



Gender Pay Gap Report 2024



Introduction

At Our Media, we are committed to fostering an environment where everyone has equal opportunities to grow, succeed and feel valued. We are pleased to see this commitment reflected in our decreasing gender pay gap, with solid progress since 2023.

During this reporting period, we completed our separation from Immediate Media Ltd, becoming a fully independent business. This has been an exciting time for us as we have built new teams with new skills and made several senior female hires. However, in some areas, we have had to implement workforce efficiencies, and it is interesting to observe the impact these changes have had on our gender pay gap.

In 2024, our median gender pay gap stands at 0%, down from 5.35% last year. Our mean pay gap has also reduced from 12.5% to 6.5%, equating to approximately £1.46p. This improvement reflects our ongoing commitment and the proactive measures we have implemented, including a staggered pay review in July 2023 that prioritised greater percentage increases for our lowest earners.

In 2023, women were disproportionately represented in the lower quartiles, indicating a higher likelihood of occupying lower-paid roles. By 2024, this overrepresentation has decreased, demonstrating a positive shift towards greater gender balance, with fewer women concentrated in the lower quartiles.

While this progress is encouraging, we acknowledge that the gender pay gap within the upper quartile has widened. The mean gap has increased from 10.3% to 11.3%, while the median gap has risen from 2.1% to 6.4%. The gender split in the upper and upper-middle quartiles has not changed significantly, highlighting the need for further efforts to close the gap at senior levels.

We have also observed changes in our bonus gap. While the mean bonus gap has narrowed from 41% to 38%, the median bonus gap has risen from 24% to 41%. As we have a very small population on a bonus or commission scheme, even minor changes can have a disproportionate impact on percentage variations. However, there are two key reasons for this shift. Firstly, during this reporting period, we faced a challenging year in terms of business performance,

leading to a general reduction in the number of bonuses paid, particularly in the upper and upper-middle quartiles. Secondly, as mentioned earlier, we made efficiencies in certain teams, including sales, which resulted in a decrease in commission payments and changes to the commission scheme itself.

We remain committed to driving further positive change and continue to take steps to address our gender pay gap. These steps include further increasing our base salary levels in 2024, adopting inclusive recruitment practices, advertising all salaries for transparency, and proactively considering part-time options for all vacancies. Our flexible, family-friendly culture also continues to support those with caring responsibilities, recognising that gender equality relies on both men and women being able to balance careers and family life.

Additionally, to help close the gap at senior levels, over 95% of our managers have participated in our bespoke Leadership Academy over the past year, with 64% of them being women. This key initiative ensures that all managers have equal opportunities to develop their leadership potential and progress into senior roles.

This year, we are also rolling out tailored EDI training for all employees to raise awareness of bias and reinforce the role each of us plays in fostering a safe, inclusive, and equitable workplace.

Moving forward, we plan to review our gender pay gap on a quarterly basis to track its evolution throughout the year, allowing us to take more proactive and positive action where possible.

Andy Marshall
CEO, Our Media

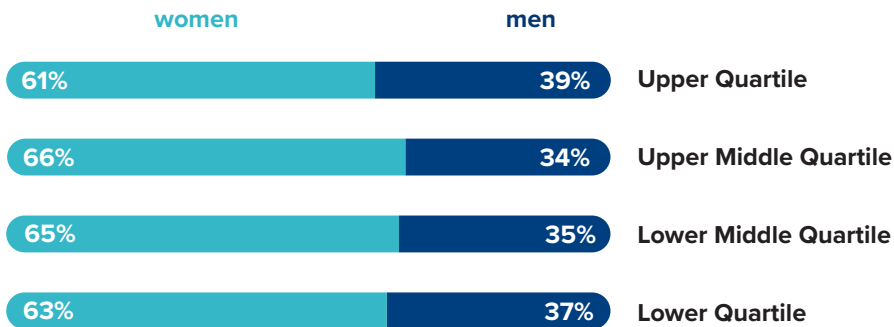


The data

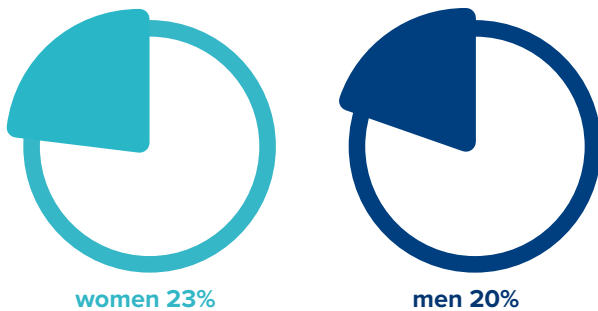
The infographics here show our key data points that have been submitted to the gov.uk site for our 2024 Gender Pay Gap.

To understand our gap we look at both the mean and median, so it might be helpful to recap on the differences between the two: the mean (average) is found by adding together all hourly rates in the business at the snapshot date (5 April 2024) and then dividing the total by the number of employees employed at that date. The median is the middle hourly rate when all the hourly rates are ordered from least to greatest.

Percentage of men and women in each hourly pay quarter

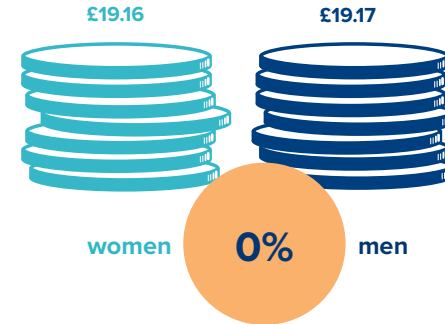


Percentage of men and women receiving bonus pay

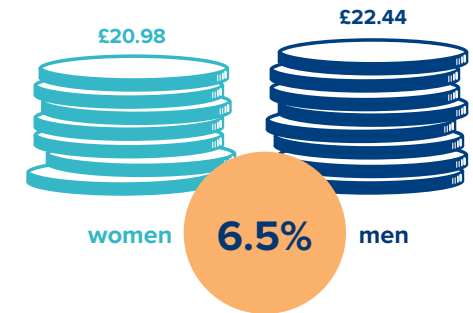


Bonuses include a small number of schemes linked to commercial targets being met for senior leaders, editors and account managers, as well as commissions paid in our sales teams.

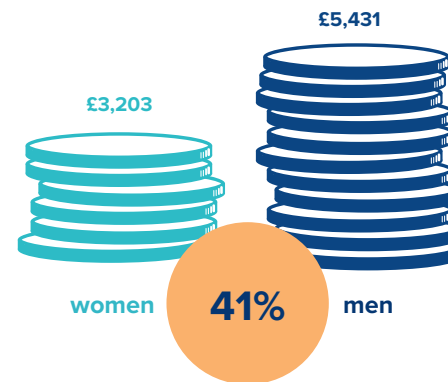
Median gender pay gap using hourly pay



Mean (average) gender pay gap using hourly pay



Median gender pay gap using bonus pay



Mean (average) gender pay gap using bonus pay

