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Independence, trust and modern media

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Anthony Slumbers – Estates Today

Sitting firmly in the technology side of real estate and property, it is perhaps no surprise that Anthony Slumbers was an early adopter of online communication to promote his brand and commercial offer.

Having “never really paid much attention” to B2B print media, Antony believes the future belongs to high quality content, distributed directly by authoritative individuals who build their own following.

The traditional model of advertising-supported content is dead and exhaustion with this business model will eventually kill off free-to-use platforms as audiences search for opinions they can trust.

Martin Hilditch – Inside Housing

Martin is a “proper” journalist. Trained on local papers and providing informed, investigative stories for Inside Housing for thirteen years, Martin is an outspoken advocate of independent journalism.

Working on a publication whose subscription base is showing healthy growth, Martin sees a need for trusted information sources and believes that only independent commentators can build that trust. He further recognises the commercial value of journalism as the expanding range of events run by Inside Housing – exhibitions, conference, research – succeed because of the trust in the brand.

Lee Wilcox – On The Tools

Lee Wilcox is the 33-year-old founder and CEO of On The Tools. Anarchic, funny, seriously frowned upon by serious people, On The Tools is now the biggest Construction Community in the world with over 2.5 million followers across social media.

Totally tuned into its audience, creating engaging, viral content for their clients - On The Tools provides a platform for brands to promote their message to a vast audience. As the brand matures it is developing into one of the widest known social media outlets in the UK.

Is this disruptive brand moving mainstream?

Jonathan Stock – Architecture Today

Jonathan has spent his career in architecture media adapting his commercial approach as the publishing landscape has changed. Now at the helm at the independent Architecture Today, Jonathan believes there is a future for advertising-funded information sources, but only if the audiences trust the independence and authority of the content.

In Jonathan's view, independent journalism serves a vital function in any industry – without it, who will ask the difficult questions, investigate and hold people to account? Brands which have built trust with their audience over decades are in the best position to inform, question and comment.