

# THE SPECTATOR

## MEDIA PACK 2010



*Champagne for the brain*



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The magazine's heritage  
and modern incarnations

The magazine's readers

Rate Card

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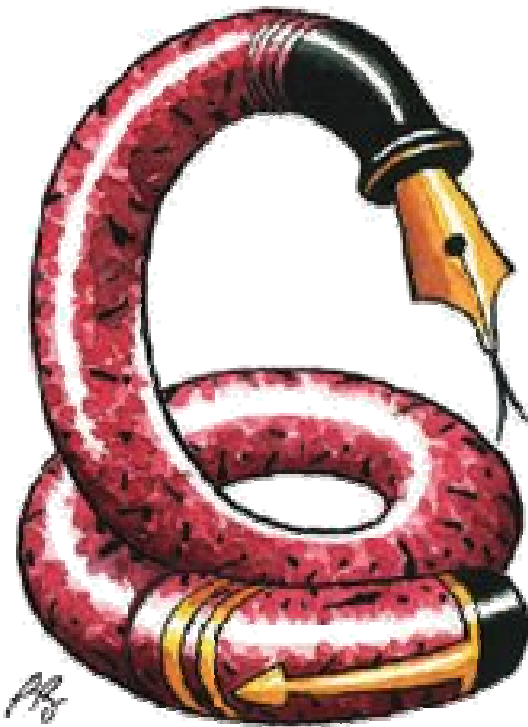
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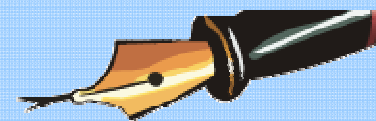
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# SPECTATOR HERITAGE AND MODERN INCARNATIONS



*Champagne for the brain*



# **SPECTATOR RAISON D'ÊTRE**

The Spectator has engaged readers with wry and intelligent features, opinion and comment.

With writing from the best in journalism, our contributors and editorial team provide compelling and engaging features on politics, arts, books, culture (low and high brow) luxury goods, travel and business

The logo for 'The Spectator' is displayed in a red serif font within a red rectangular border. The word 'THE' is in a smaller font size and positioned above the 'S' of 'SPECTATOR'.

**THE SPECTATOR**

# SPECTATOR HERITAGE

First published 1828

Oldest continuously  
published English  
language magazine in the  
world

Now UK's largest  
circulation magazine of its  
type



# SPECTATOR BEGINNINGS

The Spectator was born out of the coffee houses of 18th Century London, the gathering places of the reformist/libertarian classes

The magazine quickly became one of the most respected source of political comment in the UK with a reputation that spread to the 'chattering' elite across the globe





The Spectator is the definitive source of intelligent debate but has widened its sphere of influence to include the arts, business, books and culture

# SPECTATOR TODAY

Editor: Fraser Nelson

In the last 40 years Spectator editors have included:

Two former British Chancellors of the Exchequer, Ian McLeod and Nigel Lawson.

Former British Government cabinet ministers.

The current London Mayor, Boris Johnson.

Great Fleet Street editors such as Dominic Lawson and Charles Moore.

# INTRODUCING OUR EDITOR

Fraser Nelson is the foremost political commentator of his generation.

He has written for the Scotsman, Telegraph, Times and is the political columnist for the News of the World.

He sits on the board for the centre for policy studies and was one of the founders of the highly successful Coffee House blog.





# POLITICS AND MORE

*'If you are in the business of understanding and predicting public opinion, this is a must read publication.'*

Campaign



*'Illuminates as it provokes.'*

The Times

*'A front-running candidate for the title of the liveliest and most intelligent title in the country.'*

Evening Standard



## **THE FINEST ...**

**James Forsyth**

**Rod Liddle**

**Matthew Parris**

**Melissa Kite**

**Martin Vander Weyer**

**Jeremy Clarke**

**Charles Moore**

**Roger Alton**

**...IN BRITISH  
JOURNALISM**

# ...ALONGSIDE THE BRIGHTEST

**SLOW LIFE**



**ALEX JAMES**

**STATUS ANXIETY**



**TOBY YOUNG**

**SHARED  
OPINION**



**HUGO RIFKIND**



## BRAND EXTENSIONS

### Spectator.co.uk

- Boasts 2.5 million page impressions with 350k unique users
- 'Coffee House' the only successful political blog launched by a main stream publication
- Home to some of Britain's best bloggers such as Melanie Philips, Alex Massie and Martin Bright

### Spectator Events

- Highly successful events including opera performances, dinners, poetry recitals lectures, conferences and debates.
- Successful bespoke commercial partnerships

### Spectator Business

- Champagne for the Business Brain

### Commercial extensions

- Such as wine club and book club



**SPECTATOR**  
**SCOFF!**

## SUPPLEMENTS

### **The Spectator Scoff!**

Quarterly food and drink special  
Editors: Johnny Ray and Dan Jellinek

### **Travel**

Four supplements a year  
Detailed and witty insight

### **Luxury Goods**

Premium supplement in March and November

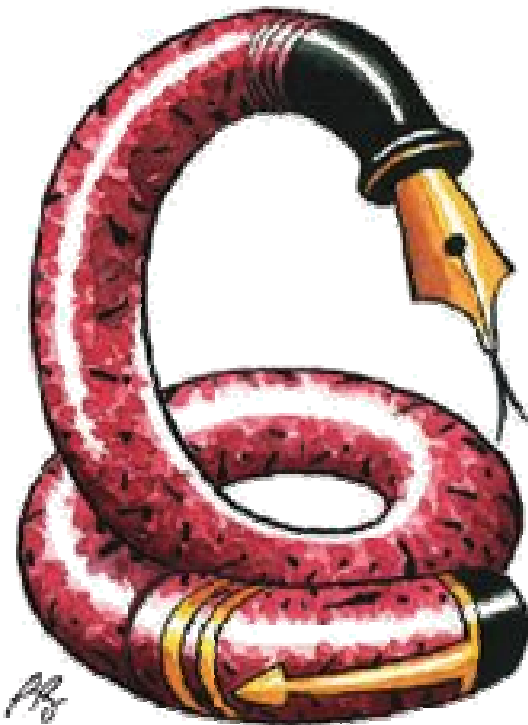
### **Fine Spirits**

Annual, well established spirits guide for the connoisseur

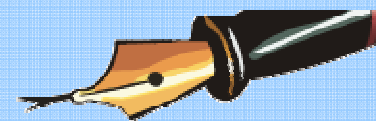
### **Commercial Extensions**

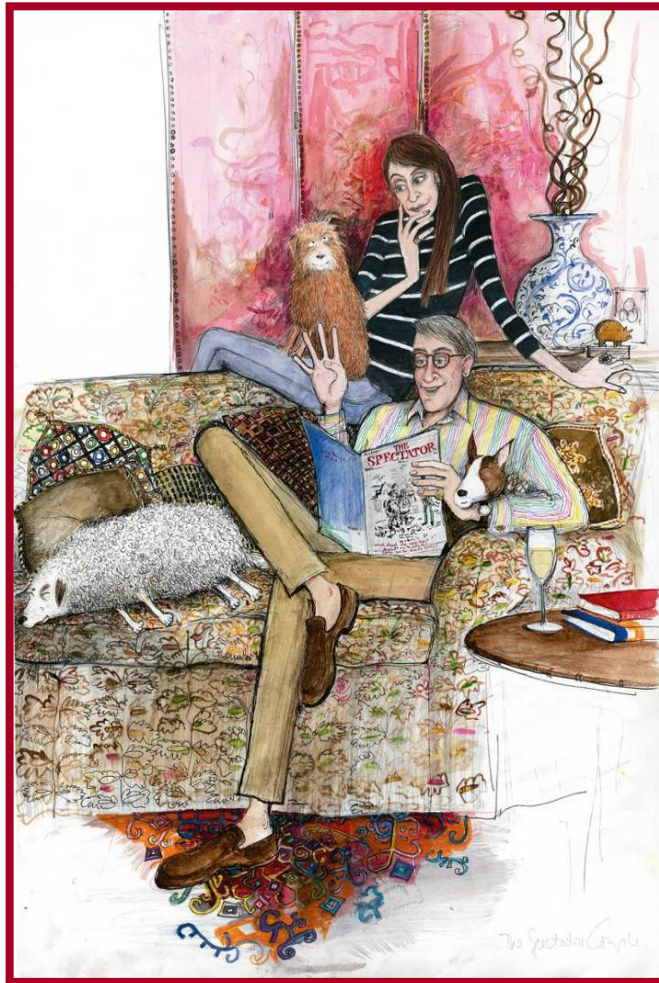
Successful collaborations companies such as the Carbon Trust, Spanish Tourism and Virgin

# READERSHIP



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**A LEISURE READ FOR  
PEOPLE WHO MATTER**

## **OUR READERS**

Current circulation: 70,300 (ABC Jul – Dec 09)

64% male, 36% female

83% AB

99% ABC1

62% own their home outright

Average net worth £1 million

1 hour 44 mins - the average time spent reading a single issue

95% read their copy while relaxing at home

# A LIFE OF LUXURY

Spectator readers have spent more than £11.5 million on their arts & antiques collections in the last 12 months

26% own a wine cellar

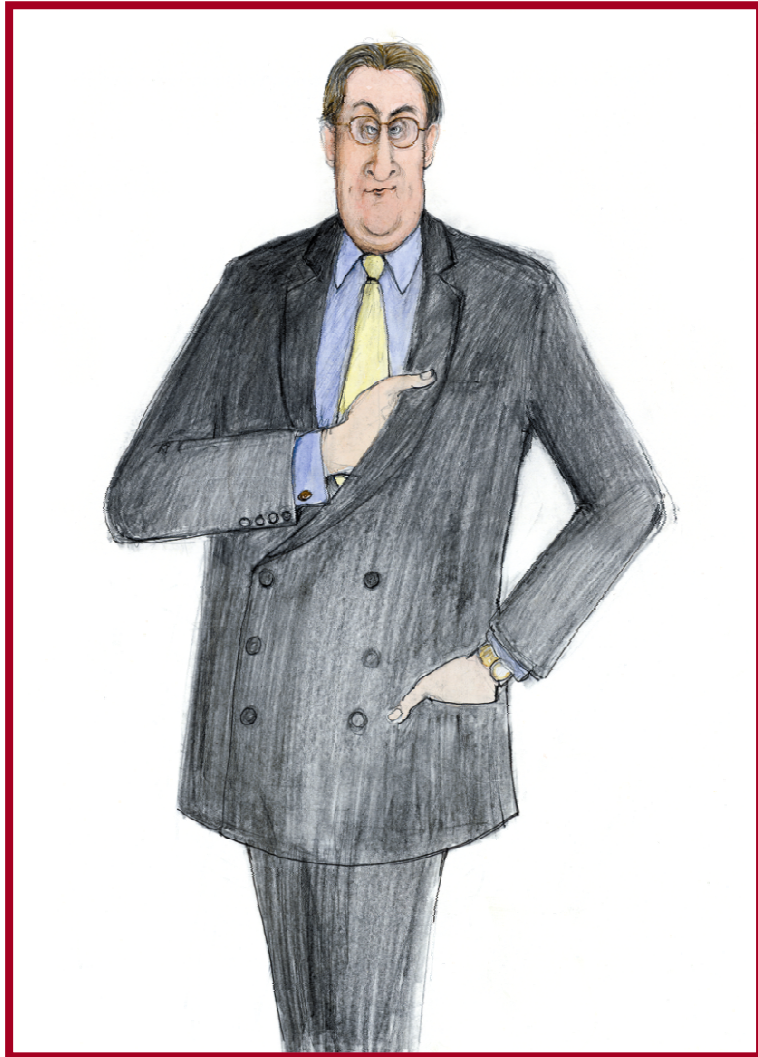
4 out of 5 are champagne drinkers

21% buy at least one bespoke suit per year

An untapped market: 92% of Spectator readers do not read any of the glossy style magazines







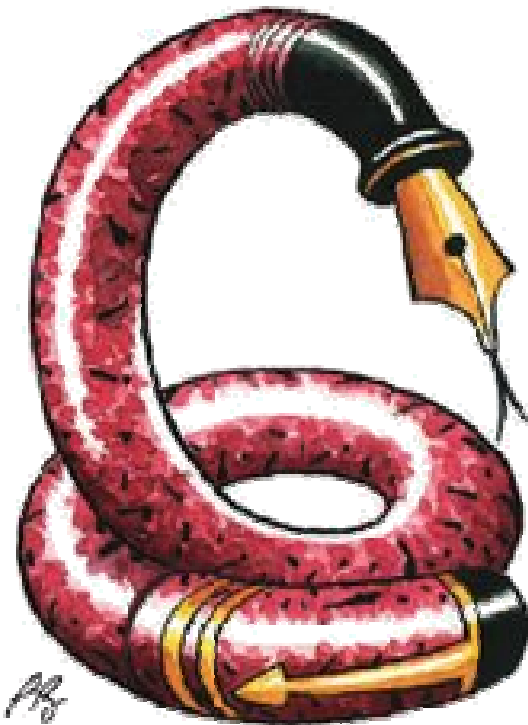
## **C SUITE AND OPINION FORMERS**

The Spectator has the highest profile of social grade A's which is more than any newspaper or news/political weekly magazine

29% of readers in employment hold top positions within their companies, being either CEO or director status

More consultants than any other publication

# RATE CARD



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# RATE CARD

## PAGES

Page Run of Magazine	£5,078
Outside Back Cover	£6,222
Facing Leader	£5,839
Facing Contents	£5,686
1 <sup>st</sup> Right Hand	£5,839
Front Half Right Hand	£5,331
Business Section	£5,230
Front Half	£5,332
Books Section	£5,180
Arts Section	£5,180

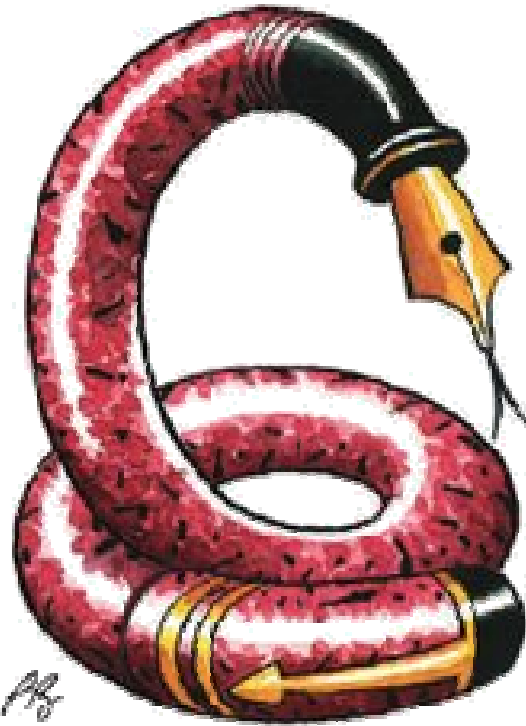
## DOUBLE PAGE SPREADS

Run of Magazine	£10,054
Inside Front Cover	£12,431
Front Half	£10,457

## FRACTIONAL

Half Page run of magazine	£2,765
Half Page Front Half	£3,041
Half Double Column	£2,350
Half Single Column (on letters or diary)	£1,698

# THE SPECTATOR



*PK*  
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**THE PEN IS MIGHTIER THAN THE SWORD**