

“Yep, I said it before and I’ll say it again. Life moves pretty fast. You don’t stop and look around once in a while, you could miss it”

Ferris Bueller’s Day Off (1986)

# A different kind of newsroom. Slow news. Open journalism.

~7,000

Members and counting

#1

Biggest journalism project  
ever on Kickstarter

50

Countries



# Our founders



**James Harding**  
*Co-founder &  
Editor*

James was Director of BBC News and before that was Editor of The Times.



**Katie Vanneck-Smith**  
*Co-founder &  
Publisher*

Katie was President of The Wall Street Journal & Dow Jones.



**Matthew Barzun**  
*Co-founder &  
Chairman*

Matthew was US Ambassador to Sweden and then the UK.



**Ceci Kurzman**  
*Independent  
Director*

Ceci founded Nexus Management and previously worked at Epic (Sony Music).



# Our partners



**Chris Cook**  
(Policy Editor,  
BBC Newsnight)



**Giles Whittell**  
(Chief Leader Writer,  
The Times)



**Merope Mills**  
(Associate Editor,  
The Guardian)



**Emma Sullivan**  
(Head of Events,  
Chatham House)



**David Taylor**  
(Deputy Editor,  
Guardian US)



**Alexandra  
Mousavizadeh**  
(The Prosperity Index;  
Moody's)



**Keith  
Blackmore**  
(Senior Editor,  
The Times and  
the BBC)



**Ceri Thomas**  
(Oxford University;  
Editor of the BBC  
Today Programme and  
Panorama)



**Jon Hill**  
(Creative Director,  
The Telegraph)



**Fliss Demir**  
(BBC)



**Ravin Sampat**  
(Exec Producer,  
BBC)



**Michelle  
Henderson**  
(Marketing Director,  
Carphone Warehouse)



**Liz Moseley**  
(CMO,  
Cannes Lions)

# Tortoise in the media

## THE NEW YORKER

“Tortoise was formed as a direct response to the overwhelming amount of ‘daily noise’ in the news ecosystem.”



“These are dark days indeed, but Tortoise is perhaps bringing a bit of light to the media establishment.”  
— James O’Brien, LBC

## The Drum

“Tortoise is unlike anything else in the market... From Nando’s to a refugee camp, Tortoise is taking its journalism out into the real world.”

# Following the Tortoise.



7 April 2019



The Express – 8 April 2019



The Mail – 8 April 2019

# Following the Tortoise.



14 April 2019

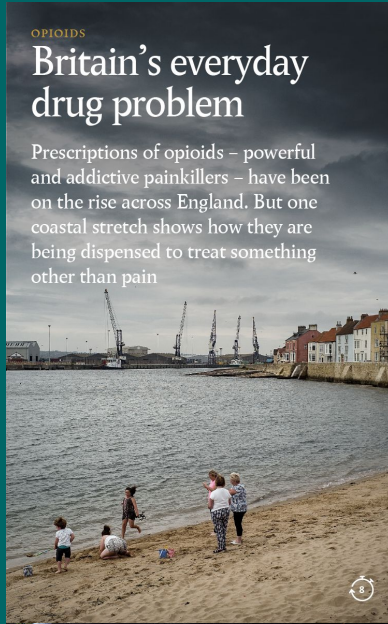


David Lammy - 14 April 2019



LBC - 16 April 2019

# Following the Tortoise.



15 Jan 2019



*The Today Programme* - 14 Feb 2019

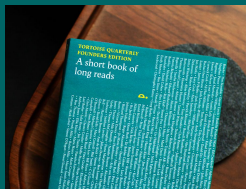


*The Times* - 24 Feb 2019

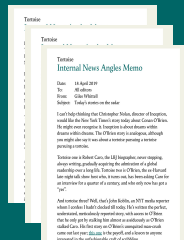


# What we do.

Not breaking news, but what's driving it. The news not as it happens, but when it's ready.



**The Tortoise Quarterly**  
Our short book of long reads



**News Angles** – our daily internal memo  
**The Sensemaker** – our weekly news round up



**ThinkIns**  
The engine of our journalism. In person, live in our newsroom



**The Daily Edition**  
Our slow news feed

# Our journalism

TORTOISE CASE FILE • STATE V FAMILY

## Separated



Children are being put into care in England at the highest rate for 25 years. Has the bond of trust between parents and the state broken down?

20

Members-only Facebook groups are becoming a private hidden force in local politics

LOCAL DEMOCRACY

## Power in the shadows



15

JUSTICE FOR WOMEN

## Star witness

Will Cheryl Zondi change the way rape is prosecuted in South Africa?



15

PHOTO ESSAY

Crocodile handbags, luxurious fur coats and ostrich feather trims... Do you want to know where they come from?

## The price of vanity



9 contains graphic images

# Our journalism

DEATH OF A JOURNALIST

## Daphne's Sons



What was your mother like? It's the hardest question I'm ever asked. And since she was murdered, I've been asked it again and again...

Paul Caruana Galizia reflects on the murder of his mother



THE DOWNING OF MH17

## Plane truth



Of all the lies of the past decade, none is worse than Russia's denial of the atrocity that killed 298



BODY POLITICS

## From nudes to prudes

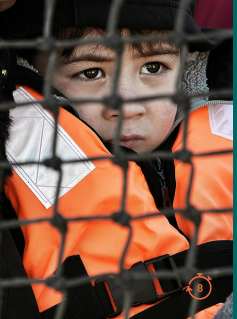


In Germany, nakedness is a pure expression of liberty, but the cameraphone age has changed all that

THINKIN • EDITOR'S NOTES

## Fortress Europe

Four years after the migration crisis, we went to a refugee camp on the frontline  
[Watch the ThinkIn](#)



# Five drivers of the news

## Wealth

Fairness  
Investment  
Prosperity

## Belonging

Society  
Identity  
Countries  
Belief  
Arts

## Our Planet

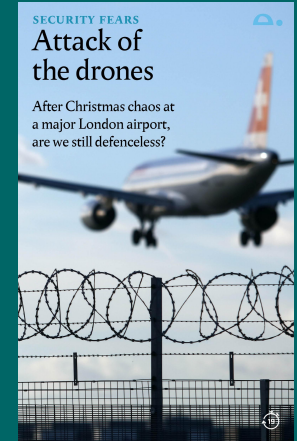
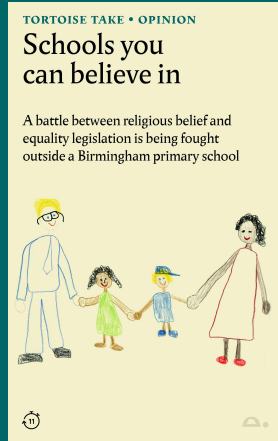
Geopolitics  
Environment  
Natural resources

## 100 year life

Health  
Public policy  
Living  
Education

## New Things

Technology  
Engineering  
Science





# We're different, deliberately

We want to build a journalism that lasts.

A business model that's responsible and sustainable.

- We are a membership business, built for and with our members.
- There are no ads. Tortoise is blissfully pop-up free.
- We're not owned by a proprietor with an axe to grind.
- We're independent of political party or commercial agenda.
- We'll never sell our members' data.
- We can look you in the eye and tell you we call it as we see it.



# Membership.

## Individual Membership

£250 2 year founding  
membership

## Friends & Family

£250 annual membership  
for 5 people

## Under 30s

£50 annual membership  
for people under 30

# Let's do this together.

Tortoise provides quality journalism & outside perspectives for  
your leadership, colleagues and clients



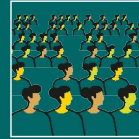
## **Tortoise for your team**

10+ members, £50 pp  
*An investment in looking  
smart without having to try  
hard. Or just a really lovely  
perk.*



## **Tortoise for boards**

Up to 50 members  
*Private ThinkIn on a topic  
of your choice. Great for new  
boards, challenger boards  
and mature businesses in  
transition mode.*



## **Tortoise for client and colleagues**

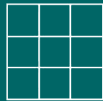
50 to 200 members  
*Takeover a ThinkIn, or host  
one in your HQ. Guaranteed  
to generate new conversations  
with customers, prospects  
and investors.*



## **Founding partners**

*Three year bespoke  
partnership across all  
Tortoise events and  
platforms.*

## Our partners to date.



SOHO HOUSE



Edelman



We believe that news has become noise.  
That the divide between the powerful and the powerless is widening.  
That we need to open up journalism, by giving everyone a seat at the table.

**If you agree. Please join us.**

**Become a member.**

Join as a team for 10 people.

[tortoisemedia.com/team](https://tortoisemedia.com/team)

**Become a partner.**

Call or email James.

[james.harding@tortoisemedia.com](mailto:james.harding@tortoisemedia.com)

+44 7783 944 880

# Come as a guest to a ThinkIn:

TUESDAY 30TH APRIL  
LONDON  
07:45

## Breakfast ThinkIn: Is it time for a written constitution?

Join us bright and early for a ThinkIn on whether it's time for the UK to have a written constitution. And if so, who writes it and what does it say? What is a Tortoise...



THURSDAY 2ND MAY  
LONDON  
18:30

## Tortoise ThinkIn - What's the least strenuous way to get fit?

With summer bod anxiety setting in, we want to know how to burn those cal's with maximum impact. What's the secret to killer abs? No carbs before marbs? Sweating out those toxins...



THURSDAY 9TH MAY  
LONDON  
18:30

## Tortoise ThinkIn - The internet used to be good. What happened?

It all started so promisingly but now the internet has become a place marred by misinformation, aggression and time-wasting. How did our online life get so bad - and what do we need...



TUESDAY 14TH MAY  
LONDON  
08:00

## Tortoise Business Breakfast - Activist shareholders: caped crusaders or grim reapers?

Activist shareholders are on the rise and, as more of them swoop, existing shareholders are becoming more activist, too. Is this a long overdue development in shareholder...



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