



REUTERS  
INSTITUTE for the  
STUDY of  
JOURNALISM

### Press release

#### **New working paper: Editorial email newsletters – The medium is not the only message**

Editorial email newsletters offer news organisations a chance to maintain a strong direct relationship with readers, a high degree of targeting, better showcasing of existing content and original analysis and commentary.

They've become a popular choice across legacy print and newer players, with a sharp increase in recent years, as emails continue to dominate our daily lives.

But while they offer gather readers' attention and build traffic, challenges remain – particularly around technology and monetisation.

In *Editorial email newsletters – The medium is not the only message*, a new working paper published by the Reuters Institute for the Study of Journalism, Andrew Jack, head of curated content at the Financial Times and RISJ visiting fellow, explores the pitfalls and opportunities of email newsletters.

How can email newsletters drive monetisation? Are younger audiences less convinced by their appeal? And is there a risk of user fatigue kicking in over time?

“Editorial emails have been neglected in the rush to newer technologies, but have some of the best as well as worst qualities of both print and digital,” says Jack. “They provide a useful way for readers to cope with a growing information overload, supported by strong judgement.”

Read the working paper [here](#).

#### **Editors' notes**

##### **About The Reuters Institute for the Study of Journalism**

The Thomson Reuters Foundation is the core funder of the RISJ, based in the Department of Politics and International Relations at the University of Oxford. The RISJ was launched in November 2006 and developed from the Reuters Fellowship Programme, established at Oxford 33 years ago. An international research centre in the comparative study of journalism, the RISJ aims to be global in its perspective and provides a leading forum for scholars from a wide range of disciplines to engage with journalists from around the world. See <http://reutersinstitute.politics.ox.ac.uk/>

##### **About the author**

Andrew Jack has been a journalist at the *Financial Times* since 1990. This report reflects both personal perspectives in his current job since 2014 as head of curated content in charge of editorial newsletters, and research conducted during his Reuters Institute Visiting Fellowship in 2016 based on more than a dozen interviews and observations of similar work in other media organisations.

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