

UnHerd Media Pack



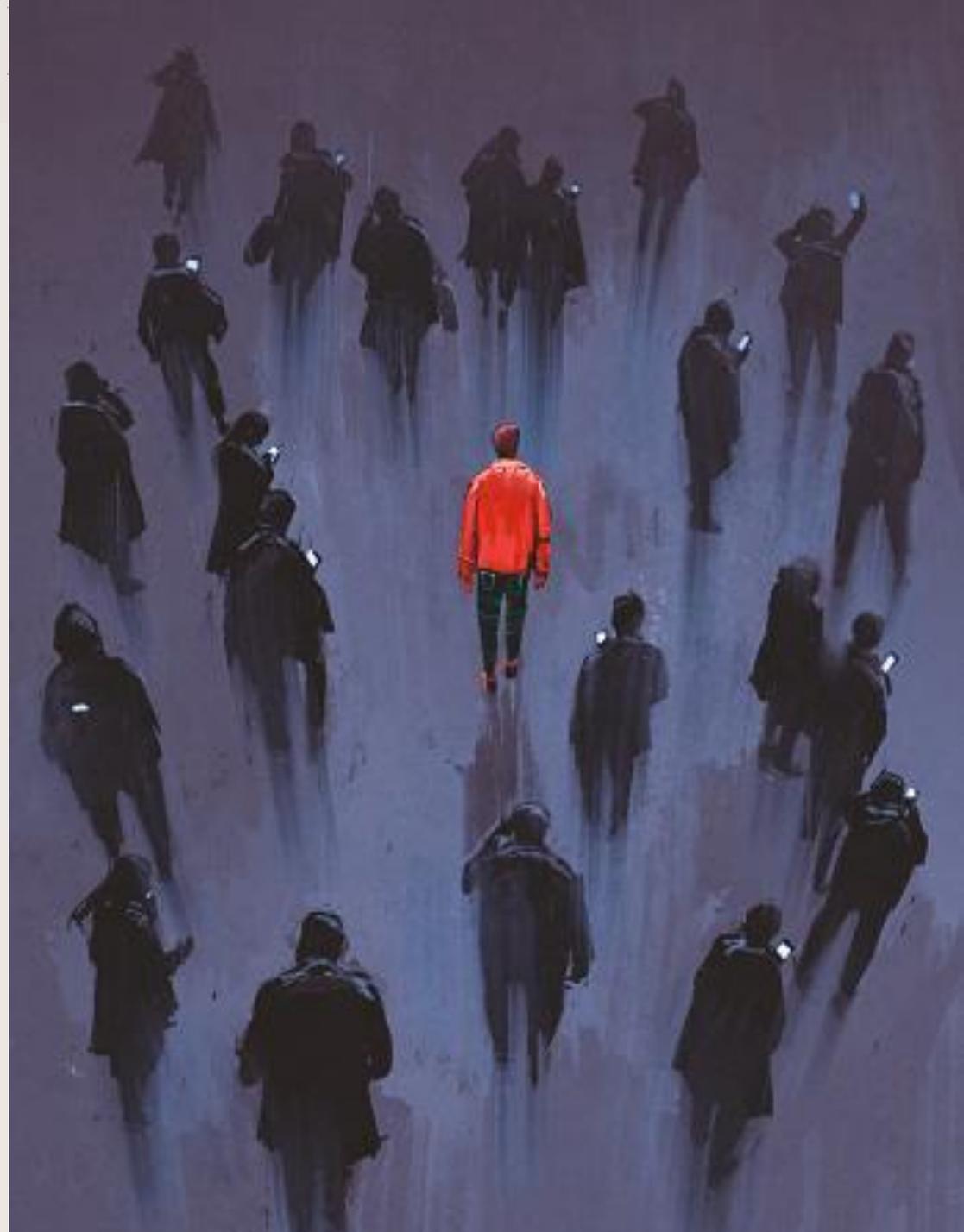
UnHerd

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.



Demographics



55%
MALE



27%
AGED 18-34



42%
AGED 35-54



31%
AGED 55+



45%
FEMALE

14.75% Are centrist



Political Spectrum



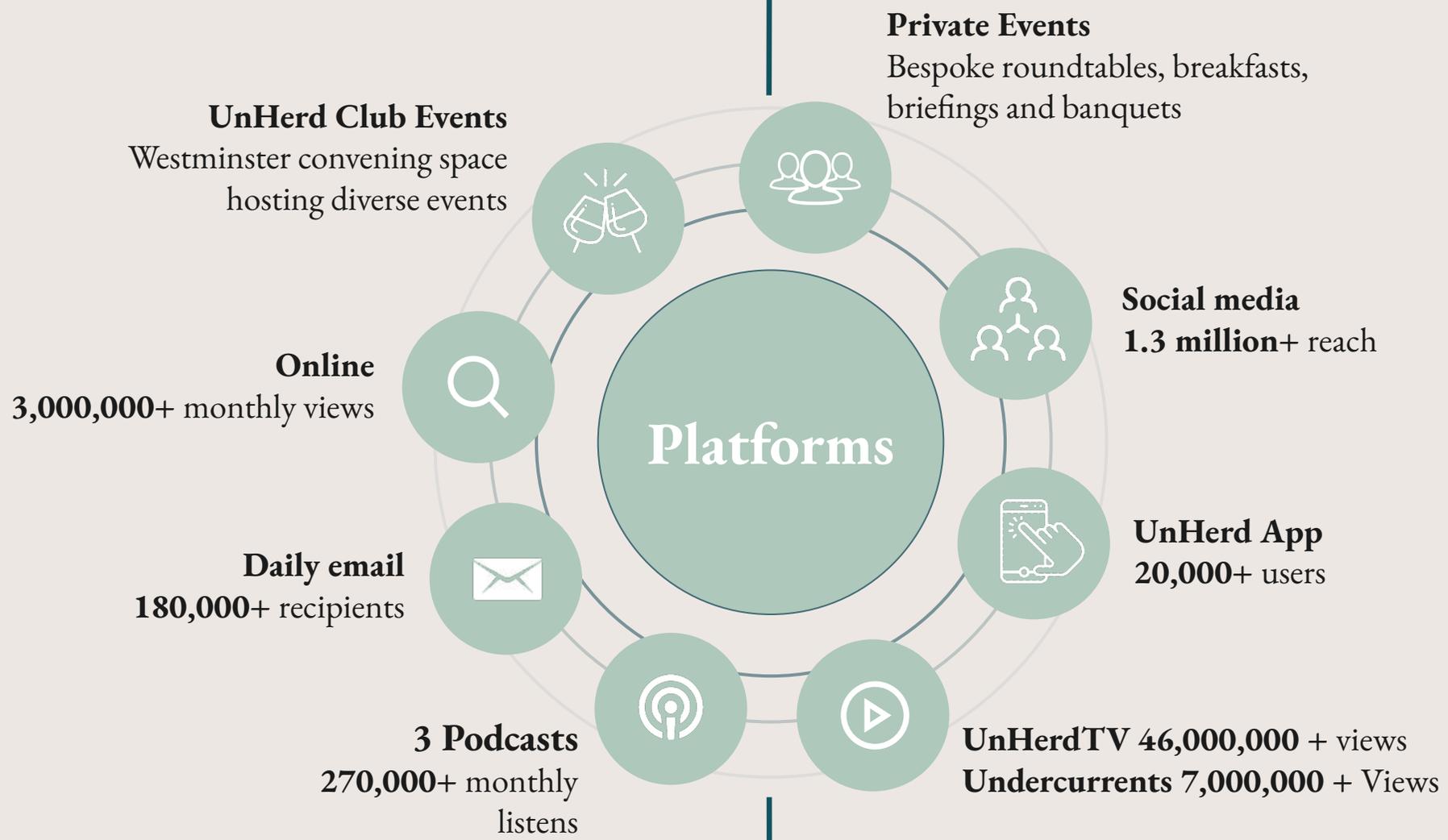
13.1% Are centre-left



29.4 % Do not believe in a spectrum



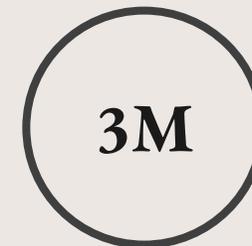
35.79% Are centre-right



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.

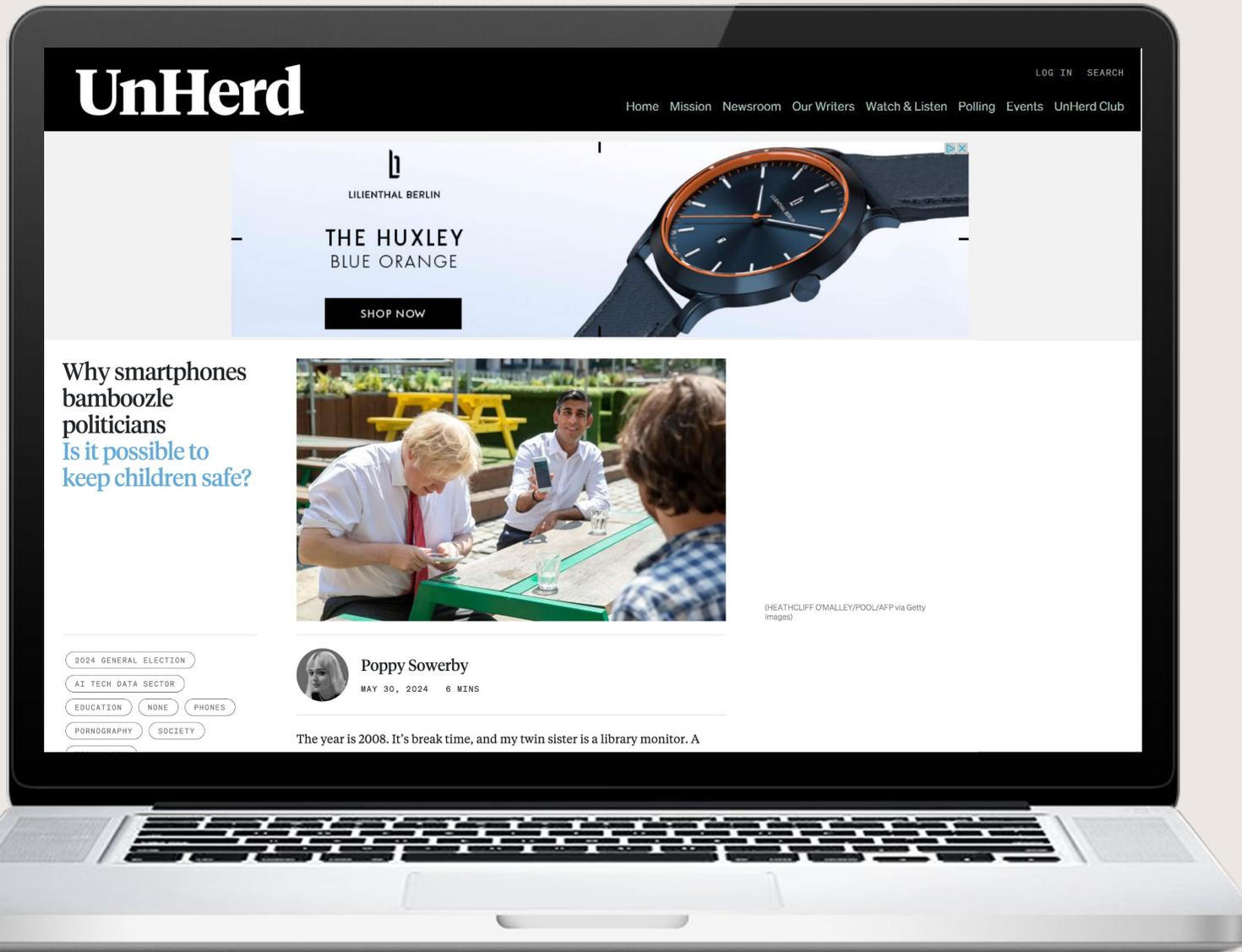


MONTHLY
PAGEVIEWS
(Parsley)



UNIQUE
USERS
(Parsley)

UK 40.88% US 29.18% ROW 29.92%





WEEKEND ESSAY

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

MATT FEENEY 12 MINS



PRESENTED BY Janus Henderson INVESTORS

4 March 2024



WEEKEND REPORT

Will Tower Hamlets follow Rochdale? Local politicians are enflaming racial tensions

NICOLE LAMPERT 5 MINS



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 binary

A startling number of medical professionals are in thrall to gender ic



07:00 - PHILIP PILKINGTON

China dominates the West in EV market

One executive admitted that the US is struggling to keep up

Sunday, March 3rd



19:53 - JAMES BILLOT

NY Times: Trump support among black voters grows nearly 500%

The former president is chipping away at a staunchly Democrat vot...



08:00 - RALPH LEONARD

Is George Galloway's sectarianism a sign of things to come?

His strategy of targeting ethnic groups could lay the template for future leaders

INVESTMENT TRUSTS

MANAGED BY

Janus Henderson INVESTORS

Daily Email

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

Geo Targeting available with reflected pricing.



ACTIVE SUBSCRIBERS



RECEIVE DAILY EMAIL



AVERAGE OPEN RATE



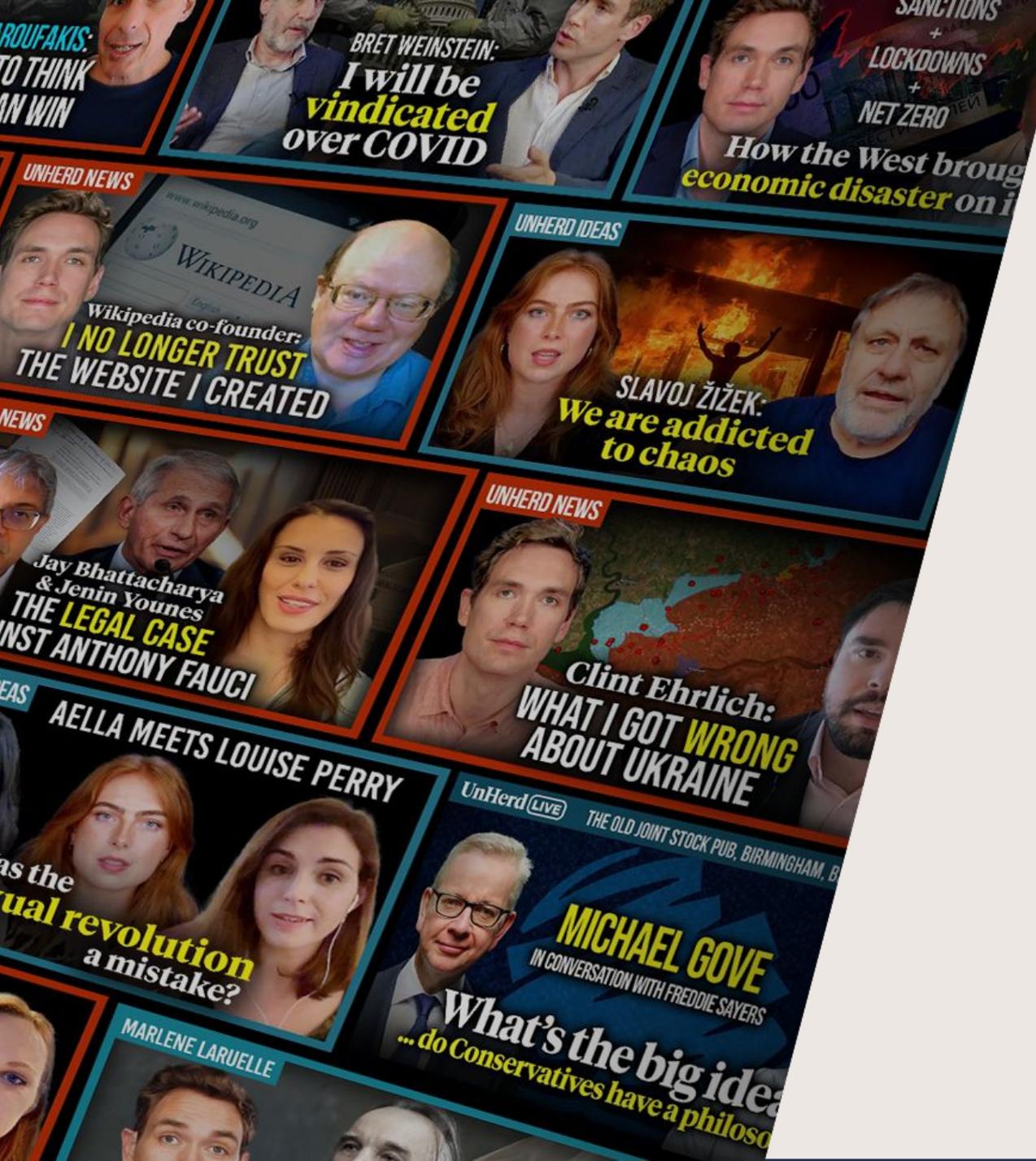
CLICK-THROUGH RATE



UNSUBSCRIBE RATE

UK 42.2% US 28% ROW 29.8%

(MailChimp)



UnHerd on YouTube - As you may have guessed from our strange spelling, UnHerd aims to do two things: to push back against the herd mentality with new and bold thinking. Hosted by UnHerds Editor in chief Freddie Sayers, the YouTube show delves into complex topics with a focus on exploring viewpoints that don't always get mainstream coverage.

57M+

TOTAL REACH

514K

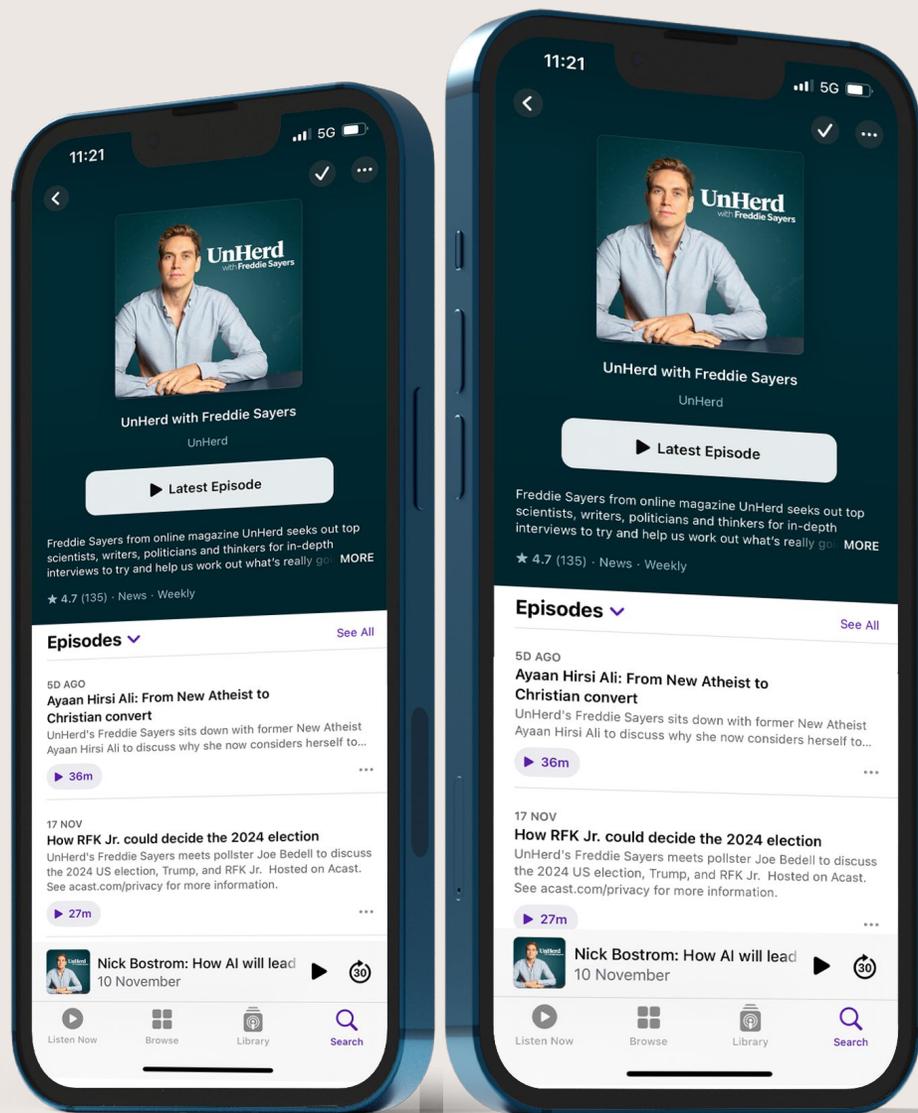
YOUTUBE SUBSCRIBERS

UK/US

EQUAL REACH

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

US 29.1% UK 27.9% ROW 43%



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.



TOTAL
DOWNLOADS



AVERAGE
LISTENS PER
MONTH



PRIMARY
AGE GROUP

33% UK 28% US ROW 39%.



Econoclasts - UnHerd's weekly podcast on geopolitics and global finance.

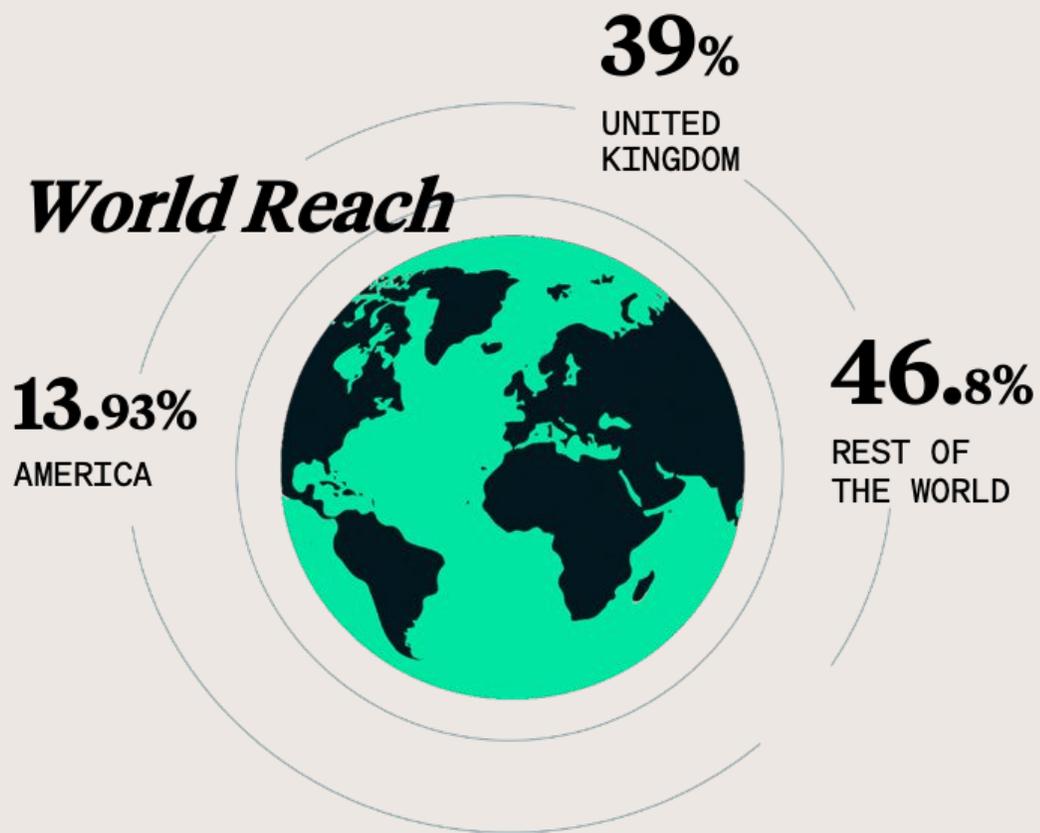
Econoclasts brings together two of the sharpest minds on the world stage: world-renowned economist and former Greek Finance Minister Yanis Varoufakis and Wolfgang Münchau founder of Eurointelligence and Associate Editor at the Financial Times. This podcast offers bold and unfiltered insight into the forces reshaping our world — from voices who've been in the room where it happens.



66k
Monthly
Downloads



35-44
Average age
range



Sectors

UnHerd works with partners to bring innovative thinking to a wide range of sectors.

Skills and Education Sector



Britain has betrayed its children
SARAH DITUM 26 MAR



Third-party candidates could win Trump the White House again
LAUREL DUGGAN 6 FEB



Why children are skipping school
KATE ADAMS 16 JAN



Plagiarism is not a sin
KATHLEEN STOCK 12 JAN

[VIEW ALL POSTS →](#)

Energy & Climate Sector



Third-party candidates could win Trump the White House again
LAUREL DUGGAN 6 FEB



Is the EU dropping Net Zero?
RALPH SCHOELLHAMMER 21 JAN



Have we reached peak ESG?
ASHLEY RINDSBERG 27 DEC



The renewables sector is crashing
PHILIP PELKINGTON 3 OCT

[VIEW ALL POSTS →](#)

Defence Sector



Ukraine is running out of battlefield options
ARIS ROUSSINOS 1 MAY



It's time to send Nato troops to Ukraine
EDWARD LUTTWAK 4 APR



The man who betrayed El Chapo
IOAN GRILLO 3 APR



Is Nato heading for nuclear war?
THOMAS FAZI 1 MAR

[VIEW ALL POSTS →](#)

Finance and Business Sector



The Future of the City, with Bim Afolami and Francesca Carlesi
These Times
Presented by Revolut



AUTUMN AFTERMATH: THE UK ECONOMY CONVERSATION
Presented by Bloomberg UK



The Bank of England gambled with your money — and lost
PHILIP PELKINGTON 14 FEB



Jeremy Hunt unveils his people-pleaser budget
JOHN OXLEY 22 NOV

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Science Sector



The civil war in the biohacking movement
SEAN T. SMITH 18 APR



How games are used to control you
GURWINDER BHOGAL 10 APR



Why we still need Dr Freud
MATT ROWLAND HILL 10 MAR



The most important immigration story of all
PETER HEATHER 12 MAR

[VIEW ALL POSTS →](#)

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.

Sectors are: Skills & Education, Energy & Climate, Defence, Finance & Business, Science, AI, Tech & Data, Future of the State and Health & Healthcare.

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

www.unherd.com/sectors

Previous Partners



Rates

UnHerd Daily Newsletters

£3,000+VAT per week to sponsor the Daily UnHerd email (Monday-Sunday, 7 sends)

YouTube - Host Read Burnt in Sponsorship

UnHerdTV (YouTube) - £2,000+VAT per episode

Econoclasts (YouTube) - £1,200+VAT per episode

Podcast Sponsorship - Burnt in Host Read Sponsorship

UnHerd with Freddie Sayers - £2,000+VAT per episode

Econoclasts - £1,200+VAT per episode

Dynamic Podcast Advertising - Host Reads Sponsorship of Entire Inventory

UnHerd with Freddie Sayers - £50CPM

Econoclasts - £30CPM

Digital Display advertising

Run of site £34 CPM

UnHerd Sectors

£3,500+VAT for a bespoke digital advertorial

£2,500+VAT for a supplied advertorial or op-ed



2.7x

More likely to be regular American Express users

DLX

UK/US

Account for 70% of our audience

GOOGLE



Our readers



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



85% of UnHerd's audience is **politically active**



Our audience is **3.3x more likely** to be a businessperson



Our audience are **77% more likely to read the news most days**

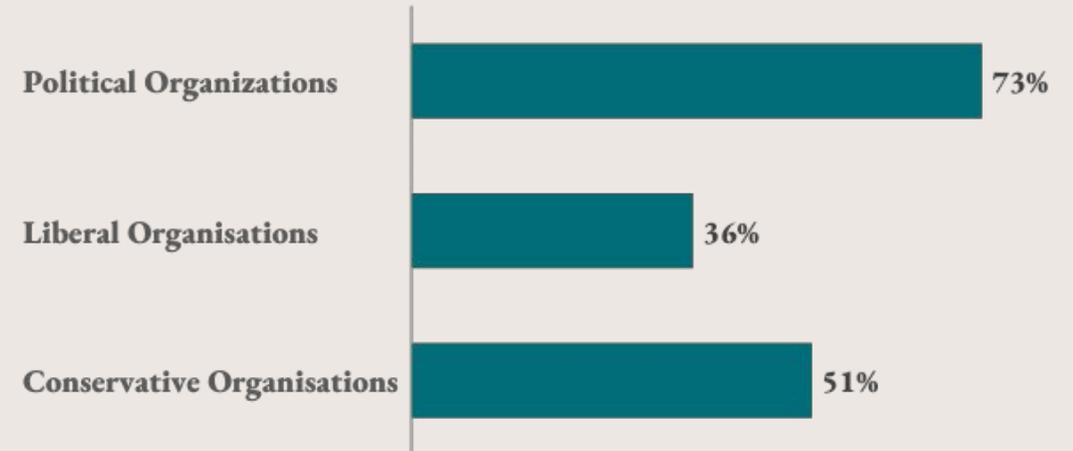


We reach **over 1 in 4** members of **political organizations in the UK**



We reach **1 in 5** people **living in London**

Political Reach





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



38.8%

Have an income of over
£80,000

READER SURVEY 2024



29.2%

Of our readers have or have
used a wealth manager

READER SURVEY 2024

Wealth



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 2024



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%

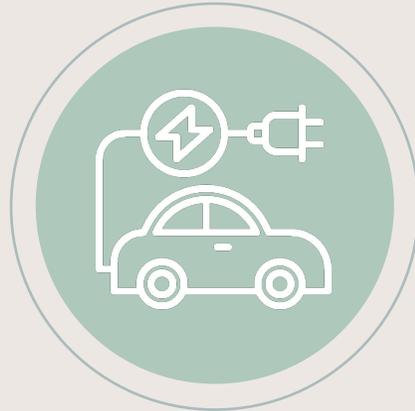
Of our audience are in-market for luxury cars
QUANTCAST

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)



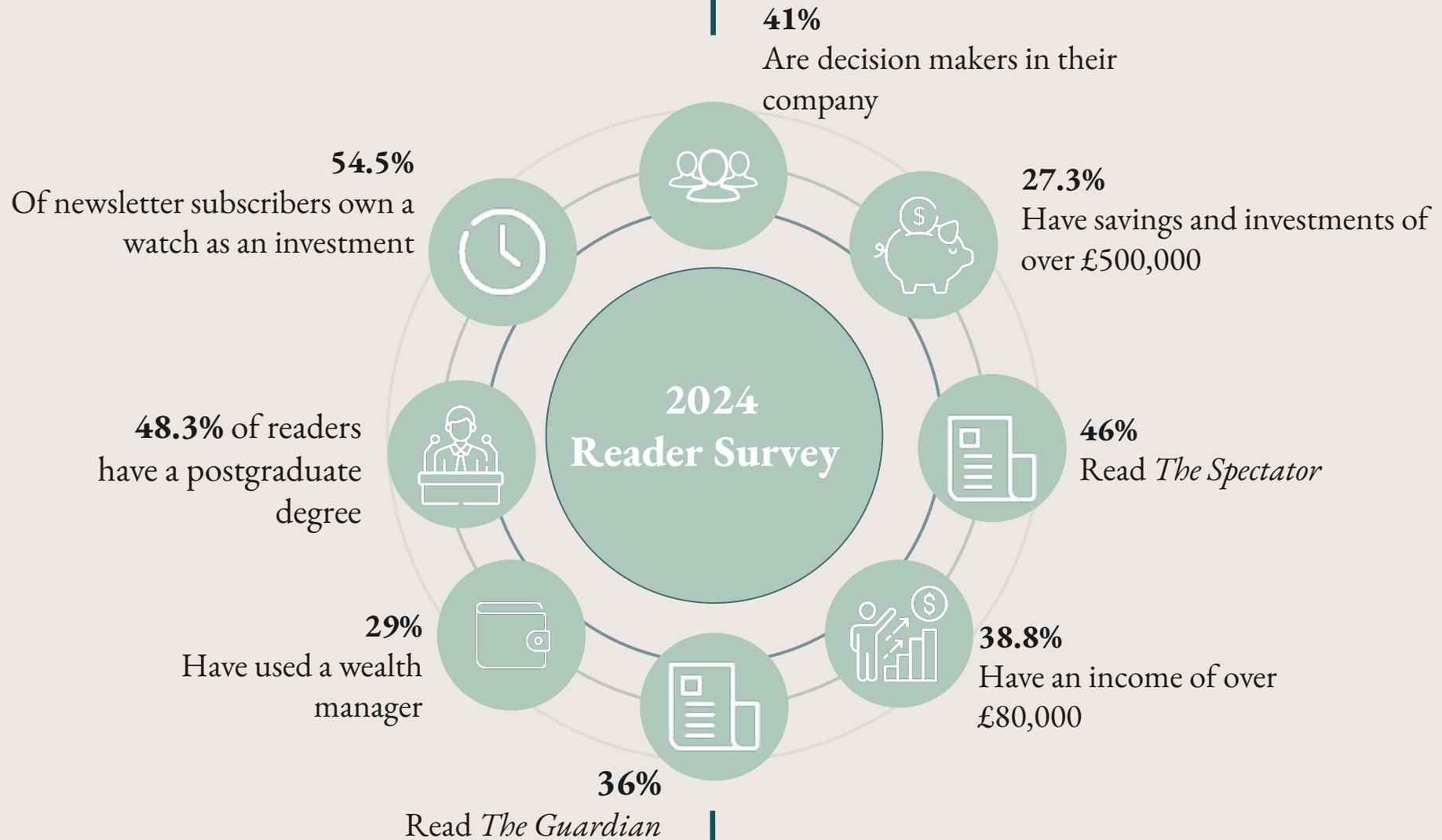
61.6x

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





Bespoke Partnerships

Events

Private curated events start from £15,000

Roundtables, Dinners or Debates. UnHerd hosts, guests and/or audiences available as well as star guests from the Westminster bubble and relevant industries.

Events supported by a cross-platform marketing campaign start from £30,000

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

UnHerd

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