



**50 giving stories shared as part of
The Marketors' Trust's 50th Anniversary celebrations in 2026**

No 44: The Journalists' Church, and one of the Trust's oldest friendships



St Bride's, Fleet Street. Its tiered spire is said to have inspired the wedding cake, in the old heart of London's printing trade.

On Fleet Street, in the old heart of London's printing and publishing trade, stands a church with a spire so distinctive it is said to have inspired the tiered wedding cake. St Bride's has kept watch over this corner of the City for more than two thousand years, through Roman London, the birth of the printing industry on its doorstep, the Black Death, the Great Fire, the Blitz and, more recently, the COVID lockdowns. Today it is known the world over as the Journalists' Church, and it is the parish church for everyone who works in media, marketing and advertising.

For the Marketors, St Bride's is something more particular: one of the Trust's oldest and longest-standing relationships, and a spiritual home for our members - of all faiths and none. Its Rector, the Reverend Canon Dr Alison Joyce, serves as Honorary Chaplain to the Company, available to any member for confidential support and conversation. The church blesses new Masters and the Company, and brings the communications industry together for services of thanksgiving and remembrance, and for the Carol Service each December.



A service at St Bride's: the parish church for media, marketing and advertising, and a spiritual home for the Marketors.

Members were reminded of all this only recently, when Alison Joyce led them on a journey through two thousand years of London and of their own industry's history. They saw treasures rarely on public view: a Bible printed in 1583, the remains of medieval parishioners, and relics from the church's constant regeneration across the centuries. Earlier this year St Bride's unveiled a new history timeline, opened by Her Majesty Queen Camilla, and the planning and ideas behind it came from the Marketors' own Outreach programme.



The Marketors' Trust makes an annual donation towards St Bride's work in the community, presented this year by the Master, David Elmer. The Company gives more than money, though. Through Outreach it has brought marketing strategy and skill to the church: branding, positioning, a stronger web presence and a fresher way of presenting its history and its crypt museum, helping one of the City's oldest institutions stay visible and welcoming today.

It is a fitting friendship. A church built on and around the written and printed word, kept relevant by the marketing craft the Marketors know best. St Bride's gives the industry a place to give thanks, to seek support, or simply to sit for a while in its Space for Silence, in the middle of the City. Wherever Marketors live and work, it remains, in the church's own words, their church.

Website: stbrides.com

How to give

Every gift, at whatever level, helps secure the Trust's grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>

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