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.

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.
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

Unrivalled network of big thinkers, bold characters, data experts and revered journalists

Resonance

Exponential organic growth, ten-fold in the last three years
Established journalists

Combined Twitter following of 1.2 million

- Kathleen Stock
  UNHERD COLUMNIST & PHILOSOPHER
  🐦 147,200

- Ayaan Hirsi Ali
  UNHERD COLUMNIST
  🐦 491,400

- Tom McTague
  POLITICAL EDITOR
  🐦 50,400

- Freddie Sayers
  EDITOR IN CHIEF
  🐦 60,400

- UnHerd
  🐦 125,400

- Mary Harrington
  CONTRIBUTING EDITOR
  🐦 40,800

- Lee Fang
  CONTRIBUTING EDITOR
  🐦 315,600
Demographics

- 55% MALE
- 27% AGED 18-34
- 42% AGED 35-54
- 31% AGED 55+
- 45% FEMALE
Public Affairs

34.6% Of our audience are businesspeople
QUANTCAST

78% Of our audience are interested in political hosts & pundits
HELIXA

6.3x More likely to read political magazines
QUANTCAST

51% Read business-related magazines
HELIXA

68% Are interested in investment influencers
HELIXA

4.6x More likely interest in the government
ACXIOM

3.9x More likely to be interested in political news sites
QUANTCAST
2.8x
More likely to be interested in investing
QUANTCAST

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

32%
Have savings of over £200,000
DLX

1.5x
More likely interest in personal finance
ACXIOM

27%
Of our paid subscribers use a wealth manager, 62% of website respondents do
READER SURVEY

43.3%
Have an income of over £80,000
READER SURVEY

51%
Of our audience read business & finance magazines
HELIXA
Travel

78% Are likely to go on European holidays
QUANTCAST

2.5x More likely to be high spenders on online travel agencies
DLX (USA AUDIENCE)

51% Of our US audience are international travelers
IXI (USA AUDIENCE)

49.9% Of UnHerd’s audience are heavy spenders on holiday
QUANTCAST

2.4x More likely to visit luxury hotels
QUANTCAST (USA AUDIENCE)

69% Of our US audience are frequent spenders on Air Travel and Hotels
QUANTCAST (USA AUDIENCE)
2.1x
More likely to own a luxury car
ORACLE

2.3x
More likely to own or purchase a Mercedes-Benz
DLX (USA AUDIENCE)

20.5%
Of our audience are interested in purchasing a car using hybrid/alternative fuel
DLX (USA AUDIENCE)

48.5%
Of our audience are in-market for luxury cars
QUANTCAST

51%
Of our users are in-market for a small family car
DLX

61.6x
More likely to purchase a mid-size car in the next 6 months
QUANTCAST (USA AUDIENCE)
Political Spectrum

21% Are centre-left

29% Are centrist

34% Are centre-right
2023 Reader Survey

- 60% Are decision makers in their company
- 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
- 28% Have savings and investments of over £500,000
- 40% Have had a book or paper published
Platforms

UnHerd Club Events
Westminster convening space hosting diverse events

Online advertising
4,000,000+ monthly views

Daily email
144,000+ recipients

Podcast
11,000+ monthly listens

UnHerd App
10,000+ users

UnHerdTV
37,000,000+ views

Private Events
Bespoke roundtables, breakfasts, briefings and banquets

Social media
1.2 million+ reach
UnHerd works in partnership with brands to create effective digital advertising campaigns. From banner advertisements to home page takeovers to advertorials.

Our online traffic has seen an unprecedented rise of over 400% from 2020.

**4M**
MONTHLY PAGEVIEWS

**2M**
UNIQUE USERS
Daily Email
An established, organically-grown following.
UnHerd’s highlights delivered daily.

156.9K
ACTIVE SUBSCRIBERS

82%
RECEIVE DAILY EMAIL

34%
AVERAGE OPEN RATE

4.5%
CLICK-THROUGH RATE

0.09%
UNSUBSCRIBE RATE
UnHerdTV

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

Available for sponsorship.

37M+
TOTAL REACH

373K
YOUTUBE SUBSCRIBERS

UK/US
EQUAL REACH

7.3M
HOURS WATCHED
UnHerd with Freddie Sayers

Freddie Sayers seeks out top scientists, writers, politicians and thinkers for in-depth interviews to try and help us work out what’s really going on.

2.3M
TOTAL DOWNLOADS

116K
AVERAGE LISTENS PER MONTH

35-44
PRIMARY AGE GROUP
These Times with Tom McTague

Each week Tom and Helen explore the great forces and ideas that led us to where we are right now. It’s a politics podcast for those who want a deeper, historical understanding of the news, to understand what has really shaped our world and why.

- **578K** TOTAL DOWNLOADS
- **100K** AVERAGE LISTENS PER MONTH
- **35-44** PRIMARY AGE GROUP
Digital advertising - Run of site £35 CPM

Digital advertorial - £3,500 per week

UnHerdTV Sponsorship - £3,600 per episode or £30 CPM

Newsletters
£3,750 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
Private curated events start from £15,000
Rountables, Dinners or Debates. UnHerd hosts, guests and/or audiences
Events supported by a cross-platform marketing campaign start from £20,000
Amplification of events possible through YouTube, Digital ads and podcasts.

Podcasts
Bespoke podcasts - £15,000
£18,000 to include private lunch afterwards

£20,000 to include advertorial or research document published