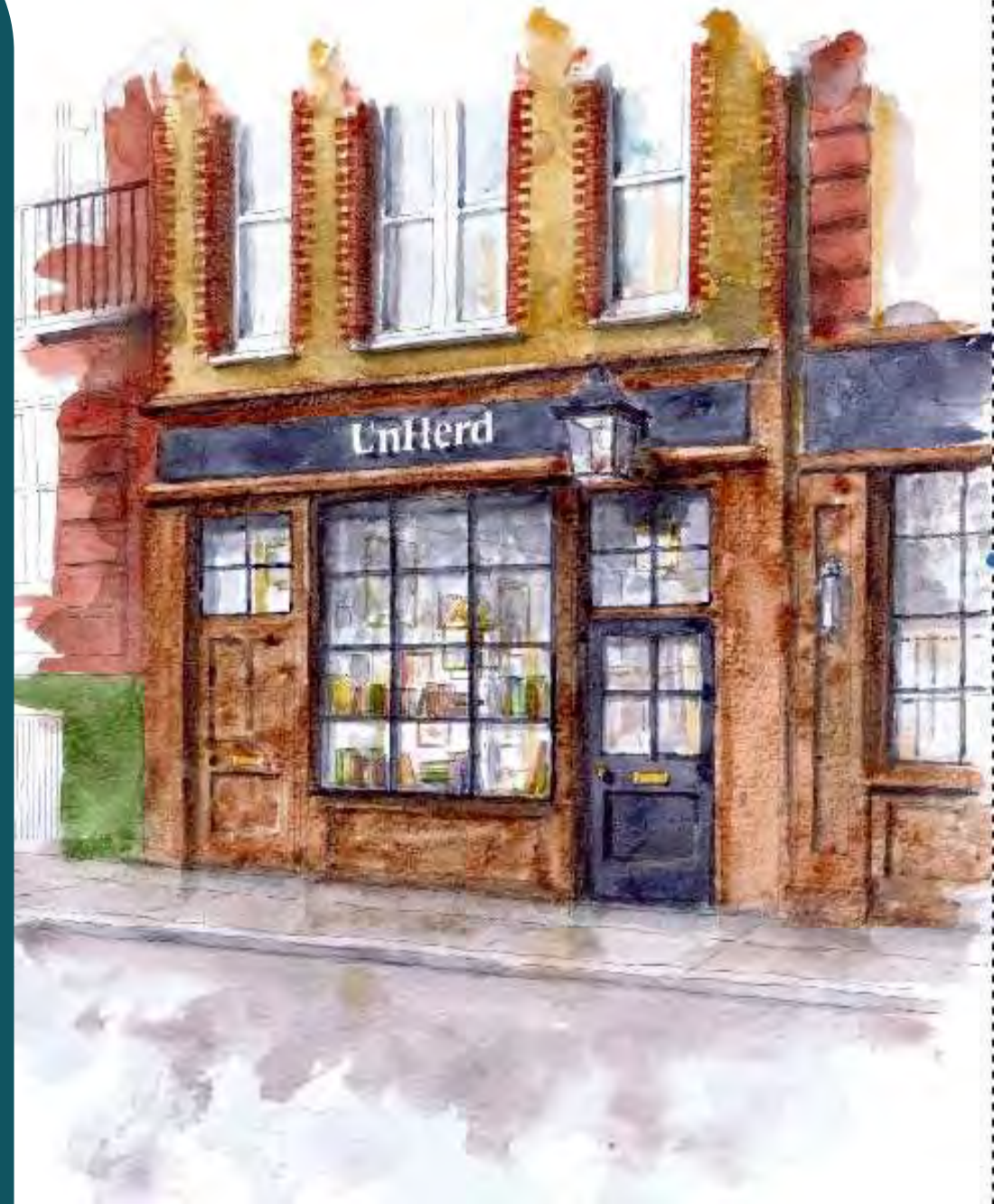


UnHerd Media Pack

March 2024



UnHerd

Think again

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.

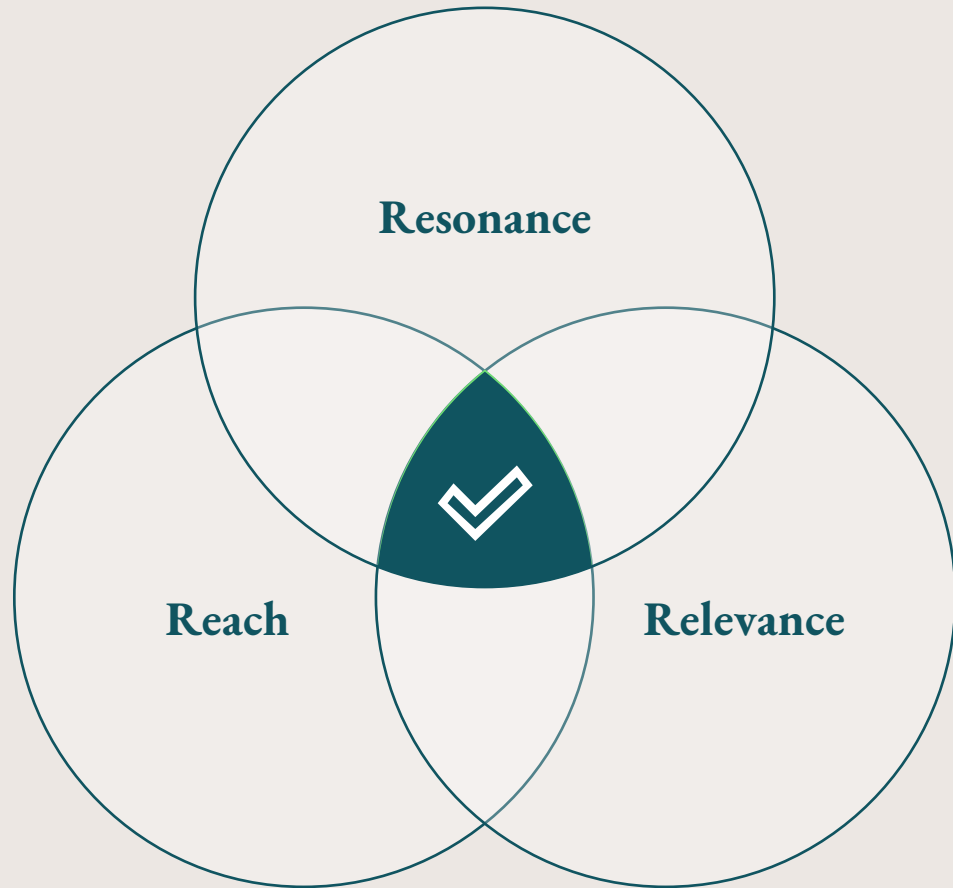
Meanwhile, the media increasingly resembles the Wild West, with wild theories and paranoia going unchecked. Who can be trusted?

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.”



FREDDIE SAYERS
Editor in Chief, UnHerd



✓ **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



Kathleen Stock

UNHERD COLUMNIST & PHILOSOPHER

147,200



Ayaan Hirsi Ali

UNHERD COLUMNIST

491,400

Established journalists
Combined Twitter following of **1.2 million**



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



34.6%

Of our audience are
businesspeople

QUANTCAST



78%

Of our audience are interested
in political hosts & pundits

HELIXA

Public Affairs



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



43.3%

Have an income of over £80,000

READER SURVEY



27%

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

READER SURVEY

Wealth Managers



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



51%

Of our audience read business & finance magazines

HELIXA



49.9%

Of UnHerd's audience are heavy spenders on holiday
QUANTCAST



2.4x

More likely to be 4-Star resort visitors
QUANTCAST (USA AUDIENCE)

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)



3.2x

More likely to visit luxury hotels
DLX (USA AUDIENCE)



69%

Of our US audience are frequent spenders on Air Travel and Hotels
QUANTCAST (USA AUDIENCE)



2.3x

More likely to be interested in vehicles
QUANTCAST



48.5%

Of our audience are in-market for luxury cars
QUANTCAST

Automotive



2.1x

More likely to own a luxury car
ORACLE



20.5%

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



2.3x

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



61.6x

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



51%

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

Political Spectrum



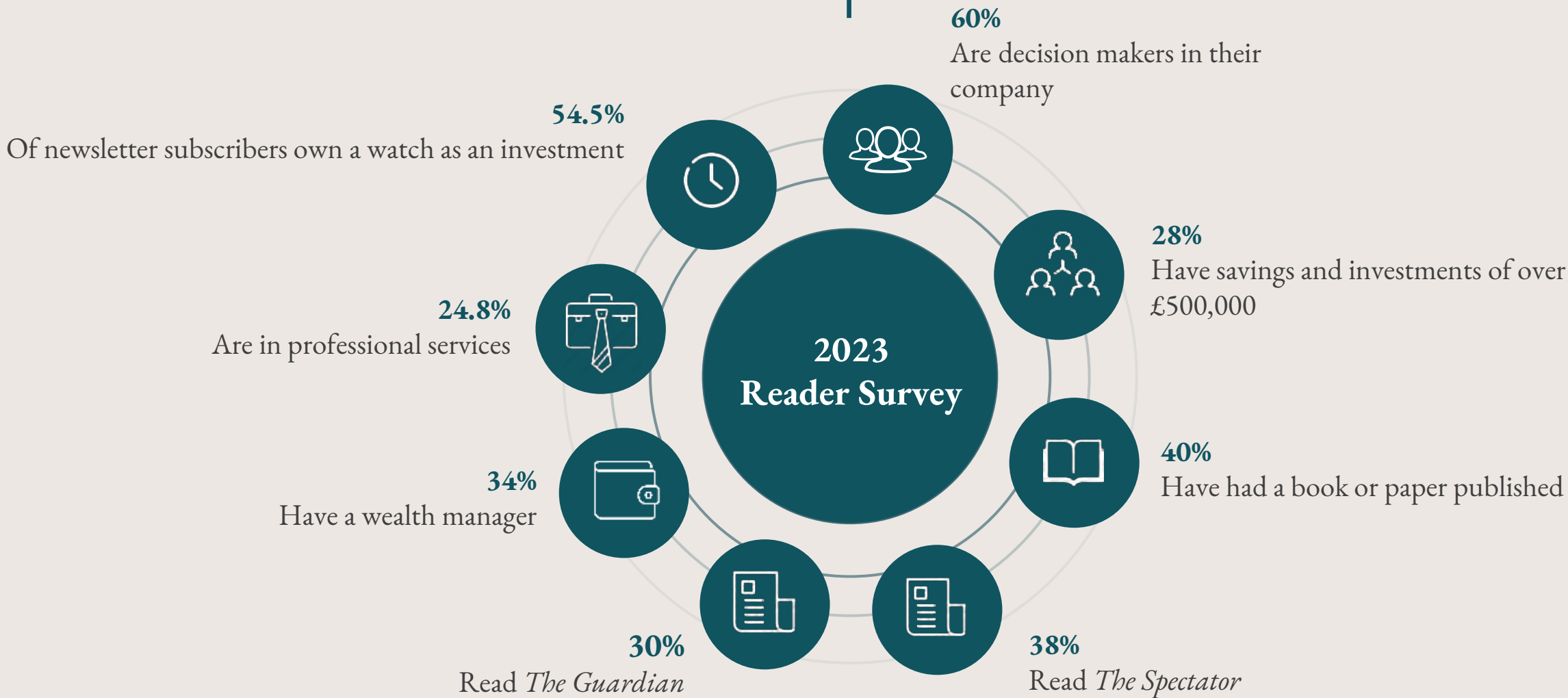
21% Are centre-left

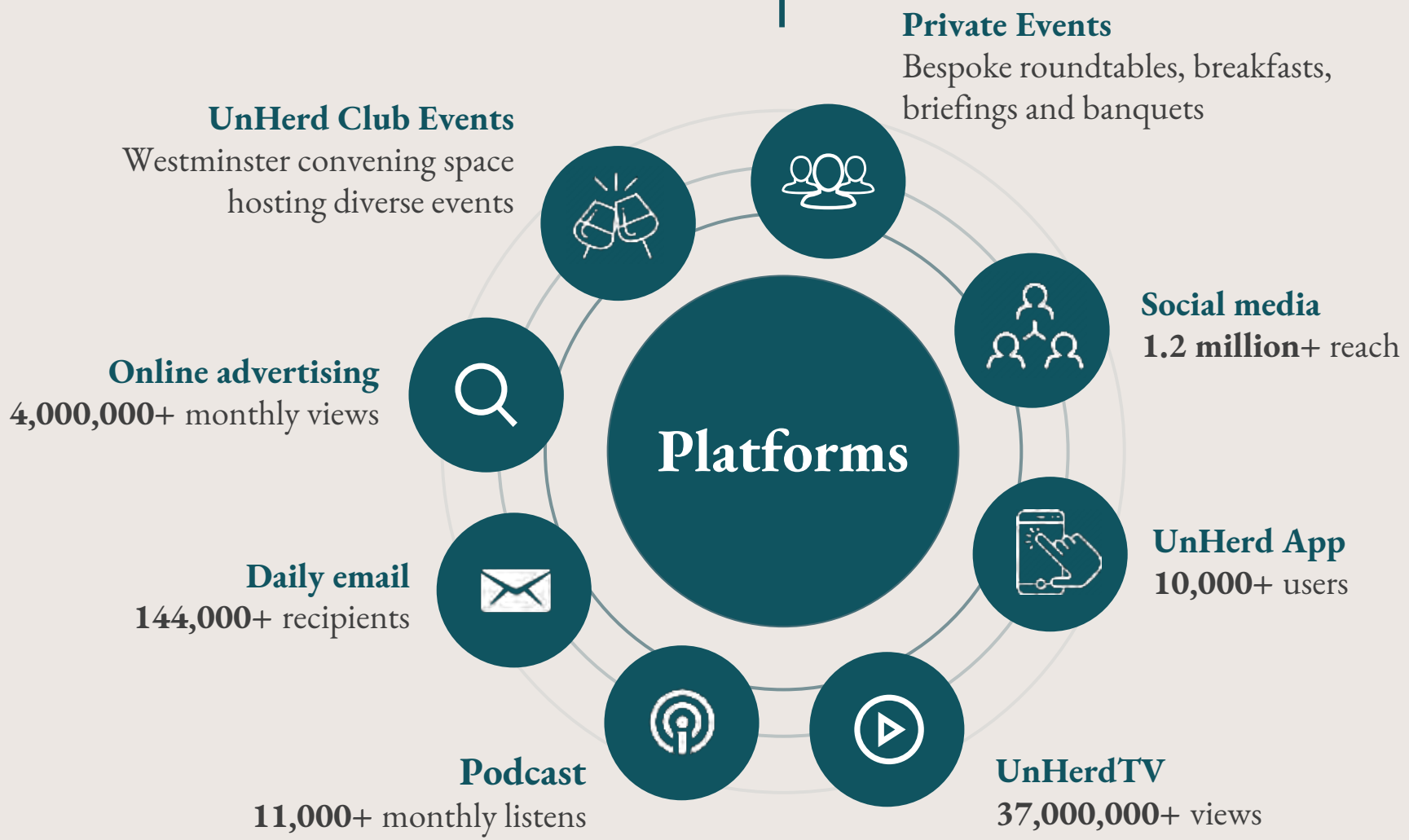


29% Are centrist



34% Are centre-right





Digital advertising

UnHerd works in partnership with brands to create effective digital advertising campaigns. From banner advertisements to home page takeovers to advertorials.

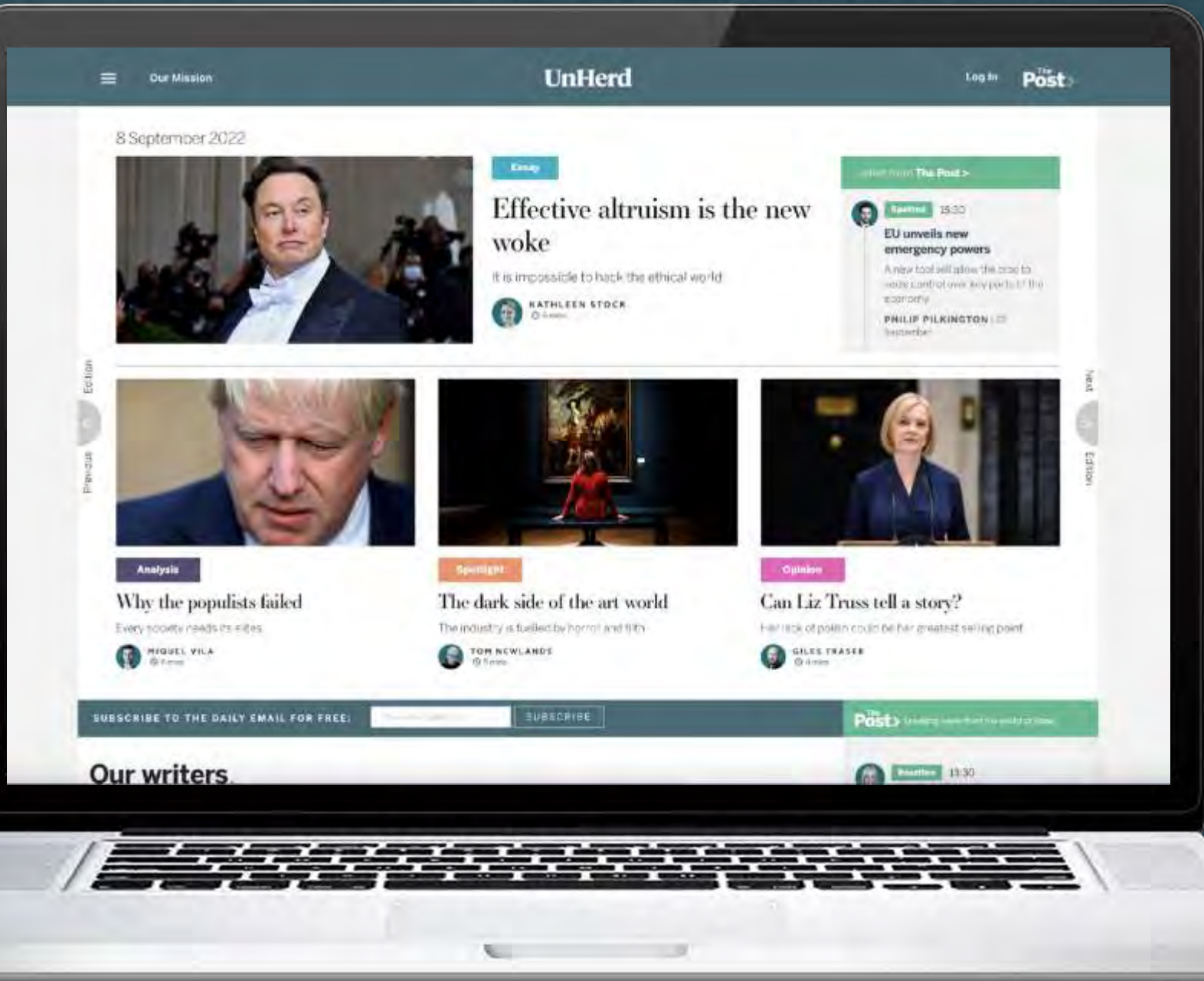
Our online traffic has seen an unprecedented rise of over 400% from 2020.

4M

MONTHLY
PAGEVIEWS

2M

UNIQUE
USERS





WEEKEND ESSAY

Big Tech has stolen our children Fear of the smartphone isn't a moral panic

MATT FEENEY 12 M

UnHerd
Daily

PRESENTED BY
Janus Henderson
INVESTORS



WEEKEND REPORT

Will Tower Hill politicians follow Rochdale? politicians are racial tensions

NICOLE LAMPERT 1

4 March 2024



EUROPE

The EU's American Queen Ursula von der Leyen is retooling the bloc for war

Newsroom

Breaking today in the world of ideas



11:10 - JOAN SMITH

Three in 10 UK scientists believe sex isn't

A startling number of medical professionals are in the



07:00 - PHILIP PILKINGTON

China dominates the West in EV market

One executive admitted that the US is struggling to keep

Sunday, March 3rd



19:53 - JAMES BILLOT

NY Times: Trump support among black voters nearly 500%

The former president is chipping away at a staunchly Dem



08:00 - RALPH LEONARD

Is George Galloway's sectarianism a sign come?

His strategy of targeting ethnic groups could lay the



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

RATES

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



2023 Partners



PrimaryBid



NatWest



UnHerd

Melissa McAdden

CHIEF COMMERCIAL OFFICER

melissa.mcadden@unherd.com

Zoe White

COMMERCIAL INTERN

zoe.white@unherd.com

