UnHerd is synonymous with quality independent thinking. As the name implies, our writers challenge herd mentality of any kind. Our writers come from all political traditions and none, and include some of the world's most famous thinkers, writers and philosophers.

We are brave without being contrarian, stimulating while maintaining the highest standards of rigour and care.

It 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.
Creative thinking is more urgently needed than ever. Many of our institutions seem creaky, and uncertainty abroad and at home is impacting every business and family.

Meanwhile, the media increasingly resembles the Wild West, with wild theories and paranoia going unchecked. Who can be trusted?

UnHerd does a difficult thing: we provide a space for controversial questions to be discussed in a responsible way. A place to challenge the established wisdom with consideration and care.

We're delighted to work with challenger brands and influential organisations that share our values and want to take part in the big questions facing our world.
Reach

Combined reach of almost 40 million users across all platforms in the UK and the US.

Relevance

UnHerd has an unrivalled network of big thinkers and bold characters. Data experts and revered journalists.

Resonance

Exponential organic growth, ten fold in the last three years.
UnHerd works with brands and businesses that want to talk about big ideas. Ideas that will shape the future, challenge the narrative and unsettle the establishment.
Established journalists

Combined Twitter following of 280,900

Aris Roussinos
FOREIGN AFFAIRS EDITOR
Twitter: 49,400

Freddie Sayers
EXECUTIVE EDITOR
Twitter: 45,900

Mary Harrington
CONTRIBUTING EDITOR
Twitter: 28,000

David Patrikarakos
CONTRIBUTING EDITOR
Twitter: 60,700

UnHerd
Twitter: 96,900
Our readers

- **2.7x**
  - More likely to be regular American Express users
  - DLX

- **2.2x**
  - More likely to attend live theatre & musical performances
  - QUANTCAST

- **1.8x**
  - More likely to have investments in real estate and property
  - ACXIOM

- **3x**
  - More likely to be ‘high spending’ gift shoppers
  - DLX

- **2.4x**
  - More likely interest in current affairs
  - ACXIOM

- **2.4x**
  - More likely to be premium buyers
  - DLX

- **UK/US**
  - Account for 70% of our audience
  - GOOGLE
Platforms

UnHerd Club Events
Westminster convening space hosting diverse events

Online advertising
4,000,000+ monthly views

Daily email
120,000+ recipients

Podcast
11,000+ monthly listens

Private Events
Bespoke roundtables, breakfasts, briefings and banquets

Social media
400,000+ reach

UnHerd App
10,000+ users

UnHerdTV
News, investigation and ideas
36,000,000+ views
Digital advertising

UnHerd works in partnership with brands to create effective digital advertising campaigns. From banner advertisements to home page takeovers to advertorials.
An established, organically grown following. UnHerd’s highlights delivered daily.
UnHerdTV

youtube.com/unherd
A coveted platform for Ideas, News and Investigations.

Available for sponsorship.

30M+ 292K 80M+
TOTAL REACH YOUTUBE SUBSCRIBERS HOURS WATCHED
UK/US EQUAL REACH
Podcasts

Dedicated listeners across all of UnHerd’s content.
Freddie Sayers hosts high profile guests guaranteed to create debate.

- 40K minutes listened
- 15K average listens
- 35-44 primary age group
Sponsorship opportunities

Co-branded banner advertisement on the daily email

Co-branded advertisements on UnHerd homepage

Social media promotion via Twitter, Instagram, Tik Tok and LinkedIn

Welcome from sponsors CEO/Chairman at the start of the event

Opportunity to distribute literature and/or goodie bags

Co-branding on the live stream

Opportunity to ask the first question

Post event summary, co-branded to sit on UnHerd website and sponsors website

Private drinks reception or dinner with speaker or panellists
**Rate Card**

**Digital Advertising** - Run of site £25 CPM

**Digital Advertorial** - £2,500 per week

**UnHerdTV Sponsorship** - £3,000 per episode

**Events**
Private curated events start from £15,000
Events supported by a cross-platform marketing campaign start from £20,000

**Podcasts**
Pre-roll sponsorship £2,500 per month for the weekly podcast
Bespoke podcasts - £15,000 or £18,000 to include private lunch afterwards
£20,000 to include advertorial or research document published

**Newsletters**
£3,500 per week to sponsor the Daily UnHerd email
£1,500 per week to sponsor the Weekend Edition email
£1,200 per week to sponsor the Sunday Box Set email.
Melissa McAdden
CHIEF COMMERCIAL OFFICER
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