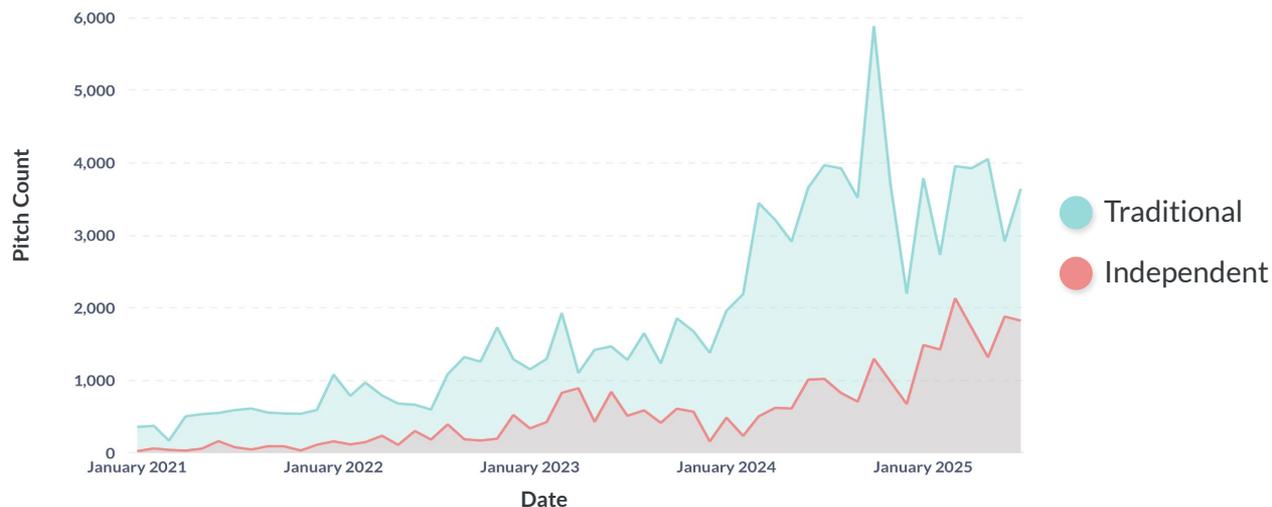
substack

YouTube



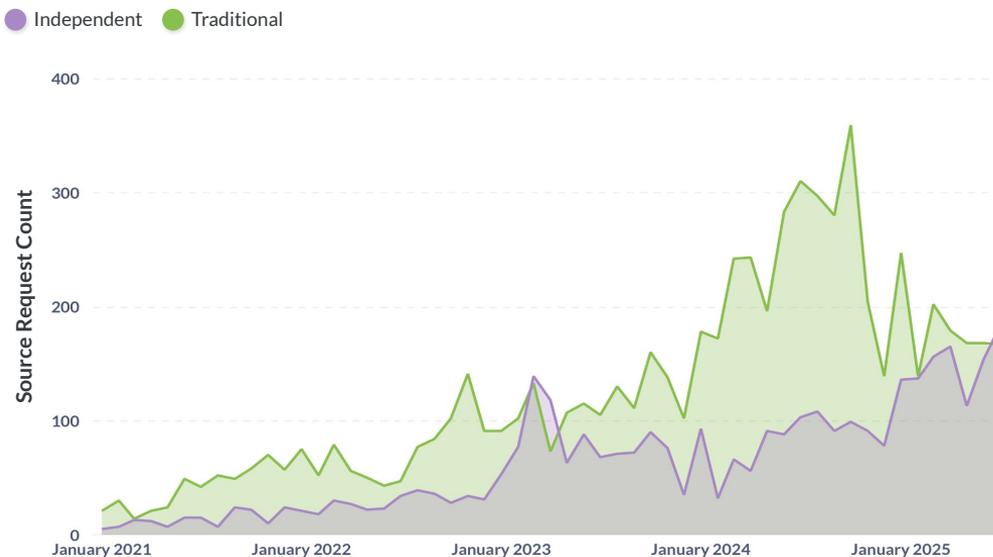
What We're Seeing in Qwoted's Network

Pitch Volume: Traditional vs. Independent Outlets



*Substack, Beehiiv, YouTube, podcasts, and other independent platforms have grown 4.5x since 2022. Based on this, independent publications are on track to **match** the pitch volume of traditional publications by 2026.*

Where Media Attention is Moving



Since early 2023, we've seen a steady rise in activity from independent outlets.

The center of gravity in media is moving, if you're prioritizing traditional media alone, you're missing where the energy is building.

Market-Driven Stories Are Still Leading in Traditional Newsrooms

CNN

- #financialplanning
- #personalfinance
- #smallbusiness
- #businessowners
- #moneymanagement
- #entrepreneurs
- #cfp
- #insurance
- #wealthmanagement
- #investment



Forbes

- #crisismanagement
- #personalfinance
- #financialplanning
- #crisismanager
- #financialadvisor
- #financialplanner
- #financialadvisors
- #healthcare
- #crisismanagementfirm
- #financialplanners



The New York Times

- #unitedkingdom
- #realestate
- #travel
- #housingmarket
- #mentalhealth
- #financialplanning
- #wellness
- #wedding
- #psychologist
- #personalfinance



Traditional outlets keep a steady focus.

These topics continue to dominate coverage in mainstream publications. Human-interest stories still appear, but they're a small slice of the coverage. If you're pitching traditional media, your best shot is with market-driven stories.

Media Fragmentation Trends on Independent Platforms

You Tube

- #entrepreneurs
- #businessowners
- #entrepreneur
- #wealthbuilding
- #investors
- #investing
- #selfmademillionairetips
- #businessowner
- #business
- #investment



substack

- #mentalhealth
- #psychologists
- #musichistory
- #therapists
- #psychologist
- #socialjustice
- #personalgrowth
- #communitysupport
- #humanrights
- #therapist



Each platform tells a different story.

YouTube trends toward expert-led business content similar to CNN, Substack favors human-interest topics, and podcasts sit somewhere in between.

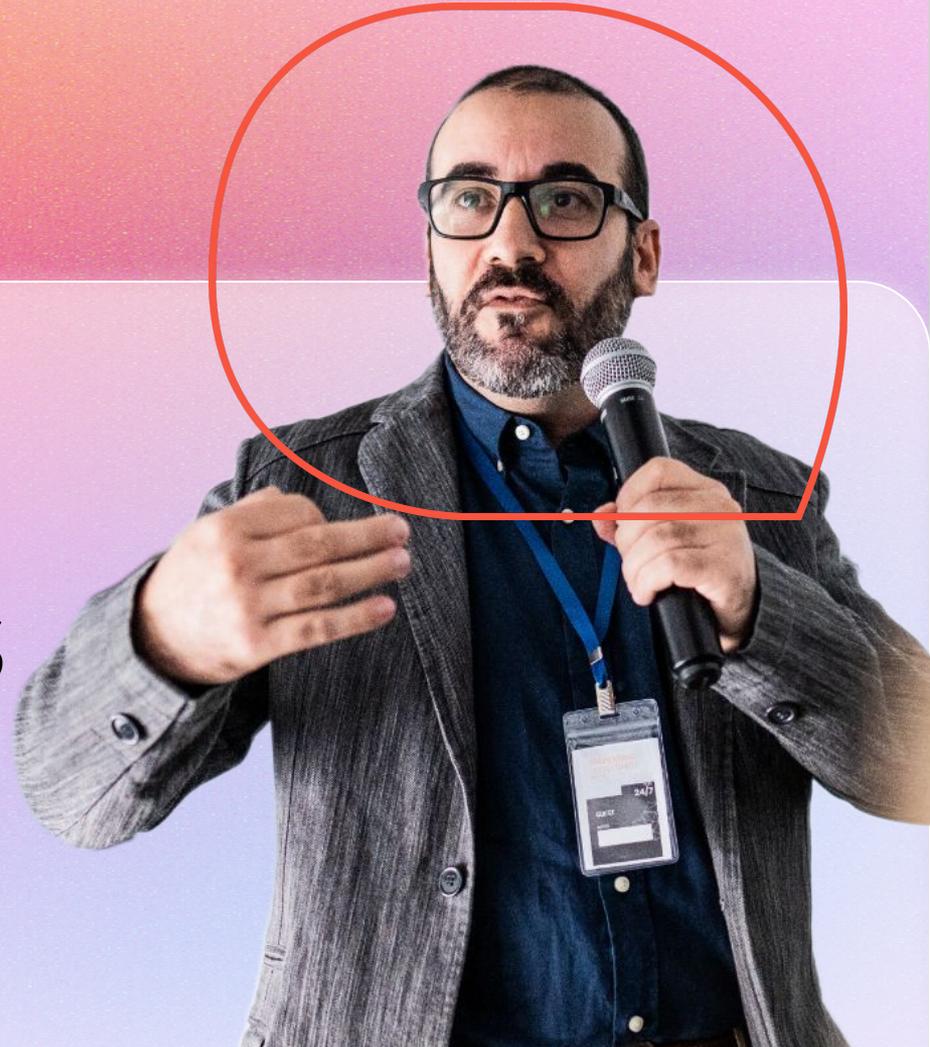
Podcasts

- #leadership
- #technology
- #wellness
- #inspiration
- #innovation
- #psychology
- #empowerment
- #business
- #healthcare
- #realestate
- #ai
- #personalfinance
- #ceos
- #businessstrategy
- #womenempowerment



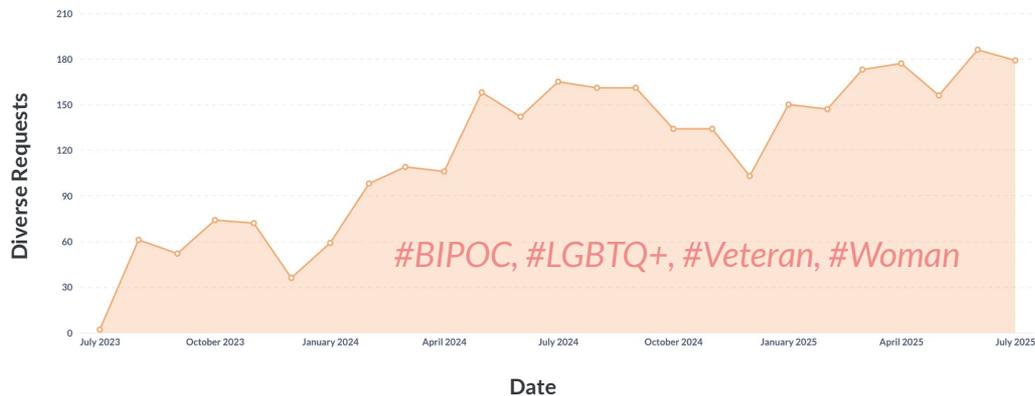


Story Demands Are Evolving



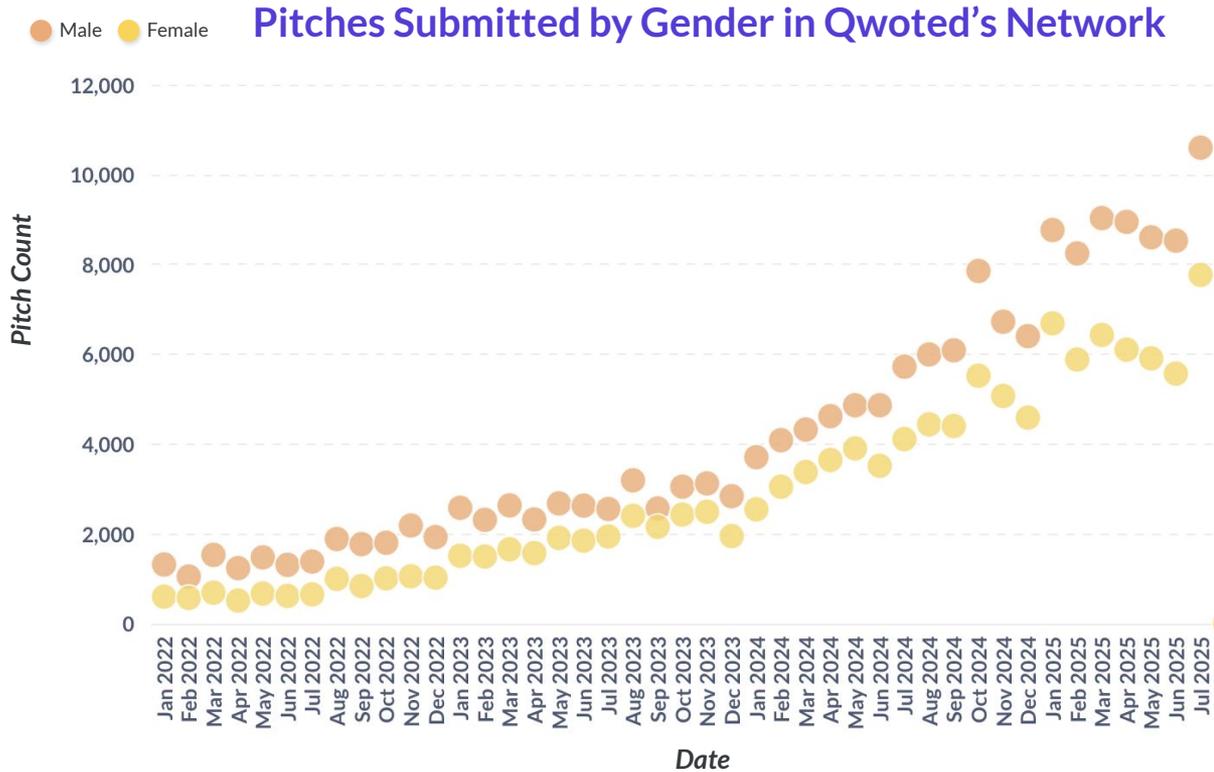
Who the Media is Looking For: Diversity and Representation

Source Requests with Diversity Tags



In our network, we've been seeing meaningful patterns in the use of diversity tags, especially across East Coast and international newsrooms. These include terms like BIPOC, LGBTQ+, woman-owned, veteran, and more.

These requests, growing over time, show that there is an increasing focus on whose voices are included in coverage. Expressing your connection when you see one of these tags could help you get noticed.

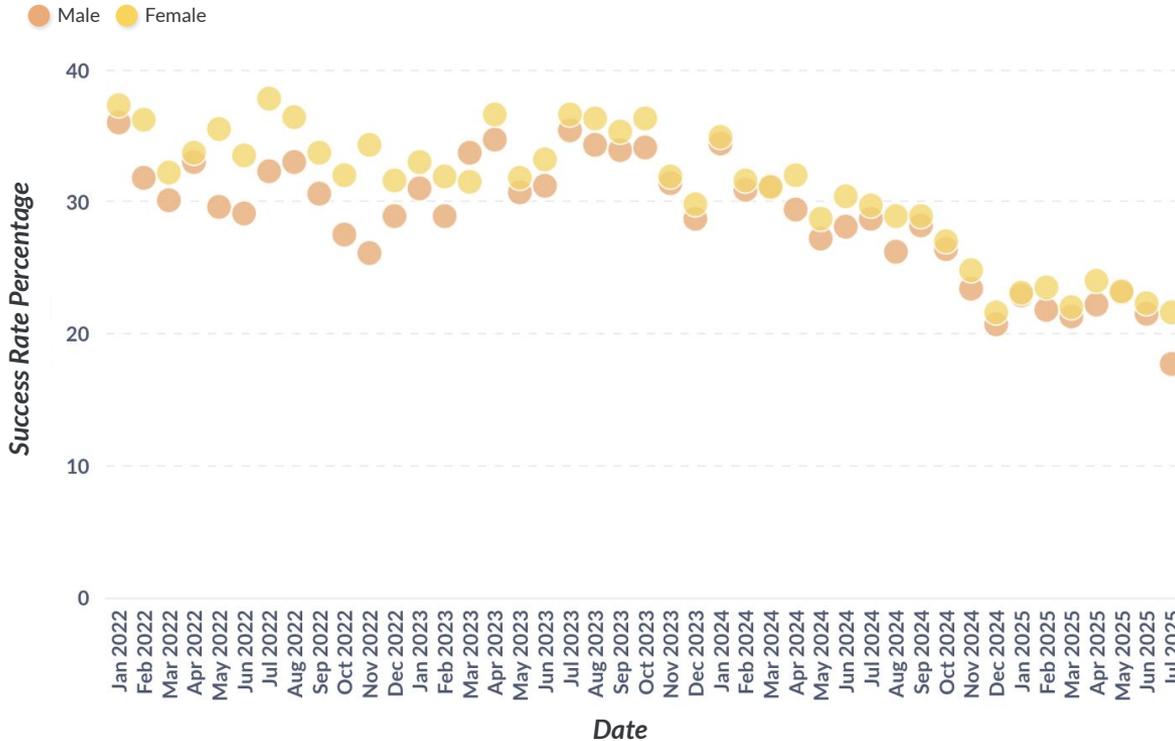


Since 2022, men have been pitched more as sources than women.

Men may be driving the majority of pitch content, but volume does not always guarantee success.

Since November 2024, men are being pitched more

Success Rates by Gender



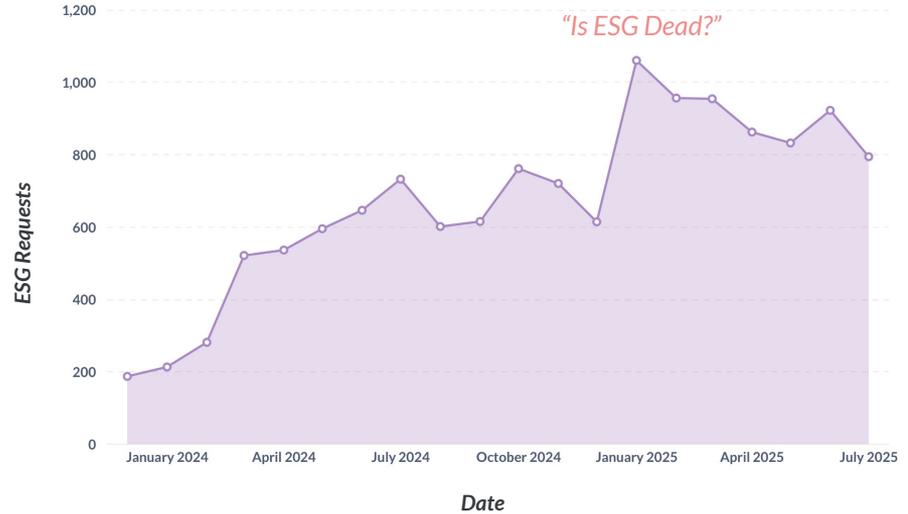
Women in our network are seeing higher success rates despite getting pitched ~30% less than men.

If they were getting pitched equally, they'd still be winning. This suggests the barrier might not be interest from journalists, but access.

Success rates are declining overall, showing the media is more competitive than ever.

Our Success Rates Tell a Different Story

ESG and Polarization in Today's News Cycle



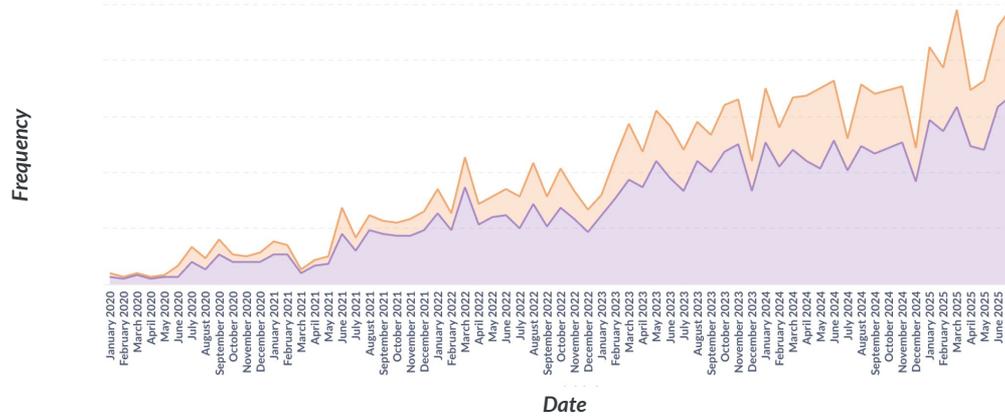
Over the past 12 months, there were 7,715 ESG-tagged requests

ESG appears in ~2% of all media requests each month

We saw a noticeable dip in October through December 2024, followed by a spike in January. That timing aligns with the election cycle and Trump's inauguration.

ESG & DEI Requests Month Over Month

● DEI Requests ● ESG Requests



Across 24 months, DEI requests are higher than ESG requests.

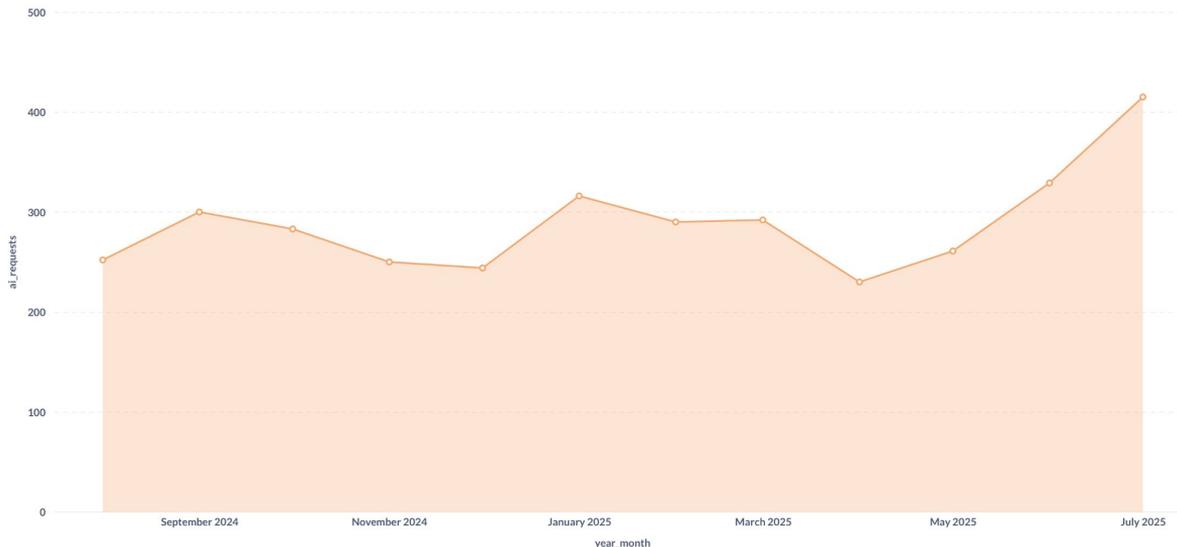
Both categories are resilient but DEI has more consistent momentum. They ebb and flow with the news cycle, but always seem to resurface with force.

Even in a polarized landscape, these stories stay in demand.

ESG & DEI:
Fixtures That Refuse to Fade Over Time

The Rising Conversation Around AI

AI Requests Trends Over 12 Months



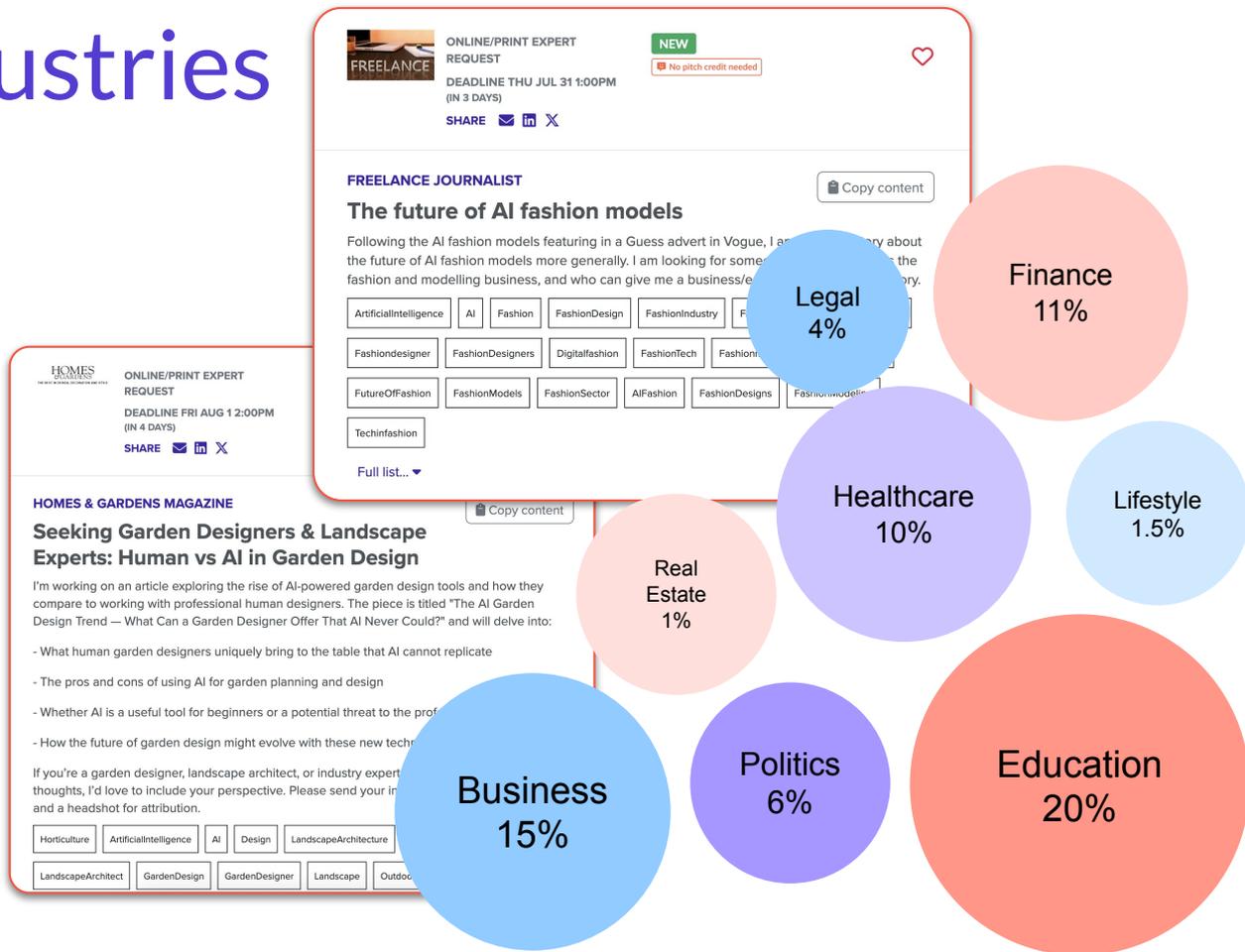
AI makes up a small fraction of total media opportunities at around 6%, but it's steadily growing.

Even as a small share of requests, AI now touches nearly every beat.

AI Across Industries

The story here is that AI has become a cross-industry narrative.

Reporters are looking for sources who can connect the dots between AI and the specific opportunities or challenges it poses to their areas of expertise.





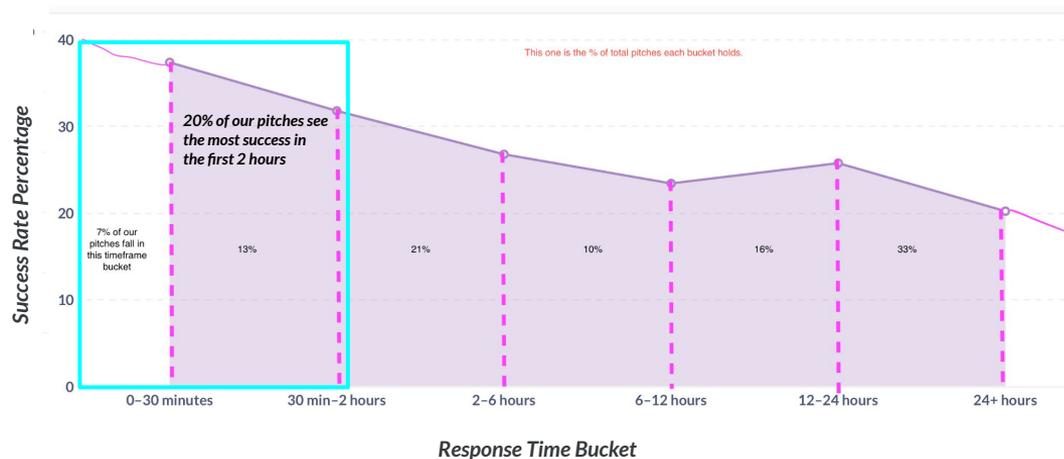
What Drives PR Successes



Timing Your Responses: Speed to Pitch Ratios

We've always known that speed is important. This data proves how much.

Pitch Success Rate - Time to Pitch



90% of successful pitches are submitted within the first 6 hours.

Fastest responses (under 1 hour) have a 9% success rate, while pitches sent after 48 hours drop to a .2% success rate.

Most journalist replies come within 3 hours of the opportunity being posted.

The opportunity is here. You just have to meet it.

What This Means for You

The media world is fast, fragmented, and competitive. Bringing forward diverse voices, engaging thoughtfully with topics like ESG, DEI, and AI, and responding with speed and precision will increase your chances of being part of the stories that get told.

Because every great story starts with the
right connection.



Join our network here.

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