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.
The Western world is divided and uncertain. In the realms of politics, morality, science and culture, establishment opinion is skittish, but assertive — quick to form a consensus and intimidate dissent into silence. Meanwhile, increasingly powerful anti-establishment voices are fast forming into their own tribes.

*UnHerd* tries to do something different — and harder. We are not interested in contrarianism, or opposition for its own sake; but we make it our mission to challenge herd mentality wherever we see it.

This may be to speak for people who are otherwise dismissed; to challenge lazy consensus; or to make the argument for dimensions of existence that are lost in the din. We seek out thinkers who can bring the broader wisdom of history, philosophy, science and religious thought to bear on the current moment.

We try to give a platform to the overlooked, the downtrodden and the traduced; and to people and places that the world has chosen to forget.

We have no allegiance to any political party or tradition. Our writers often disagree with each other. Our approach is to test and retest assumptions, without fear or favour.

The effect, we hope, is to get a little bit closer to the truth — and to make people think again.

*Welcome to UnHerd.*

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
Established journalists
Combined Twitter following of 1.3 million

Kathleen Stock
UNHERD COLUMNIST & PHILOSOPHER
Twitter: 151,700

Tom McTague
POLITICAL EDITOR
Twitter: 51,200

Freddie Sayers
EDITOR IN CHIEF
Twitter: 70,000

UnHerd
Twitter: 133,900

Mary Harrington
CONTRIBUTING EDITOR
Twitter: 53,700

Lee Fang
CONTRIBUTING EDITOR
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Ayaan Hirsi Ali
UNHERD COLUMNIST
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Established journalists
Combined Twitter following of 1.3 million
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
Daily Email

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

- **165K** ACTIVE SUBSCRIBERS
- **82%** RECEIVE DAILY EMAIL
- **34%** AVERAGE OPEN RATE
- **0.12%** CLICK-THROUGH RATE
- **0.09%** UNSUBSCRIBE RATE
A coveted platform for ideas, news and investigations.

Infomercial recorded in the UnHerd Studio and inserted as a mid-roll across our episodes

https://www.youtube.com/@UnHerd
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.

3.11M
TOTAL DOWNLOADS

115K
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.

1.09M TOTAL DOWNLOADS
95.4K AVERAGE LISTENS PER MONTH
35-44 PRIMARY AGE GROUP
Infomercials by UnHerd

These 90 second infomercials could also be described as TV ads or bespoke videos

Following a tight client brief, supply of graphics, logos and key messages, UnHerd will create an infomercial for client approval

The infomercial will be recorded in the UnHerd Studio

The episode will then be inserted into UnHerd’s live event streams, as a pre-roll or mid-roll episode and broadcasted across YouTube, Twitter, Rumble, Instagram and UnHerd.com

It will live on UnHerd Sectors with traffic drivers available across UnHerd’s Platforms to direct views and visitors
Example of a 40 Second infomercial

Curated promotional film, by UnHerd
UnHerd Sectors

A dedicated place for partnership content, alongside other relevant content from UnHerd or our sponsors.

Defined sector specific UnHerd articles alongside bespoke advertorials and partnerships.


A space to allow our clients to publish advertorials, bespoke podcasts and coverage of events curated in partnership.

www.unherd.com/sectors
Demographics

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

- **6.3x**
  - More likely to read political magazines
  - QUANTCAST

- **34.6%**
  - Of our audience are businesspeople
  - QUANTCAST

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

- **51%**
  - Read business-related magazines
  - HELIXA

- **68%**
  - Are interested in investment influencers
  - HELIXA

- **3.9x**
  - More likely to be interested in political news sites
  - QUANTCAST

- **4.6x**
  - More likely interest in the government
  - ACXIOM
Wealth

38.8% Have an income of over £80,000
READER SURVEY

29.2% Of our readers have or have used a wealth manager
READER SURVEY

2.8x More likely to be interested in investing
QUANTCAST

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

42% Have savings of over £200,000
READER SURVEY

1.5x More likely interest in personal finance
ACXIOM

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

78% Are likely to go on European holidays
 QUANTCAST

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

69% Of our US audience are frequent spenders on Air Travel and Hotels
 QUANTCAST (USA AUDIENCE)

3.2x More likely to visit luxury hotels
 DLX (USA AUDIENCE)
**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 a luxury car
  - QUANTCAST

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

- **2.3x** More likely to be interested in vehicles
  - 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)
35.79% Are centre-right
14.75% Are centrist
13.1% Are centre-left
29.4% Do not believe in a spectrum
2024 Reader Survey

41% Are decision makers in their company

54.5% Of newsletter subscribers own a watch as an investment

48.3% of readers have a postgraduate degree

29% Have used a wealth manager

27.3% Have savings and investments of over £500,000

36% Read The Guardian

46% Read The Spectator

38.8% Have an income of over £80,000
Platforms

Online advertising
4,000,000+ monthly views

Daily email
164,000+ recipients

Podcast
270,000+ monthly listens

Private Events
Bespoke roundtables, breakfasts, briefings and banquets

Social media
1.3 million+ reach

UnHerd App
10,000+ users

UnHerdTV
43,642,000+ views

UnHerd Club Events
Westminster convening space hosting diverse events
RATES

Digital advertising - Run of site £35 CPM

Digital advertorial - £3,500 per week

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

Podcast Sponsorship - £2,000 per episode

UnHerd Sectors - £3,500 plus VAT for a bespoke digital advertorial
£2,500 plus VAT for a supplied advertorial or op-ed

UnHerd Infomercials - £25,000 plus VAT per episode to include two rounds of editing, 250,000 traffic drivers and a 90 second episode for client to use and distribute as they wish

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
Melissa McAdden  
CHIEF COMMERCIAL OFFICER  
melissa.mcadden@unherd.com

Zoe White  
COMMERCIAL PARTNERSHIPS ASSISTANT  
zoe.white@unherd.com