

GENDER & ETHNICITY

PAY GAP REPORT 2025

# FOREWORD

## FOREWORD

**We publish this report because transparency matters. It shows what our data tells us, what has changed over the last year and where we will focus.**

2025 is the first year we are reporting our ethnicity pay gap alongside gender in this format. We have chosen to publish this data to strengthen transparency, provide a clear baseline and focus attention on progression and representation.

Over recent years, Hearst UK reduced its gender pay gap. This year, the figures moved in the opposite direction. Progress is not linear. Pay gaps can change as our workforce changes through recruitment, promotion and retention.

The overall story is consistent. Our pay gaps reflect how colleagues are represented across roles and levels. Women make up the majority of our workforce across the business. That overall shape, combined with differences in representation across pay quartiles, drives the headline figures.

We will keep explaining our figures clearly and taking practical steps that support fair and inclusive outcomes for everyone at Hearst UK.



Katie Vanneck-Smith  
Chief Executive Officer, Hearst UK

# INTRODUCTION

## INTRODUCTION

**Welcome to Hearst UK's 2025 Gender and Ethnicity Pay Gap Report. We are committed to building a workforce that reflects the audiences and communities we serve. We want Hearst to be a place where talented people from all backgrounds can join, grow and succeed. Publishing our gender and ethnicity pay gap data is an important part of that commitment.**

This report sets out Hearst UK's gender and ethnicity pay gap data for the snapshot date of 5 April 2025. It explains the headline figures, provides context on the factors that influence them, and outlines the actions Hearst UK is taking to support fair pay outcomes.

Hearst UK is committed to equal pay for equal work. We support this through consistent approaches to role evaluation, pay setting and decision-making. Our pay gaps do not reflect unequal pay between individuals doing the same role. They reflect how our workforce is structured across roles and levels, and how pay is distributed across the organisation.

Pay gap figures can move from year to year. We focus on understanding what has changed and using that insight to target practical action.

We recognise that language relating to identity continues to evolve and that individuals may prefer different terms to describe their background. For consistency and alignment with UK reporting standards, this report uses Office for National Statistics (ONS) ethnicity categories when presenting and analysing pay gap data.

We also recognise that gender is not binary and that some colleagues identify in different ways. However, UK gender pay gap reporting regulations currently require employers to report using binary categories of men and women, and this report follows that required methodology.

WHAT IS A PAY GAP?

# WHAT IS A PAY GAP?

A pay gap shows the difference between the average pay of different groups across an organisation.

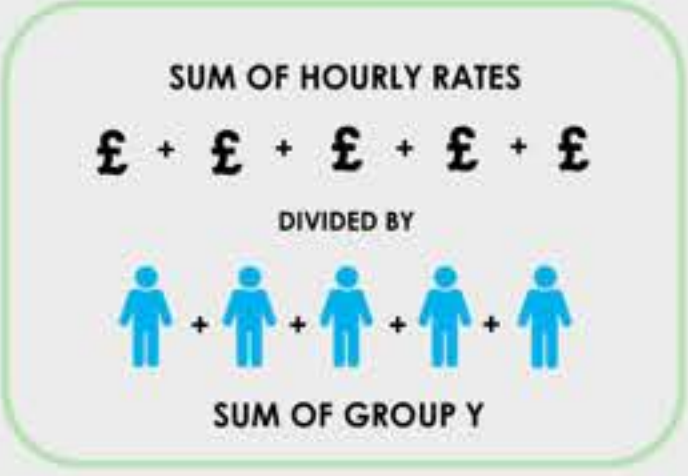
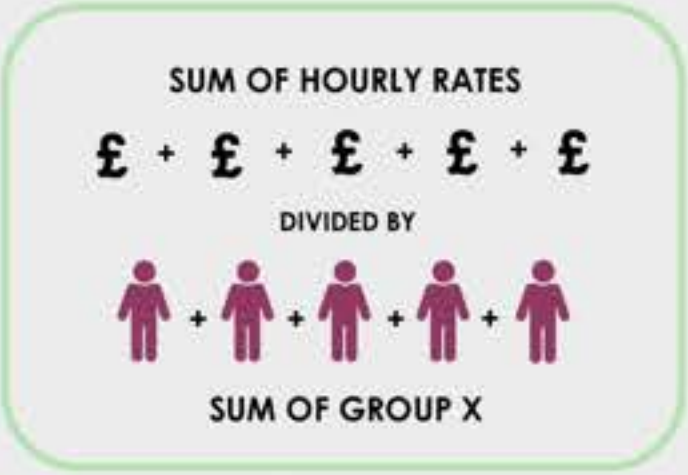
- The mean pay gap compares the average hourly pay of one group with another.
- The median pay gap compares the hourly pay of the person in the middle of each group's pay distribution.

In this report, we publish both:

- the gender pay gap (women compared with men)
- the ethnicity pay gap (colleagues from an ethnic minority background compared with white colleagues)



Median Pay Gap



Mean Pay Gap

For illustration purposes only

## Gender pay gap and equal pay

Gender pay gap reporting shows the difference in average hourly earnings between women and men at Hearst UK. The higher the percentage gap, the greater the difference between women's and men's average pay.

This is different from equal pay, which relates to what women and men are paid for the same or similar jobs, or for work of equal value.

## Ethnicity pay gap and equal pay

Ethnicity pay gap reporting shows the difference in average hourly earnings between colleagues from an ethnic minority background and white colleagues. The higher the percentage gap, the greater the difference in average pay between these groups.

As with gender, this is not a measure of equal pay. It reflects representation across roles and levels.

## Bonus pay gaps

Bonus pay gap reporting shows the difference in average bonus values between groups.

### For both gender and ethnicity:

- The mean bonus pay gap compares the average bonus paid to the reference group with the comparison group, expressed as a percentage of the reference group's average bonus. In this report, we use men (for gender) and white colleagues (for ethnicity) as the reference group, meaning all pay gap percentages show how the average pay of women and ethnic minority colleagues compares to those groups.
- The median bonus pay gap compares the bonus received by the person in the middle of each group's distribution.

## Reporting context

Gender pay gap reporting is a legal requirement for UK employers with more than 250 employees. Ethnicity pay gap reporting is voluntary. Hearst UK publishes ethnicity pay gap data to support transparency and meaningful change.

Pay gaps are influenced by the mix of roles, levels and working patterns across the organisation. They do not measure equal pay.

# GENDER PAY GAP 2025

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## Mean & Median Gender Pay Gap

For the snapshot date of 5 April 2025, Hearst UK's gender pay gap figures are:

- Mean gender pay gap: 14.0% (13.8% in 2024)
- Median gender pay gap: 14.6% (14.8% in 2024)

After sustained progress between 2021 and 2024, both the mean and median gender pay gaps increased in 2025. This reflects changes in recruitment, promotions and leavers across roles and levels during the year.

We monitor these movements closely and focus on the drivers behind the headline figures.

## Gender Pay Gap Over Time

Over recent years, Hearst UK reduced its mean gender pay gap through changes to senior leadership representation and how we set and review pay and bonuses.

The increase seen in 2025 underlines that pay gaps can shift with recruitment and retention patterns in a given year.

The median pay gap has remained more variable, reflecting changes in the shape of our organisation as teams grow and change.

## The Shape of Our Organisation

Women make up 80% of the Hearst UK workforce.

- Women represent 91% of the lowest-paid quartile, and men represent 9% of the lowest-paid quartile.
- Women make up the majority of each quartile and 72% of the top quartile.
- Men represent 28% of the highest-paid quartile, despite making up 20% of the overall workforce.

This pattern reflects the shape of our organisation. We have a majority female workforce across the business. Men make up a small share of the lowest-paid quartile and remain a minority in the highest-paid quartile. However, men's average pay is highest in the upper quartile, which lifts men's overall average pay more than women's. This contributes to the overall gap.

Industry data suggests UK publishing and media workforces often skew towards a higher proportion of women. In that context, Hearst UK's overall gender profile aligns with broader sector patterns. The more distinctive difference sits in our lower and middle quartiles, pointing to attracting more men into junior and mid-level roles over time.

## Mean & Median Gender Bonus Gap

Hearst UK reviewed bonus outcomes by gender.

- 88.8% of women received a bonus.
- 75.0% of men received a bonus.

All colleagues can participate in our bonus arrangements. Participation rates vary year to year because eligibility depends on start and end dates during the bonus period.

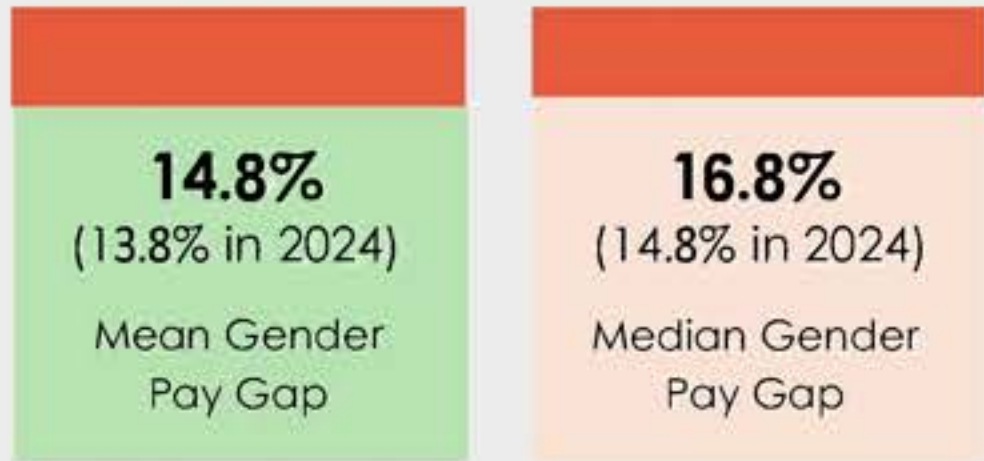
The mean bonus value was higher for men than for women. This results in a mean gender bonus pay gap of 29.8%. Higher bonus values are concentrated in a smaller number of roles.

Our gender bonus gap is driven by our upper quartile where the higher awards are given, which also has a higher proportion of men than the company average.

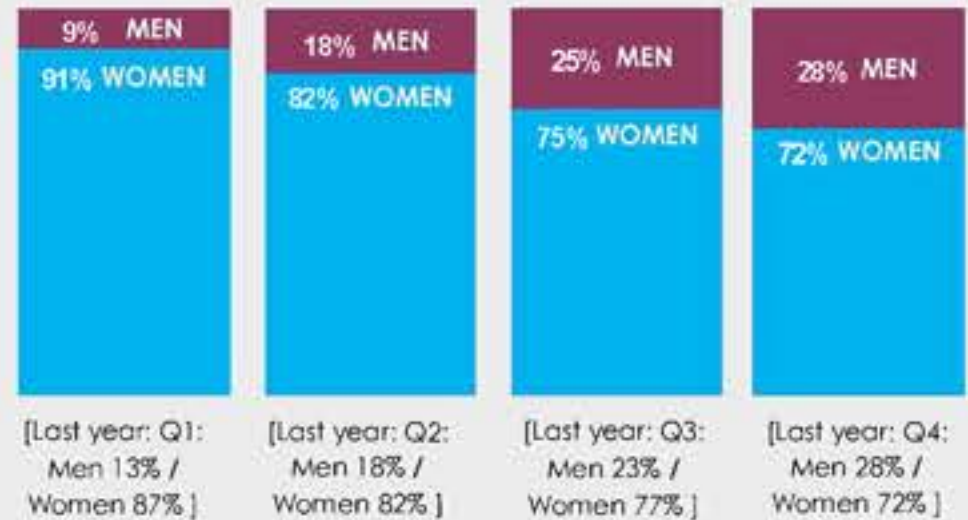
The median bonus value was the same for women and men (£1,000), resulting in a median gender bonus pay gap of 0.0%. The median reflects the typical bonus paid.

# GENDER PAY GAP 2025

## Mean & Median Gender Pay Gap

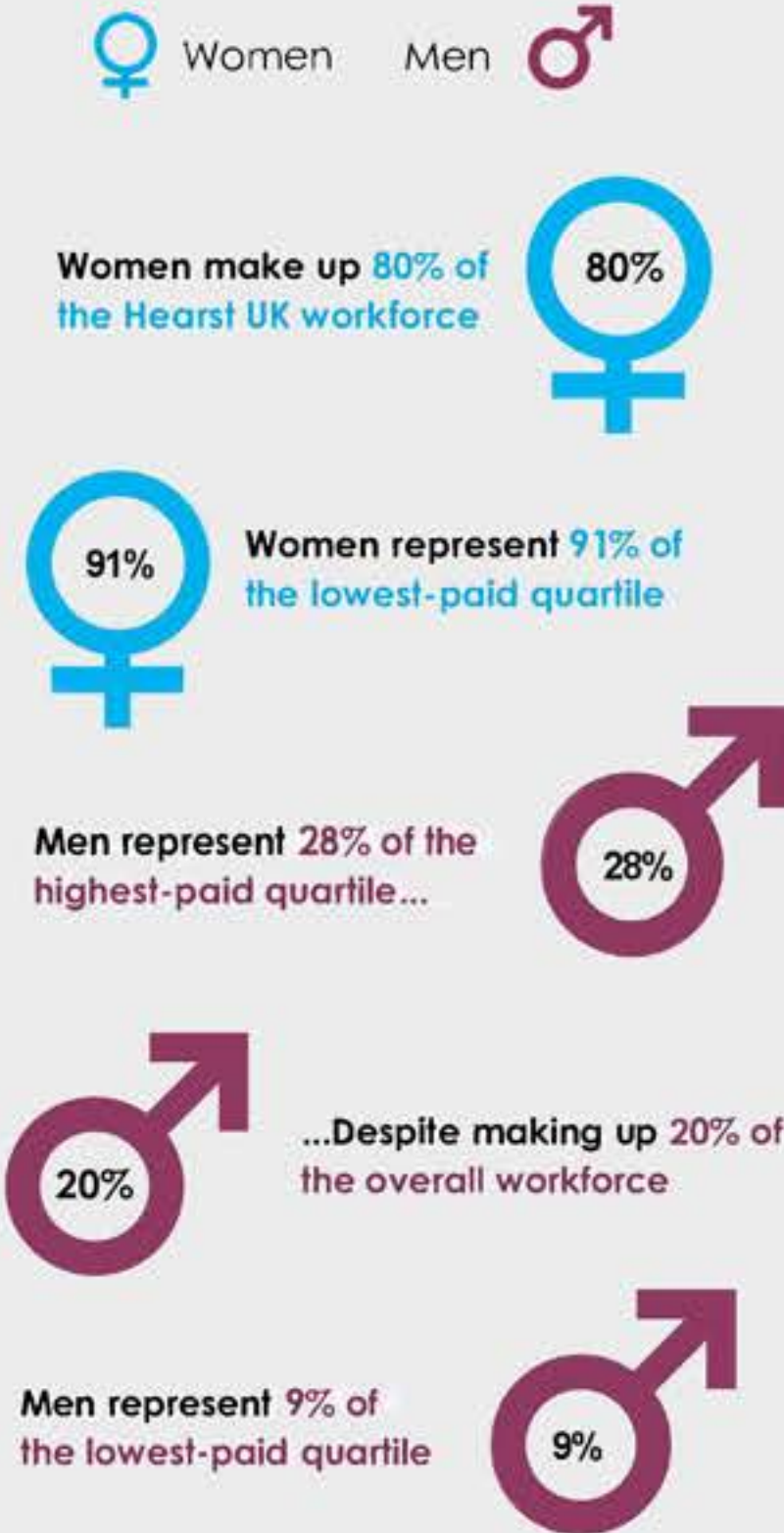


## Q1: Lower    Q2: Lower Middle    Q3: Upper Middle    Q4: Upper

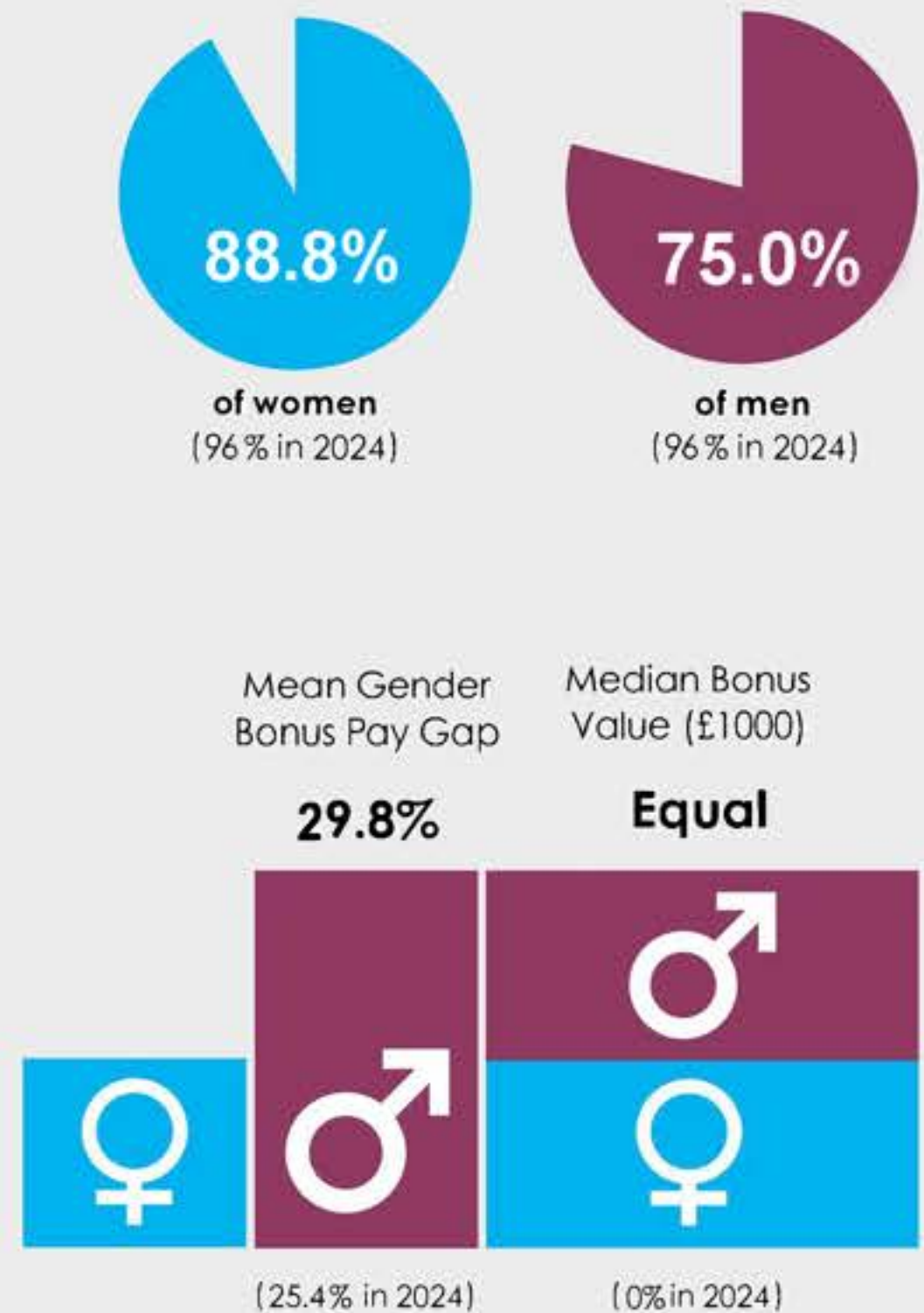


Gender distribution across Hearst in equally sized quartiles

## The Shape of our Organisation



## Mean & Median Gender Bonus Gap



# ETHNICITY PAY GAP 2025

## Mean & Median Ethnicity Pay Gap

2025 marks the first year Hearst UK is formally publishing its ethnicity pay gap data in this report format. This provides a clear baseline for future reporting.

For the snapshot date of 5 April 2025:

- Mean ethnicity pay gap: 7.5%
- Median ethnicity pay gap: 1.4%

These figures compare the pay of colleagues from an ethnic minority background with white colleagues. For reporting, we compare colleagues who identify as white with colleagues who identify as being from an ethnic minority background, based on our People records.

Our ethnicity pay gap analysis uses data from colleagues who have shared their ethnicity in our HR system. 82.3% of colleagues in scope for this reporting period had ethnicity recorded.

These figures should be interpreted with care. Ethnicity bonus pay gap analysis is based on colleagues with voluntary recorded ethnicity data and a smaller population than the gender analysis.

With our first year of data, this provides an early baseline rather than a long-term trend. Year-on-year movement can reflect changes in representation, so we interpret these results as a starting point.

## Pay Quartiles: Ethnicity

Quartile analysis provides further context for this year's ethnicity pay gap figures.

- Colleagues from an ethnic minority background make up 18% of the workforce included in the analysis.
- Representation is highest in the upper middle quartile (Q3).
- Representation falls to 15% in the upper-quartile (Q4).

This indicates that progression into senior roles is a key area for focus, rather than differences in pay within comparable roles.

## Mean & Median Ethnicity Bonus Gap

Hearst UK reviewed bonus outcomes by ethnicity.

- 77.0% of colleagues from an ethnic minority background received a bonus.
- 82.0% of white colleagues received a bonus.

All colleagues can participate in our bonus arrangements. Participation rates vary because eligibility depends on start and end dates during the bonus period.

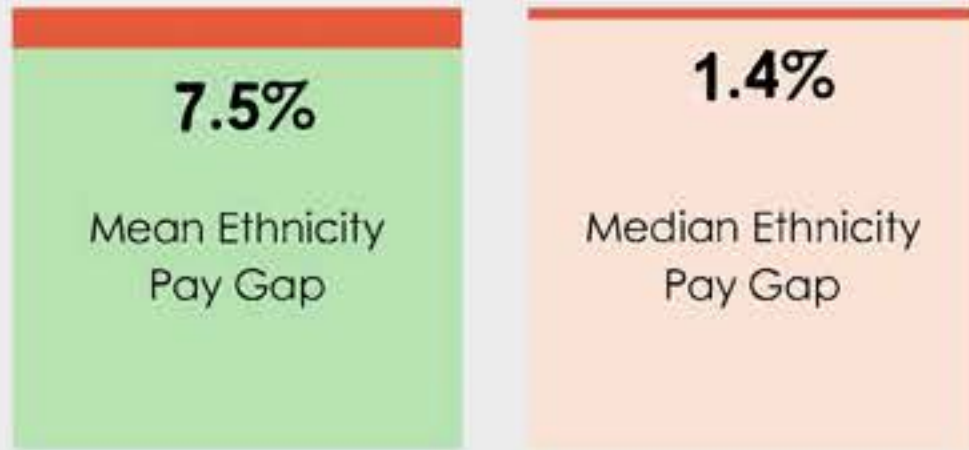
The mean bonus value was higher for white colleagues than for colleagues from an ethnic minority background. This results in a mean ethnicity bonus pay gap of 33.9%.

The median bonus value was the same for both groups, resulting in a median ethnicity bonus pay gap of 0.0%.

As with the gender bonus pay gap, the median reflects the typical bonus paid, while the mean is influenced by higher awards in a smaller number of roles in the upper quartile.

# ETHNICITY PAY GAP 2025

## Mean & Median Ethnicity Pay Gap



82.3% of colleagues in scope for this reporting period had ethnicity recorded.



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## Mean & Median Ethnicity Bonus Gap

■ Ethnic Minority colleagues  
■ White colleagues



77.0% of ethnic minority colleagues received a bonus

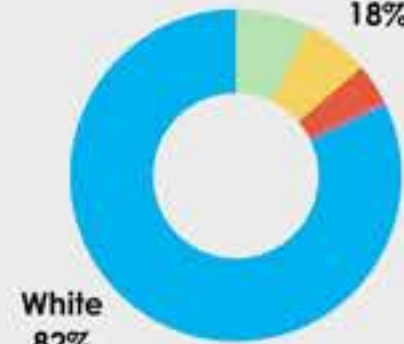


82.0% of white colleagues received a bonus

## Ethnicity split



Overall split by ethnic minority group



White 82%

Overall company ethnicity split

- Asian - 40%
- Mixed - Multiple - 36%
- Black - 21%
- Other - 3%

Ethnic Minority 18%



## Ethnicity distribution across Hearst in equally sized quartiles

MOVING FORWARD 2026+

# MOVING FORWARD

Hearst UK's pay gaps reflect the shape of our organisation and patterns of representation over time. Addressing them requires sustained action across recruitment, retention and culture.

## Our approach is grounded in our P.A.C.E values:

- We bring **Passion** to building a workplace where colleagues feel supported, developed and able to thrive.
- We act with **Authenticity** by reporting our data openly, strengthening pay transparency, and being clear about where we need to improve in our culture.
- We apply **Creativity** in designing programmes that remove barriers to progression and widen access to opportunity.
- We take an **Entrepreneurial** approach by testing, learning and adapting our initiatives based on insight and evidence.

The actions below reflect the initiatives underway across 2026 and beyond.

## Pay transparency and reward

Hearst UK implemented a pay transparency framework.

### This includes:

- Clear salary ranges and career pathways linked to role levelling and job evaluation
- Pay information published on roles advertised
- Greater clarity around pay progression and internal equity
- Continued review of pay and bonus outcomes to identify patterns across gender and ethnicity

All employees are eligible to participate in a Hearst bonus scheme of some form. Variations in annual participation rates are driven by eligibility criteria linked to start and end dates within the performance year, rather than access to the scheme itself. Our management bonus schemes are based on objective criteria linked to business KPI's.

These steps support consistent and transparent reward decision-making across the organisation.

# MOVING FORWARD

## Recruitment and early careers

**We will continue to strengthen recruitment rigour and fairness through:**

- Structured interview processes with defined stages and role-relevant assessments
- Independent scoring prior to panel discussion
- Clear guidance to reduce bias in hiring decisions
- Language guidance for job adverts to promote inclusive wording

**We are also expanding access to early career pathways through:**

- Work experience and internship programmes focused on improving access for underrepresented groups, including ethnicity and socioeconomic background
- Continued support for disability-focused internship pathways

Together, these initiatives aim to broaden access to opportunity and support representation at different levels of the organisation.

## Progression and leadership development

Progression into senior roles is central to reducing both gender and ethnicity pay gaps.

**Key initiatives include:**

- The Catalyst coaching programme supporting junior and mid-level colleagues from ethnic minority backgrounds
- A senior sponsorship programme for ethnic minority talent, pairing participants with executive leaders and exec coaching to support progression
- Leadership development programmes embedding inclusive leadership expectations
- Regular promotion of internal opportunities through the MyCareers platform to strengthen internal mobility

We are also bringing in external senior leaders from diverse backgrounds to share insight and experience, helping to build confidence, aspiration and visibility of progression pathways.

# MOVING FORWARD

## Inclusion, wellbeing and employee voice

Our Employee Resource Groups remain central to shaping an inclusive culture.

They support community, connection and insight, and help inform practical action across the business.

### Alongside this, we continue to:

- Deliver a year-round cultural calendar developed in partnership with our networks
- Progress our Disability Confident journey, including internal accessibility review work
- Provide a broad wellbeing offering, including mental health first aiders, menopause support, employee assistance programmes and wellbeing initiatives
- Strengthen employee listening through engagement surveys, our employee forum and action planning
- Continue to provide enhanced benefits for parental leave and a returners coaching programme pre, during and post parental leave

We are also continuing to implement Culture Amp to enhance how we gather and respond to colleague feedback on a regular basis.

## Data and accountability

Improving data quality remains a priority, particularly for ethnicity reporting.

### We are:

- Continuing to improve ethnicity disclosure rates
- Analysing pay and progression outcomes at key transition points
- Using data from our Culture Amp survey to inform targeted positive interventions
- Monitoring progress annually and adjusting interventions accordingly

Through this integrated approach, aligned to our P.A.C.E values, we aim to build a workplace where colleagues can do their best work, progress fairly, and contribute to strong and sustainable business performance.

## Our Employee Resource Groups

Hearst UK recognises intersectionality and now has collaborative employee-led resource groups that bring people together to support our inclusive culture. These networks continue to evolve and expand, reflecting colleague voice and changing priorities across the business.



### Hearst Pride UK

This group focuses on enhancing companywide understanding of the LGBTQIA+ experience.



### Hearst Jewish Network

A group that brings together colleagues who identify as Jewish in any way, alongside allies committed to inclusion and understanding.



### Hearst Salaam Network

A safe and inclusive space for Muslim colleagues to connect, share and celebrate.



### Hearst Families Network

The Families Network exists to explore and bring awareness to a broad range of family challenges.



### Hearst SPARK Women UK

A place for discussion and advocacy for women at work and menopause.



### Hearst Disability & Neurodiversity Network

A group for those with a disability to get together and share their experiences, along with their allies.



### Hearst Heritage

A group for colleagues from ethnic minority backgrounds and their allies, creating a community space for those with shared experiences.

## Our Company-led Resource Groups



### Hearst Mental Health Ambassadors

For colleagues struggling with their mental health, concerned about a team member or feeling stressed, anxious or just need to chat, our MHAs have been trained to 'Listen', 'Build Trust' and 'Signpost' them to the right support. Our MHAs also act as day to day ambassadors for mental health within Hearst, and meet monthly to discuss any themes they're hearing and what could be done to support.



### Hearst People Ambassadors

A collective of staff from all departments within Hearst UK, who represent the company as a whole. Our aim is to support our colleagues with any issues or initiatives, and to further improve our working environment, ensuring Hearst is an inspiring and positive place to work.



### Planet Hearst Changemakers

Bringing together passionate volunteers from across Hearst UK who want to make a difference, reducing our environmental impact and supporting the wider goals of Planet Hearst.

## Global Hearst Interventions



### HearstLab

HearstLab is Hearst's venture capital arm, which invests in female-led start-ups. In addition to financial investment, the start-ups gain access to expertise across Hearst's global portfolio of businesses, spanning fintech, healthcare, transportation, consumer media, enterprise software and data analytics.

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LOOKING AHEAD

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Pay gap reporting continues to evolve, and further changes to UK legislation are expected over the coming years. Proposals indicate that employers with 250 or more employees may be required to publish ethnicity and disability pay gap data on a similar basis to gender pay gap reporting. This is likely to include workforce breakdowns, mean and median gaps, disclosure rates to provide context, pay quartile analysis and action plans.

Hearst UK is already preparing for this direction of travel. We have published ethnicity pay gap data for the first time – establishing a baseline – and continue to improve data quality and completeness. We will keep monitoring legislative developments and strengthen our reporting so it remains clear, compliant and useful year on year.

We will also stay focused on practical action where it matters. Our aim is an inclusive workplace where everyone can do the best work of their lives, thrive professionally and personally and contribute to strong business outcomes.



Katie Vanneck-Smith  
Chief Executive Officer, Hearst UK

**HEARST** UK