

Media Kit

Q4 2026 | October - December

The news tells you what happened.
We explain what changed.

Social Storytellers Collective is an independent digital newsroom covering the forces reshaping work, money, power and culture. We focus on the decisions, systems and shifts that rarely make the headline but determine who carries the cost.

EDITORIAL PITCHES & STORY IDEAS	hello@socialstorytellerscollective.com
Response standard	We respond within 3 days.

COVERAGE

CULTURE IN MOTION	BUSINESS	TECHNOLOGY	POLICY	GLOBAL AFFAIRS
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An independent newsroom built around context, consequence and change.

SSC publishes original news and analysis daily across our website, LinkedIn and Facebook, supported by a portfolio of recurring editorial products designed for different moments in the reader's day and week.

OUR EDITORIAL LENS

We look beyond the announcement itself: what changed, who absorbs the cost, where the pressure moves next, and what the decision means in practice. Our strongest stories combine a concrete data point, a human consequence and a structural explanation.

1.25M+	819,756	1,211	487	42
Lifetime impressions	Impressions past 12 months	Reactions past 12 months	Comments past 12 months	Reposts past 12 months

7,542	247	249
Newsletter article views past 365 days	New newsletter subscribers past 365 days	Current newsletter subscribers

Community reach: 2,700+ community members across SSC channels, including LinkedIn followers. The 249 figure above refers specifically to current newsletter subscribers.

WHAT WE WANT FROM SOURCES

Useful: original data, experts with direct subject-matter knowledge, early access to research, credible local or sector-specific examples, executives who can speak concretely about decisions, and story ideas with a clear “what changed?” angle. **Less useful:** generic announcements, unsupported trend claims, or pitches that do not explain the broader consequence for people, institutions or markets.

Seven products. Different reader moments. One editorial standard.

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Five Things That Matter

WEEKDAY MORNINGS

A concise morning e-blast identifying five developments worth understanding before the day accelerates, with context that separates signal from volume.

Best fit: timely data, new research, consequential announcements, fresh economic indicators and fast-moving developments with a clear takeaway.

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SSC End of Day Closing Note

MONDAY - SATURDAY AFTER 5 PM

A six-day-a-week evening synthesis that connects developments across beats, highlights pressure points behind the headlines and clarifies what changed by day's end.

Best fit: late-day developments, day-two context, new data drops, executive responses and stories that benefit from cross-beat synthesis.

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Friday Forward

WEEKLY | LINKEDIN EXCLUSIVE

A LinkedIn-exclusive weekly synthesis identifying the themes, tensions and shifts from the current news cycle that are likely to carry into the next week.

Best fit: forward-looking analysis, expert perspective, market implications, institutional change and credible "what happens next" context.

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SSC Deep View

PERIODIC PREMIUM ANALYSIS

A deeper analytical product examining the systems, incentives and second-order consequences behind a major issue or emerging shift.

Best fit: original research, proprietary data, complex policy or business changes, long-tail cultural shifts and source-rich explanatory stories.

Formats built for listening, planning and live discussion.

05

Inflection Points

WEEKLY | SPOTIFY PLAYLIST

A curated weekly playlist using music as a lens on the moment, connecting sound, culture and social change beyond the page.

Best fit: artists, cultural researchers, music-business data, scene-level trend reporting and stories where music reveals a broader social shift.

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Growth & Pipeline Outlook

MONTHLY BRIEFING

A digestible monthly briefing translating economic and business shifts into what they mean for growth, pipeline and the next 30 days.

Best fit: economic indicators, sector data, B2B demand signals, small-business conditions, hiring and spending trends, pricing, sales cycles and forward guidance.

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Systems & Signals

MONTHLY | LINKEDIN GROUP DISCUSSION

A monthly LinkedIn group discussion that takes one consequential shift and brings the audience into the reporting process through expert discussion and audience questions.

Best fit: subject-matter experts, authors, researchers, operators and leaders who can explain a system rather than simply promote an organization.

ALWAYS ON

Original daily news: Beyond these seven recurring products, SSC publishes daily reporting and analysis on our website, LinkedIn and Facebook across all five coverage beats.

How to pitch SSC effectively.

Our calendar is designed to show the themes we expect to explore. We also publish outside the calendar when a story is timely, data-rich or consequential.

STRONG PITCH ELEMENTS 1. Lead with the change. Tell us what is newly different - not just what exists. 2. Show the consequence. Who gains room to move? Who picks up the cost? What becomes harder or easier? 3. Bring evidence. Original datasets, credible research, documents, named experts and specific examples strengthen a pitch.	WHAT TO INCLUDE • A 2-4 sentence story idea • Why it is timely now • The strongest data point • Available expert/source • Links to research or documentation • Any embargo details Send pitches and story ideas to: hello@socialstorytellerscollective.com We respond within 3 days.
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CORE COVERAGE BEATS

Culture in Motion	Identity, entertainment, work culture, generational change, media, behavior and the ways culture moves through institutions.
Business	Companies, labor, growth, pricing, markets, consumer behavior and the operating decisions that redistribute risk or opportunity.
Technology	AI, platforms, infrastructure, digital labor, product shifts, access, adoption and how technology changes who can act.
Policy	Rules, regulation, public systems, institutional decisions and the implementation details that shape everyday outcomes.
Global Affairs	Economic, technological, labor and cultural shifts outside the U.S. with clear relevance beyond national borders.

Work, power and the fourth-quarter reset.

October coverage will examine how institutions, employers, consumers and platforms adjust as the final quarter begins - with particular attention to labor, AI, access, spending and culture.

Oct 1-4	Q4 reset: budgets, hiring, pricing, AI deployment, workplace expectations and the decisions organizations delayed until the final quarter.	Fresh Q4 forecasts, hiring data, budget shifts, executive surveys, new benefit policies, operational changes and early holiday-demand indicators.
Oct 5-11	The cost of work: labor pressure, return-to-office rules, scheduling, productivity, caregiving and who absorbs added friction.	Workforce studies, employer data, scheduling research, worker surveys, productivity findings, office utilization and benefit redesign.
Oct 12-18	Access and infrastructure: broadband, mobility, education pathways, digital services and the systems people rely on to participate.	Infrastructure investment, access gaps, telecom data, higher-ed redesign, transit research, public-service modernization and affordability findings.
Oct 19-25	Culture under pressure: identity, representation, media behavior, generational shifts and the institutions responding to them.	Audience research, culture studies, platform behavior, demographic data, entertainment-business trends and experts who can connect culture to systems.
Oct 26-31	The holiday economy begins: pricing, consumer confidence, retail labor, promotions, credit, logistics and the first signals of year-end demand.	Retail forecasts, consumer surveys, spending data, pricing studies, shipping/logistics indicators, seasonal hiring and small-business demand signals.

OCTOBER PITCH PRIORITY

We are especially interested in pitches that quantify how Q4 decisions redistribute cost, time or access - and in sources who can explain why the same policy or market signal produces different outcomes for different groups.

Money, mobility and the cost of belonging.

November moves from consumer behavior into the systems behind it: household budgets, institutional giving, travel, retail, community investment and the pressure points that become visible as the year closes.

Nov 1-8	Household economics: confidence, inflation pressure, wages, credit, savings, debt and the gap between headline indicators and lived experience.	Consumer data, household-finance research, wage studies, credit trends, benefits data, cost-of-living analysis and credible regional comparisons.
Nov 9-15	Mobility and movement: travel, transportation, congestion, hybrid work, migration and the cost of getting where opportunity is.	Travel forecasts, transit data, commute studies, mobility platforms, congestion research, airline/rail trends and employer location policies.
Nov 16-22	Giving and institutional trust: philanthropy, universities, nonprofits, donor behavior and what funding choices signal about public priorities.	Giving trends, higher-ed fundraising, foundation data, donor behavior, nonprofit finance and examples of where money is moving - or pulling back.
Nov 23-29	The purchase decision: Black Friday/Cyber Week, dynamic pricing, loyalty, retail tech, supply chains and what consumers are actually changing.	Retail conversion data, pricing models, shopper research, loyalty data, logistics signals, e-commerce behavior and evidence on discount sensitivity.
Nov 30	What November revealed: the month's clearest signals on spending, confidence, work and institutional priorities.	End-of-month datasets, revised forecasts, fresh surveys and concise expert synthesis that challenges or confirms the prevailing narrative.

NOVEMBER PITCH PRIORITY

Bring us evidence that separates perception from behavior: what people say they cannot afford, what they are still buying, what institutions say they value and where their actual spending or investment choices point instead.

What changed in 2026 - and what moves next.

December coverage will combine year-end accountability with forward-looking reporting. We want evidence, not prediction for prediction's sake: what measurably shifted in 2026, what failed to shift and what decision-makers are carrying into 2027.

Dec 1-6	The year in work: layoffs, hiring, AI adoption, wages, benefits, management systems and the new baseline for employees.	Year-end workforce data, labor-market reviews, employer surveys, benefits reports, AI adoption evidence and measurable workplace outcomes.
Dec 7-13	The year in money: inflation, consumer confidence, housing, credit, small-business conditions, growth and the costs people could not escape.	Year-end economic reports, household finance, housing data, credit trends, small-business surveys and sector-level demand changes.
Dec 14-20	The year in technology and access: AI, platforms, telecom, education tech, digital inclusion and where adoption outpaced governance.	Year-end tech reports, adoption data, access studies, platform metrics, cybersecurity/infrastructure research and evidence on unequal uptake.
Dec 21-27	The year in culture: the ideas, media habits, demographic changes and identity debates that moved institutions and markets.	Audience studies, creator-economy data, entertainment research, cultural trend analysis, demographic shifts and thoughtful retrospective experts.
Dec 28-31	The 2027 handoff: decisions already made, deadlines already set and structural changes that will shape the first quarter.	Confirmed 2027 policy/business changes, new pricing or benefit structures, planned launches, reporting deadlines, budget shifts and dated implementation milestones.

DECEMBER PITCH PRIORITY

The strongest year-end pitch should answer two questions with evidence: **What is objectively different now than it was in January?** And **what consequence is already locked in for 2027?**

PITCH SSC

Send story ideas, original research, expert sources, data and embargoed materials to:

hello@socialstorytellerscollective.com

We respond within 3 days.

SOCIAL STORYTELLERS COLLECTIVE

Independent digital journalism covering Culture in Motion, Business, Technology, Policy and Global Affairs.

Website: socialstorytellerscollective.com

Newsletter archive: socialstorytellerscollective.beehiiv.com

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