

Media Pack 2011

- Display
- Advertorials & Competitions
- Insight Questions/Data
- Sponsorship
- Newsletter
- iPad Sponsorship



Display

120,000,000 Ad impressions every year
2,500,000 Page impressions every month
380,000 Unique Users
05:50 Dwell time

Formats:

- MPU
- Leader board
- Sky
- Rich media page skin

The screenshot displays the Spectator.co.uk website interface. At the top, there are logos for HSBC, BUSINESS THINKING 2011, and Think Positive. Below these, a navigation bar includes links for Coffee House, Blogs, Books, Arts & Culture, Food & Drink, Events, Business Shop, Magazine, Apps, and Subscribe. The main content area features an article titled "Any other business" by Martin Vander Weyer, dated 8 February 2011. The article discusses the government's plan to privatise its English forestry estate. To the right of the article is a large advertisement for "Think Positive BUSINESS THINKING 2011" with a "CLICK HERE TO FIND OUT MORE..." link. Below the article is another section titled "Any Other Business" by Martin Vander Weyer, dated 29 January 2011, which discusses banking reform. The website also features a "SPECTATOR PLUS" section and a "Spectator Asks" poll titled "Are you going to change your utilities provider this year?". The poll options are Yes, Maybe, No, and When the extra VAT charge is applied. The website is decorated with various graphics, including a "12 ISSUES FOR £12" offer, a search bar, and a "The Spectator on iPad. Download now!" banner. The background of the website is a light grey color with faint, hand-drawn sketches and diagrams.



Advertorial & Competition

A full page advert that gives you the space engage with our audience. Whether its to explain a complicated concept or to extend a relationship this is a fantastic opportunity.

- Static home page drivers (delivering 145,000 impressions a month)
- Weekly Newsletter drivers to 65,000 Spectator readers
- Data Capture, Video, PDF Download functionality

The screenshot displays the Spectator website's home page. At the top, there is a banner for 'AROUND THE WORLD IN 80 DAYS' with the subtext 'WEALTH: WHAT'S IT TO YOU?' and the Barclays Wealth logo. To the right, a box indicates '12 ISSUES FOR £12' with a 'SUBSCRIBE NOW' button. Below the banner is the 'COFFEE HOUSE THE SPECTATOR BLOG' logo and a search bar. The navigation menu includes 'Coffee House', 'Blogs', 'Books', 'Arts & Culture', 'Food & Drink', 'Events', 'Shop', 'Magazine', 'Apps', and 'Subscriber'. The main content area features a large advertisement for 'Barclays guide to wealth management' with a video player showing a sailboat. To the left of the ad are links to 'BUY THE CURRENT ISSUE' (iPad, iPhone, Print) and 'SPECTATOR PLUS'. Below the ad is a 'MY SPECTATOR' section with 'Register' and 'Login' buttons. The right sidebar contains 'Popular Posts' and 'Popular Blogger Posts' sections.



Insight & Email

Insight:

As of January 2011 The Spectator will be asking its readers weekly poll questions, and twice a year a full questionnaire will be sent out to our whole database that currently stands at 65,000 users.

Being able to ask direct questions to our users is invaluable, as they are the decision makers of the UK.

This insight can be used to help shape your campaign or even company policy.

Email Data:

We also have an exclusive list of 65,000 Spectator email addresses that can be emailed with 100% SOV.

Spectator Asks

Are you going to change your utilities provider this year?

Yes

Maybe

No

When the extra VAT charge is applied

Submit

Download a **FREE AUDIOBOOK** today!



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Sponsorship

- 100% of total section display
- 1 Advertorial/Competition page for duration
- Sponsorship logo on all pages
- 2 Newsletters per month (65k people per week)
- Drivers across site pushing people to your section

The screenshot shows the Spectator Book Club website interface. At the top, there's a navigation bar with 'Book club' and 'BARCLAYS WEALTH' logos. Below that, a search bar and a list of categories like 'Coffee House', 'Blogs', 'Books', etc. The main content area features a book review for 'The empire strikes back' by John Prender, dated 19 February 2011. The review discusses the historical event of the British burning of New York City in 1779. To the right of the review, there are sections for 'Other reviews by this reviewer', 'Other books by this author', and 'Other books in the categories of'. At the bottom of the review, there are social media sharing options and a 'Purchase your copy here' button.

BOOKS
Discovering poetry – Thomas Traherne,
a real discovery
AUSTEN SAUNDERS
Until the start of the twentieth century, Thomas Traherne was completely unknown. Very little of his writing had ever been published, and even less had been widely read. Over

In association with
BARCLAYS WEALTH

IN THIS WEEK'S ISSUE
BOOKS In association with **BARCLAYS WEALTH**
The call of the wild
Lewis Jones
"It is pleasant to read, from a comfortable distance, of Proulx's hard times, which are familiar to anyone who has had the builders in, but on a scale most of us are spared."
PLUS ALL THE LATEST NEWS AND REVIEWS ON OUR BOOK BLOG



Newsletter

The Spectator newsletter is designed to engage our readers with the latest and greatest works through all of our media.

We have 3 advertising opportunities within it

- 1) Highlighted articles/events to appear just under the editors weekly introduction
- 2) MPU and Skyscraper display Ad spaces (static images)
- 3) Logo and text links – great to raise awareness and drive people to you on site activity



NOT DISPLAYED CORRECTLY VIEW IN YOUR BROWSER

THE SPECTATOR

EDITOR'S NEWSLETTER - 17 FEBRUARY 2011

Is Antarctica warming? Nature magazine recently answered that question with an eager "yes" - but only by using mathematical chicanery. Nicholas Lewis was part of the team that debunked the study, and his cover story in this week's magazine (co-written with Matt Ridley) tells of his team's battle to set the record straight in public. Climate science has become an unthinking faith, where dissenting views are simply not tolerated.

Elsewhere in the magazine, we have Rod Liddle on the scandal of British aid to India (why give £250m to a country with its own space, nuclear and aid programmes?). James Forsyth outlines the power shift in No. 10 and what it means (more BS). And John Case on what's next for the Christians in Egypt. The rest of the magazine is, as ever, full of overwriting with brilliant essays and vignettes by Charles Moore, Taki, Jeremy Clarke, James Delingpole and others - not to mention Britain's best books and arts pages.

It should land on your doorsteps tomorrow. I hope you enjoy it.

Fraser Nelson
Editor of *The Spectator*

Recent website posts

Pillars of Sand
DANIEL NORSHI
The Middle East is set for renewed displays of public anger towards the region's governments. Events in Bahrain are particularly worrying. Troops took control of the capital, killing at least four protesters in the worst violence in the Gulf kingdom in decades.

The government has been weak over forests
FRASER NELSON
A very dangerous precedent has been established today over the forest fiasco. Caroline Spelman earlier gave the most extraordinary interview on Radio 4's PM. "We got it wrong," she said in the Comments. "How so?" asked Eddie Blair. She wouldn't say. As he kept asking her, it became increasingly clear that she didn't think they got it wrong.

On the road with an alien
PETER HOBBS
Slam one down on the bar, scoop in some crushed ice and finish with a slug of grenadine. Paul is straight from the cocktail school of cinema.

The top ten dirty literary men
DAVID BLACKBURN
American website Flavorwire has compiled a jolly list for a Wednesday afternoon: the top ten dirtiest male writers. It's not for the faint-hearted, not least because the Marquis de Sade and John Wilkes, earl of Rochester, have not made the cut. Here is the list, with my thoughts on the selection and links to relevant reviews and articles.

Spectator Events
Spectator Debate: The global warming hysteria is over. Time for a return to sanity

The number of people in the UK who do not believe in global warming has doubled in the last two years, according to a poll from the Office for National Statistics. Does this represent an alarming success in a war against science? Or the common sense of a British public who can see the claims of the climate alarmists dissolve before their eyes?

BUY THE CURRENT ISSUE!
IPAD IPHONE PRINT

FOR £15 STORM
Nicholas Lewis and Matt Ridley

WHY I'M DONATING MY DNA TO THE POLICE
Helene McDonagh

RADIO 4 SOUNDS BETTER IN MP3
Michael Henderson

THE EX-HUSBANDS' CLUB
Jeremy Clarke

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FEATURED LINKS

EAST INDIA COMPANY
- Elegant Gifts

Captain's Choice - come for tea at The Spectator

matchbet

Fancy a flutter on some politics?

SARCLAFS WEALTH

Book of the month in association with Barclays Wealth

SPECTATORPLUS OFFERS

SPECTATOR PLUS

As a subscriber to The Spectator in print you get access to free services, special discounts, offers and exclusive events through SpectatorPlus.

FREE access to The Spectator iPhone and iPad apps

Spectator Debate: The global warming hysteria is over. Time for a return to sanity

SAVE £20 on a seasonal case of wine

Special ticket offer for Critics' Choice: London's Most Important Building at the Royal Academy of Arts

iPad App 3.0



Beautiful Portrait and landscape reading planes for the magazine



Easy navigation through the magazine articles – By section or article



The Home page will be the hub for the app



All the Spectator blogs will be live with in-app commenting



Archive issues will be available

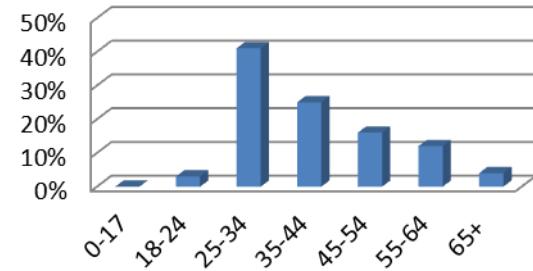


Full page rich media interstitial ads will appear every 7-9 interactions

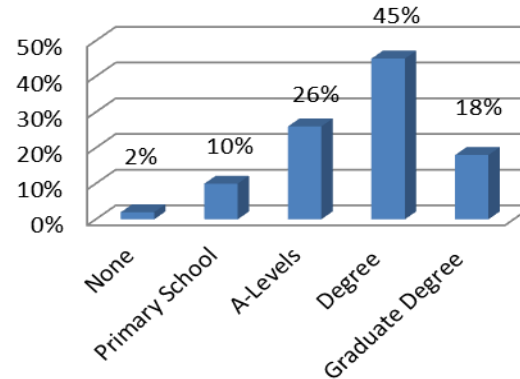
Spectator.co.uk Site Stats

- 2.5 million page impressions per month
- 320k U.U.'s
- 83% AB
- £65k average income
- Dwell time: 05:50
- Age: 64% 25-44
- 81% Male

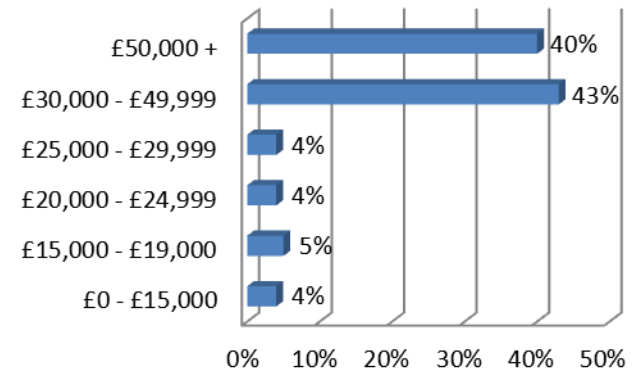
Age



Education



Household Income



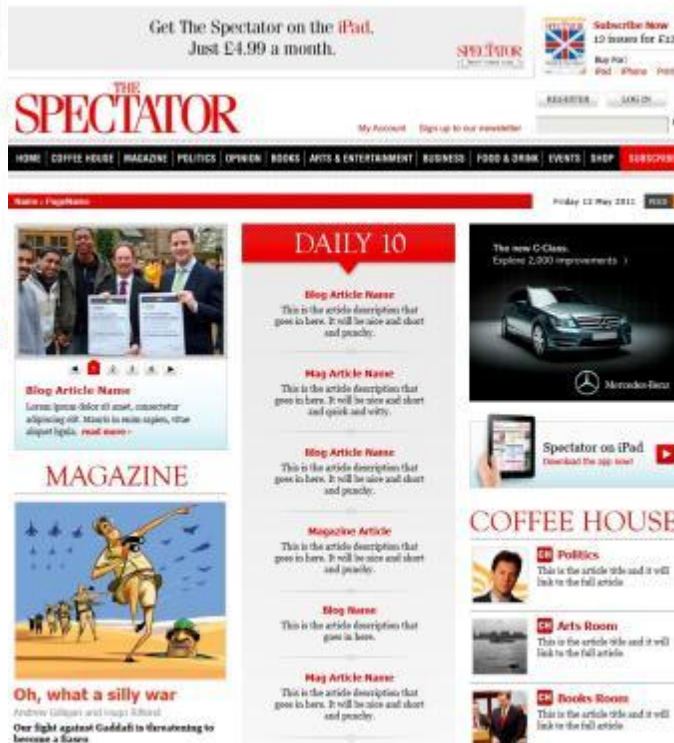
THE SPECTATOR



IAN HOCKING

Digital Sales Manager
 Press Holdings Media Group
 22 Old Queen Street
 London
 SW1H 9HP
 T +44 (0)20 7961 0052
 F +44 (0)20 7961 0020

ihocking@spectator.co.uk



SPECTATOR.CO.UK



SPECTATOR | events