UnHerd Media Pack

MARCH 2023
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
Established journalists
Combined Twitter following of 280,900

Tom McTague
POLITICAL EDITOR
49,100

Freddie Sayers
EXECUTIVE EDITOR
45,900

Mary Harrington
CONTRIBUTING EDITOR
28,000

David Patrikarakos
CONTRIBUTING EDITOR
60,700

UnHerd
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
Demographics

- **69.2%**
  - Male
  - Aged 24-34

- **21.9%**
  - Female
  - Aged 24-34

- **21%**
  - Male
  - Aged 35-44

- **17.5%**
  - Female
  - Aged 45-54

- **30.8%**
  - Female
  - Aged 45-54
2023 Reader Survey

- 54.5% Of newsletter subscribers own a watch as an investment
- 24.8% Are in professional services
- 34% Have a wealth manager
- 30% Read *The Guardian*
- 38% Read *The Spectator*
- 60% Are decision makers in their company
- 28% Have savings and investments of over £500,000
- 40% Have had a book or paper published
Political Spectrum

- 34% are right of centre
- 29% are centrist
- 21% are left of centre
Platforms

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

UnHerd Club Events
Westminster convening space hosting diverse events
UnHerd works in partnership with brands to create effective digital advertising campaigns. From banner advertisements to home page takeovers to advertorials.
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Digital advertising

- 4M+ MONTHLY PAGEVIEWS
- 2M+ UNIQUE USERS

Daily Email

An established, organically grown following. UnHerd’s highlights delivered daily.

- 144k ACTIVE SUBSCRIBERS
- 82% RECEIVE DAILY EMAIL
- 38% AVERAGE OPEN RATE
- 6.7% CLICK-THROUGH RATE
- 0.1% UNSUBSCRIBE RATE
UnHerdTV

youtube.com/unherd
A coveted platform for ideas, news and investigations

Available for sponsorship

31M+ 326K 80M+
TOTAL REACH YOUTUBE SUBSCRIBERS HOURS WATCHED
UK/US EQUAL REACH
UnHerd works in partnership with brands to create effective digital advertising campaigns. From banner advertisements to home page takeovers to advertorials.

**Digital advertising**

MONTHLY

PAGEVIEWS

UNIQUE

CEO Profiles

Short CEO profiles can be created as a precursor to the weekly UnHerd TV episode

**Past Guests on UnHerd TV**

- Michael Gove
- Matthew B. Crawford
- Helen Joyce Coleman Hughes
- John Gray
- David Sacks
- David Fuller
- Thomas Fazi
Podcasts

Dedicated listeners across UnHerd’s content

Freddie Sayers hosts high profile guests guaranteed to create debate

130K MINUTES LISTENED
15K AVERAGELISTENS
35-44 PRIMARYAGE GROUP
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
Events Sponsorship Package

- 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