



# Gender Pay Gap Report 2025



# Introduction

At Our Media, we are committed to fostering an environment where everyone has equal opportunities to grow, succeed and feel valued. This year's gender pay gap results show that our median pay gap has risen to 7.5% from 0% and our mean gender pay gap stands at 11.9%, a 5.4% increase from 2024. While we have seen positive progress in previous years, this year's data presents a more complex picture.

The figures reflect a snapshot of our organisation in April 2025, and as a business of around 300 employees, even a small shift in our workforce can have a noticeable impact on our results. These changes highlight the importance of continuing our focus on building a fair and inclusive workplace.

Building on these headline figures, our workforce reduced from 330 to 311 employees during the snapshot period, while the overall gender balance remained the same. We can see that the primary driver of the change relates to the profile of employees who left in 2024 and those who joined in 2025, rather than changes to pay structures. Looking more closely at this, the number of men in the lowest quartile fell by 44%, resulting in fewer men being represented in the lowest hourly rate group. In contrast, the number of women in the highest quartile also decreased by 11%. These shifts in the distributions of employees across quartiles contributed to the overall change in our gender pay gap.

Temporary absences, such as maternity leave — which typically affect women — also influence the snapshot and contribute to the widening of the average pay gap. These workforce dynamics demonstrate how changes within a smaller employee population can create year-on-year fluctuations in our gender pay gap. While the overall gender split has remained consistent with 2024, these findings highlight the need for continued and strengthened efforts to close the gap across all levels of the business.

We have also observed changes in our bonus gap. Our mean bonus gap has increased 6% year-on-year to 44%, while the

median gap has increased 25% to 66%. This year, a higher proportion of bonus recipients were women (70% female vs 30% male), but the average value of these bonuses tends to be lower for women, which is reflected in the increase in the median bonus gap. A key driver behind this is the nature of bonus payments across the business, with more women receiving smaller bonus payments, including those linked to apprenticeship schemes and our internal recognition awards, the BOOMs.

We remain committed to creating a workplace where everyone can thrive, and we recognise that meaningful progress requires sustained, targeted action to address our gender pay gap. We are continuing to embed inclusive recruitment practices, advertise all salaries transparently, and proactively highlight our flexible and hybrid working practices as part of our recruitment process. We also encourage and consider part-time opportunities across our vacancies. These steps help widen our talent pool and support candidates with different working patterns and responsibilities.

Providing colleagues with support and flexibility when they have caring responsibilities is of huge importance to us. We've taken steps over recent years to improve that offering, as we recognise that true gender equality depends on both men and women being able to balance their careers and family life. To strengthen our approach here we will be sharing details of our parental and carer leave policies on our website so that they are accessible to candidates applying to Our Media. We will also be reviewing the support that we offer to parents and carers on their return to work. Coming back to work after a period of time away from the business can be daunting, especially when you're adjusting to the juggle of work and family life. We believe there is more that we can do here to support our people, so we'll be working on this over the coming months.

Andy Marshall  
CEO, Our Media

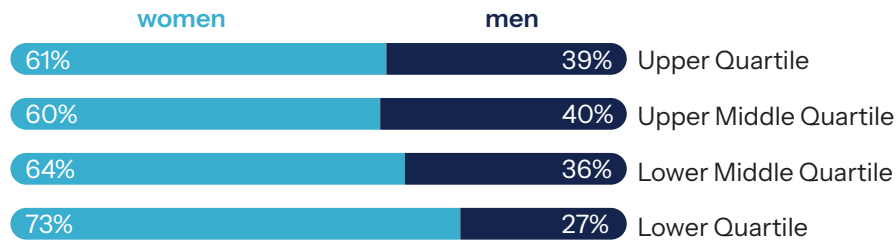


# The data

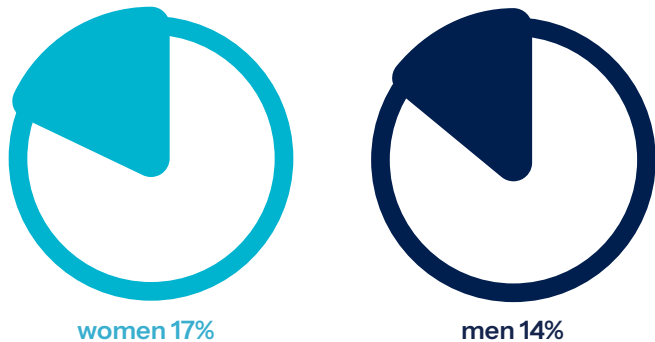
The infographics here show our key data points that have been submitted to the gov.uk site for our 2025 Gender Pay Gap.

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 2025) 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

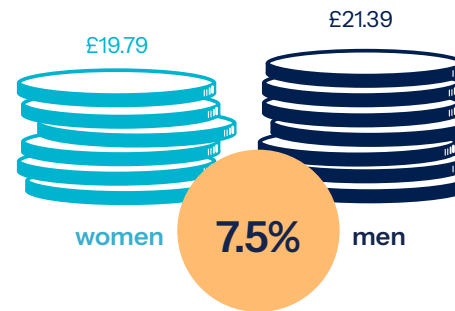


## Percentage of men and women receiving bonus pay

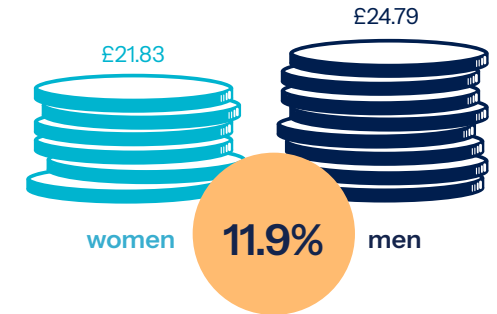


Bonuses include a small number of schemes linked to commercial targets being met for senior leaders, editors and account managers, as well as commissions paid in our sales teams.

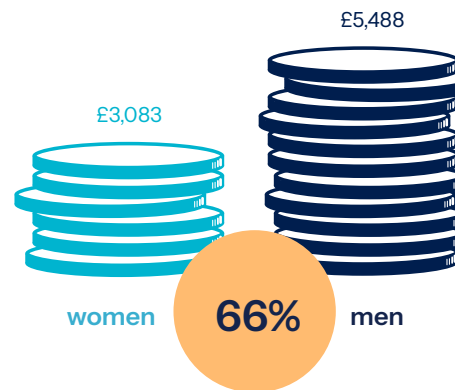
## Median gender pay gap using hourly pay



## Mean (average) gender pay gap using hourly pay



## Median gender pay gap using bonus pay



## Mean (average) gender pay gap using bonus pay

