

THE SPECTATOR



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?'

the facts

- **1.8m+**
Monthly unique users (Google Analytics)
- **460k**
Monthly unique users (comscore)
- **5.2m**
page impressions
- **15,335**
digital subscribers (ABC figures Jun-Dec 2015)

The above figures are a six-month average.

*Source: Google Analytics and comscore





the demographic

- **53**
average age
- **£100K+**
average salary
- **£1 million**
average net worth
(excluding property)
- **47%**
of users are of CEO,
CFO, Director level
- **83%**
AB
- **39%**
C-suite
- **64%**
work in the private sector
- **74%**
say art and culture is
very important to them
- **92%**
would pay more
for quality service
- **22%**
own wine cellars

*Source: The Spectator Reader Survey 2014

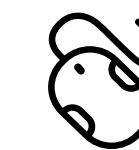


the platforms



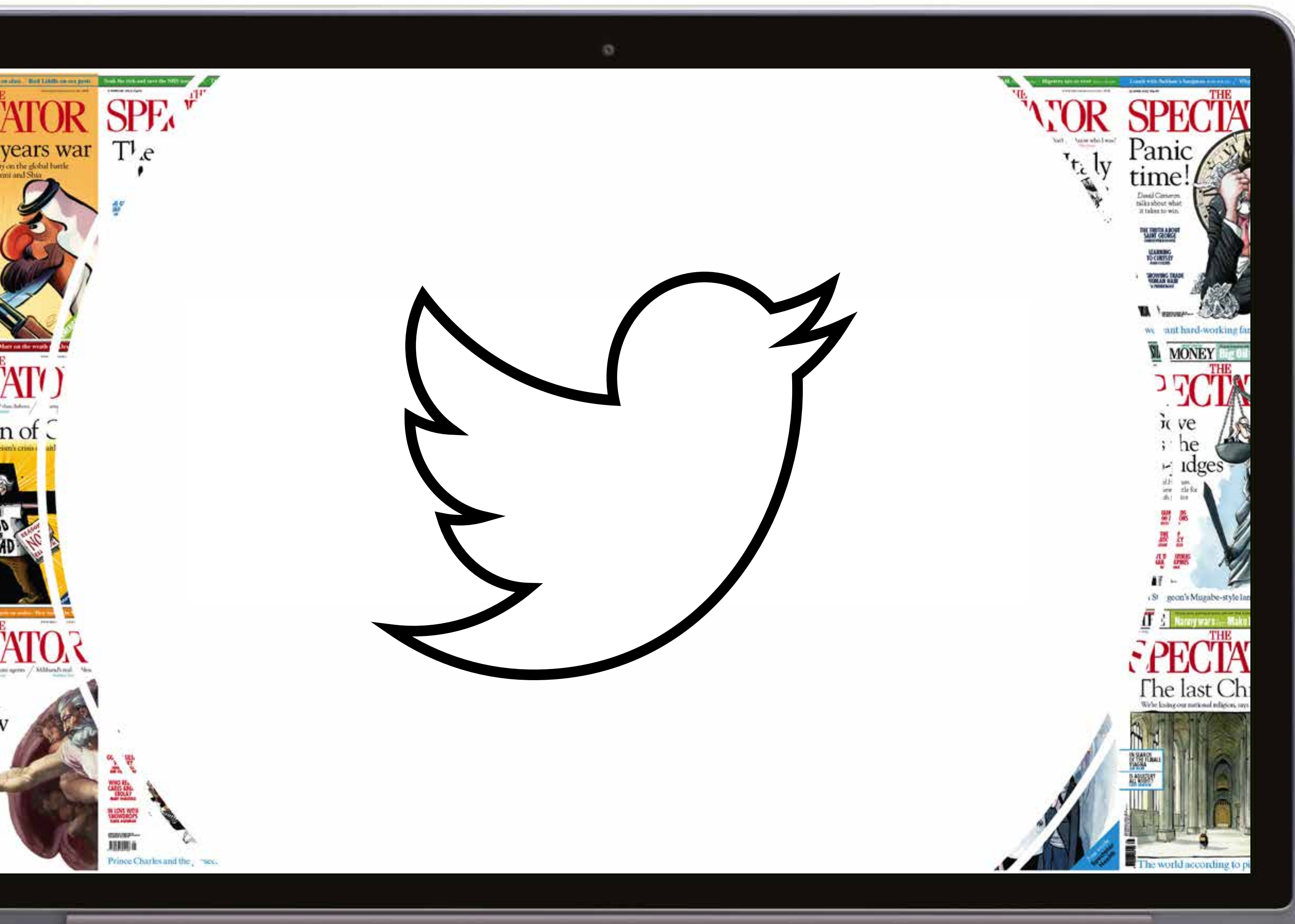
Online platforms

- Spectator Home Page
- Coffee House
- Culture House
- LIFE
- Health



Email newsletters

- Spectator Club
- Evening Blend
- Lunchtime Espresso
- Culture House
- Spectator LIFE
- Solus email



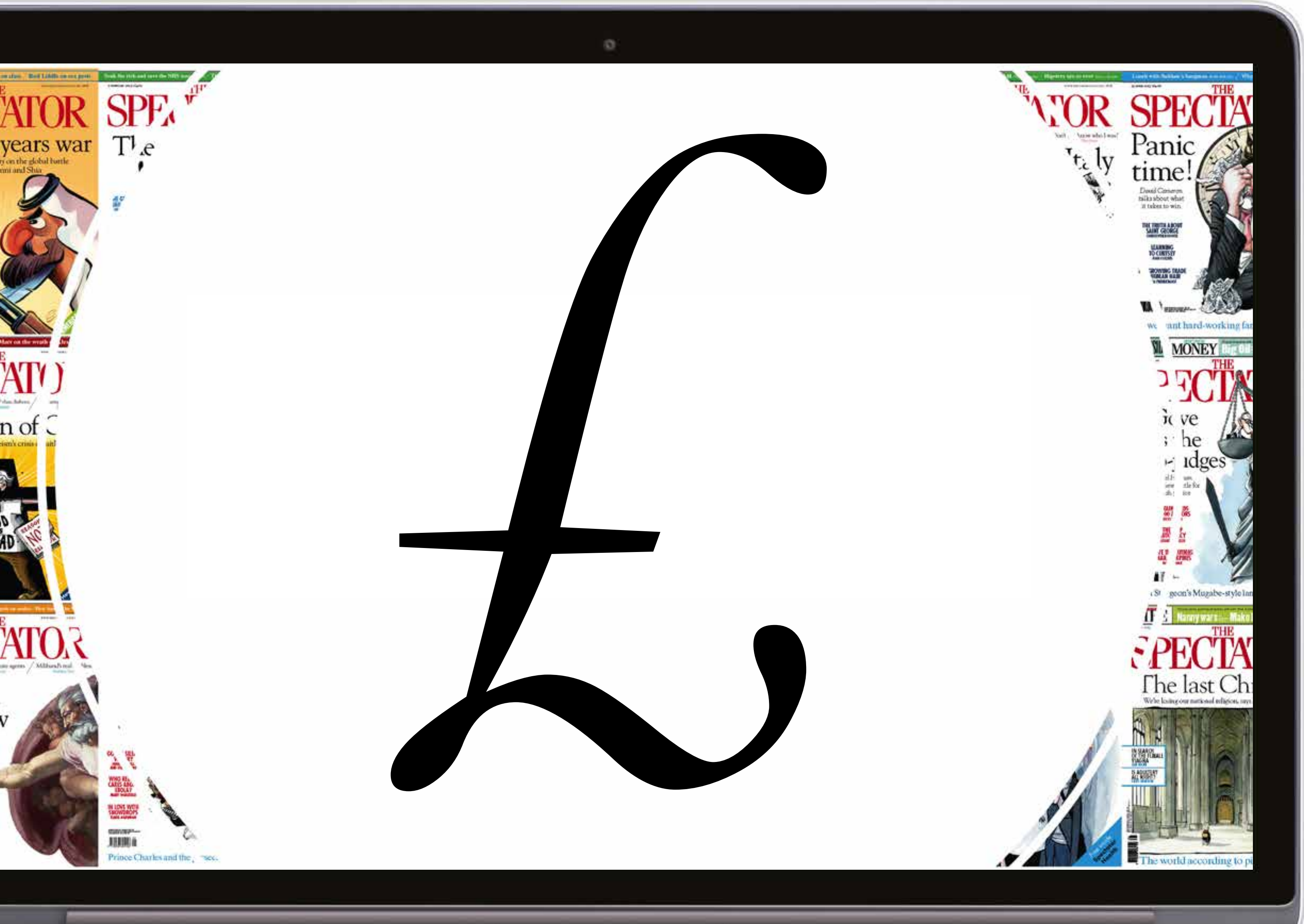
the social media



- **77k+**
Spectator followers
- **421k+**
Andrew Neil followers
- **122k+**
Fraser Nelson followers
- **620k+**
total Twitter reach



- **105k**
likes



£

the rates

- Billboard (970x250px) **£50 CPM**
- Double MPU (300x500px) **£57 CPM**
- Leaderboard (728x90px) **£40 CPM**
- MPU (300x250px) **£47 CPM**



A meeting with my old teacher

Melvyn Bragg

LATEST



Why we need to talk about theocracy

Theo Hobson

David Cameron is right to speak against religious extremism, even if it claims not to support violence. But what exactly...

[Continue reading](#)

MAGAZINE



The enemy's enemy: how Arab states have turned to al-Qa'eda

Ahmed Rashid

Fear has driven the Arab states to support the West's great enemy



the podcast/app



10,075

active users

- On iPad, iPhone, Android mobiles and tablets and Kindle Fire
- All content from the magazine as well as access to Coffee House and podcasts
- On iPad, mobile and Android

Cost: £1,500 per week, £4,000 month sponsorship

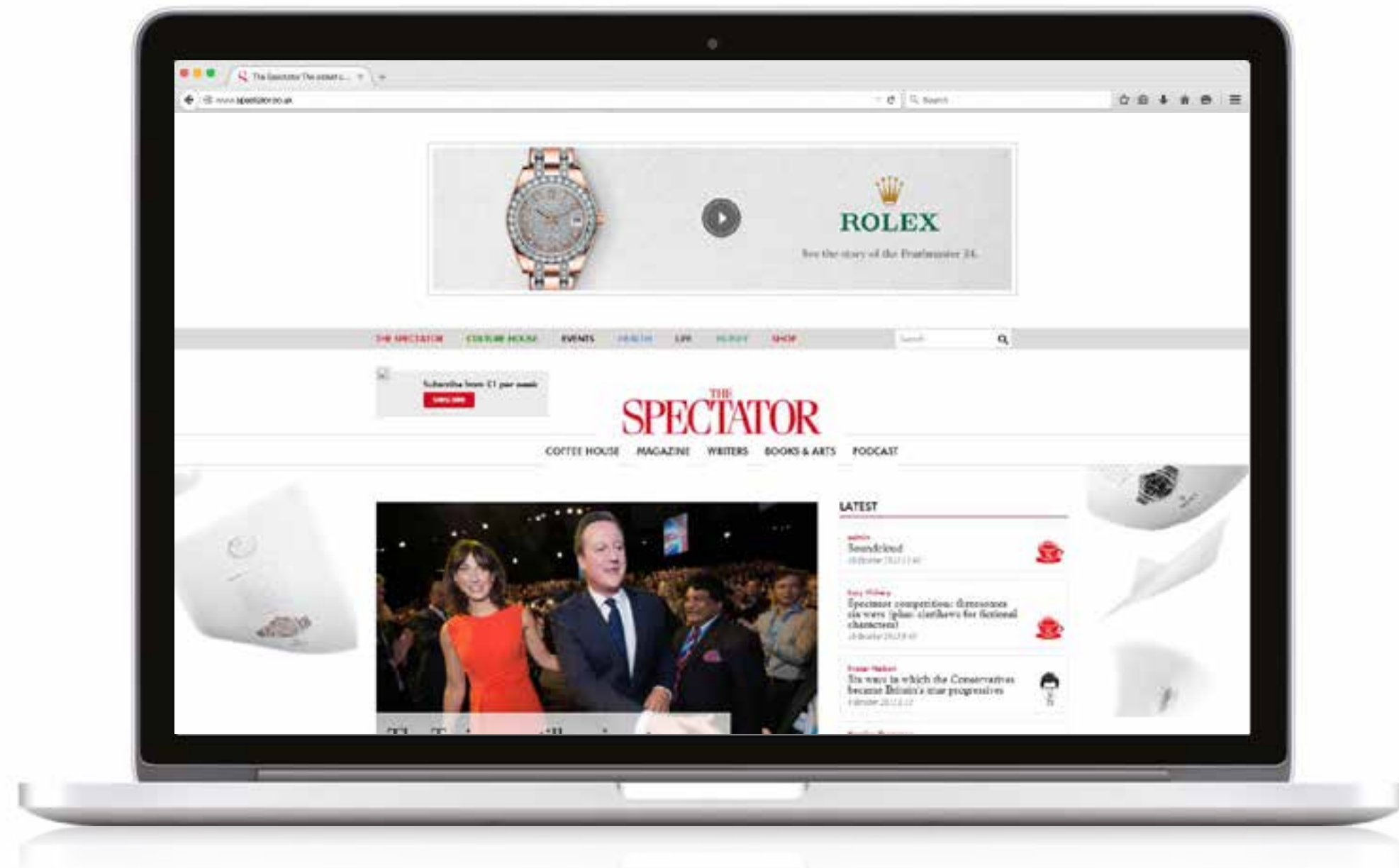


40,000

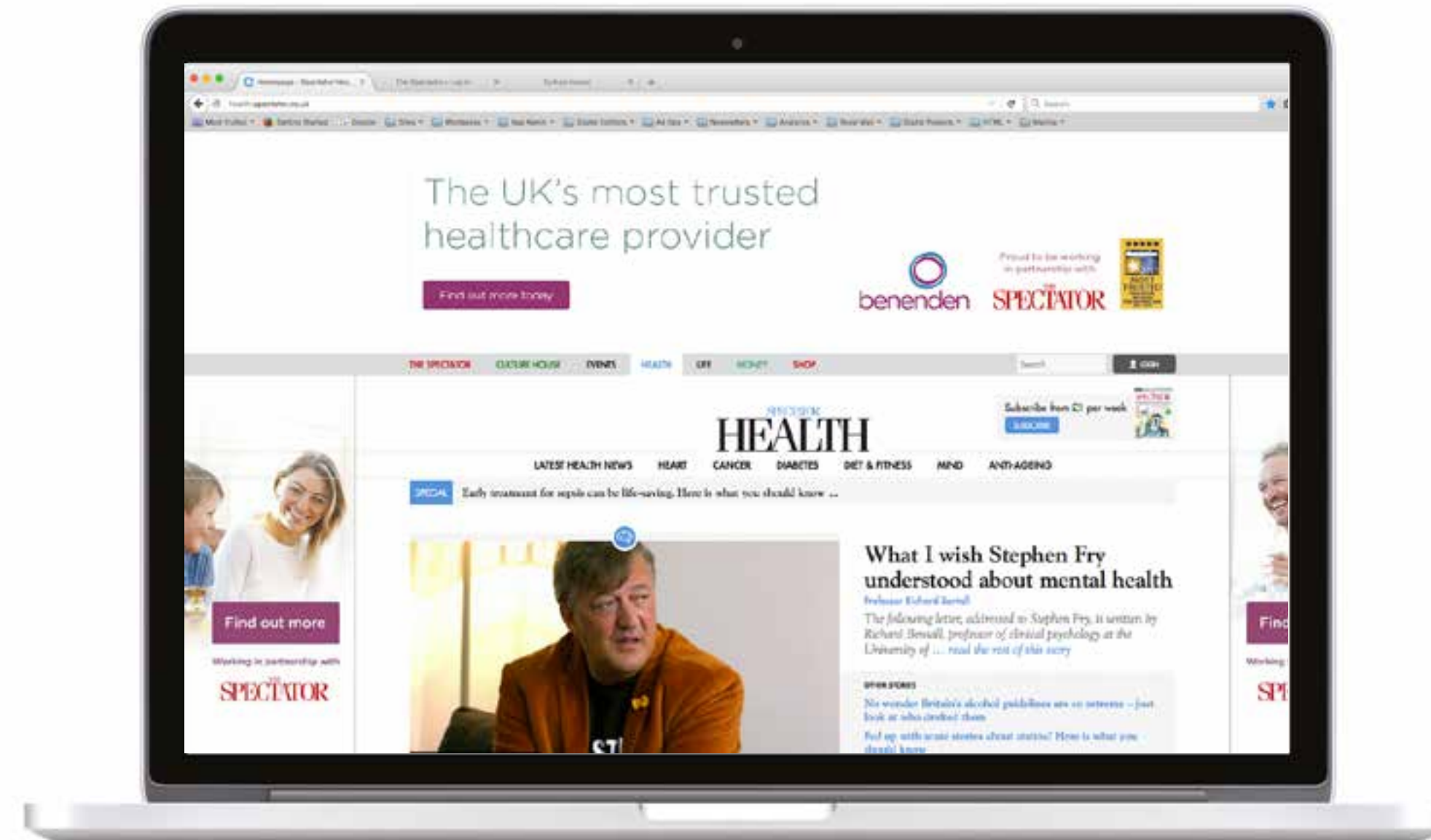
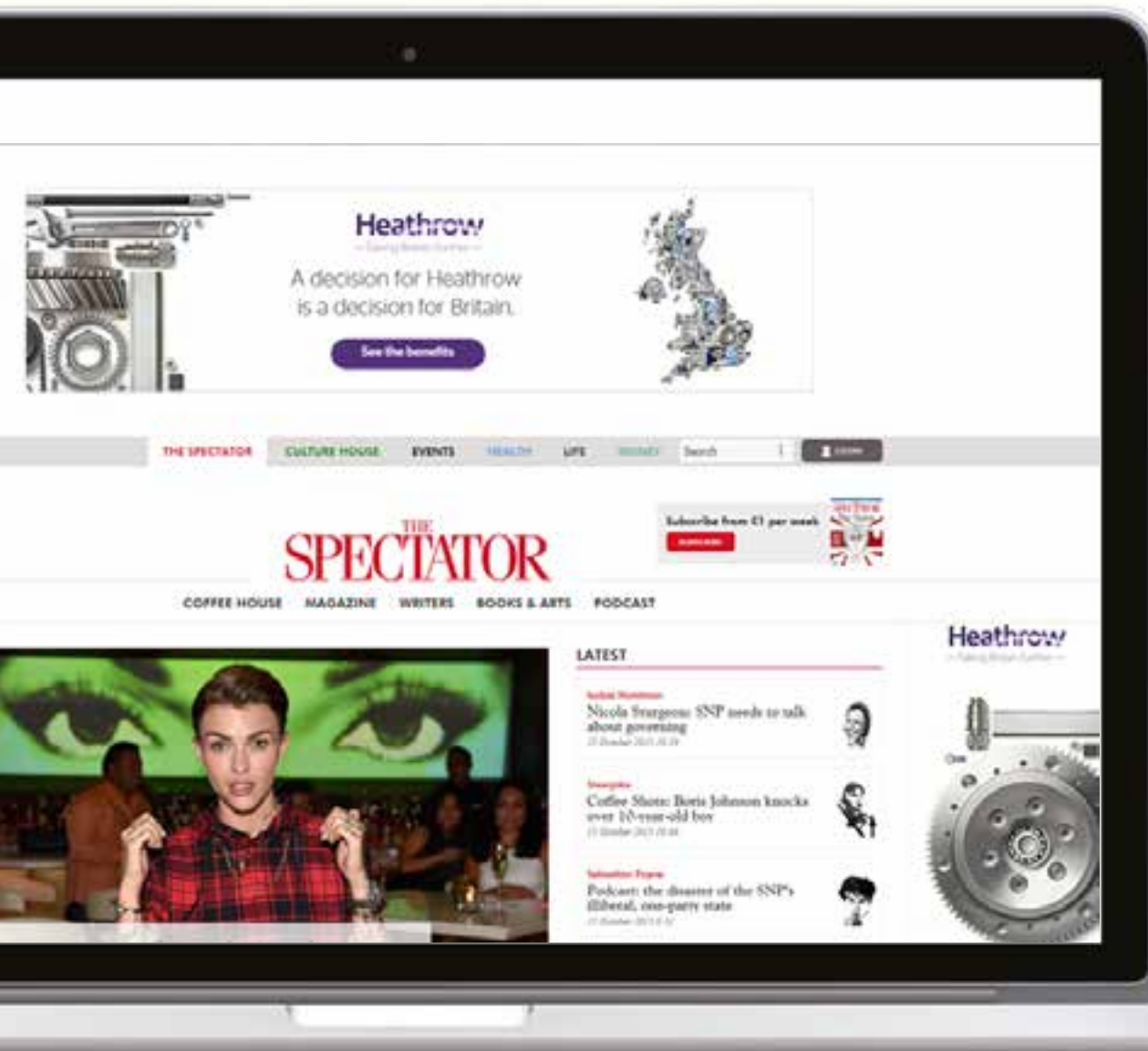
average downloads per week

- In-depth discussion of the week's leading issues from Britain's best-informed commentators

Cost: £12,000



homepage takeovers



Average CTR on 24hr homepage takeover

.18%

Average impressions on 24hr homepage takeover

65,000

Average CTR on 48hr homepage takeover

.37%

Average impressions on 48hr homepage takeover

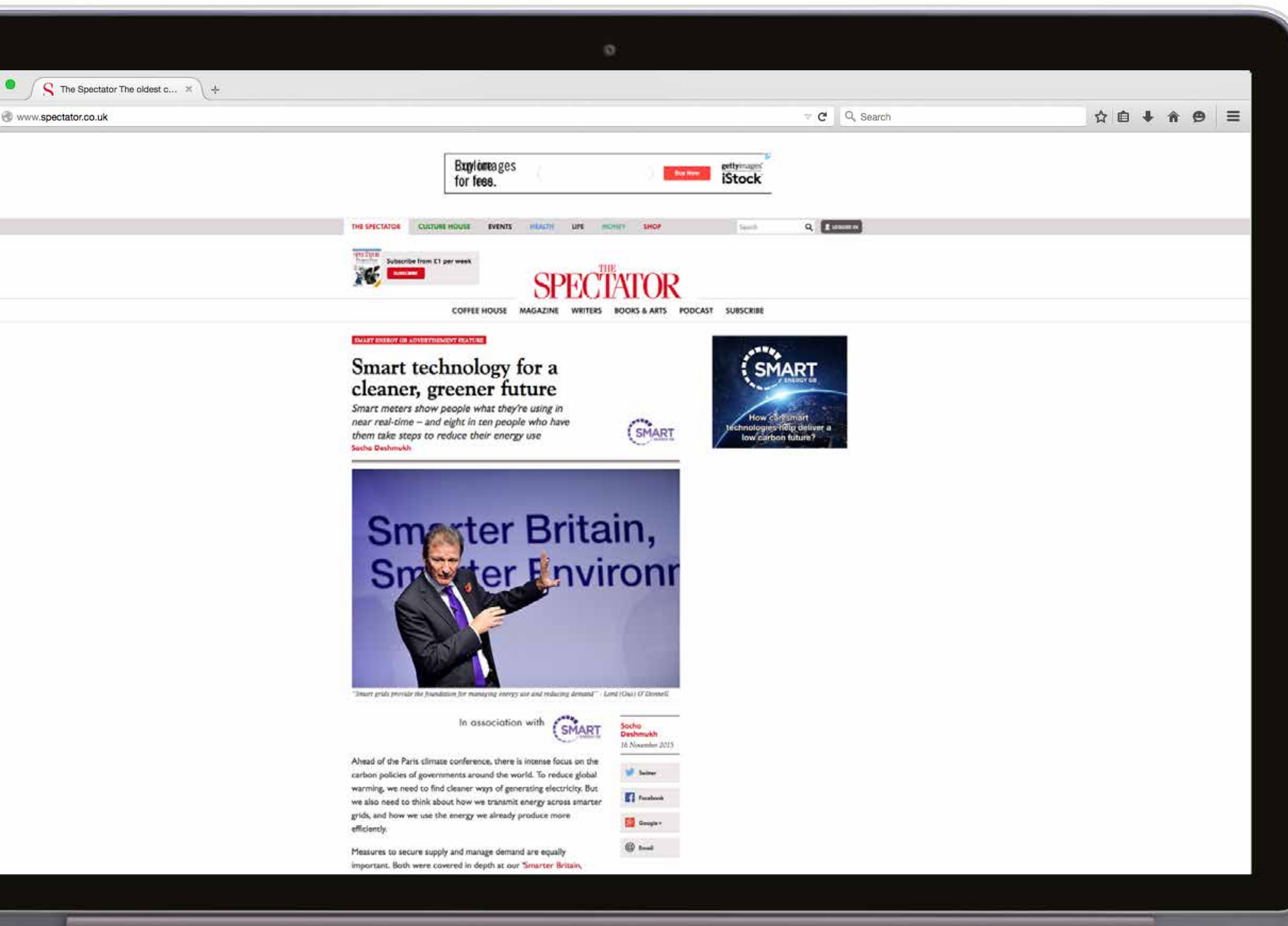
130,000

Costs:

24hr HPTO: **£8,000 per day**

48hr HPTO: **£14,000**

Week HPTO: **£32,000**



advertorials

Average CTR
.32%

Guaranteed traffic
driver impressions of
100,000

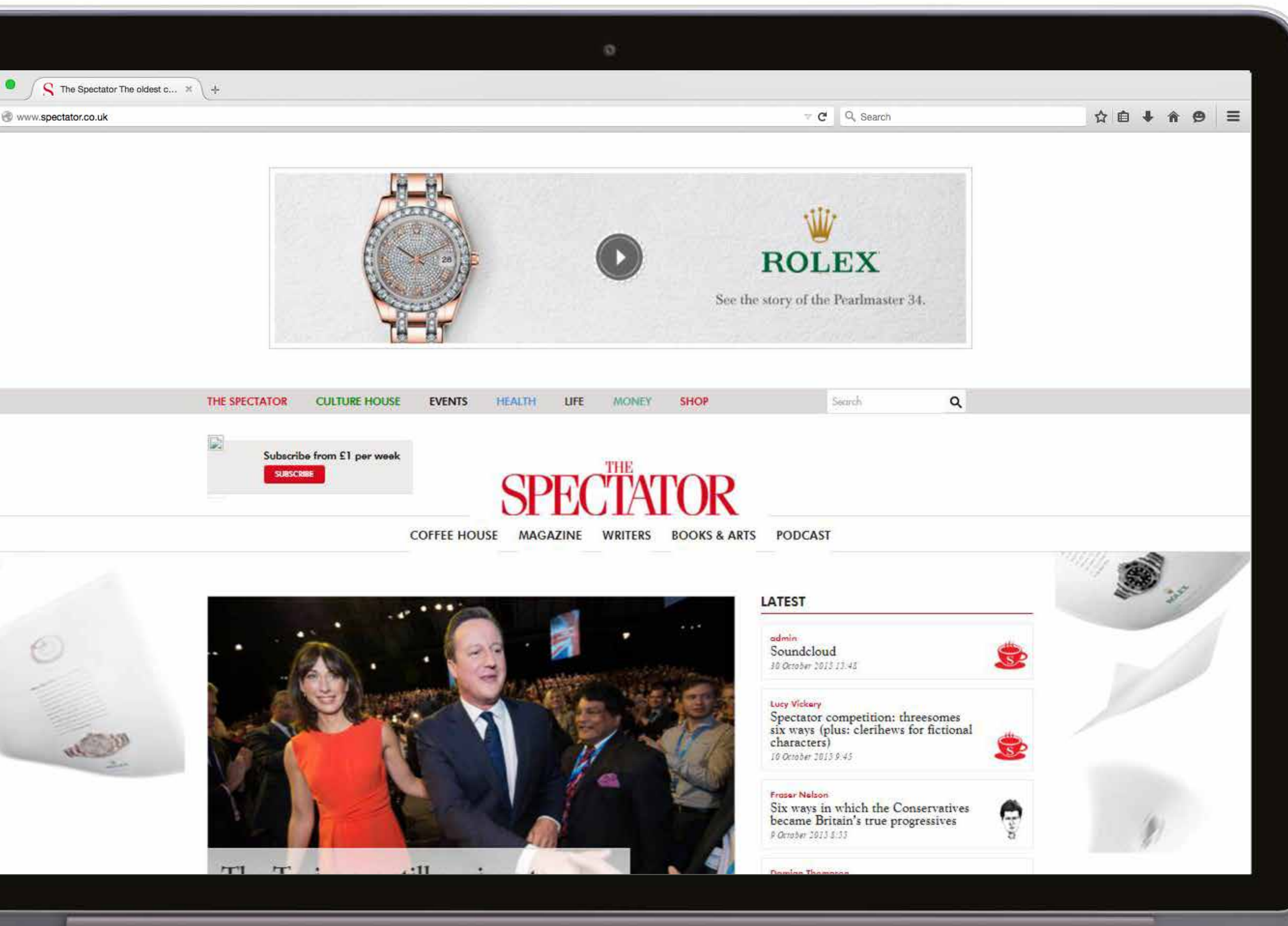
Average dwell
time on page
3mins+

Cost: £3,500pcm

THE SPECTATOR

the
websites





spectator.co.uk

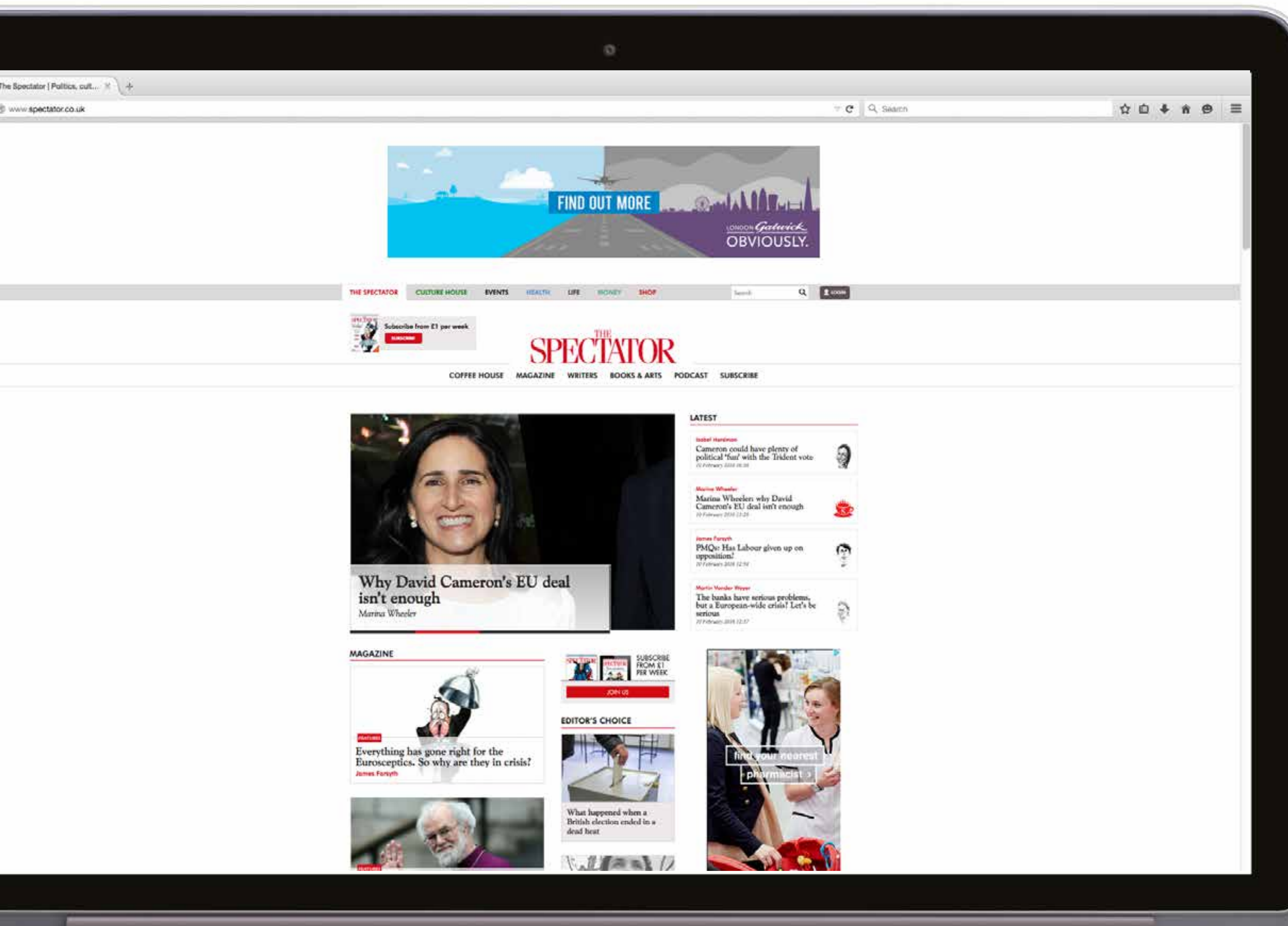
Average page views/Month run of site:

5,268,748

Average unique users/Month run of site:

1,846,384

Cost: £8,000/day



coffee house

Coffee House, the *Spectator* blog, is the place to find the latest news, analysis and gossip from Westminster.

Average page views:

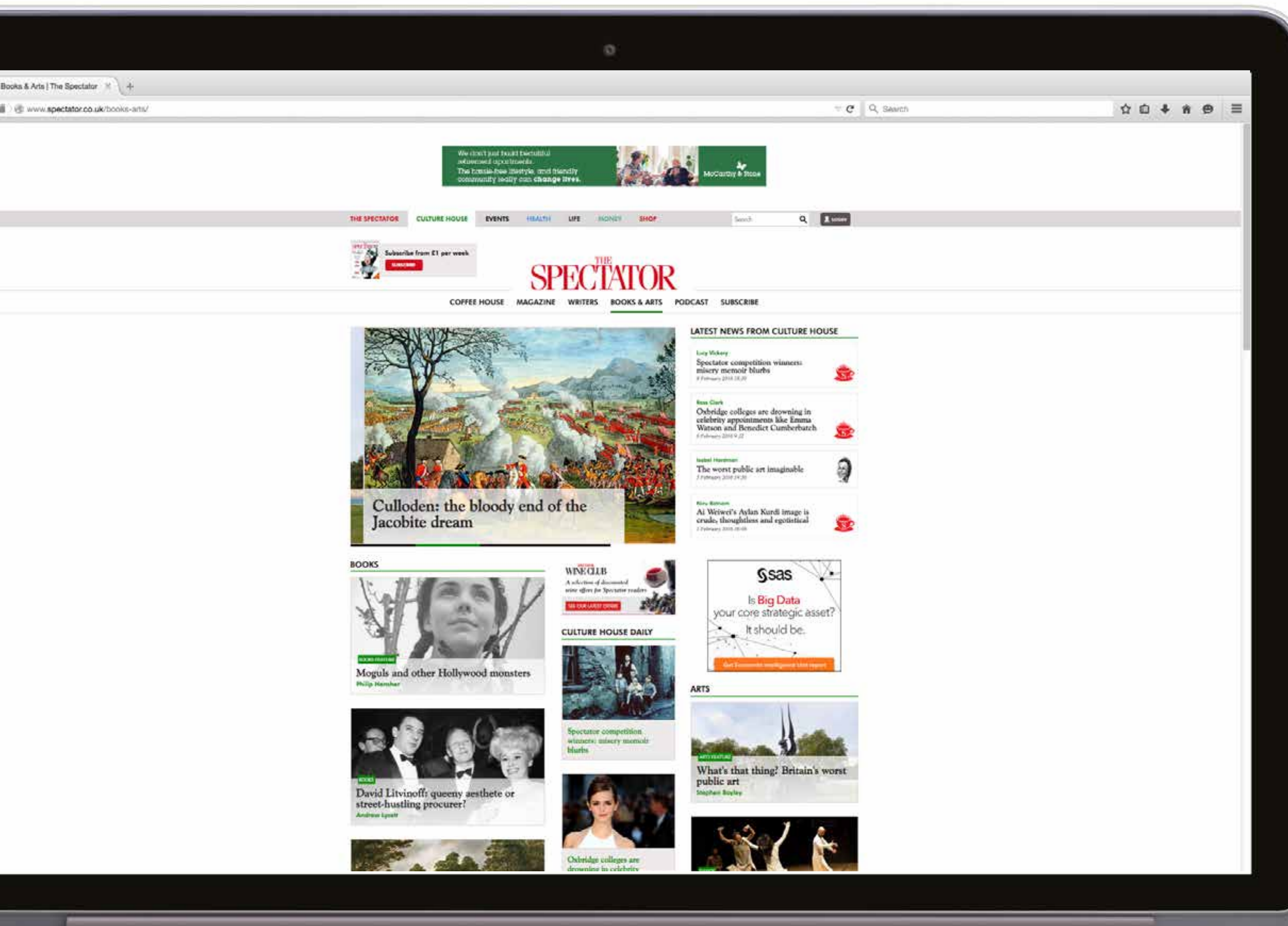
1,535,271

Average unique users:

513,313

- Home page takeover
- The takeover encompasses skins, billboard and a double MPU

Cost of sponsorship: £20,000/month
(timed road block sponsorship also available)



culture house

Culture House is the one-stop shop for the latest news and sharpest views on the arts. Culture House Daily has a stream of fresh content each day, and presents a mixture of news, overnight reviews and opinion.

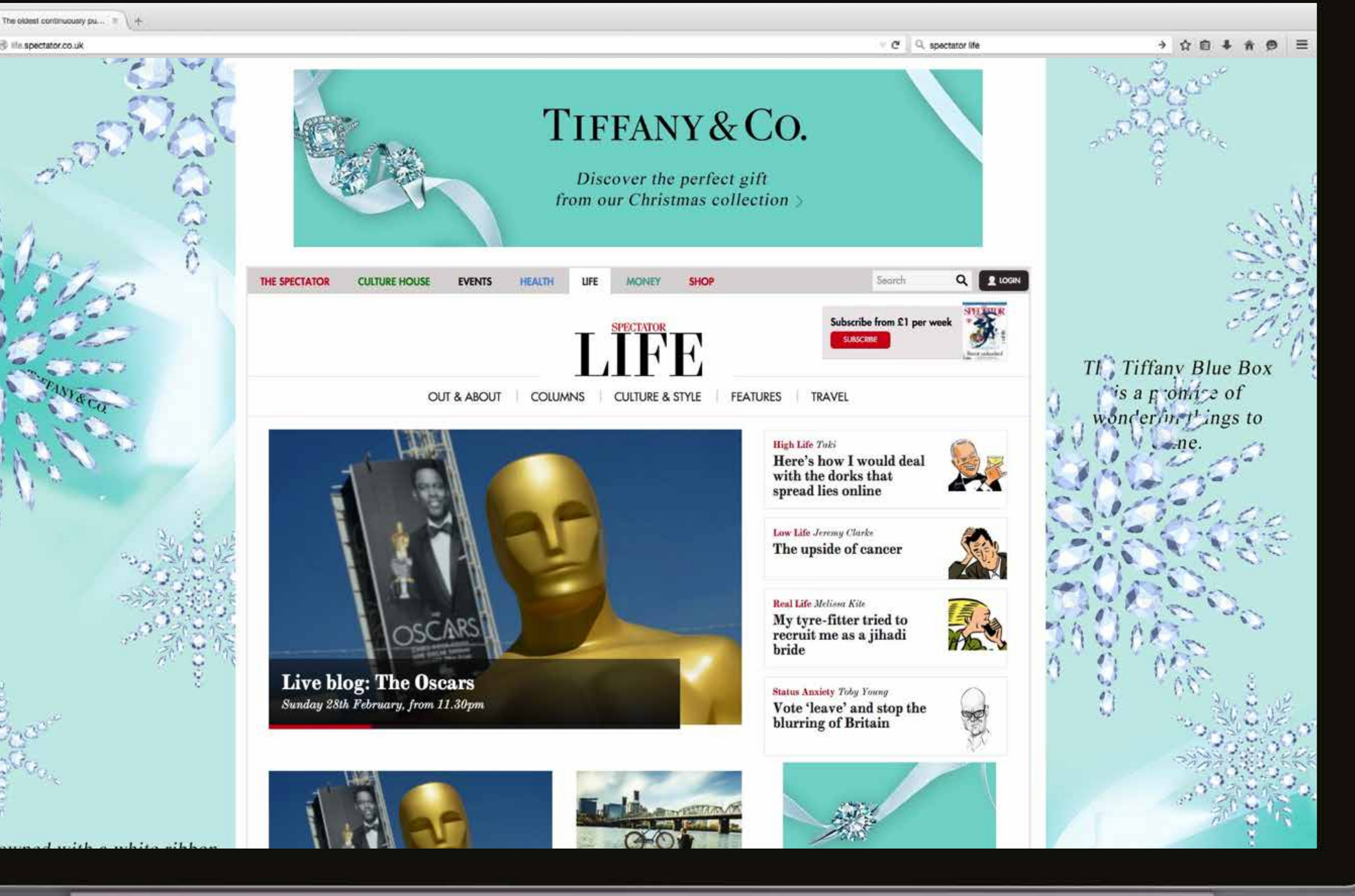
Average page views:

372,928

Average unique users:

256,924

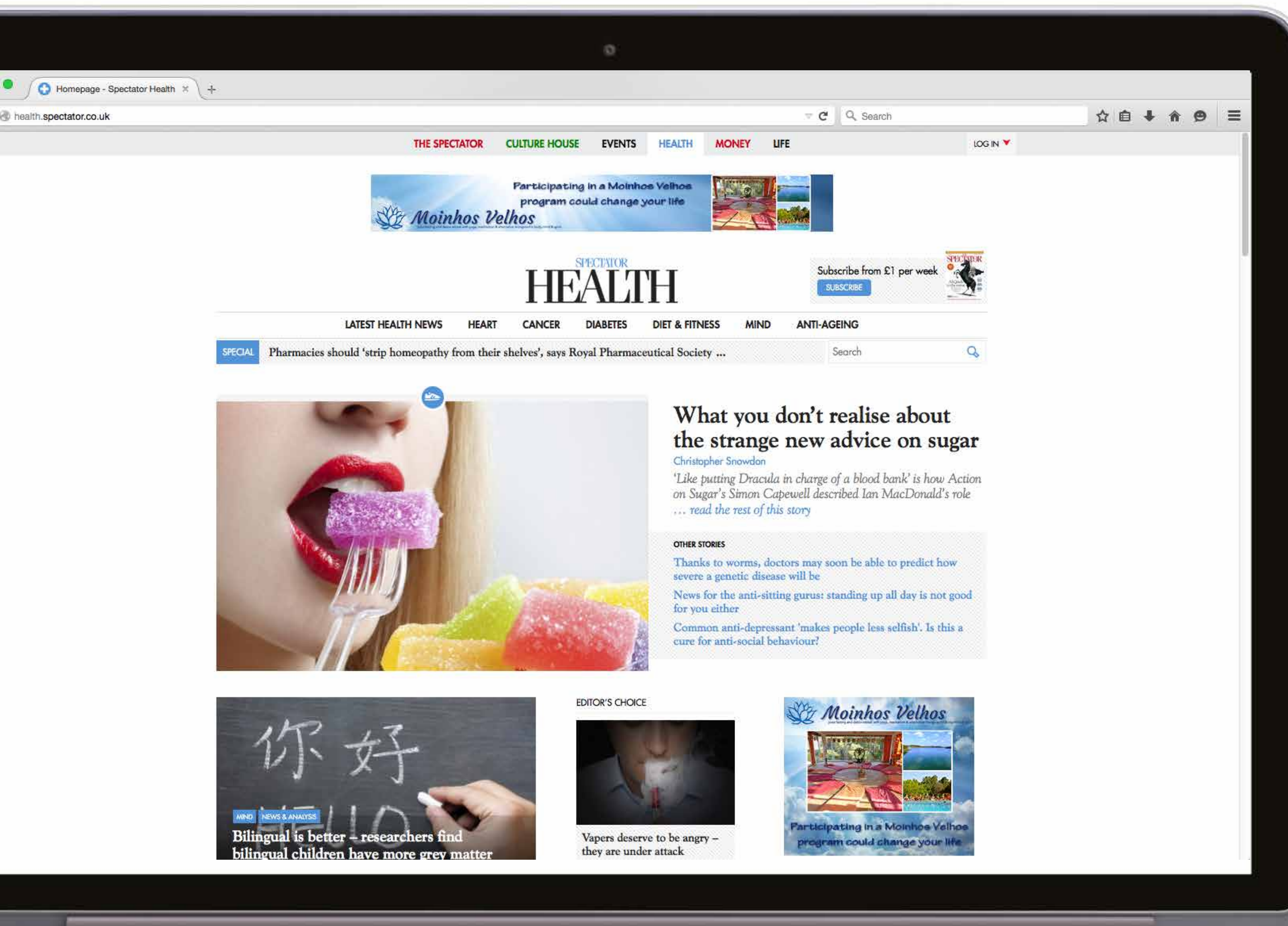
Cost of sponsorship: £15,000/month



spectator life

The new-look *Spectator Life* website launched in September to coincide with the autumn issue of *Spectator Life* magazine. The site will be updated with new content daily. *Spectator Life* is *The Spectator's* quarterly lifestyle magazine which brings together an intelligent mix of art, drama, music, style, jewellery, watches, investment and travel.

Cost of sponsorship: £11,000 per month



spectator health

Spectator Health is an invaluable guide to health, providing practical, professional advice on a range of health issues. The *Spectator Health* website contains information from the print publication and updates from *Spectator* bloggers.

Average page views:

+54,000/month

Cost of sponsorship: £8,000 per month

THE SPECTATOR

the
emails



[Click here to view this mail on the web](#)



SPECTATOR LIFE

Welcome to the December edition of Out & About from Spectator Life. Here are our top picks of where to go and what to see.



DRAMA QUEENS, AND KINGS

Downton Abbey's Lily James stars in Tolstoy's *War & Peace* from 3 January. Stephen Rea takes the lead in *Dickensian*, going head to head on Boxing Day with *Breaking Bad*'s Laura Fraser, Paloma Faith and Stanley Tucci in *Peter & Wendy*.



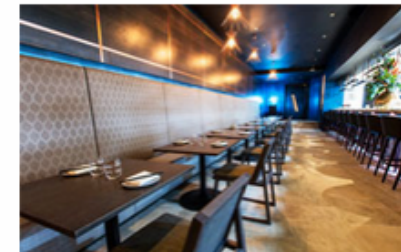
MUSICAL MAESTROS

Booker T Jones takes up residence at Soho's most famous jazz venue, *Ronnie Scott's*, from 1-4 January and Maltese tenor Joseph Calleja returns to the Royal Festival Hall to perform a programme of Verdi arias on 22 January.



CELTIC CEN

MasterChef finalist Larkin Cen opens his first restaurant at *Celtic Manor Resort* in Wales next month. Cen will be serving pan-Asian dishes from steamed Bao buns and Korean fried chicken to Peking duck.



M IS FOR MARVELLOUS

Steaks and sushi are on the menu at *M Restaurant's* newest opening in Victoria. *M* also has a cocktail bar, members room with private bottle lockers, a screening room and its own wine shop.



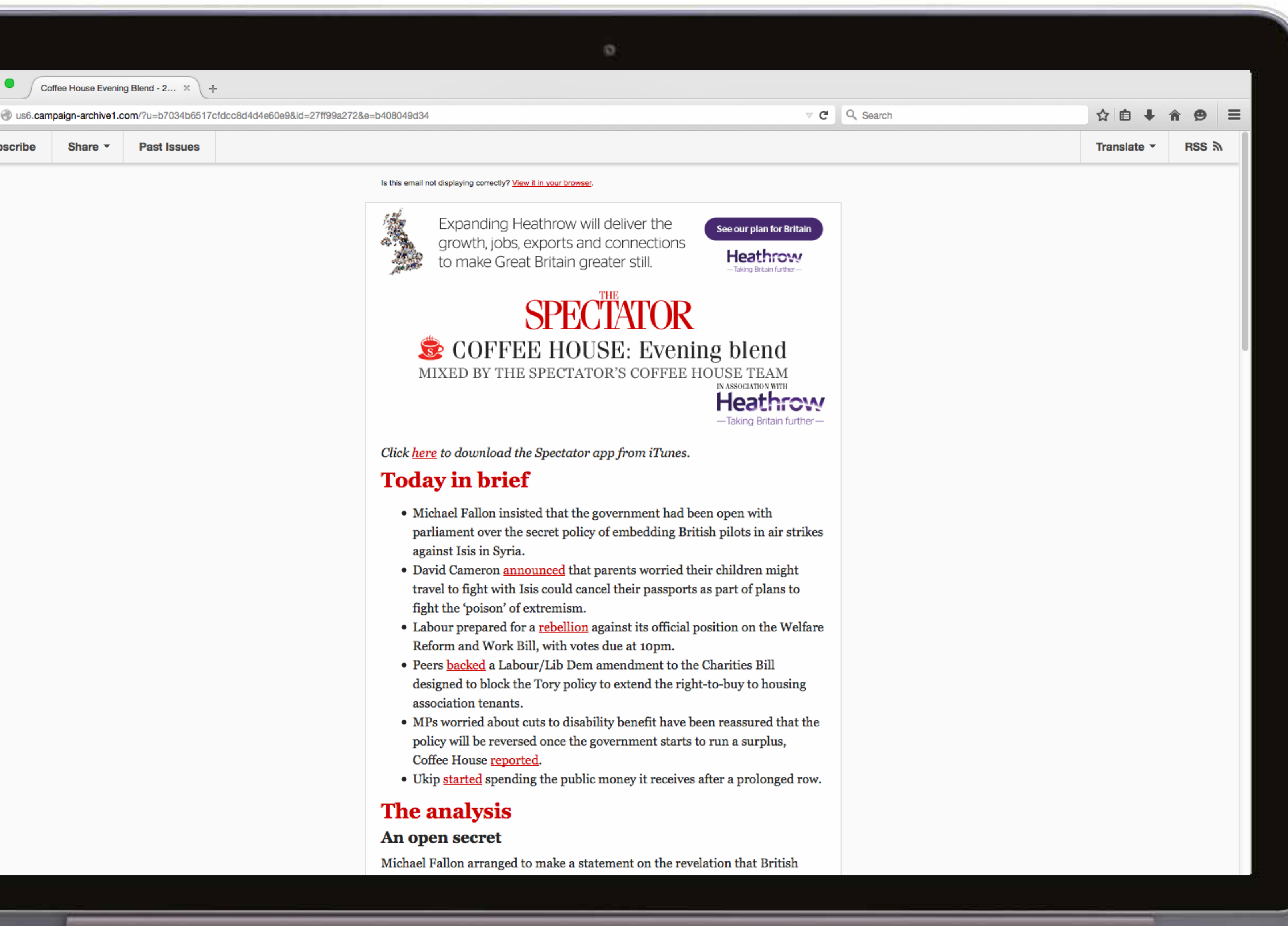
spectator life

The *Spectator Life* email is sent out once a month and keeps readers up-to-date with the latest *Spectator Life* content whilst also advising subscribers on the best new London openings, cultural events and bars/restaurants. Sponsorship of the email includes a banner advertisement in the middle of the email as well as advertorial content in the form of an image and text, to drive readers to the sponsor's website. The sponsor could use their association with the *Spectator Life* email as an opportunity to make announcements about new products, events, store openings etc.

Reach:

30,000

Cost: £3,000/month or £7,500 for three months



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Expanding Heathrow will deliver the growth, jobs, exports and connections to make Great Britain greater still.

[See our plan for Britain](#)

THE SPECTATOR

COFFEE HOUSE: Evening blend

MIXED BY THE SPECTATOR'S COFFEE HOUSE TEAM
IN ASSOCIATION WITH

Click [here](#) to download the Spectator app from iTunes.

Today in brief

- Michael Fallon insisted that the government had been open with parliament over the secret policy of embedding British pilots in air strikes against Isis in Syria.
- David Cameron [announced](#) that parents worried their children might travel to fight with Isis could cancel their passports as part of plans to fight the 'poison' of extremism.
- Labour prepared for a [rebellion](#) against its official position on the Welfare Reform and Work Bill, with votes due at 10pm.
- Peers [backed](#) a Labour/Lib Dem amendment to the Charities Bill designed to block the Tory policy to extend the right-to-buy to housing association tenants.
- MPs worried about cuts to disability benefit have been reassured that the policy will be reversed once the government starts to run a surplus, Coffee House [reported](#).
- Ukip [started](#) spending the public money it receives after a prolonged row.

The analysis

An open secret

Michael Fallon arranged to make a statement on the revelation that British

coffee house

Coffee House has two emails which are sent out to subscribers daily: Lunchtime Espresso and Evening Blend.

The Evening Blend email includes a round-up of the day in brief, an analysis of the day's events and a brief schedule of events in Westminster in the days ahead. The Lunchtime Espresso provides subscribers with the day's lunchtime news and an 'On Coffee House Today' section.

Evening Blend subscribers:

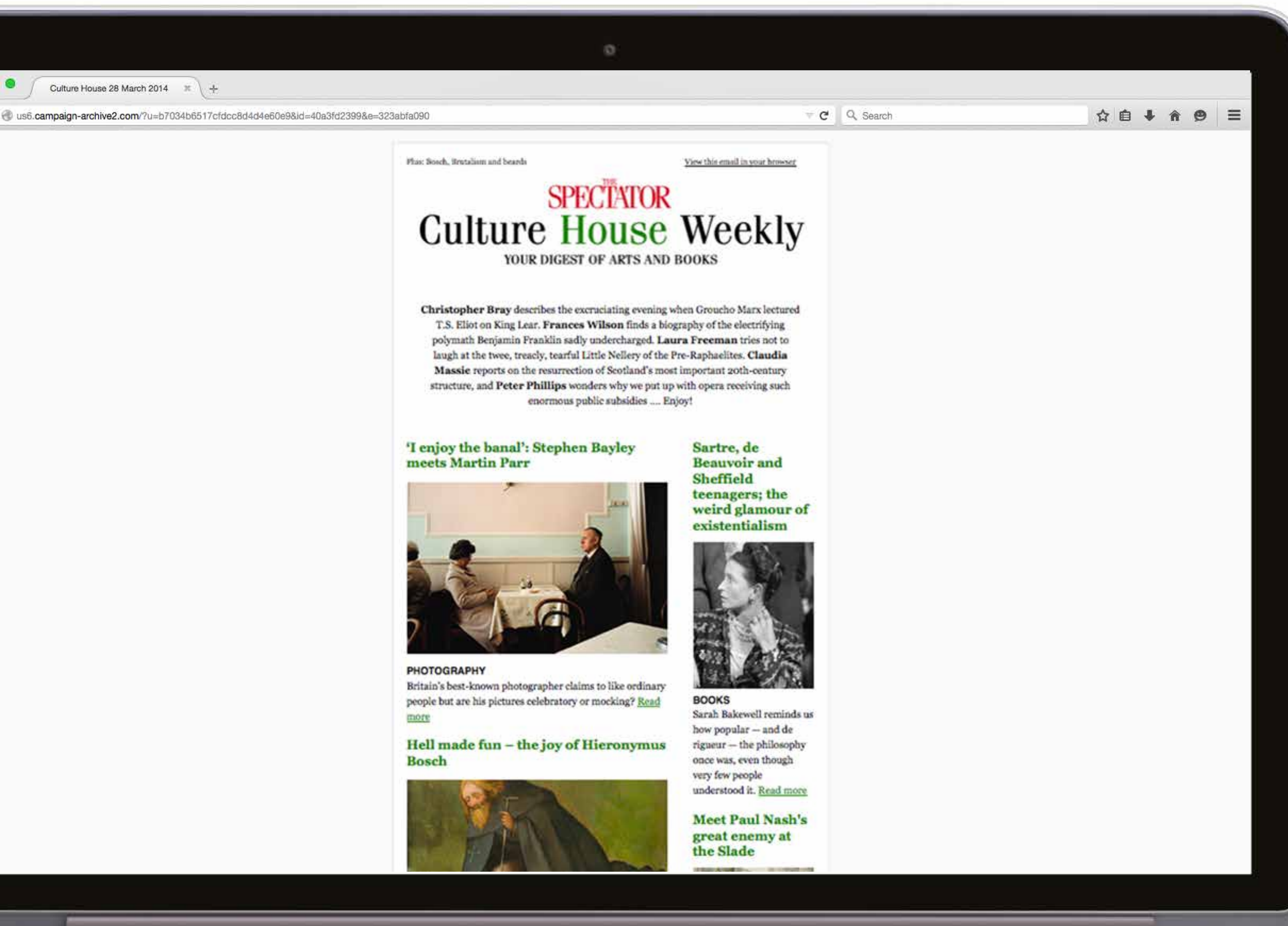
6,320

Lunchtime Espresso subscribers:

4,877

Costs:

- **Evening Blend:**
£10,000 per month or £2,500 per week
- **Lunchtime Espresso:**
£9,000 per month or £2,300 per week



Plus: Bosch, Brutalism and beards [View this email in your browser](#)

THE SPECTATOR

Culture House Weekly

YOUR DIGEST OF ARTS AND BOOKS

Christopher Bray describes the excruciating evening when Groucho Marx lectured T.S. Eliot on King Lear. **Frances Wilson** finds a biography of the electrifying polymath Benjamin Franklin sadly undercharged. **Laura Freeman** tries not to laugh at the twee, treacly, tearful Little Nellery of the Pre-Raphaelites. **Claudia Massie** reports on the resurrection of Scotland's most important 20th-century structure, and **Peter Phillips** wonders why we put up with opera receiving such enormous public subsidies Enjoy!

'I enjoy the banal': Stephen Bayley meets Martin Parr



PHOTOGRAPHY
Britain's best-known photographer claims to like ordinary people but are his pictures celebratory or mocking? [Read more](#)

Hell made fun – the joy of Hieronymus Bosch



Sartre, de Beauvoir and Sheffield teenagers; the weird glamour of existentialism



BOOKS
Sarah Bakewell reminds us how popular – and de rigueur – the philosophy once was, even though very few people understood it. [Read more](#)

Meet Paul Nash's great enemy at the Slade

culture house

The Culture House email is sent out every Friday and includes highlights from the culture section of that week's print magazine as well as highlights from the past week on the Culture House blog. Content includes book, television, theatre, art, music and radio reviews.

Subscribers:

22,000

Cost of sponsorship: £18,000/month

Sponsorship includes adverts on both advertising sites in the email.

Cost per advert on weekly basis: £1,800

Click here to view this mail on the web

SPECTATOR CLUB

Subscribing has its rewards



Summer Exhibition

Don't miss your last chance to join *The Spectator* at a private breakfast view of the Summer Exhibition at the Royal Academy of Arts on Saturday 18 July. A £22 ticket includes refreshments, a talk from an RA expert and a private view of the exhibition.

[BOOK NOW >>](#)



Competition

Win a two night stay for two at Bruiyard Hall, Suffolk. Boasting luxury accommodation, the Hall dates back to 1354 and is located not far from the pretty market town of Framlingham and the popular seaside town of Aldeburgh.

[CLICK HERE >>](#)



Speaker Series – Melvyn Bragg

Receive 10 per cent off tickets to An Evening with Melvyn Bragg on 14 October to discuss his latest novel *Now is the Time*, a rich and compelling tale set in the heart of the Peasants' Revolt of 1381.

[BOOK NOW >>](#)



Speaker Series – Charles Moore

Receive 10 per cent off tickets to An Evening with Charles Moore on 21 October to discuss the long-awaited second volume of his award-winning biography of Margaret Thatcher.

spectator club


All *Spectator* subscribers are members of the Spectator Club and are entitled to our selection of special offers, events, discounts and competitions. The email is sent to subscribers once a fortnight.

Subscribers:

22,000

Cost of sponsorship:
£800/week for one of 6 slots or £3,000

A special offer for readers of The Spectator [If you're having problems viewing this email, click here](#)






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If you no longer wish to receive our email communications, you can [unsubscribe here](#)

solus email

Solus emails can be sent to 25,120 *Spectator* subscribers, all of whom are based in the UK and have signed up to specifically receive these emails. We will only send one solus email per month to ensure exclusivity.

Subscribers:

25,120

Cost: £5,000

THE SPECTATOR

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