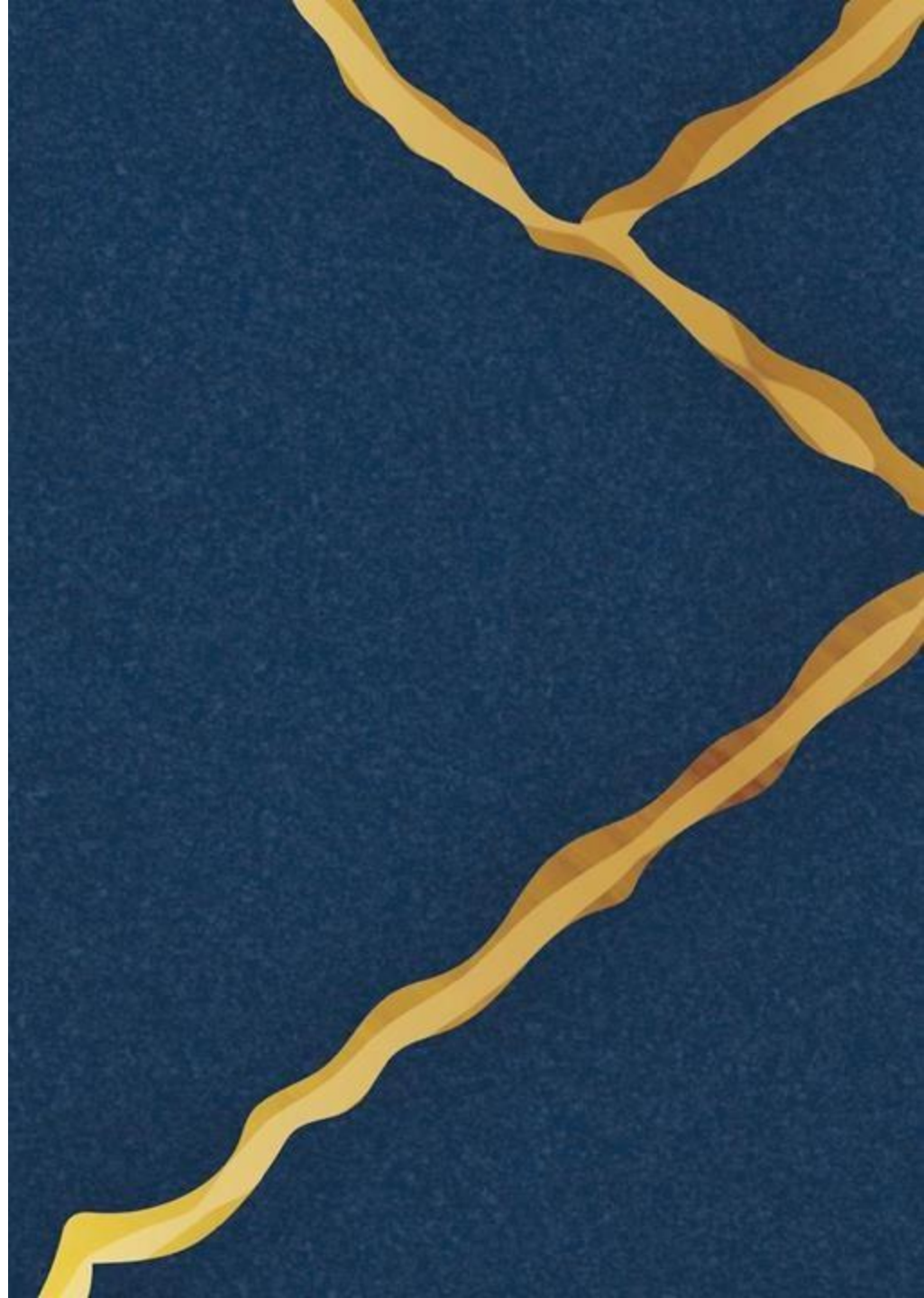




The Fix Mediakit

Advertise on must-read media for publishing executives in Europe

Mediakit | 2026



The Fix is focused on covering the rapidly evolving and innovative European media, tech and business landscape – and the actors driving the change

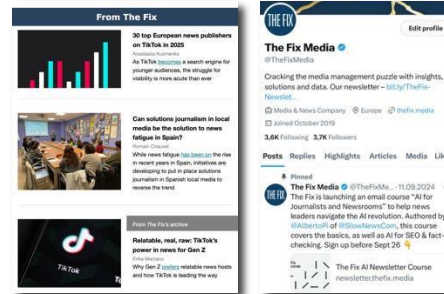
We engage senior media decision makers and influencers, with a top management perspective



Original reporting



Newsletter/ Social media



Online events



We reach a niche but highly targeted audience of media managers and influencers via own platforms, social media and republication / event partners

thefix.media¹



17K
users



21K
pageviews

Social media²



3.7K+
followers



5K+
subscribers



5.4K+
followers

Partners



Republishes Fix materials, excl. commercial content
(IJN has 60K+Twitter followers, 500K+ monthly PVs³)



Event re-broadcasting/Promo partner (alumni of exec programs, researchers)

The Fix is followed by senior professionals from 500+ media, including:

Senior media managers and experts follow¹ The Fix (selected examples)



Our followers include decision-makers and influencers from across the media world (1/2)



Martijn de Kuijper

Founder of Revue, newsletter platform acquired by Twitter in 2021



Tanya Pampalone

Former Managing Editor Global Investigative Journalism Network (@gijn). Currently business development at U.S. Right to Know



Natalie Nougayrède

The Guardian editorial board, columnist. Fellow, Robert Bosch Academy. Former executive editor of Le Monde



Anne Godlasky

President at National Press Foundation. Former Politics & International Editor @usatoday. 2020 Nieman Fellow @niemanfdn



James Hewes

Media and communications executive, former CEO of the International Federation of Press Publishers (@FIPPWorld)



Grzegorz Piechota

Researcher-In-Residence, International News Media Association; ex-fellow at Oxford and Harvard; ex-editor at Gazeta Wyborcza



Claire Atkinson

Reporter, editor, former Insider's Chief Media Correspondent. Former Senior Media Editor at NBCNews; NYPost. BAFTA, NY



Iain Martin

Columnist at The Times. European News Editor with Forbes. Formerly Storyful Asia Editor

Our followers include decision-makers and influencers from across the media world (2/2)



Warren Whitlock

Founder/CEO Stirling, publishing, emerging technologies, digital marketing, blockchain, AI. Futurist, Advisor, Author, and friend



Chris Waiting

CEO @ConversationUK. Formerly @BBC and @AP. Interested in the future of news, engagement with research and good policymaking



Myroslava Gongadze

Service Chief at @voanews. @Niemanfdn fellow 2019. Press freedom, National security, female empowerment



Rodney Gibbs

Head of Audience & Product at National Trust for Local News. Formerly Strategy & Innovation @AJC| @ONABoard Member | aspiring Bananagrams champion



Axel Dittmann

Senior Customer Solution Architect Generative AI, Industrial and Infrastructure @Microsoft, focus: #IOT, #AI, #Python



Eric Wishart

Former AFP editor-in-chief, now handling special projects. Journalism lecturer at HKU and HKBU. FCC Hong Kong press freedom co-convener. SPJ, PEN & AAJA member



Kathy English

Journalist; Chair of Board, Canadian Journalism Foundation; Past Public Editor, @TorontoStar (2007-2020); Journalism Fellow, @RISJ_Oxford (2020/1)



Sjoerd Wolthers

CIO at FD Mediagroep | Specialized in managing IT Architecture & Rationalization, Project and Program management, Customer Excellence, Contact Center improvement, Shared Service Center improvement

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13.9.2024 • By Alberto Puliafito

Atex AI Challenge: accelerating AI innovation in journalism

AI Atex Atex AI Challenge

Article by Alberto Puliafito

A look at the initiative helping kickstart AI projects in the news industry

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0:00 / 5:09 1X

Editor's note: This article is sponsored by [Atex](#), a leading software company selling solutions for media-rich industries. Journalism is evolving, and so is the way we work. In this article we explore the [Atex AI Challenge](#), a new accelerator program that helps newsrooms and journalists kickstart their AI projects.

THE FIX

Advice on using AI to improve publisher operations

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Editor's note: This article was created in partnership with [smartocto](#), a smart editorial analytics system.

AI has been top of mind for most news leaders over the past few years. [Research](#) shows that most news organisations are already [using AI tools](#) for tasks like back-end automation and optimising content creation.

- We offer native advertising for brands that want to attract customers with **non-traditional advertising tastes**.
- Native advertising provides the chance of being creative in content creation and **introducing the brand's products through our news which perfectly matches the webpage's flow**. In this way, the ads do not also face with elimination due to ad blocker apps because we embed the content in the article or the news.
- Our product is also as a perfect way to reach the readers who already tend to ignore other traditional ways of advertising.

Prices starting from 1000 EUR for basic article. Additional fees for expanded photostory, video or audio elements

Editorial Newsletter

- We offer the advertising through our editorial newsletter option to the brands which prefers to reach their customers with traditional ways.
- Our meticulously prepared newsletter is perfect for the brands which aims to **create a relationship with their customers** and to inform them in detail about their products by sending the newsletter regularly.

Advertising block:

500 EUR/one weekly issue

Reach out to us to learn more about Prime Sponsorship & its rates



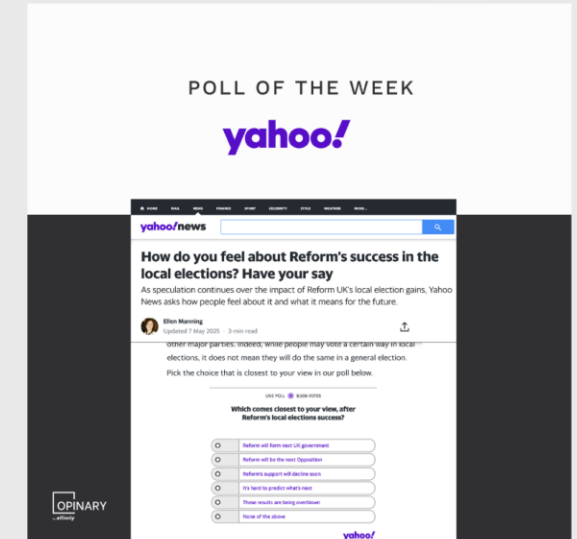
Monday, September 16
by The Fix Team

AI for newsrooms; unique French media outlets from Central Europe

One of the oldest digital-only publishers in Europe reports in French on the Balkans. How does it work – and how is it funded?

The latest story from *The Fix* is a [fascinating story of Le Courrier des Balkans and Le Courrier d'Europe centrale](#), two unique French media outlets from the Balkans and Central Europe struggling to survive.

How Yahoo UK builds community and returns readership with a weekly poll



Advertisement

Yahoo UK's "Poll of the Week" has become a regular feature for their audience – inviting readers to weigh in on the week's most talked-about stories, from politics and public services to lifestyle and entertainment.

As the latest Reuters Digital News Report highlights, younger audiences increasingly avoid traditional news formats and lean into experiences that feel participatory, relevant, and informal. Yahoo's polls fit that shift: fast, inclusive, and built to reflect the audience back to itself.

Social Media Posts



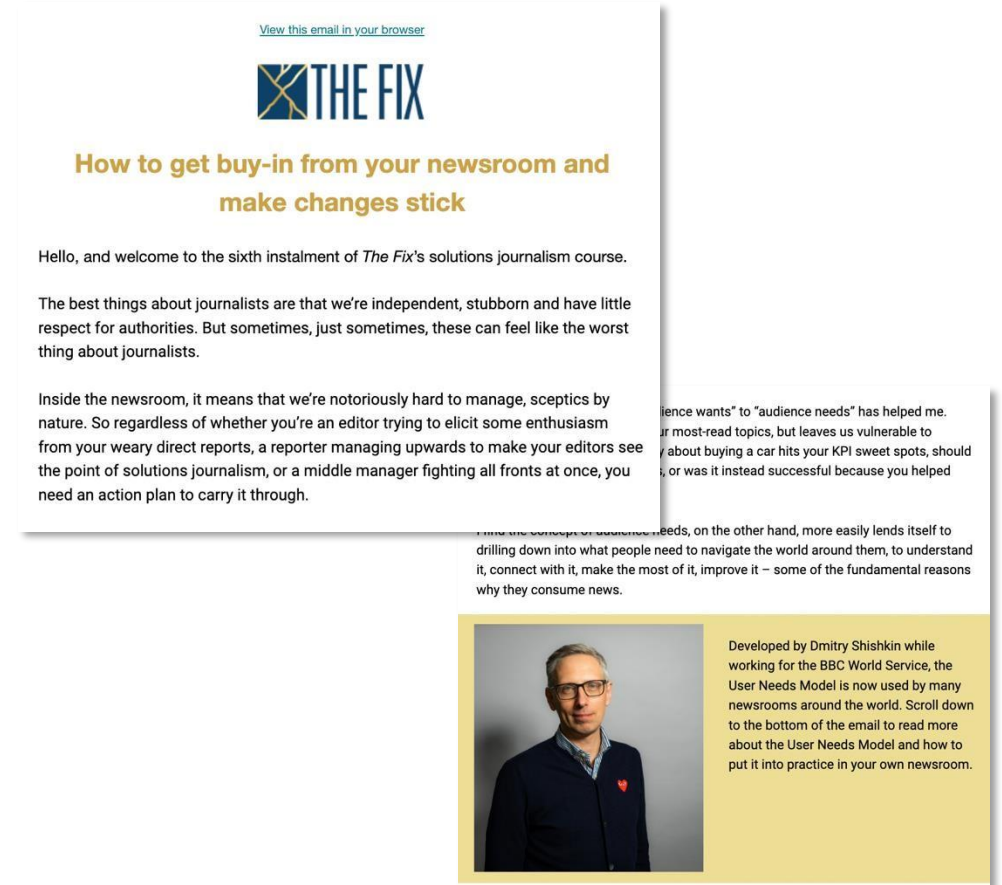
- We offer ads to be shared **on our highly active and updated social media channels** to the brands that believe in the power of social media and want to reach different age range of customers.
- Through advertising on our social platforms, the brands have chance to **communicate with our dynamic social media community** and introduce their products to a unique customer profile.
- This is one of our **cost-friendly advertising options**.

Twitter/LinkedIn: 180 EUR/post

Newsletter Courses

- The Fix produces **evergreen newsletter courses**, on topics like solutions journalism and audience building, and AI.
- In our courses we target **high-quality and engaged readers, as shown by our metrics** (e.g. 58 % average open rate on the solutions journalism course).
- You can become a sponsor of a **new course focused on a topic related to your brand**.

Sponsorship of the new course development: starting from 5.000 EUR





partnerships@thefix.media

The Fix Team

2026