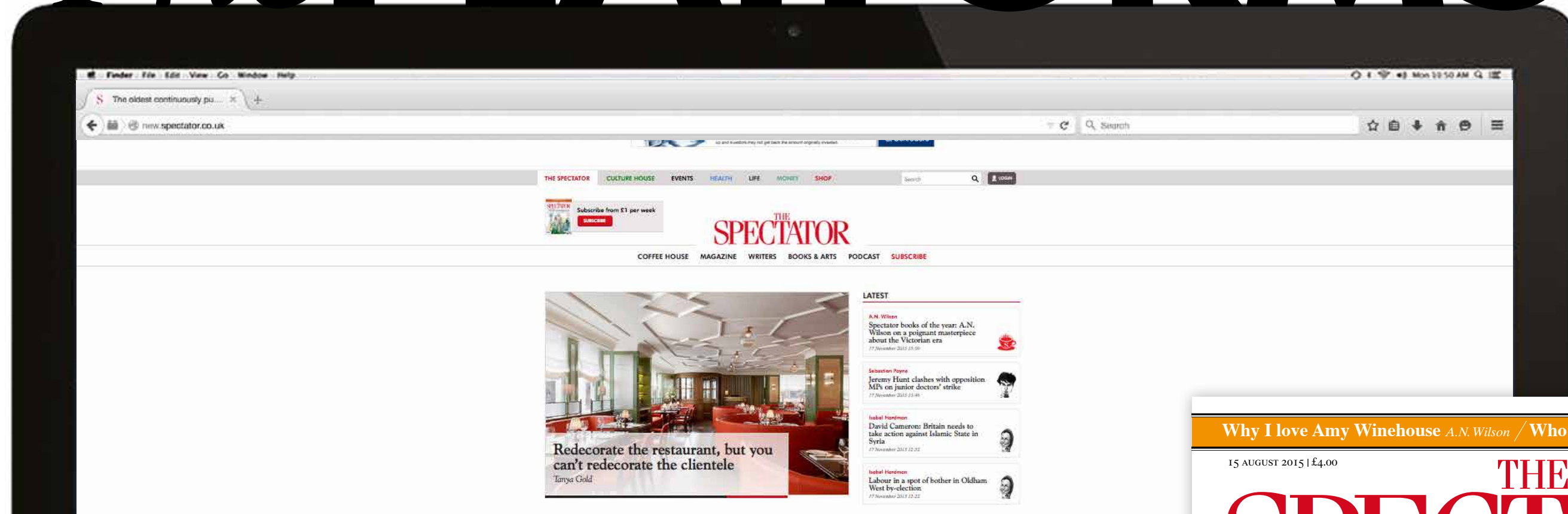




# THE SPECTATOR



# The PLATFORMS





What is  
**THE SPECTATOR**

SPECTATOR  
**EVENTS**

SPECTATOR  
**CLUB**

SPECTATOR  
**HEALTH**

SPECTATOR  
**LIFE**

SPECTATOR  
**WINE CLUB**

SPECTATOR  
**MONEY**



# *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 70,000 subscribers 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. *The Spectator* is the world's greatest magazine yet is still read by a relatively small proportion of the world's population. Our aim is to correct this anomaly.



**INFORMATIVE AND  
ENTERTAINING  
WITH A STABLE OF  
SUPERB WRITERS**

THE BEST WRITTEN  
MAGAZINE IN THE  
ENGLISH LANGUAGE

# **FULL FAT**

**OPINION – JOLLY GOOD**

**A WEEKLY  
INJECTION  
OF  
SHEER  
JOY**

EXCELLENT, LIVELY AND  
WELCOMINGLY *NON P.C*

**A BREATH OF FRESH  
AIR AND SANITY**



AN  
INTELLECTUAL  
MEDIUM  
LACED WITH  
HUMOUR

GOOD AND BAD FOR  
THE BLOOD PRESSURE  
– *IN ROUGHLY EQUAL  
PROPORTIONS*

**A WEEKLY HIGHLIGHT  
AND FUEL FOR THE  
SOUL AND SPIRIT FOR  
THE INTELLECT**

A MAGAZINE WHICH  
*SAYS IT AS IT IS*  
FROM UNUSUAL VIEW POINTS,  
*ENCOURAGING INFORMED DEBATE*

— AND —

**INSIGHTFUL  
COMMENT**

**ACCESSABLE  
INTELLECTUALISM**



# TheREACH



## ONLINE

- Av. montly unique users: **2.5m+** • **42%** through mobile devices • **5.7m** av. monthly page impressions



## PRINT

- Circulation: **64,484** • Readership: **150,000**



## APP

- **6,000** subscribers



## EMAIL

- Culture House: **22,000**
- Evening Blend/Lunchtime Espresso: **10,000+**
  - Weekly Subscriber Highlights: **23,000**
  - Spectator Club: **22,000**



## SOCIAL

- **78,000+** Spectator twitter followers
  - **429,000+** Andrew Neil
  - **123,000+** Fraser Nelson
  - **106,000+** Facebook likes
  - **750,000** total Twitter reach



## EVENTS

- Over **5,000** attendees per year



## PODCAST

- **40,000** downloads per week



# *The* **DEMOGRAPHIC**

**80/20**

men/women ration

**60%**

live in London and the SE

**17%**

hold professional qualifications  
(Law/medicine/accountancy)

**62%**

are graduates or post graduates  
(MA/PhD/MBA/MSc)

**£925,000**

average investable assets  
(excluding home)

**64%**

work in the private sector and 47%  
of those who are working are either  
owner/board level/dept. director



*Engaged.*  
**INTERESTED.**  
*Aspirational.*

**22%**

own wine cellars

**18%**

write or contribute to a blog

**44%**

regularly read other blogs

**74%**

say art and culture is very important to them

**61%**

of readers consider themselves well travelled

**92%**

are happy to pay more for quality service

**35%**

visit museums several times a year

**12%**

would consider spending more than £1,000 on jewellery per purchase

**62%**

consider themselves technophiles



SPECTATOR

# LIFE

Roger Scruton on  
JEREMY CORBYN

**SILICON  
BACKWATER**  
*Why hasn't London produced  
a Google, Facebook  
or Amazon?*

**THE MOST DANGEROUS  
JOB IN BRITAIN**  
*Douglas Murray on being a right-wing  
pundit on Newsnight*

**SULTANS OF  
BLING**  
*The lowdown on Dubai's  
upper crust*

**ALAN YENTOB'S LIFT**  
*Meirion Jones on the BBC's  
most exalted executive*

**A JOCKALYPSE NOW**  
*Alex Wickham on the SNP  
MPs wreaking havoc  
in Westminster*

# Rising

# Tsar

*Freddy Gray on would-be media tycoon*  
**EVGENY LEBEDEV**

ALSO INSIDE

**THE  
ADVENTURES  
OF MRS TOAD**  
*Sarah Vine's new  
motoring column*

**TOXIC BACHELOR** on a **BUDGET**  
*Sean Langan on his disastrous one-night stand at an Airbnb*

What they **TEACH YOU**  
at **ETON** about how to **NETWORK**

# Spectator Life

*Spectator Life* is the exciting quarterly lifestyle magazine from *The Spectator*, edited by Toby Young. It brings an intelligent mix of art, drama, music, style, jewellery, watches, investment and travel to the unique Spectator readership - all presented in a sharp and elegant way. Spectator writers, both established and new, give the last word on what to see, where to go and what to wear, sent out with *The Spectator* every three months.

BETTING ON CHINA AFTER THE MARKET CRISIS ELLIOT WILSON AND MATTHEW LYNN

BETTING ON POLITICS AFTER THE CORBYN CRISIS FREDDY GRAY

SPECTATOR

# MONEY

3 OCTOBER 2015

**SPEND IT  
WITH STYLE**

How to buy a racehorse,  
a yacht or a Strad



Crowdfunding:  
a beginner's  
guide

## *Spectator Money*

Interviews, news, features and regular columns from leading financial journalists. The 32 page, bound-in supplement is distributed with *The Spectator* on a quarterly basis.

EDZARD ERNST | MARGARET McCARTNEY | MAUREEN LIPMAN | SUE LIPSCOMBE  
THEODORE DALRYMPLE | ROGER HENDERSON | TOM CHIVERS | AYAN PANJA

SPECTATOR

# HEALTH

24 OCTOBER 2015



## WILL WE EVER BEAT DEMENTIA?

*Sarah Rainey on the most challenging quest in medicine*

## *Spectator Health*

*Spectator Health* is an invaluable guide to health, providing practical, professional advice on a range of health issues. The bound-in supplement is distributed with *The Spectator* four times each year. We have also launched an online health portal, containing information from the print publication and updates from Spectator bloggers.

Entertaining and informative, at times contrary, but above all useful. News, features and regular columns from Tom Chivers, Ian Marber, Christine Webber, Cherrill Hicks and many more on a wide range of health related topics.

# SPECTATOR SCHOOLS

September 2015



**Tony Little** How teenage boys think  
**Ysenda Maxtone Graham** Let's abolish homework!  
**Toby Young** The next 450 free schools  
**Laura Freeman** Comprehensives with cows

In association with



BREWIN DOLPHIN

## *Schools guide*

Since its inception in 1828, The Spectator has championed the civilising power of learning. The best education is not just about cramming for exams, but preparing the young for life in all its aspects. With the uncertain standards in state education and a distinct lack of grammar schools, independent schooling is often the compelling choice for those who want the best for their children.



# Events

**PRESTIGIOUS BESPOKE ENGAGING  
CHALLENGING PROVOCATIVE INSIGHTFUL**

The status of the magazine, gravitas of our editorial team and calibre of our speakers inspire the business leaders, politicians and opinion formers that are *The Spectator's* readers to flock to our fantastic conferences, debates, lunches and breakfasts.

## **PAST SPONSORS HAVE INCLUDED:**

### **CONFERENCES:**

National Grid, BAE Systems, Liberum, Eastern Airways

### **DEBATES AND DISCUSSIONS:**

Microsoft, Pfizer, Aberdeen Asset Management, Investec, Brewin Dolphin Securities

### **AWARDS:**

Mastercard, Deutsche Wealth Management, Rolls Royce, HP

### **PARTIES:**

Purdey, Vacheron Constantin, Patek Philippe, Harrods, BMW





# Costs

## PRINT

Double Page Spread - Run of magazine	£10,054
Double Page Spread - Inside Front Cover	£12,431
Page - Run of magazine	£5,078
Page - Outside back cover	£6,222
Half page - Run of magazine	£2,793
Half page - Front half	£3,047
Half double column	£2,350
Half single column	£1,698

## APP

Three month partnership	£10,000
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## WEB

Double leaderboard (728x180px)	£50 CPM
Double MPU (300x500px)	£57 CPM
Leaderboard (728x90px)	£40 CPM
MPU (300x250px)	£47 CPM