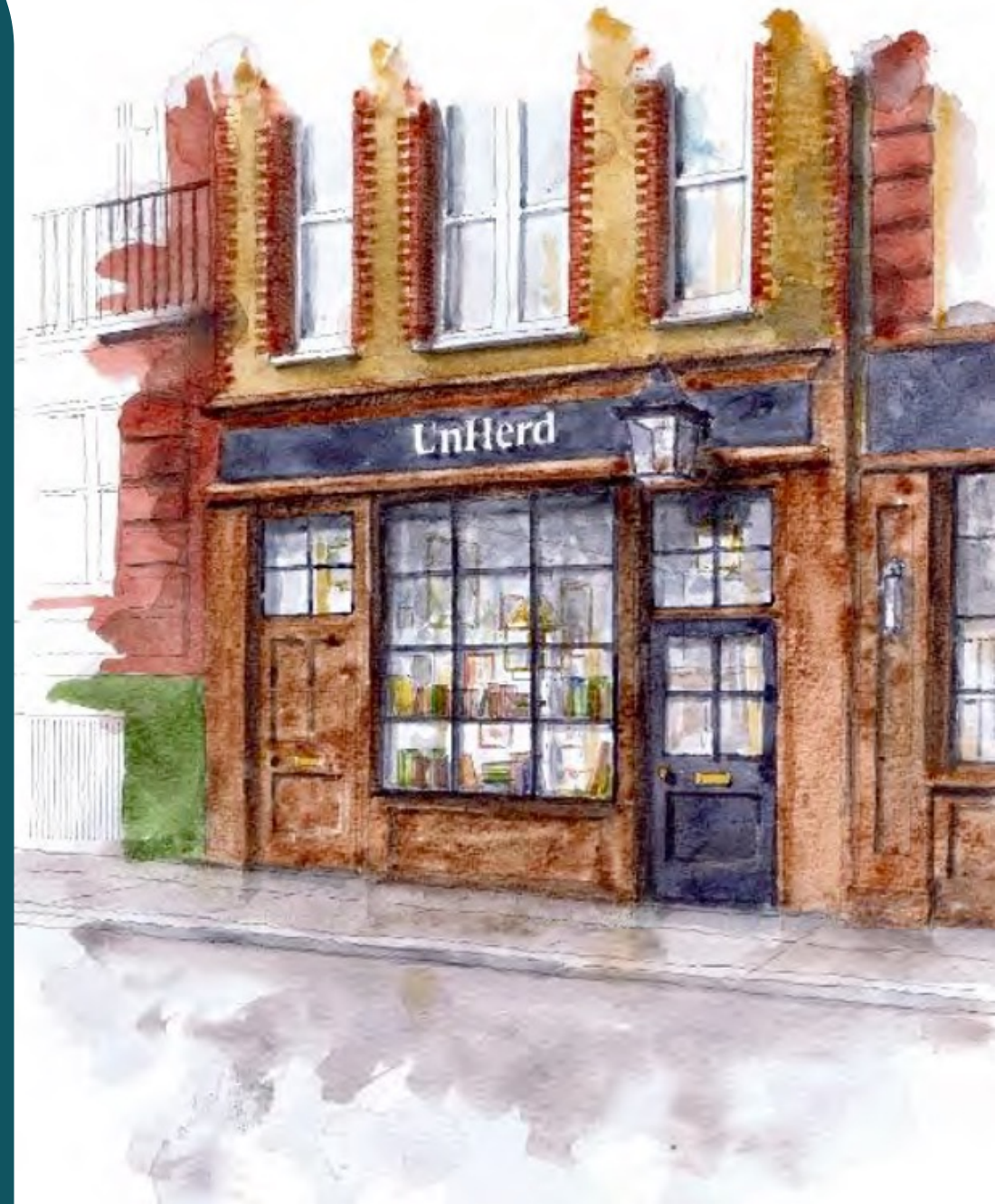


UnHerd Media Pack

MARCH 2023



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.

It 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.

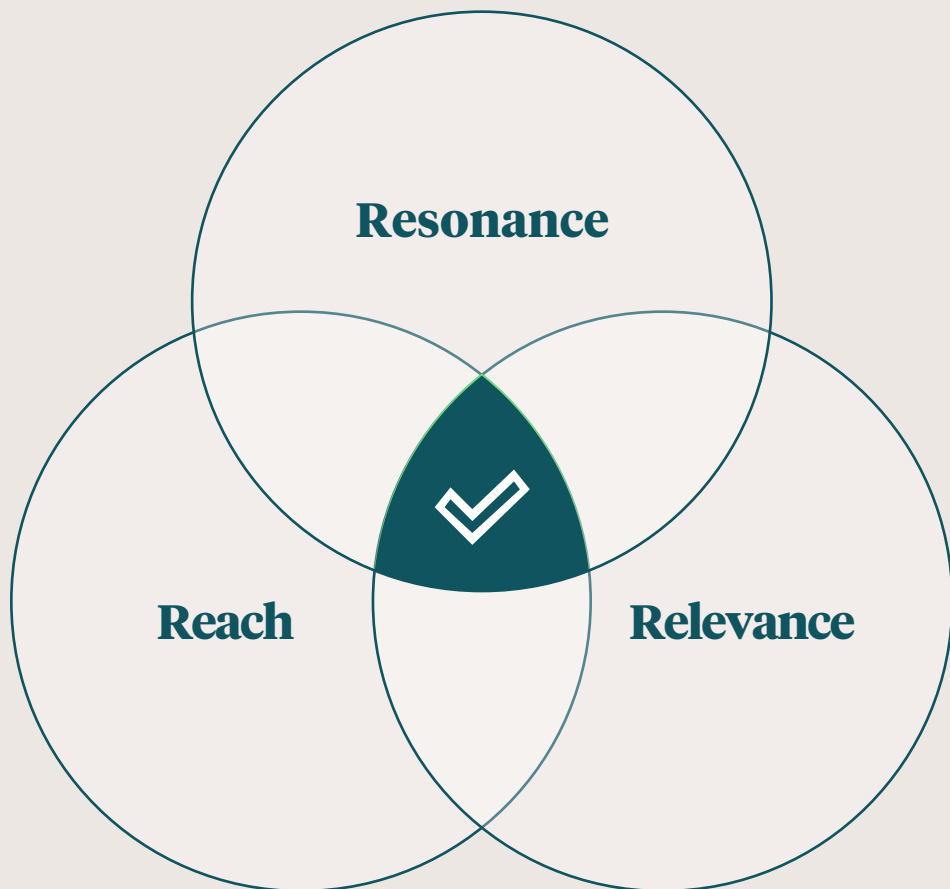
Meanwhile, the media increasingly resembles the Wild West, with wild theories and paranoia going unchecked. Who can be trusted?

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
Executive Editor, **UnHerd**



✓ **Reach**

Combined reach of almost 40 million users across all platforms in the UK and the US

✓ **Relevance**

UnHerd has an unrivalled network of big thinkers and bold characters. Data experts and revered journalists

✓ **Resonance**

Exponential organic growth, ten fold in the last three years

Freedom Intelligent thinking Debate
Big ideas Dedicated readership

Established journalists

Combined Twitter following of 280,900



Tom McTague
POLITICAL EDITOR

 49,100



Freddie Sayers
EXECUTIVE EDITOR

 45,900



Mary Harrington
CONTRIBUTING EDITOR

 28,000



UnHerd

 96,900



David Patrikarakos
CONTRIBUTING EDITOR

 60,700

Philosophy not policy



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

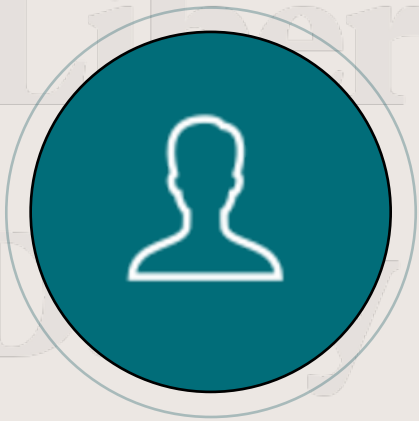
More likely to be
premium buyers

DLX

Freedom Intelligent thinking Debate

Big ideas Dedicated readership

Demographics



69.2%
MALE



21.9%
AGED 24-34



21%
AGED 35-44



17.5%
AGED 45-54



30.8%
FEMALE

Philosophy not policy

**2023
Reader Survey**

60%
Are decision makers in their company

54.5%
Of newsletter subscribers own a watch as an investment

28%
Have savings and investments of over £500,000

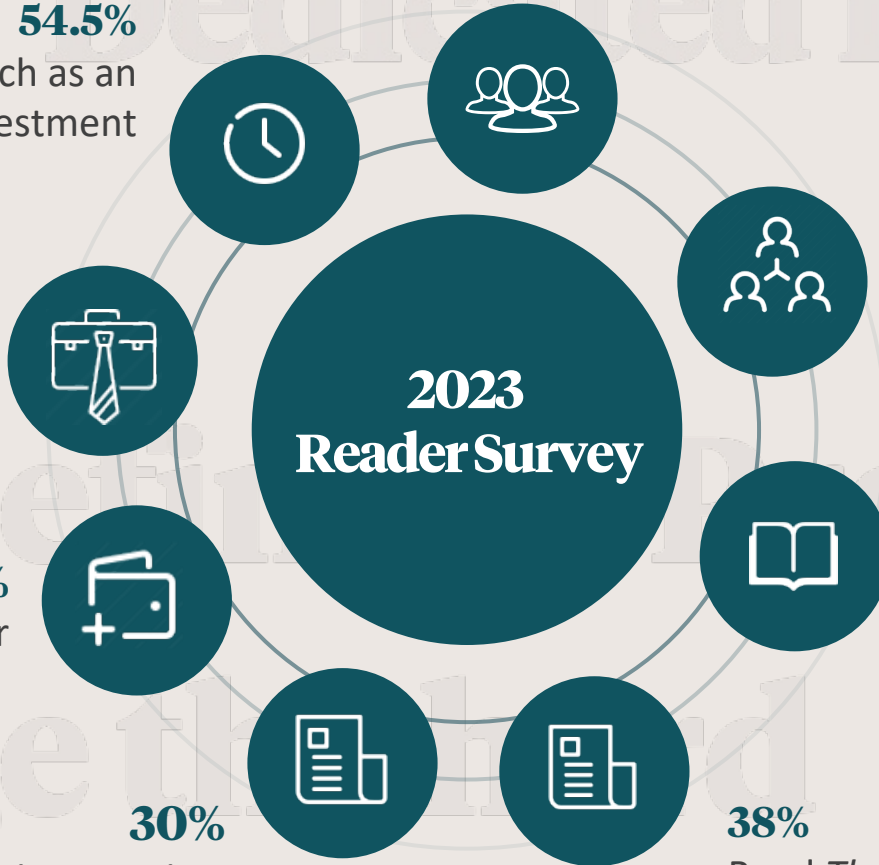
24.8%
Are in professional services

40%
Have had a book or paper published

34%
Have a wealth manager

30%
Read *The Guardian*

38%
Read *The Spectator*



Freedom Intelligent thinking Debate
Big ideas Dedicated readership

Political Spectrum



21% Are left of centre



29% Are centrist



34% Are right of centre

Challenge the herd Leaders
Philosophy not policy

Freedom Intelligent thinking Debate

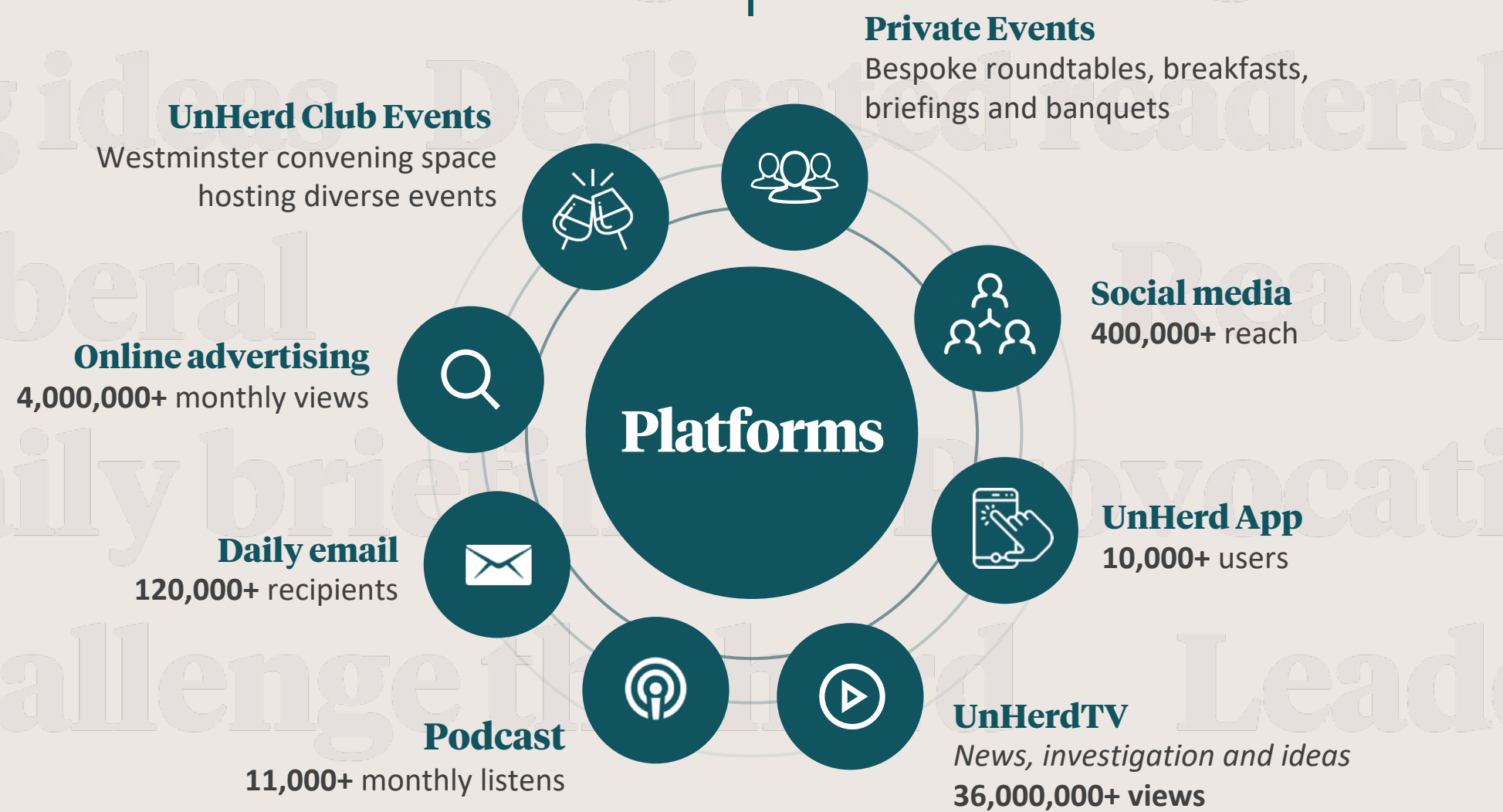
Big ideas Dedicated leadership

Liberal Reactive

Daily briefing Provocative

Challenge the status quo Leaders

Philosophy not policy



UnHerd Club Events

Westminster convening space
hosting diverse events

Private Events

Bespoke roundtables, breakfasts,
briefings and banquets

Social media

400,000+ reach

UnHerd App

10,000+ users

UnHerdTV

News, investigation and ideas
36,000,000+ views

Podcast

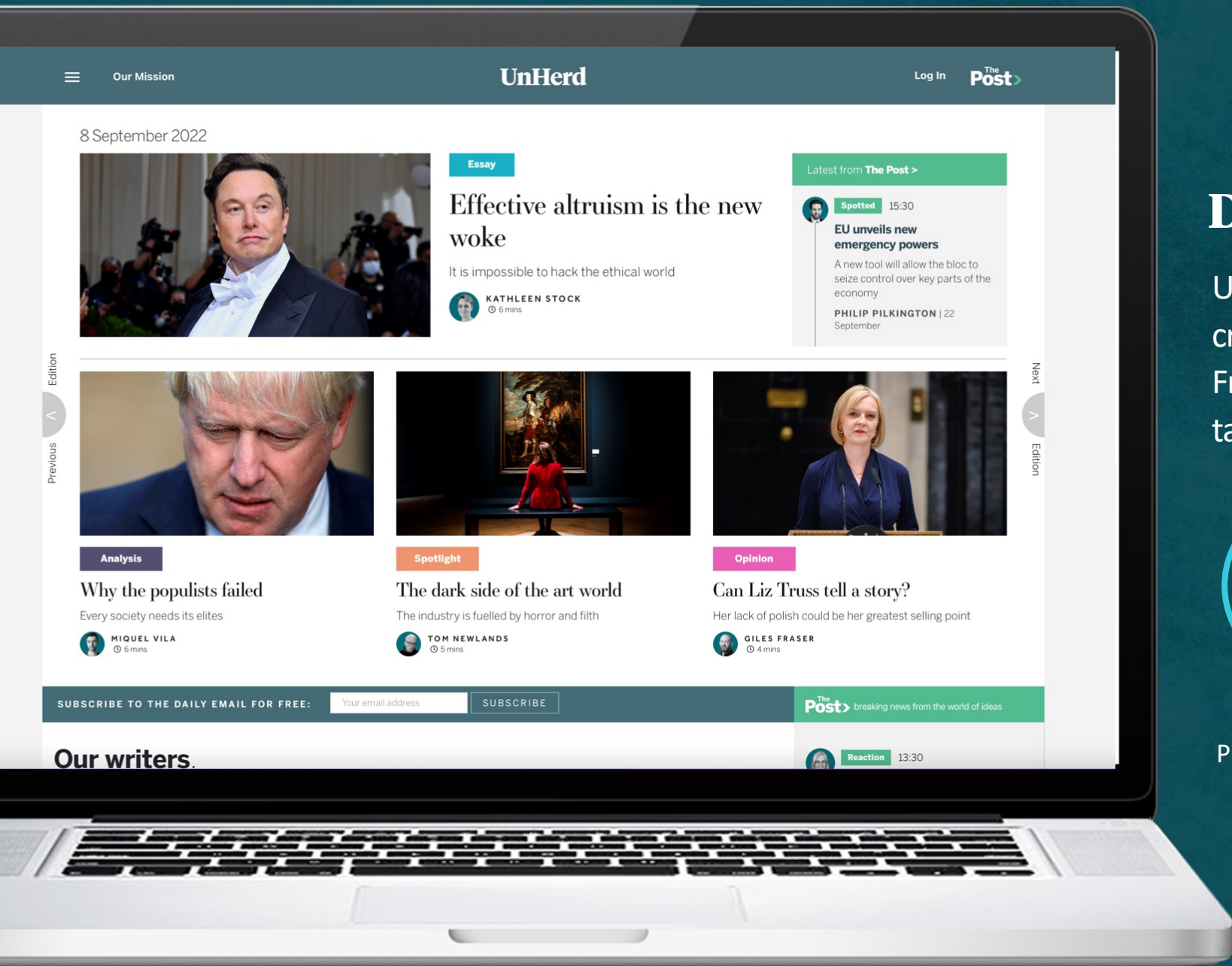
11,000+ monthly listens

Daily email

120,000+ recipients

Online advertising

4,000,000+ monthly views



Digital advertising

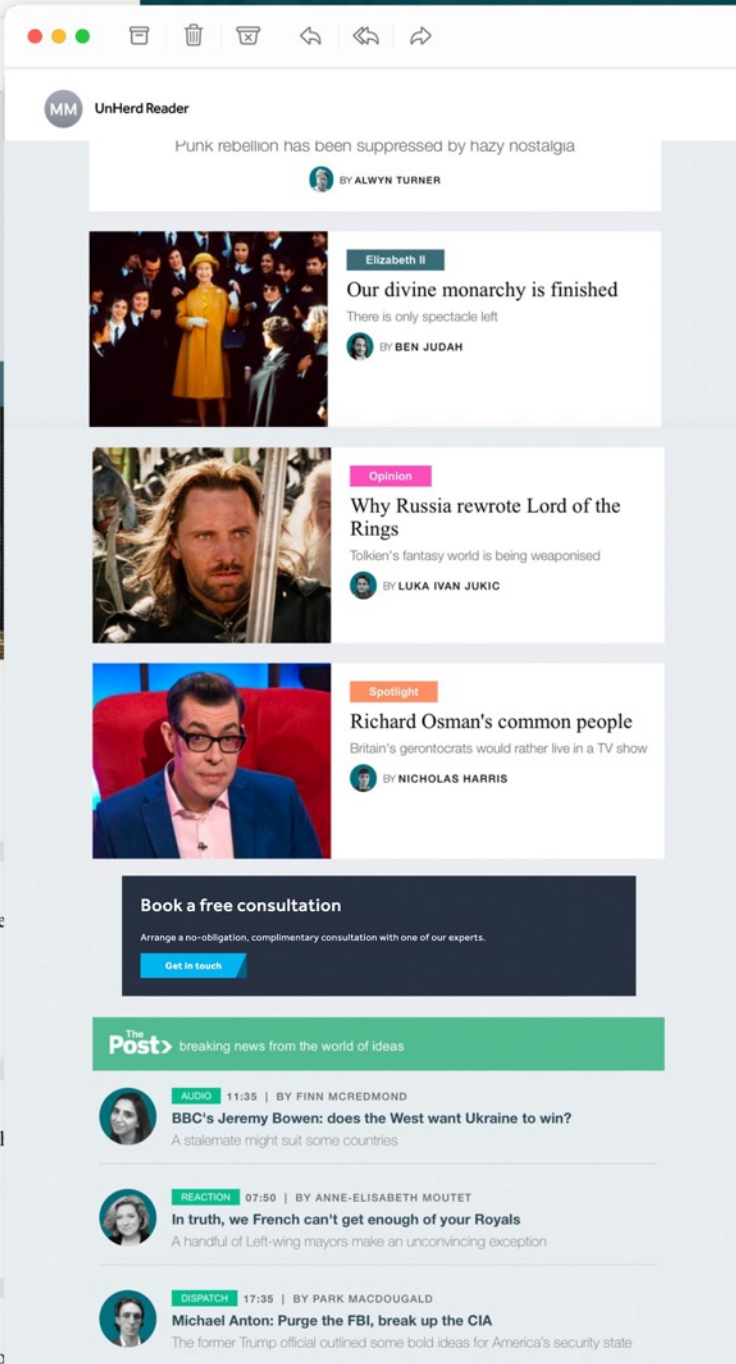
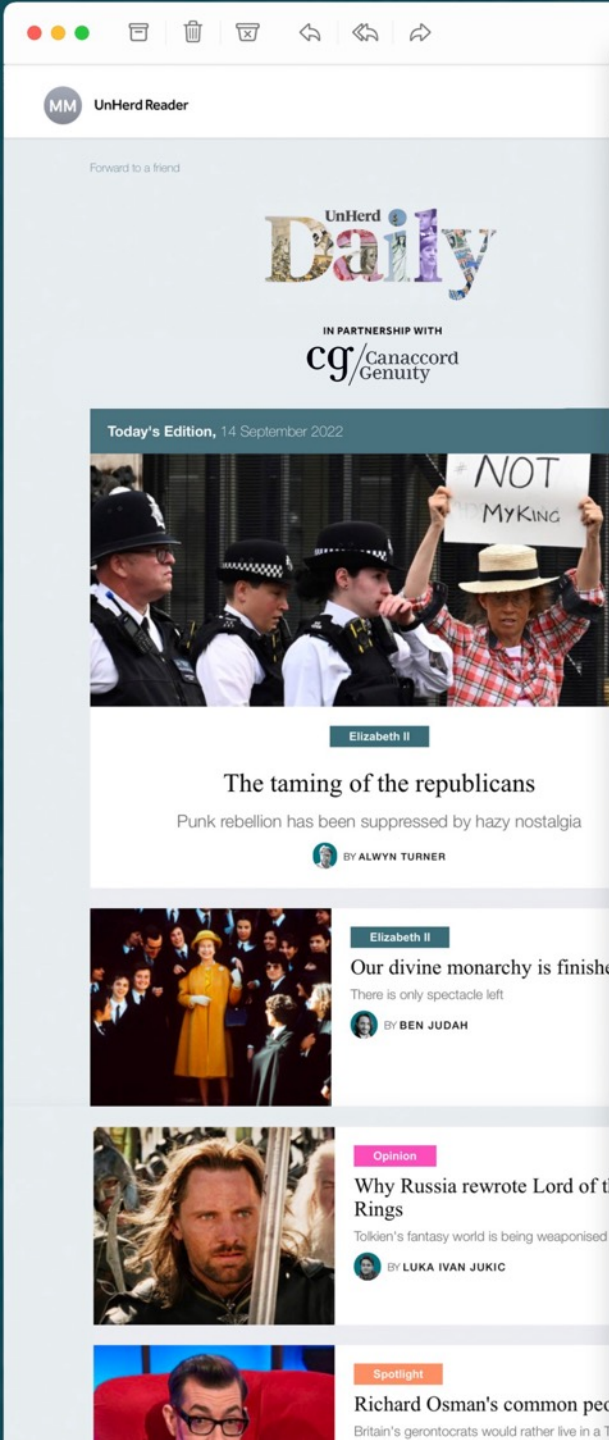
UnHerd works in partnership with brands to create effective digital advertising campaigns. From banner advertisements to home page takeovers to advertorials.



MONTHLY
PAGEVIEWS



UNIQUE
USERS



Daily Email

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



ACTIVE
SUBSCRIBERS



RECEIVE DAILY
EMAIL



AVERAGE
OPEN RATE



CLICK-THROUGH
RATE



UNSUBSCRIBE
RATE



UnHerdTV

youtube.com/unherd

A coveted platform for ideas, news and investigations

Available for sponsorship

31M+

TOTAL
REACH

326K

YOUTUBE
SUBSCRIBERS

UK/US

EQUAL
REACH

80M+

HOURS
WATCHED

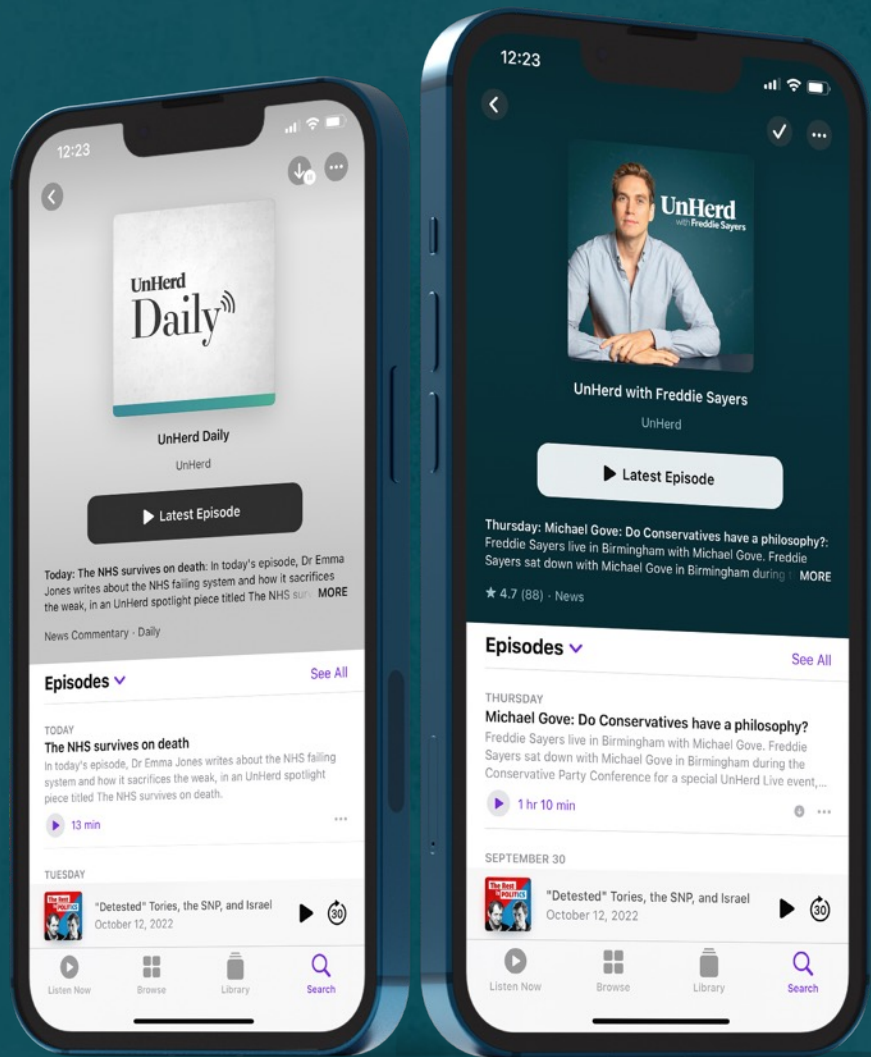


CEO Profiles

Short CEO profiles can be created as a precursor to the weekly UnHerd TV episode

Past Guests on UnHerd TV

Michael Gove Matthew B. Crawford
Helen Joyce Coleman Hughes
John Gray David Sacks
David Fuller Thomas Fazi



Podcasts

Dedicated listeners across UnHerd's content

Freddie Sayers hosts high profile guests guaranteed to create debate

130K

MINUTES LISTENED

15K

AVERAGE LISTENS

35-44

PRIMARY AGE GROUP

RATE CARD

Digital advertising - Run of site £25 CPM

Digital advertorial - £2,500 per week

UnHerdTV Sponsorship - £3,000 per episode

Events

Private curated events start from £15,000

Events supported by a cross-platform marketing campaign start from £20,000

Podcasts

Pre-roll sponsorship £2,500 per month for the weekly podcast

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

£20,000 to include advertorial or research document published

Newsletters

£3,500 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 Sponsorship Package

Co-branded banner advertisement on the daily email

Co-branded advertisements on UnHerd homepage

Social media promotion via Twitter, Instagram, Tik Tok and LinkedIn

Welcome from sponsors CEO/Chairman at the start of the event

Opportunity to distribute literature and/or goodie bags

Co-branding on the live stream

Opportunity to ask the first question

Post event summary, co-branded to sit on UnHerd website and sponsors website

Private drinks reception or dinner with speaker or panellists



UnHerd

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

Tabitha Syrett
PARTNERSHIP EXECUTIVE
tabitha.syrett@unherd.com

