

# THE SPECTATOR

EST. 1828

## Media kit

2025





## A note from the editor

*The Spectator* is the most influential magazine in Britain. With nearly 100,000 subscribers, we reach the country's most important decision-makers, thought leaders and influencers and shape the national debate. We provide the best and most insightful writing on politics, global affairs, culture and lifestyle anywhere in the English-speaking world. Wit, insight, and elegance of expression are our hallmarks.

Our website, podcasts and newsletters reach more than two million people every week and make the weather in Westminster, Whitehall, the City and academia. We break the big political stories and provide the most authoritative analysis of current events.

*The Spectator* is growing – recruiting brilliant young writers, providing more news and more in-depth commentary, bringing news-making interviews to a wider audience and telling the truth fearlessly.

*Michael Gove*

EDITOR

# Our story

Always at the heart of current affairs and Westminster

1828

The first issue is published.

**Mission statement:**

'The principal object of a newspaper is to convey intelligence. It is proposed in *The Spectator* to give this, the first and most prominent place, to a report of all the leading occurrences of the week. In this department, the reader may always expect a summary account of every public proceeding, or transaction of interest, whether the scene may lie at home or abroad.'

1861

The magazine becomes the only UK publication to **back the north** against the slave-owning south in the American Civil War. Almost goes bust as a result.



1957

Campaigns for the **decriminalisation of homosexuality** – again, against most of the British press (we're later dubbed 'The Bugger's Bugle' by the *Sunday Express*).



2013

Announces that the magazine will not sign up to **state press regulation**, even if this means breaking the law.



2016

Comes out in support of **Brexit** and publishes its butterfly cover – one of the most widely recognised images of the referendum.



2021

Sales overtake *The Guardian*.

2024

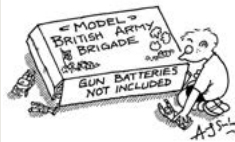
Celebrates the 40th anniversary of *The Spectator* **Parliamentarian of the Year Awards**. The awards are regularly attended by sitting prime ministers, leaders of the opposition and MPs.

2018

Hosts **sold out event** at the London Palladium, the only publication to do so.

1906

Forms its own 'army' – The Spectator Experimental Company, funded by readers' donations. The model was later used to set up the Territorial Army.



1831

Plays an active role in the 'great business' of reforming parliament, which led the next year to the Great Reform Act.

1975

Argues for a 'No' vote in the **referendum** on the European Community.



2007

22 Old Queen Street becomes home.



2012

The **Evening Blend** is launched. It is now the UK's most read politics newsletter, with more than 156,000 subscribers.

2015

**Coffee House Shots** is launched. Originally meant to run just for the election, the daily podcast was so successful it was made permanent.

The term '**virtue-signalling**' is coined – one of the many terms invented by *Spectator* writers and now used across the world ('the Establishment' is another).

2020

Becomes the first magazine in the world to publish a **10,000th issue**.



**Spectator TV** is launched. It now has more than 440k+ subscribers.

2024

**OQS MEDIA**

OQS Media, owner of UnHerd, acquires *The Spectator* and *Apollo* magazine in record-breaking sale.

2024

Leads the charge to prevent foreign state ownership of the British press – resulting in a new law.

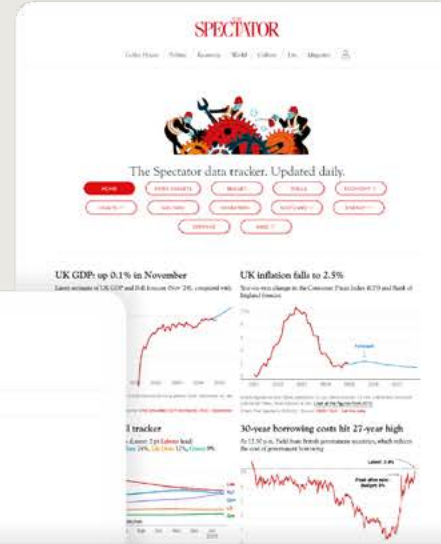
# Our belief is always to innovate

Digital has transformed *The Spectator*

1m+  
graphs viewed  
/month

## The Spectator data hub

Launched in 2020 at the height of the Covid pandemic and curated daily to contain all major metrics shaping UK public debate.



440k+  
YouTube  
subscribers

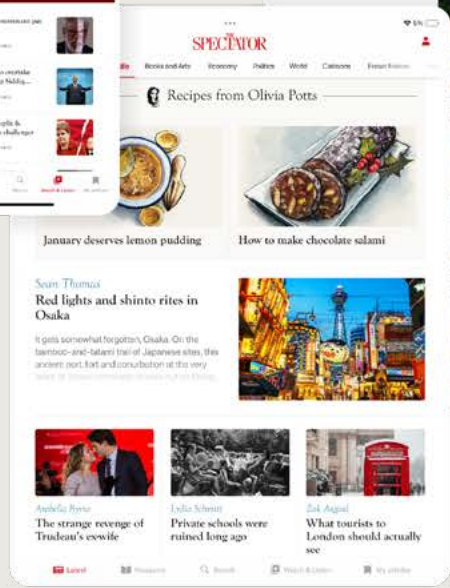
## Spectator TV

Daily shows including *The View from 22*, *Americano*, *Coffee House Shots*, exclusive interviews, and *The Week*, hosted by *Spectator* writers.



## Podcasts

Coffee House Shots  
64m  
all-time downloads  
passed this year



## Spectator.co.uk

Updated throughout the day, 7 days a week. It is now the fastest website of any comparable publication.

65k  
average  
monthly  
users

App  
Used by more  
than half of our  
active subscribers.

2.2m  
monthly users\*

Evening Blend  
156k+  
subscribers with a  
44% open-rate. The UK's  
most-read politics email

Newsletters  
Evening Blend launched in 2012. We now have 12 editorial emails covering politics, economics, food and drink, books and most recently, property.

\*In 2024

# How we reach our audience

One weekly magazine, several platforms



**Social media**  
**5.5m+**  
 video views /month  
**1.6m+**  
 followers across all social platforms



**Podcasts**  
**13.3m**  
 Total downloads across 10 podcasts\*

**SPECTATOR TV**  
**29m+**  
 YouTube views\*



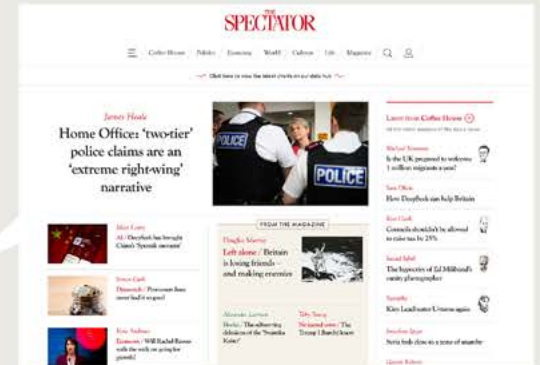
**App**  
**7.4m**  
 monthly pageviews\*



**Subscriptions**  
**97k**  
 across print and digital



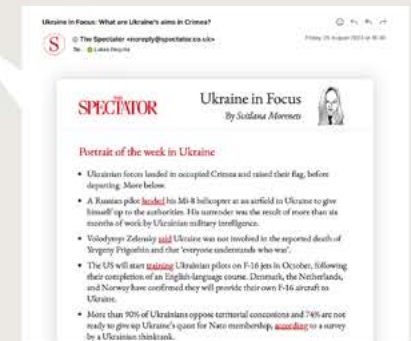
**Spectator.co.uk**  
**7.3m**  
 monthly pageviews\*



**Newsletters**  
**944k+**  
 sign-ups across all editorial emails with an **average open-rate of 51%**



**Events**  
**8k+**  
 attendees\*



\*In 2024

# Who are our readers?



**33%**  
Spectator readers are more likely than the general population to have a **degree** or higher<sup>4</sup>

**C-suite**  
Index 248<sup>3</sup>

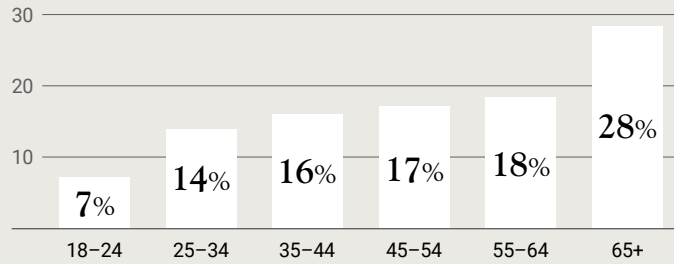
**57%**  
are business decision makers<sup>3</sup>  
Index 231

**22%**  
have an **income** higher than the national average<sup>5</sup>

**£1m+**  
Our readers have savings or investments over £1m<sup>3</sup>  
Index 359

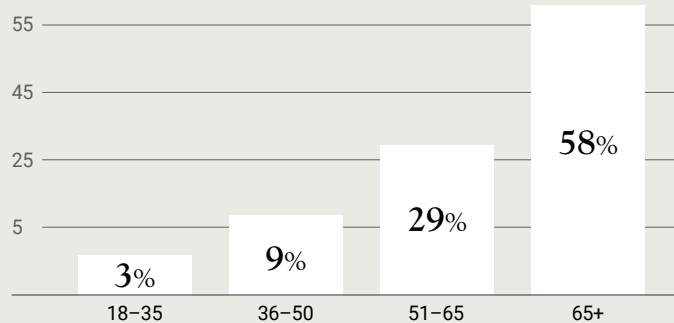
## Age distribution of Spectator website users

Includes anonymous users, registered users and subscribers  
Source: Google Analytics



## Age distribution of Spectator print readers

Based on a survey of readers who subscribe to the magazine<sup>2</sup>



## Reader quotes...

'It's still the best written and most amusing magazine that exists'

'Of the twelve (or so) periodicals I take, it's been my fave for 30 (or so) years'

'Stimulating, especially if I disagree with a columnist!'

## Interests/lifestyle



### Finance<sup>2</sup>

- 41%** work with financial advisers, and/or would be open to learning about financial products or services through our magazine/website/app
- 20%** actively seek out information on investments, property
- 29%** are interested in financial planning or wealth management services



### Entertainment<sup>2</sup>

- 72%** prefer books for entertainment
- While:
  - 62%** subscribe to Amazon Prime
  - 58%** subscribe to Netflix
  - 27%** subscribe to Apple TV



### Watches<sup>1</sup>

- 59%** own a luxury watch
- Of this, own:
  - 16%** Omega
  - 11%** Rolex
  - 5%** Cartier
- 11%** own a smart watch



### Tech<sup>2</sup>

- 72%** purchase the latest technology twice a year
- 45%** are willing to invest in technology products that enhance their lifestyle



### Health<sup>3</sup>

- 40%** index 249 have private health or medical insurance
- 52%** index 233 belong to a sports club



### Property<sup>3</sup>

- 30%** index 252 own a property abroad
- 26%** index 254 own two or more UK houses



### Travel

- 17%** index 724 have flown first class in 2024<sup>3</sup>
- 33%** index 219 have been on a day trip to Europe<sup>3</sup>
- 70%** take at least two holidays a year. Of those who do, **42%** stay in **boutique hotels**<sup>1</sup>



### Car<sup>2</sup>

- 25%** are interested in luxury/high performance vehicles
- Purchase frequency:
  - 28%** every five years
  - 12%** every two years
- 30%** drive SUV



### Drink<sup>3</sup>

- 63%** index 232 drink champagne
- 55%** index 216 drink Whisky
- 63%** index 232 collect wine

1 Source based on a survey of 750+ readers  
 2 Source based on a survey of 1500+ readers  
 3 Source TGI, 2024  
 4 Based on subscriber postcode and the Census  
 5 Based on subscriber postcodes mapped to income data for England and Wales

# Spectator events

## Why work with *The Spectator*?

*The Spectator* has consistently organised the most insightful, interesting and in-demand events in Westminster and beyond. Our events draw on our writers and wider Rolodex to bring together the best people to the table.

We have worked closely with business leaders, corporates and other partners to elevate policy issues, convene exceptional audiences, spark new debates and – where necessary – ruffle some feathers.

From roundtables to awards ceremonies, our in-house events team prides itself on delivering exceptional quality events – no matter the size.

100+  
events /year

8k+

attendees in 2024

800+

VIP contact details and relationships from the world of politics, business, industry and the arts

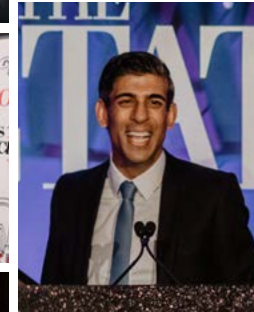
%

MP guests at  
*The Spectator*  
Parliamentarian of  
the year awards 2024



## Signature projects

- *The Spectator* Economic Innovator Awards
- *The Spectator* summer party
- Coffee House Shots Live
- *The Spectator* subscriber tea party
- *The Spectator* at Conservative Party Conference
- *The Spectator* at Labour Party Conference
- 22 Old Queen Street evening salons
- *Spectator* club wine tastings



ECONOMIC INNOVATOR  
OF THE YEAR AWARDS

Summer Party

PARLIAMENTARIAN  
OF THE YEAR AWARDS

Our  
networking  
events

Since our formation in the coffee houses of 18th-century London, *The Spectator* has always believed in the power of getting the right people together in the right room.

Nothing captures this better than our annual Summer Party, which brings together the movers and shakers in Westminster and beyond. Where else can you find Rachel Reeves alongside Piers Morgan and Nigel Farage? Jordan Peterson in the same room as Emily Maitlis? Or Wes Streeting and Angela Rayner hobnobbing with their Conservative predecessors?

Other high-calibre events in our calendar include our Parliamentarian of the Year Awards, which brings together the great and good of Westminster – and makes them squirm in their seats.

But perhaps the most fruitful discussions are those that take place in private, through the dozens of roundtables, high-level panel events, salons and drinks receptions we host each year.

Meanwhile, our annual Innovator of the Year Awards has raised the profile of British businesses that channel that coffee house spirit of creativity, insight and optimism.



**‘The Innovator awards have consistently unearthed hidden gems’**

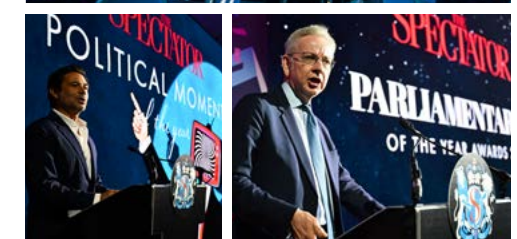
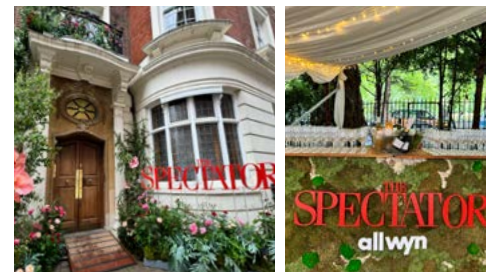
Clive Bawden,  
founder and director of Governance360

**‘An unmissable event on the social and political calendar’**

New York Magazine,  
2024

**‘It’s a brilliant event and there’s a proper range of politicians from across the political spectrum’**

Politics at Jack and Sam’s Podcast,  
Sky News/Politico, 2024





# Our consumer events

From our live podcasts and debates, to parties and wine clubs, our events bring together thousands of our friends, readers and subscribers each year.

Our live editions of the Coffee House Shots andAmericano podcasts have hosted top-tier speakers, while our annual Budget Briefings combine the sharpest political and financial analysis with questions from our highly informed audience.

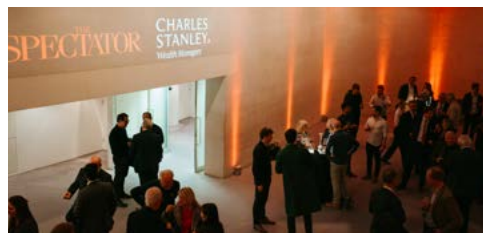
Our specialist policy summits – which have tackled topics including the NHS, the future of defence, and net zero – have brought together the highest calibre of speakers from Whitehall and the business world. We seek to hold discussions that are provocative but not polemical, with our guests chosen for their insight and intelligence, rather than their ability to toe the party line.

Beyond politics, our ‘In Conversation’ events have hosted some of the world’s most in-demand thinkers. Meanwhile, our annual carol service (at St Bride’s, Fleet Street) and wine clubs (at Old Queen Street) have become fixtures in the diaries of our readers.



## The Spectator Post-Budget Briefing

The annual Post-Budget event invites readers to listen as the *Spectator* team dissect the chancellor’s budget. The discussion is followed by a Q&A and a G&T – or two. Sponsors have the opportunity to join the panel and benefit from a branded promotional campaign.



## The Spectator’s Americano Live

Our sell-out live podcasts attract a highly engaged *Spectator* reader. Each event is promoted through an in-house marketing campaign using our print, digital and social channels. All shows are then uploaded to our YouTube channel with over 440k subscribers.



## A Greener Future for the North

*Spectator* summits bring together industry experts, academics and MPs to discuss the topics that matter to you. We offer partners co-branding opportunities on pre- and post-event marketing, client representation on the panel and invitations for the sponsors staff and clients.



# Spectator newsletters

Politics, news  
and analysis

283k+  
unique active email address  
across editorial emails

51%  
average  
open-rate

944k+  
sign-ups across  
12 editorial emails

5%  
average  
click-through rate

Culture  
and lifestyle



**Lunchtime espresso** | 133k+

The day's must-read for politics, world news and current affairs in a digestible roundup



**Best of Coffee House** | 169k+

Our website's top ten articles as chosen by our editors



**Evening blend** | 156k+

In-depth political analysis from Isabel Hardman



**Economics** | 63k+

Kate Andrews's weekly guide to money, investing and the economy



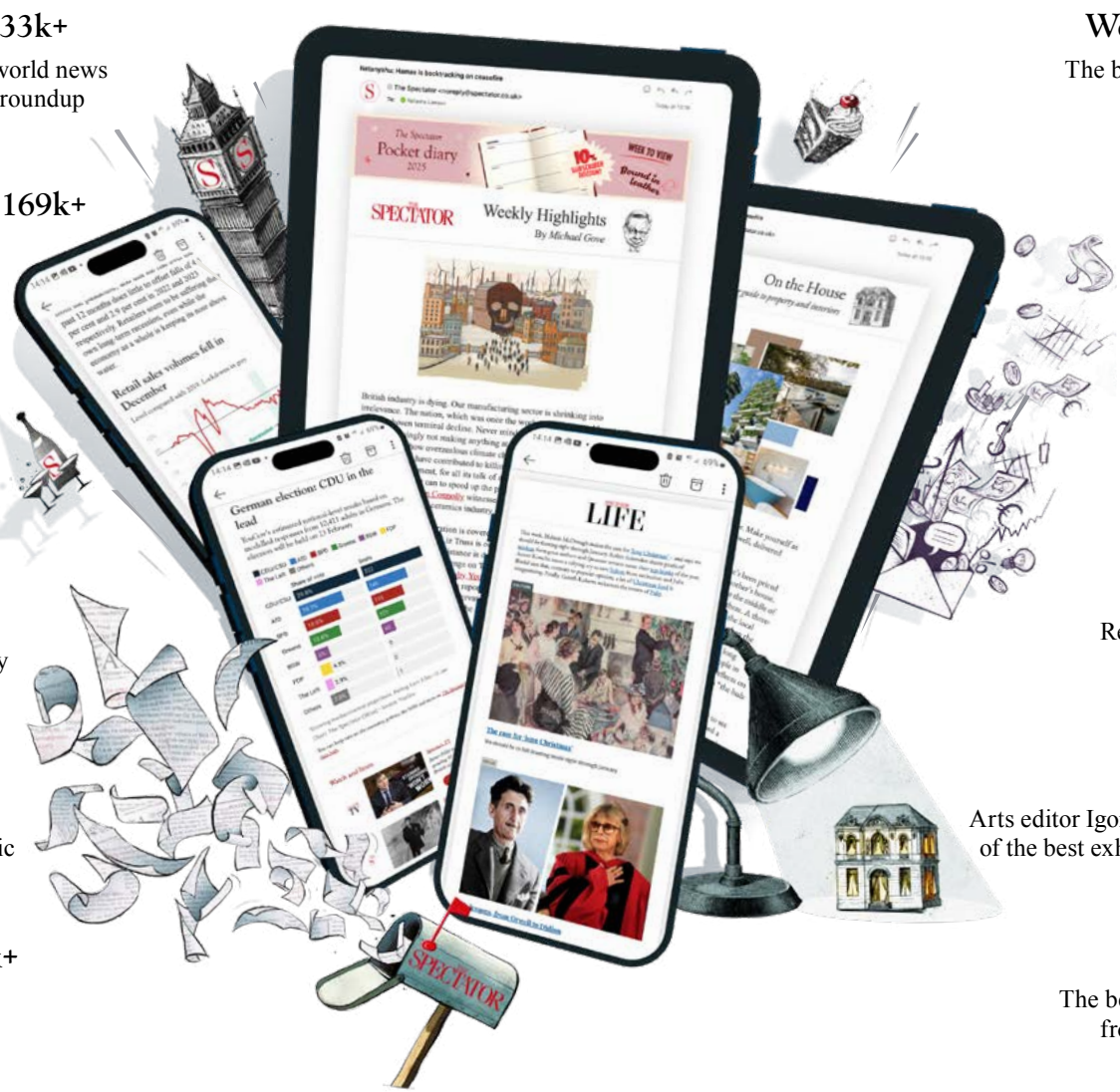
**Americano** | 44k+

Freddy Gray covers all the news and gossip from across the Atlantic



**Ukraine in Focus** | 21k+

Svitlana Morenets on the latest developments from Ukraine



**Weekly highlights** | 193k+

The best of the current magazine issue, every Thursday morning



**Life** | 53k+

Culture news, food, drink, entertainment and travel



**On the House** | 22k+

*The Spectator's* guide to property and interiors



**Books** | 27k+

Reviews, interviews and more from our literary editor Sam Leith



**Arts** | 26k+

Arts editor Igor Toronyi-Lalic's weekly round-up of the best exhibitions, theatre, dance and music



**The Take Away** | 41k+

The best of food and drink, plus recipes from The Vintage Chef Olivia Potts



# Spectator broadcast

## Podcasts

The *Spectator* releases at least one podcast every day, seven days a week. Our shows cover topics from British and American politics to world affairs, from religion and literature to food and lifestyle.

13.3m

Total downloads 2024

1.1m

Average monthly listens across x10 podcasts

7.3m

Coffee House Shots listens in 2024

64m

Coffee House Shots all-time listens

1.1m

Americano listens 2024

**Coffee House Shots**  
Daily show from *The Spectator's* politics team covering Westminster and the biggest international stories. Hosted by Michael Gove, Katy Balls and James Heale.



**The Book Club**  
Sam Leith interviews authors and literary figures. Previous guests include Jonathan Coe, David Baddiel, Ariane Banks, Hadley Freeman, Caitlin Moran and Lee Child.



**Women With Balls**  
Katy Balls speaks to women at the top of their games. Guests include Sophie Winkleman, Joan Collins, Elif Shafak, Ruby Wax, Prue Leith, Nimco Ali and Maureen Lipman.



**Table Talk**  
Lara Prendergast and Olivia Potts interview guests about their life and love of food. Past episodes include Noble Rot's Alex Jackson, Myleene Klass and director Paul Feig.



**Americano**  
Freddy Gray keeps listeners up-to-date with American politics and cultural affairs.



**Holy Smoke**  
The most important and controversial topics in world religion. Presented by Damian Thompson.



**The Edition**  
Lara Prendergast and William Moore invite guests to discuss what's in this week's magazine.



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

## Sponsorships, partnerships and bespoke opportunities

All our regular shows are available for sponsorship and in-broadcast messaging. We also offer the opportunity to work together to create bespoke content that covers topics important to you – and to us.

Previous partners include Drax, Lloyds, Charles Stanley, McDonald's, Bill and Melinda Gates Foundation, Smart Energy GB, National Gas and Fujitsu.



## Video

SpectatorTV publishes one episode per day Monday-Saturday, with an omnibus episode of our best bits from the week on Sunday. We cover latest news, cultural commentary, economic analysis, and host exclusive interviews.

2.3m

Average views /month

2.8m

Total watched hours in 2024

440k

YouTube subscribers

29m

Views in 2024

4.5m

Viewers in 2024

## SPECTATOR TV



### Spectator originals

SpectatorTV publishes Monday to Saturday, with an omnibus episode on Sunday. We cover breaking news, cultural commentary, economic analysis, and host exclusive interviews.

### Exclusive interviews

Interviews with high-profile guests including Liz Truss's first interview since leaving No. 10, Javier Milei from his presidential palace and Piers Morgan on Donald Trump.



### The View from 22

Our cultural commentary show delves into all those trending - and important topics, from the royals to immigration, women's and transgender rights, to British farming, *Strictly Come Dancing* and Taylor Swift.

### Filmed podcasts

All the political news, commentary and analysis from our podcasts to the screen.



### Filmed live events

Live recordings from our consumer and sponsored events.

## Featured guests

- Douglas Murray
- Jordan Peterson
- John Mearsheimer
- Piers Morgan
- Javier Milei
- Megyn Kelly
- Boris Johnson
- Fareed Zakaria
- Tim Spector
- Nigel Farage
- Bridget Philipson
- Ayaan Hirsi Ali
- Mary Beard
- David Baddiel
- Dominic Sandbrook

# Partner with us

You'll be in good company



drax

BAE SYSTEMS



THE ROYAL SOCIETY



CHARLES STANLEY  
Wealth Managers

DIAGEO

NETFLIX

allwyn

Lilly



Uber

RATHBONES



SIEMENS

FUJITSU

Paramount

# Rates All open-rate % average from 2024

## Print

Full page	210x276mm	£5,078
Full page ROM	210x276mm	£4,850
OBC	210x276mm	£6,222
IFC DPS	420x276mm	£12,431
IFC Full page	420x276mm	£6,000
DPS	420x276mm	£10,054
DPS ROM	420x276mm	£9,459
Half page	185x125mm	£3,047
Half double column	122x125mm	£2,350
Half single column	125x59mm	£1,698
Full single column	59x250mm	£2,350
Advertorial	--	POA

## Special issues

Available for sponsorship and display ads

Spectator Schools	32-page bi-annual guide to schools and universities. March and September
Books of the year	Bumper books section filled with the latest book reviews and author interviews

## Digital display

MPU	£21 CPM
Leaderboard	£25 CPM
Billboard	£25 CPM
24-hour homepage takeover (MPU, Billboard, and Leaderboard)	From £4,000

## Newsletters

	Sign ups	Open rate	
Lunchtime Espresso	133k+	48%	£2,100
The Best of Coffee House	169k+	44%	£2,100
Evening Blend	156k+	44%	£2,100
Weekly Highlights	193k+	42%	£2,500
Arts	26k+	53%	£1,000
Life	53k+	52%	£1,500
Books	27k+	54%	£1,200
Economics	63k+	43%	£1,650
The Take Away	41k+	53%	£1,250
Americano	44k+	64%	£1,250
On the House	22k+	61%	£1,000

## Podcasts

	Monthly download	Frequency	Monthly tenancy
Coffee House Shots	620k+	Daily	£14,650
Americano	161k+	2/week	£4,185
The Edition	80k+	1/week	£4,185
Women With Balls	20k+	1/fortnight	£2,550
The Book Club	53k+	1/week	£3,250
Chinese Whispers	59k+	1/fortnight	£3,060
Holy Smoke	22k+	1/fortnight	£3,450
Table Talk	18k+	1/fortnight	£2,450
Bespoke podcast	--	--	£23,750

Prices are for pre and post roll pre-recorded message up to 30 seconds and subject to editorial approval

## SpectatorTV – host read subject to editorial approval

Spectator originals	318k average views /month	£14,950 rate /month
The View from 22	180k average views /month	£9,150 rate /month

## Events

Private curated events	Starting from £20k
Events supported by cross-platform marketing campaign	Starting from £25k

# What makes us different

## Brand consistency

*The Spectator* stands for intelligence, humour, irreverence, originality and diversity of opinion. Our values are projected throughout the magazine, broadcast shows and our sell-out events.

## Innovation

A culture of journalistic entrepreneurs at the centre of a nimble organisation driving new ways to serve our subscribers.

## Unrivalled growth

*The Spectator* saw subscriptions double in a magazine market that fell by two-thirds. We overtook *The Guardian* in 2021.

## Collaboration

Our business model is unique and is based on close collaboration between commercial, events and editorial, ensuring brand cohesion with our partners.

## Integrity

Our research team applies the most robust pre-publications scrutiny on Fleet Street – mindful that it matters more than ever that readers can trust the facts they read.

## Relevance

Britain's most influential magazine, with analysis read, and listened to by those who run the country and those who advise them. Found in Buckingham Palace and Wetherspoons.

## Digital success

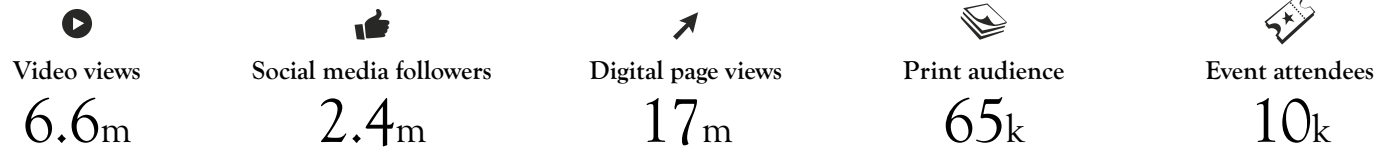
A renowned print magazine taken by 55% of subscribers. However, 80% of our subscribers read our digital daily, non-magazine content.

## Heritage

The world's longest consciously running weekly, influential for almost 200 years, going against the grain to stand by its beliefs; from playing active roles in reforming parliament in 1831 to leading the charge to ensure British press could never fall into the hands of foreign state owners in 2024.



# Part of the most influential publishing group in the UK



One of the world's oldest and most respected magazines on the visual arts. It covers everything from antiquities to contemporary work, as well as the latest news; exclusive interviews with collectors and artists; expert information on the market, and reviews and previews of exhibitions worldwide.

Est 1925

30k+ readership	4k+ subscribers
94k+ social media following	462k+ online monthly page views
98k+ unique monthly web users	22k+ newsletter sign ups



The world's longest running and most influential publication in the English language. Providing independence of opinion, elegance of thought and the sharpest analysis from Britain's best writers, critics and cartoonists. Our writers have no party line, their views range from left to right; their circumstances from high life to low life.

Est 1828

97k+ subscribers	60k+ print audience
1.6m+ social media following	7m+ online monthly page views
7m+ app monthly page vews	8k+ event attendees in 2024



Synonymous with quality independent thinking. As the name implies, UnHerd's writers challenge herd mentality of any kind. UnHerd has taken off beyond our wildest dreams; we now have one of the biggest audiences of highly influential readers of any outlet in the UK.

Est 2017

20k+ subscribers	2m+ unique users
768k+ social media following	2.6m+ online monthly page views
500k+ app monthly page views	2k+ event attendees in 2024

The Spectator has had a unique influence among our countrymen: an influence won by no catchpenny arts but by moral and intellectual candour. Esto perpetua.

JOHN BUCHAN, *novelist and former assistant editor of The Spectator, July 1928*



## Get in touch

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🎵 thespectatormagazine

@spectator1828

📺 @spectatorTV

Spectator.co.uk



The Spectator app

Scan to download