

THE SPECTATOR

MEDIA KIT

THE SPECTATOR

A Note From the Editor

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.



*Our future vision is
simple: to protect and project
the voice of The Spectator*

FRASER NELSON, EDITOR



THE SPECTATOR

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THE SPECTATOR

Introduction

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.

*And it's
not all
politics*



Lionel Shriver



James Forsyth



Isabel Hardman



Katy Balls



Fraser Nelson



Douglas Murray



Mary Wakefield



Toby Young

THE SPECTATOR

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

THE SPECTATOR

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**

THE SPECTATOR

Demographics



GENDER
MEN= 63%
WOMEN= 37%



AB
69%



ABC1
91%



AGE
43

Readership



LONDON & SE
42%



UNDERGRADUATE DEGREES
70%



C-SUITE/BUSINESS OWNERS
32%

THE SPECTATOR

The Spectator in Westminster

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

THE SPECTATOR



Finance · Business · Property

60%

of our readers are business
decision makers

Index: 259

30%

of our readership are C-suite or
business owners

Index: 235

23%

of our readership own a
property abroad

Index: 220

42%

of our readership have savings and
investments of over £250,000

Index: 369

60%

of our readership are in decision
making roles within SMEs

Index: 209

90%

of our readership agree that
property is a sound investment

Index: 126

16%

of our readership owns 2 or more
houses in the UK

Index: 180

50%

of our readership have private health/
medical insurance

Index: 275

11%

of our readership have a main
property valued over £1 million

Index: 649

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Auto

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

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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%

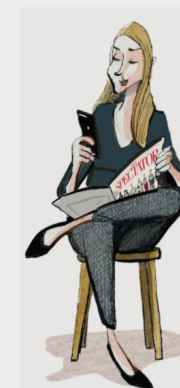
of our readership spend at least
£20 on a bottle of wine for
everyday drinking

Index: 435

30%

of our readership drink whiskey

Index: 208



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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



THE SPECTATOR

Print

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.



Full page FH	£5,078
Full page ROM	£4,850
OBC	£6,222
IFC DPS	£12,431
IFC full page	£6,000
DPS	£10,054
DPS ROM	£9,459
Half page	£3,047
Half double column	£2,350
Half single column	£1,698
Advertorial	POA

THE 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

Digital Display at spectator.co.uk

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?

Gender		
55% male		45% female
Age		
12% 18-24	21% 25-34	17% 35-44
18% 45-54	16% 55-64	19% 65+
2.3 million monthly unique users		8.5 million monthly page views

	Rates
MPU	£21 CPM
Leaderboard	£25 CPM
Billboard	£25 CPM
24-hour homepage takeover (MPU, Billboard, Leaderboard & Skin)	£4,000
24-hour homepage & coffeehouse takeover (MPU, Billboard, Leaderboard & Skin)	£10,000



THE SPECTATOR

Newsletters

Newsletter	Subscribers	Open rate	Cost
Lunchtime Espresso: The day's must-read for political developments and Coffee House essentials.	110,326	59%	£2,100
The Best of Coffee House: a round-up of the best articles from Coffee House from the past week.	110,827	44%	£1,750
Evening Blend: an in-depth analysis of the day's political news.	127,605	56%	£2,000
Weekly Highlights: The best of the current magazine, every Thursday morning.	134,597	56%	£2,500
Arts: A round-up of the best exhibitions, theatre, film & music.	17,796	59%	£1,000
Life: A weekly lifestyle newsletter bringing subscribers the best of style, food, travel & culture.	48,603	54%	£1,500
Books: Reviews, interviews and more from our literary editor, Sam Leith.	16,853	65%	£1,200
Economics: A weekly newsletter packed with smart ideas for investors.	18,667	61%	£1,000
The Takeaway: Monthly newsletter featuring food wine recommendations.	32,639	48%	£1000

THE SPECTATOR

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**



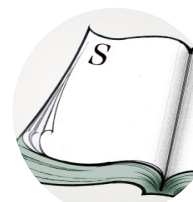
Women With Balls: Katy Balls speak to women at the top of their respective games, about their passions, battles & what makes them tick.

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



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

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



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**



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

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



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**

THE SPECTATOR

Podcasts



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

Average downloads (per episode): 14,000



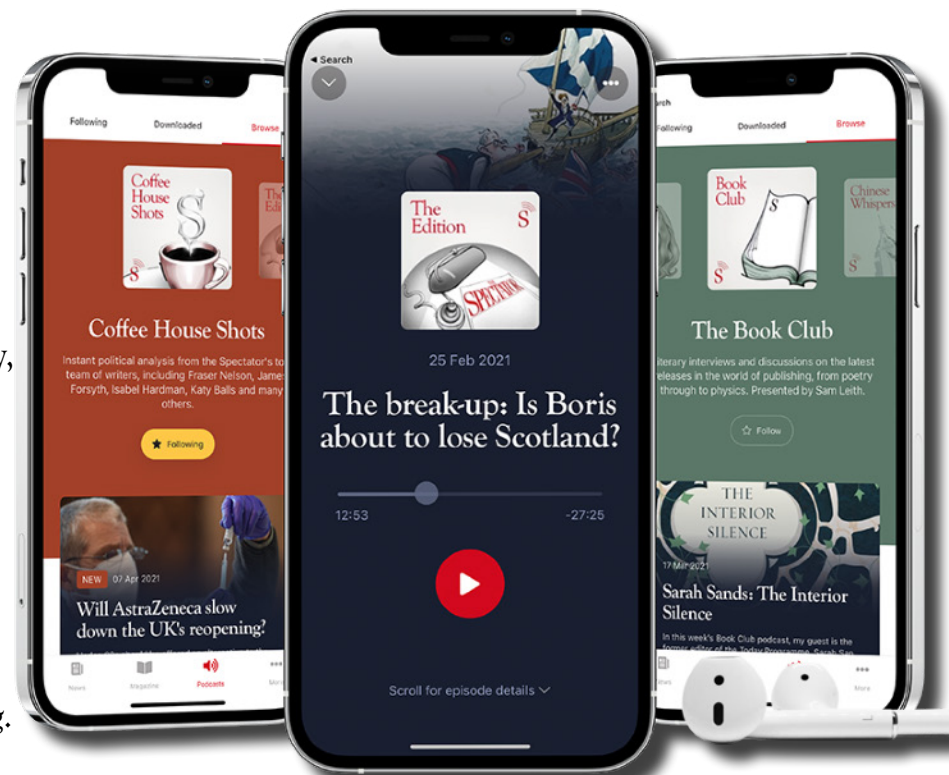
Chinese Whispers: A fortnightly podcast hosted by Cindy Yu on Chinese Politics, society, and more.

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



THE SPECTATOR

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