

Positive.News

Annual Review 2022—2023

2022

2023



**Positive News  
leaves me feeling  
inspired, happier,  
and more connected.  
I just want more of this  
for more people.**

**— Carole B, supporter**

## Thirty years of optimism

Sean Wood, CEO



**When our founder passed stewardship of Positive News** to me 10 years ago, there were two things that I knew we'd keep at the heart of it. Firstly, the spirit of optimism and service that fuels our unique journalism, and secondly you – our readers who share a belief that what we focus on in life makes a difference to what happens next.

It's now 30 years since Positive News began – originally in newspaper format (before wifi even existed) – and was handed out for free to bewildered members of the public by volunteers. It was ahead of its time for sure, and our organisation has held strong to its optimistic spirit ever since. We're now a media brand reaching millions of people each year across our digital channels and magazine, while leading a quiet revolution within the news industry. And it's thanks to consistent support from you.

As the cost of living crisis hit, 2022-23 proved to be one of the most challenging years we've had. But as we adapted, it ended up being our most successful yet. With that shared spirit of optimism, your financial and emotional backing as supporters kept us resilient and moving forward. So, from all the team: thank you.

Read on for the highlights from the year, and if you're not already a Positive News supporter, please join us today to help grow the reach and impact of our journalism further, during these times when solutions are so needed.

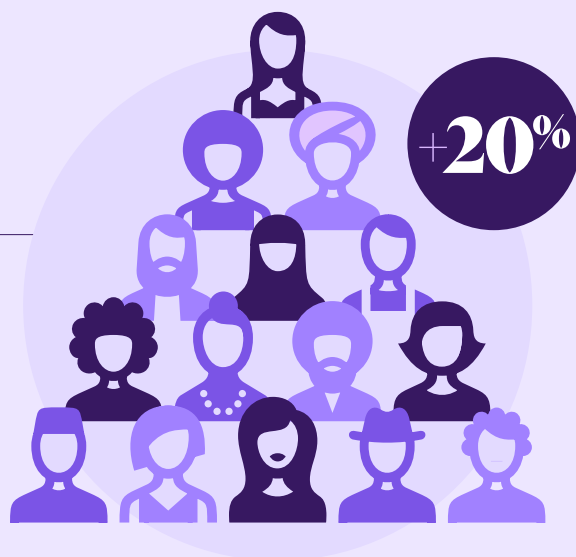
[www.positive.news/support](https://www.positive.news/support) 



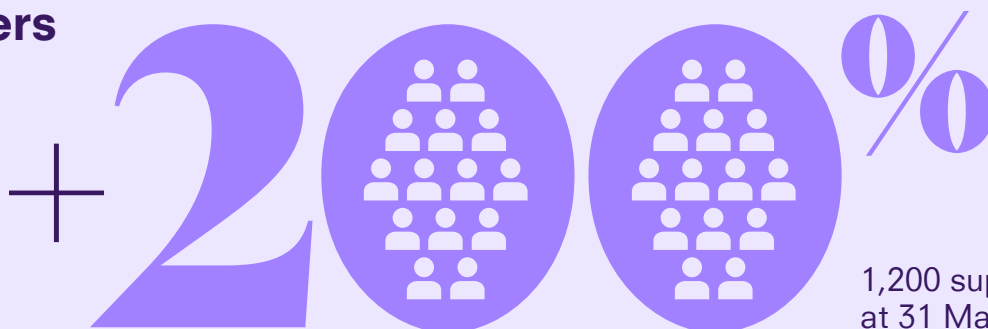
# The year in numbers

Total audience reach

# 3 million



Supporters



1,200 supporters  
at 31 March 2023

Journalism published



magazines  
distributed



newsletters  
sent



new articles  
online



social media  
posts created

Revenue growth



Turnover: £495k

# Our journalism: editors' highlights



**Daisy  
Greenwell**  
Editor

## The lonely bloke's guide to friendship

Comedian Max Dickins made a splash last year when he wrote *Billy No Mates*, a book about deciding to propose to his girlfriend, only to realise that he had nobody to call his best man. We asked him to share what he'd learned about male friendship since writing the book, and to report on projects that were helping men to combat the 'male friendship recession'.

Max's piece is witty, incisive and illuminating. It provides a real snapshot into the male psyche and the societal issues that mean men in 21st century Britain can struggle with friendship. But it also shows that it takes only small shifts in behaviour and habits to transform a 'billy no mates' into a 'full'o friends Fred'.



[Read the article](#)



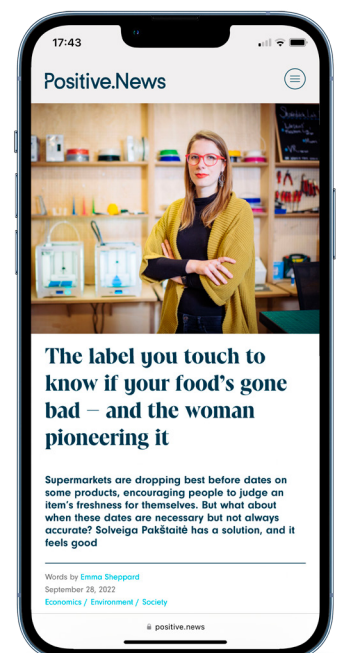
**Sarah  
LaBrecque**  
Partnerships  
editor

## The label you touch to know if your food's gone bad – and the woman pioneering it

Food waste. It's rampant, it's environmentally damaging – and it's one of my ultimate pet peeves. Which is why I was so intrigued by Emma Sheppard's piece on the woman who has made it her mission to tackle it. Solveiga Pakštaitė's invention – a label that changes texture to indicate when a food has gone bad – is a more accurate predictor of spoilage than conventional 'use by' dates, and has the potential to dramatically reduce food waste.

We produced the article in partnership with the Green Alley Award, for which the invention was a finalist, and to me it's partner content at its best.

[Read the article](#)





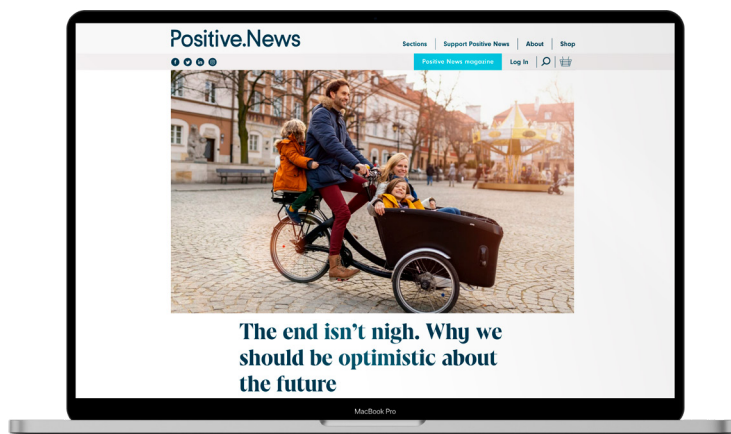
**Gavin Haines**  
Senior news  
& features  
editor

## The end isn't nigh. Why we should be optimistic about the future

The Doomsday Clock – a symbolic timepiece ‘measuring’ how near we are to global catastrophe – inched nearer to midnight in January, suggesting we’re closer than ever to annihilation. It’s all great Hollywood fodder. But when doomsday forecasts are tested against their eventual outcomes, they’re always disproven – often wildly so.

That’s according to researcher John Hands, who’s written a book on the subject. Our journalist Daniel Fahey interviewed him for this brilliant piece, which makes a compelling case for being positive about the future.

[Read the article](#)



**Iris Pase**  
Production  
editor

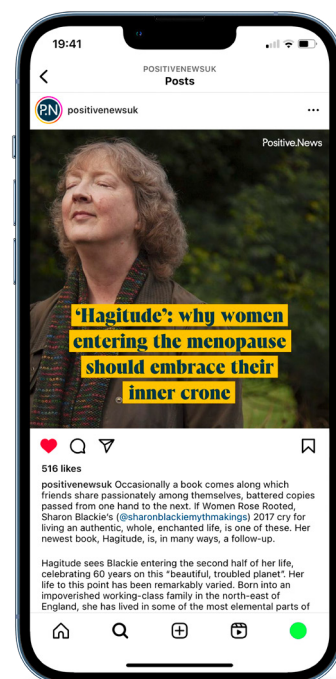
## Hagitude: why women entering the menopause should embrace their inner crone

Reflecting on the wealth of inspiring stories we’ve published over the past year, choosing a favourite is no easy task. Yet, one article has remained etched in my memory: Lucy Jones’ interview with Sharon Blackie, author of the book Hagitude.

Jones draws readers into a world where life after menopause is no longer a neglected phase but a transformative journey to be celebrated.

In a society that has often overlooked this pivotal stage, stories like Blackie’s dauntlessly challenge conventional norms and give us (current or future) ‘hags’ a reason to hope.

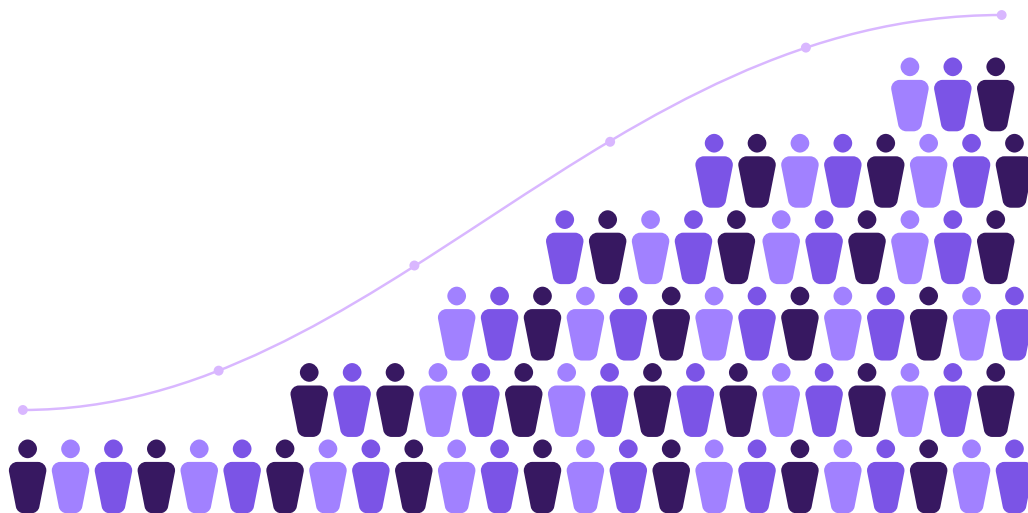
[Read the article](#)



# Supporters



**Pauline  
Milligan**  
COO



## Growing our community

Early in the year, it became clear that print magazine subscriptions, traditionally our main source of income, were being badly affected by the cost of living crisis. At the same time, our strategic focus was shifting towards attracting more financial support from online readers – who are a significantly larger, expanding audience and the main beneficiaries of our journalism.

And so, in June 2022, we launched a supporter campaign. We set a target

of 1,000 people contributing £3 per month and by the end of September we'd achieved this. (We returned to magazine subscriptions growth during this period too, encouragingly.)

The response was heartening for the team and it's been wonderful to hear why you're supporting us. Our ambitions don't stop there; to keep growing our positive impact, we need many more online readers to become supporters. We're aiming to at least double our numbers in 2023-24.

“

**The world absolutely needs this!  
Positive News uplifts my entire being.  
I want many more to have  
the same opportunity**

— Josephine, supporter







# Environmental, social and governance

## Working for you

Our board of directors has continued to serve on your behalf, generously volunteering their time to oversee the direction and governance of our organisation, while keeping a close eye on our finances and contributing their expertise to Positive News' growth. In November, we thanked Martin Wright for leading the board through a positive period of development during the past four years, as he passed the responsibility of chair to Rebecca Allen (pictured, right). Drawing upon her experience of spearheading the commercial growth of digital media businesses, Rebecca is working with the directors and team to drive Positive News towards its greater ambitions.



In 2022 we became a Planet Mark certified business, measuring our environmental impact and marking our commitment to the transition to a net zero world.



We are proud for our journalism to now be regulated by Impress, as we uphold the Impress standards code going forward.

While we are fortunate to rarely get complaints, it means that you have the option to escalate complaints to Impress for independent investigation if warranted – plus Positive News' journalistic freedom is protected by the same mechanism.

## Positive impact

As part of understanding our social impact, we surveyed our supporters in July 2022. The feedback was a valuable reminder of the difference we make to people's lives, ranging from mental health improvements, to motivation, to feeling part

of a community that's creating positive change. One supporter, Ian, for example, shared how he feels "quite emotional – in a good way" when he thinks about Positive News. "I felt quite isolated in my own news avoidance (and,

to be honest, slightly ashamed)," he explains. "Not only does Positive News help me see the progress that's happening in the world, it also helps validate my own feelings about the news and how it affects my mood."

# A good influence

## Breaking the bad news bias, live on the BBC

In June 2022, the Reuters Institute published research suggesting that 38 per cent of people globally avoid the news. In the UK, that figure was 46 per cent – a rate that has nearly doubled since 2016. We responded by calling on other media outlets to join us in breaking the bad news bias. Our editor, Daisy Greenwell, was invited to speak on BBC World News about the importance of solutions journalism.

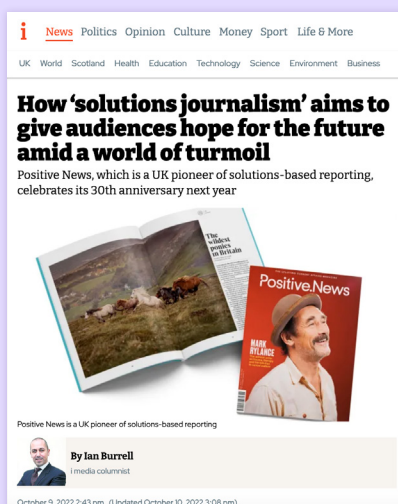


## A-list support

It's always exciting for us to see readers enjoying Positive News magazine on socials, but especially so when the caption says 'Think this magazine might have changed my life' and it's been posted by popstar Ellie Goulding, with 14m Instagram followers.

## Positive News is a "pioneer" say other press

Our CEO, Sean Wood, was interviewed by iNews for an article where media columnist Ian Burrell argued that "the time for solutions journalism has come."



## We're in fashion

Editor Daisy Greenwell discussed how to find hope in an era defined by crisis, for a feature in the February issue of Elle magazine. Daisy argued that most people's perspectives are skewed because traditional media is not giving the full story, as she made the case for more positive news.

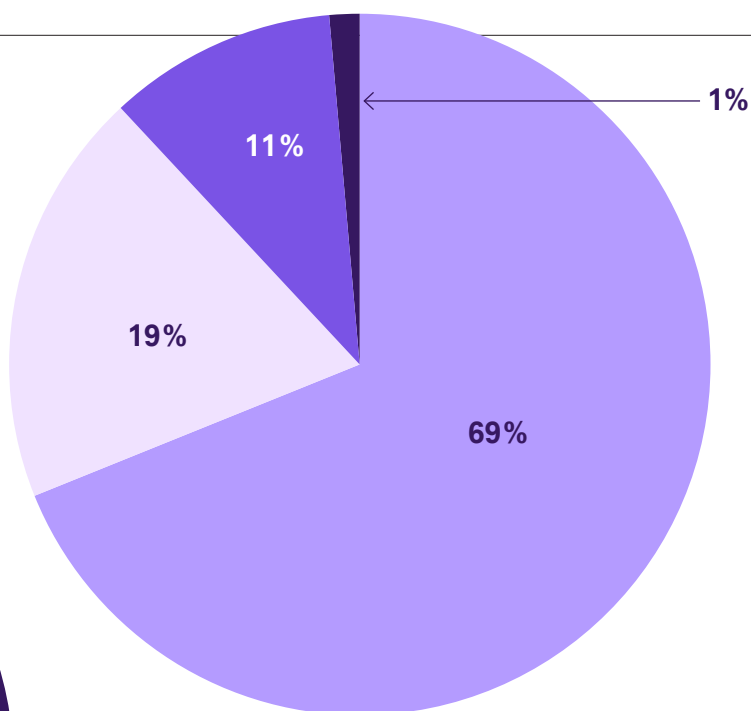
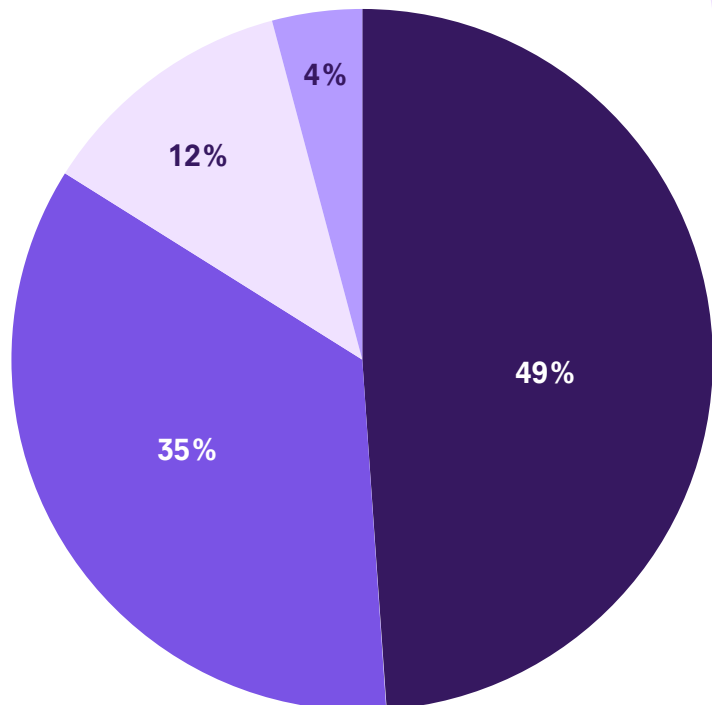
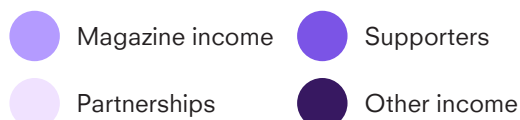
## Financial overview

Despite magazine subscription sales being hampered early in the year by the cost of living crisis, we succeeded in growing subscriptions revenue across 2022-23 by 12%, while brand partnership revenue remained stable. In line with our efforts to reduce dependency on magazine related income and increase digital revenues, a supporter marketing campaign drove a 217% increase in income from monthly supporter

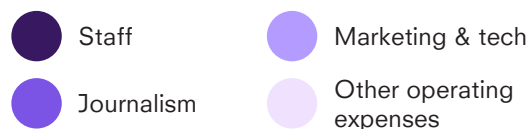
contributions. This increased the weighting of supporters in our revenue mix to 11% (an increase of seven percentage points). In total, turnover grew 16% year-on-year. With improving efficiencies, costs of sales rose just 1% and we achieved our highest gross profit margin to date. Operating expenses rose 17% due to expansion of the staff team. We turned a small net profit and marginally increased our reserves\*. ⓘ

### How we earned income and how it was spent

#### Income 2022–23 →



#### ← Costs 2022–23



Gross profit margin

**61%**

Net profit margin

**4%**



# Help us break the bad news bias



**Our small, dedicated team is passionate about building a better alternative to the negative news media. And there's never been a greater urgency to our mission.**

To invest in producing all the solutions journalism that the world is longing for right now, we need funding. And because we work in your interests – not those of a wealthy media mogul or corporate owner – we're asking readers like you to get behind our team, by making a regular contribution as a Positive News supporter. Together, we'll break the bad news bias.

**Support the Positive News team now:**

[www.positive.news/support](http://www.positive.news/support)



**Positive News  
has been such a tonic  
to my life! I've been  
spreading the word as best  
I can; it's so important for  
people to read it. If everyone  
switched to Positive News,  
the world would be a  
much kinder place.**

— Charlie S, reader





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