The Spectator is the most influential magazine in Britain, by some margin. We provide independence of opinion, elegance of expression, the best writers and the sharpest analysis in Britain. The digital era has taken the authority of The Spectator to new heights; our 78,000+ readers are now joined by 2 million people who read the magazine online. In the City or in Westminster, The Spectator website is the first place to consult for the latest and sharpest political insight.

Our future vision is simple: to protect and project the voice of The Spectator, to pull further ahead of the Fleet Street newspapers in reputation and reach, to reject as false the choice between commercial success and editorial integrity.

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Our writers have no party line; their only allegiance is to clarity of thought, elegance of expression and independence of opinion. Their views range from left to right, their circumstances from high life to low life. None make any pretence at being impartial: our motto is ‘firm, but unfair’.

And it’s not all politics: in our unrivalled books and arts sections, you’ll find witty, authoritative and sometimes caustic reviews of the most important new fiction and non-fiction, exhibitions and shows from the best writers and critics worldwide.

Lionel Shriver  James Forsyth  Isabel Hardman  Katy Balls  Fraser Nelson  Douglas Murray  Mary Wakefield  Toby Young
Brand Reach

- Circulation: 78,323
- Monthly Unique Online Users: 2 Million
- Newsletter Subscribers: 237,443
- Twitter Followers: 208,000
- Monthly Podcast Downloads: 2 Million
- Facebook Followers: 194,000

Total Reach = 5,439,443
Writers & Contributors

The Spectator’s writers & contributors are some of the most followed political commentators in the country.

ANDREW NEIL
Chairman of The Spectator
@afneil (1.1m)

FRASER NELSON
Editor
@FraserNelson (267.1k)

ISABEL HARDMAN
Assistant Editor
@IsabelHardman (167.3k)

JAMES FORSYTH
Political Editor
@JGForsyth (95.4k)

KATE ANDREWS
Economics Correspondent
@KateAndrs (64.3k)

KATY BALLS
Deputy Political Editor
@KatyBalls (37.6k)

TOTAL REACH = 1,731,400
Demographics

- **Gender**
  - Men = 63%
  - Women = 37%

- **AB**
  - 69%

- **ABC1**
  - 91%

- **Age**
  - 43

Readership

- **London & SE**
  - 42%

- **Undergraduate Degrees**
  - 70%

- **C-Suite/Business Owners**
  - 32%

Source: TGI Premier 2021
The Spectator’s position in Westminster means our brand carries real weight with the movers and shakers in Westminster. Our platforms are ideal for amplifying a message among an influential political audience.

Our political Coffee House blog receives over 1.6m page views alone, while our daily email briefings (Evening Blend and Lunch-time Espresso) have a daily readership of over 200,000 and an average open rate of 44%.

The Coffee House Shots podcast, a daily ten minute political briefing from Fraser Nelson, James Forsyth and Katy Balls (and more) has 27,000 average downloads, with key players in the Westminster village tuning in, from Cabinet Ministers to MPs and staffers of all stripes.

We are read ‘on a regular basis’ by a staggering:

- 47% of Cabinet Ministers
- 50% of Conservative MPs
- 44% of all MPs

Our political Coffee House blog receives over 1.6m page views alone

Sources: ABC, Ipsos Mori
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>of our readers are business decision makers</td>
<td>259</td>
</tr>
<tr>
<td>30%</td>
<td>of our readership are C-suite or business owners</td>
<td>235</td>
</tr>
<tr>
<td>23%</td>
<td>of our readership own a property abroad</td>
<td>220</td>
</tr>
<tr>
<td>42%</td>
<td>of our readership have savings and investments of over £250,000</td>
<td>369</td>
</tr>
<tr>
<td>60%</td>
<td>of our readership are in decision making roles within SMEs</td>
<td>209</td>
</tr>
<tr>
<td>90%</td>
<td>of our readership agree that property is a sound investment</td>
<td>126</td>
</tr>
<tr>
<td>16%</td>
<td>of our readership owns 2 or more houses in the UK</td>
<td>180</td>
</tr>
<tr>
<td>50%</td>
<td>of our readership have private health/medical insurance</td>
<td>275</td>
</tr>
<tr>
<td>11%</td>
<td>of our readership have a main property valued over £1 million</td>
<td>649</td>
</tr>
</tbody>
</table>

Source: TGI Premier 2021
58% of our readership intend to buy a car within the next two years
Index: 219

12% of our readership have three or more cars per household
Index: 685

11% of our readership spent at least £40,000 on their last car
Index: 107

16% of our readership own a sports car
Index: 988

11% of our readership are responsible for fleet car decisions
Index: 719

15% of our readership consider advertising and brand image when choosing a car
Index: 243

Source: TGI Premier 2021
Luxury

6% of our readership own a Cartier watch
Index: 871

6% of our readership own a Seiko watch
Index: 786

8% of our readership own a Longines watch
Index: 2488

11% of our readership are heavy champagne drinkers
Index: 672

25% of our readership spend at least £20 on a bottle of wine for special occasions
Index: 743

11% of our readership spend at least £20 on a bottle of wine for everyday drinking
Index: 435

30% of our readership drink whiskey
Index: 208

Source: TGI Premier 2021
Travel

56% of our readership have three or more holidays per year

33% of our readership went on their last holiday with family

3% of Spectator readers’ last holiday was a cruise

34% of our readership fly business class of first class on holiday

84% of our readership are planning to go on holiday in the next 12 months

43% of our readership have been on a day trip to Europe

10% of Spectator readers have been on holiday 4 or 5 times in the last 12 months

40% of Spectator readers spent between £700 and £2000 on their last holiday

Source: TGI Premier 2021
The Spectator is the oldest, continuously published magazine in the English language. The magazine is at the heart of the brand, counting the current Prime Minister of the United Kingdom, Boris Johnson, as its former editor & our readership is at an all-time high.

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
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<tbody>
<tr>
<td>Full page FH</td>
<td>£5,078</td>
</tr>
<tr>
<td>Full page ROM</td>
<td>£4,850</td>
</tr>
<tr>
<td>OBC</td>
<td>£6,222</td>
</tr>
<tr>
<td>IFC DPS</td>
<td>£12,431</td>
</tr>
<tr>
<td>IFC full page</td>
<td>£6,000</td>
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<td>DPS</td>
<td>£10,054</td>
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<tr>
<td>DPS ROM</td>
<td>£9,459</td>
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<tr>
<td>Half page</td>
<td>£3,047</td>
</tr>
<tr>
<td>Half double column</td>
<td>£2,350</td>
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<tr>
<td>Half single column</td>
<td>£1,698</td>
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<tr>
<td>Advertorial</td>
<td>POA</td>
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</table>
Spectator

Editorial Specials

Schools
Our bi-annual educational supplement provides Spectator readers with the latest insight into leading British independent schools and universities.

Christmas Triple
Our perfect bound, glossy Christmas edition which contains additional content and has an increased circulation. The biggest issue of the year, on sale for 3 weeks as opposed to 1.

Money
Our four-page money sections are monthly, and include news, features and regular columns from leading financial journalists.

Travel
Two issues per year which include editorial content on holiday destinations and travel.

Books
Four issues per year which have a bumper books section filled with views, reviews & interviews.
The Spectator is more of a cocktail party than a political party – why not speak directly to the best-read, best-connected and wittiest group of users in the world?

<table>
<thead>
<tr>
<th>Gender</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>male</td>
<td>female</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td>18-24</td>
<td>25-34</td>
</tr>
<tr>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>45-54</td>
<td>55-64</td>
</tr>
</tbody>
</table>

2.3 million monthly unique users
8.5 million monthly page views

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**Rates**

<table>
<thead>
<tr>
<th>Rates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MPU</td>
<td>£21 CPM</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>£25 CPM</td>
</tr>
<tr>
<td>Billboard</td>
<td>£25 CPM</td>
</tr>
<tr>
<td>24-hour homepage takeover (MPU, Billboard, Leaderboard &amp; Skin)</td>
<td>£4,000</td>
</tr>
<tr>
<td>24-hour homepage &amp; coffeehouse takeover (MPU, Billboard, Leaderboard &amp; Skin)</td>
<td>£10,000</td>
</tr>
</tbody>
</table>

Source: Google Analytics 2021
## Newsletters

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Subscribers</th>
<th>Open rate</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lunchtime Espresso:</strong> The day’s must-read for political developments and Coffee House essentials.</td>
<td>110,326</td>
<td>59%</td>
<td>£2,100</td>
</tr>
<tr>
<td><strong>The Best of Coffee House:</strong> a round-up of the best articles from Coffee House from the past week.</td>
<td>110,827</td>
<td>44%</td>
<td>£1,750</td>
</tr>
<tr>
<td><strong>Evening Blend:</strong> an in-depth analysis of the day’s political news.</td>
<td>127,605</td>
<td>56%</td>
<td>£2,000</td>
</tr>
<tr>
<td><strong>Weekly Highlights:</strong> The best of the current magazine, every Thursday morning.</td>
<td>134,597</td>
<td>56%</td>
<td>£2,500</td>
</tr>
<tr>
<td><strong>Arts:</strong> A round-up of the best exhibitions, theatre, film &amp; music.</td>
<td>17,796</td>
<td>59%</td>
<td>£1,000</td>
</tr>
<tr>
<td><strong>Life:</strong> A weekly lifestyle newsletter bringing subscribers the best of style, food, travel &amp; culture.</td>
<td>48,603</td>
<td>54%</td>
<td>£1,500</td>
</tr>
<tr>
<td><strong>Books:</strong> Reviews, interviews and more from our literary editor, Sam Leith.</td>
<td>16,853</td>
<td>65%</td>
<td>£1,200</td>
</tr>
<tr>
<td><strong>Economics:</strong> A weekly newsletter packed with smart ideas for investors.</td>
<td>18,667</td>
<td>61%</td>
<td>£1,000</td>
</tr>
<tr>
<td><strong>The Takeaway:</strong> Monthly newsletter featuring food wine recommendations.</td>
<td>32,639</td>
<td>48%</td>
<td>£1,000</td>
</tr>
</tbody>
</table>

Source: Campaign Mentor
Podcasts

Since 2015 The Spectator has established itself as a front-runner in the British podcast industry. The Spectator’s podcast channel receives around 1.5m downloads each month.

**Coffee House Shots:** instant political analysis from The Spectator’s senior political team.

*Average downloads (per episode): 31,169*

**The Edition:** our flagship podcast featuring discussions and debates on the best features from the week’s edition.

*Average downloads (per episode): 26,689*

**Americano:** delivers in-depth discussions with the best American pundits, presented by Freddy Gray.

*Average downloads (per episode): 20,950*

**Women With Balls:** Katy Balls speak to women at the top of their respective games, about their passions, battles & what makes them tick.

*Average downloads (per episode): 15,946*

**Book Club:** literary interviews and discussions on the latest releases in the world of publishing, from poetry through to physics.

*Average downloads (per episode): 16,657*

**Table Talk:** Lara Prendergast & Olivia Potts talk to a series of celebrity guests about their life story, through the food and drink that has come to define it.

*Average downloads (per episode): 12,953*
Podcasts

**Holy Smoke:** the most important and controversial topics in the world of religion.

*Average downloads (per episode): 14,000*

**Chinese Whispers:** A fortnightly podcast hosted by Cindy Yu on Chinese Politics, society, and more.

*Average downloads (per episode): 18,703*

**Bespoke:** features up to four people (including a Spectator Editorial Chair-person) talking about a topic of the sponsors choosing. Whether it be about politics, society or business, bespoke Spectator podcasts are the first choice for many firms.

*Average downloads (per episode): 17,000*
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