# SPEAR'S

WEALTH, BUSINESS, CULTURE
& LUXURY LIFESTYLE

## PRINT & DIGITAL MEDIA PACK

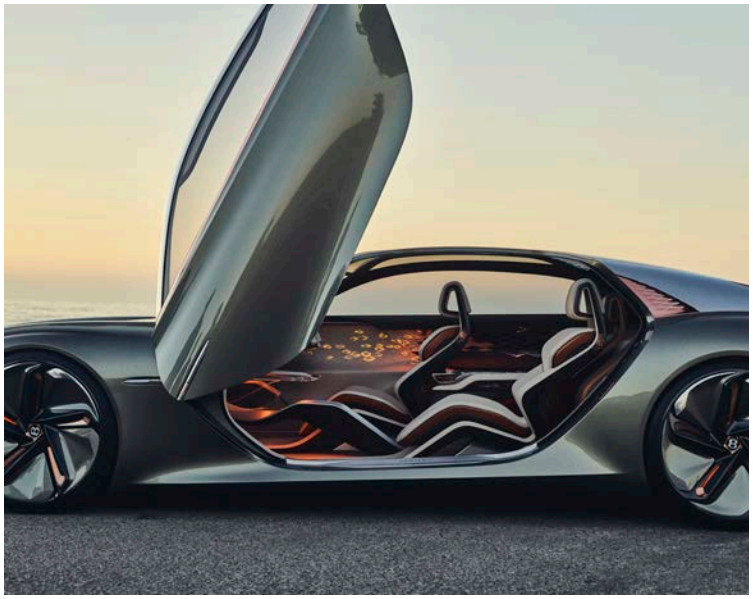
## 2020

spearswms.com

# About *Spear's*

*Spear's* is the multi-award-winning title focused on wealth, business, culture and luxury lifestyle published six times a year in print and online. Since launch in 2006 it has become the must-read 'wealth bible' for UK-focused HNWs and UHNWs.

Described as a cross between *Forbes* and *Vanity Fair*, it is also required reading for the affluent financial services community, including the bankers, lawyers and family offices who advise the wealthy. Each edition includes an index to the top advisers in fields such as wealth management, property, family law, tax and luxury providers.



# Editorial mission

*The Spear's mission is this: to be the best magazine in the world for the 1% – that is the richest one per cent in the world. Fortunately, we are based in the world's chief anchor-point for wealth: London.*

Our total focus is on wealth and factors affecting it – from geopolitics to business, politics and more – as well as luxury lifestyle and culture. ***Spear's* is the magazine that the rich reach for.** We are staffed by award-winning journalists. Our writers include **Lucia van der Post**, luxury guru and launch editor of *How To Spend It*; **John Arlidge** of the *Sunday Times*; **Nick Foulkes**, author, and horologist; food writer **William Sitwell**; **Clive Aslet**, editor-at-large of *Country Life*; **Jason Cowley**, *New Statesman* editor; **Jonathan Ray**, drinks editor of *The Spectator*; **Sam Leith**, author and critic; **Tim Barber**, the *Telegraph* watches' editor. Our columnists **Annamaria Koerling, Ceris Gardner** and **Robert Amsterdam** are professionals of international calibre. Contributors also include **Stanley Johnson, Jim O'Neill** and **Elizabeth Hurley.**

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**Alec Marsh**
*Editor, Spear's*

# *Spear's* channels

**62,000** READERSHIP DISTRIBUTION (24,000 CIRCULATION)

The gilded heart of the *Spear's* readership is the 10,000 copies we send to our elite subscriber distribution list, **reaching some 25,000 pinnacle UHNW and HNW individuals**, offering an unrivalled access to Britain's UK-focused super-wealthy community. This accounts for 43% of the readership

Fully 6,500 copies of *Spear's* are distributed directly through **British Airways first class cabins inflight**, and in **first class and business lounges at Heathrow and Gatwick**. In addition, *Spear's* distributes through the **Virgin Upper Class**, **United Airlines**, **American Airlines Singapore Airlines** and **Qatar Airways**, (1,000 to 1,500 copies per edition) each from LHR, giving *Spear's* key traffic capture in routes East and West and underpinning our global reach to partners. We also go out of key lounges in regional airports. In all 40% of our readership are airbourne. We are also in **15 top private jet centres** across the UK

*Spear's* is in London's best **private members' clubs** including **5 Hertford St**, **Annabel's**, **Mark's Club**, **George**, **Bath & Racquets**, and in more than 60 **corporate headquarters** in London (including **Barclays**, **HSBC** and **Deutsche**) and **five star hotels** including **The Ritz**, **The Goring**, **The Berkeley**, **the Shangri-La at the Shard**, **Charlotte Street Hotel**, and **The Stafford**. The **international hotel** footprint includes the **Shangri-La Hotel Paris** and the **Chedi Andermatt** and the **Gstaad Palace** in Switzerland

**Around 1,500** copies of *Spear's* are distributed through **Eurostar's business class lounges** in **London** and **Paris** and aboard business class cabins

*Spear's* readers also come from newsstand sales: the magazine is sold at **50 WH Smith** travel stores in **London, Dublin, Glasgow, Cardiff, Manchester, Edinburgh, Leeds** and other key UK cities, as well as around **150 independents** in appropriate locations. This accounts for 5% of our print circulation

## *SPEAR'S* GLOBAL

In addition to being distributed through key international hotels and to passengers on Eurostar, airlines, private jet terminals and in airport lounges, *Spear's* has an **international newsstand** reach worldwide. The magazine is distributed through **Barnes & Noble** in the **USA**, as well as through retail outlets in **Germany**, **Australia**, **Sweden**, **Spain**, **Dubai**, **Austria**, **Hong Kong**, **Austria** and **Switzerland**.

# *Spear's* readers

## £7 MILLION

Our readers represent some of the wealthiest, most successful and most influential individuals and families in the UK with an average net worth of **£7 million** and an average HHI of **£950,000**.

## £435 BILLION

The total estimated wealth of the *Spear's* readership (based on 62,000 readers), making them richer than the economy of a country like Norway, the UAE or Israel. The *Spear's* readers are international individuals, typically with a London bond.

## £1 TRILLION+

*Spear's* is also the go-to magazine for London's elite private client world: our indices showcase around **400** of the best professionals in private banking, asset management, family office services, family law, property, accountancy and tax law – across six editions each year. They are wealthy in their own right, and their clients, conservatively, have assets running to many times that of our core HNW readers, easily north of **£1 trillion**. These are the influencers you want on your side.

**51%** Readers are wine collectors. 42% collect watches, 42% contemporary art; 29% collect antiques; 20% collect classic cars; 20% collect jewellery

**63%** authoritative source of information and analysis

The average age of *Spear's* readers **45**

**50%** *Spear's* articles on art and culture

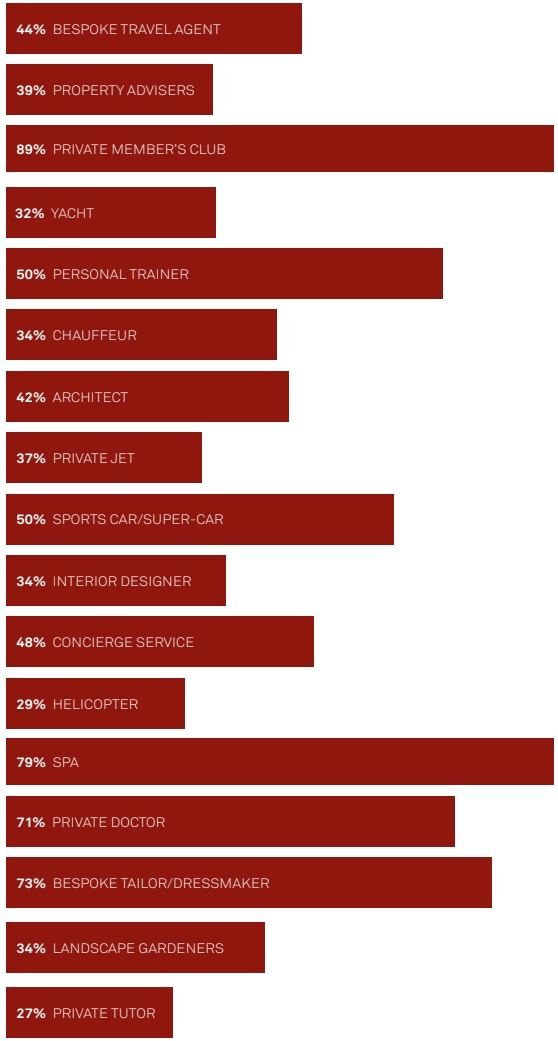
**45%** Nearly half of *Spear's* readers are women

**59%** Percent of readers are private donors to charity

**54%** *Spear's* readers have set up their own companies

**13** Times a *Spear's* reader flies abroad for business and pleasure each year

Luxury services used by *Spear's* readers



# Multimedia solutions

## PRINT

Published six times a year, *Spear's* is a glossy 128-page magazine which engages readers wherever it finds them. Covering topics dedicated to the interests, needs and passions of UHNW and HNW readers, *Spear's* is an exclusive content-rich platform that offers an appropriate launchpad for advertisers – whether they're financial or professional services providers, or luxury brands marketing experiences or products. *Spear's* magazine offers a blend of exclusive content – from interviews with world figures of interest to HNWs or relevant insights from our columnists or features – perfect for adverts, advertorials, content marketing and sponsorship opportunities

## DIGITAL

**spearswms.com** is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content

## E-MAIL MARKETING

Promote sponsored ad banners with the latest luxury content featuring popular web features, travel and experiences. Sent directly to *Spear's* readers

## SOCIAL MEDIA

twitter: **@SpearsMagazine**
instagram: **@spearsmagazine**
LinkedIn: **Spear's Magazine**
facebook : **@spearsmagazine**

## EVENTS

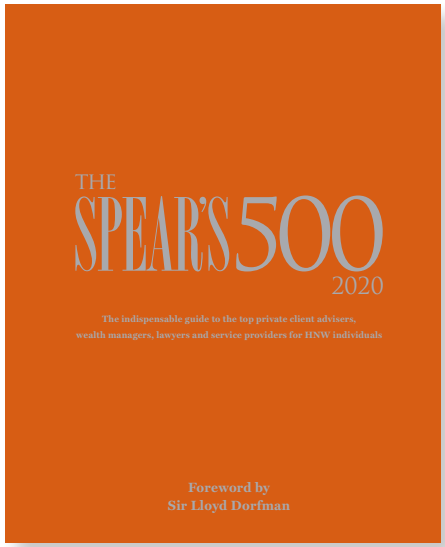
*Spear's* events provide interactive experiences to engage directly with high-net-worth individuals

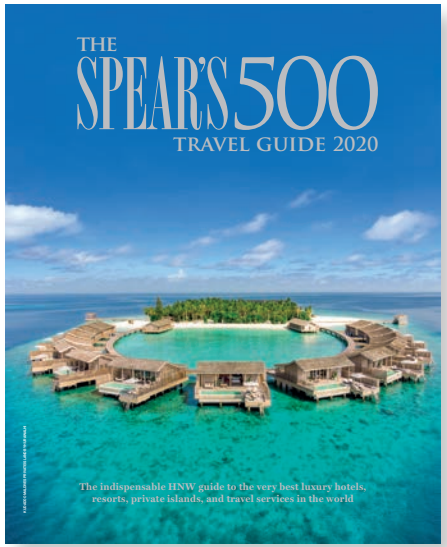
# Editorial calendar

| *Publication Date* | *Issue* | *Index* | *Release Date* | *Copy Deadline* |
|---|---|---|---|---|
| January/February 2020 | 72 | Reputation Advisers | 8 January | N/A |
| March/April 2020 | 73 | Property Advisers | 5 March | 31 January |
| May/June 2020 | 74 | Wealth Managers | 22 April | 27 March |
| July/August 2020 | 75 | Family Lawyers | 24 June | 29 May |
| September/October 2020 | 76 | Tax & Trusts Advisers | August | 31 July |
| November/December 2020 | 77 | Luxury Leaders | November | 25 September |
| January/February 2021 | 78 | Reputation Advisers | January | 4 December |

Please note that this calendar is subject to change

# *Spear's* portfolio




## *Spear's* magazine

A glossy magazine and heart of the brand published bimonthly and distributed in the UK and overseas, bringing the readers wealth, luxury and lifestyle insights from some of the world's leading authorities on finance, business, luxury and more. All magazine content is available at spearswms.com

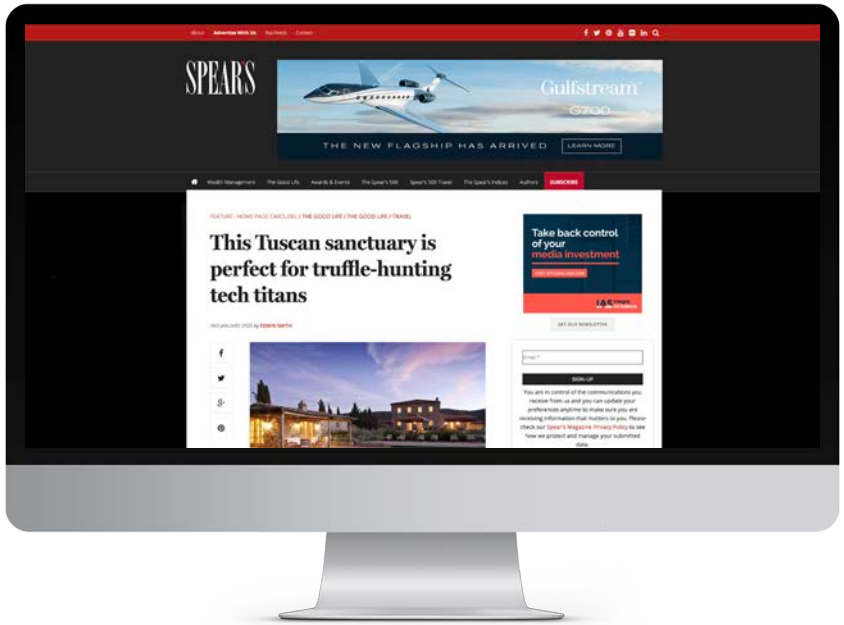
## *Spear's 500* private client guide

Europe's most respected guide to the top private client financial advisory and luxury brands and services for the elusive UHNW community. All entrant profiles can also be accessed through the dedicated *Spear's* 500 website that is the required online reference guide.

## *Spear's 500* Travel Guide

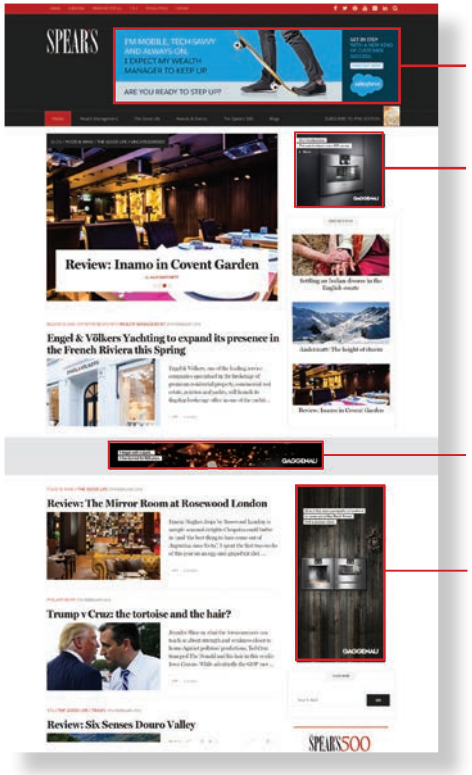
The indispensable HNW guide to the very best luxury hotels, resorts, private islands, holiday rentals, and tour operators in the world. We have used our *Spear's* intelligence network to identify the very best to make any visit abroad all the more exclusive and bespoke

# spearswms.com




The content on **spearswms.com** and the audience it attracts ensures that your luxury brand reaches the decision makers or those that facilitate decisions in the UHNW community. Your company will get in front of the right audience at the right time.

## *Spear's* online banner advertising




Billboard
970 x 250

MPU
300 x 250

Leader Board
728 x 90

Double MPU
300 x 600

## *Spear's* website traffic

**45,000**
Unique visitors (per month)

**140,000**
Page impressions

# Print and digital rate card

## PRINT

| | x1 | x2 | x3 | x4 | x5 | x6 |
|---|---|---|---|---|---|---|
| **Inside front cover** | £13,000 | £12,350 | £11,700 | £11,050 | £10,400 | £9,750 |
| **Outside back cover** | £13,000 | £12,350 | £11,700 | £11,050 | £10,400 | £9,750 |
| **Inside back cover** | £12,000 | £11,400 | £10,800 | £10,200 | £9,600 | £9,000 |
| **Double page spread** | £10,800 | £10,260 | £9,720 | £9,180 | £8,640 | £8,100 |
| **Full page** | £6,500 | £6,175 | £5,850 | £5,525 | £5,200 | £4,875 |
| **Half page** | £4,000 | £3,800 | £3,600 | £3,400 | £3,200 | £3,000 |

| | |
|---|---|
| **Bound and loose inserts** | Prices available on request |
| **Band wrap** | Prices available on request |
| **Bespoke inserts** (invitations, supplements, catalogues) | Prices available on request |

## DIGITAL

| AD TYPE | MINIMUM PRICE |
|---|---|
| **Bill board banner** | £25 CPM |
| **Double MPU banner** | £25 CPM |
| **MPU banner** | £15 CPM |
| **Native article** | £4K |
| **Site skin** | £55K Per Year |
| **Microsite** | £50K |

# Print specifications

## ADVERTISEMENT SIZES

For best reproduction, materials should be submitted in a digital file format. Platforms supported are Macintosh and PC

### High resolution PDFs

All high-res images and fonts must be included when the file is created. Artwork should be 100% in size and include all standard trim, bleed and center marks outside of the live area. All images contained within PDF must be high-resolution (300 dpi recommended) and in CMYK format. PDFs should conform to the PPA pass4press specifications, which are based on PDF/x-1a standards, details of which can be found at www.pass4press.com.

### Images

For best reproduction, all images must be supplied at 300dpi. Only CMYK colour space is supported. Solid black backgrounds should be a rich black (100% black, 70% cyan, 60% magenta, 50% yellow)

### Fonts

Fonts must supplied as Type 1 Postscript fonts with associated suitcase file(s) or Open Type fonts. We cannot use TrueType or Multiple Master fonts. Fine serif type wand hairline rule should NOT knock out or be a tint.

### Sizes

width x depth

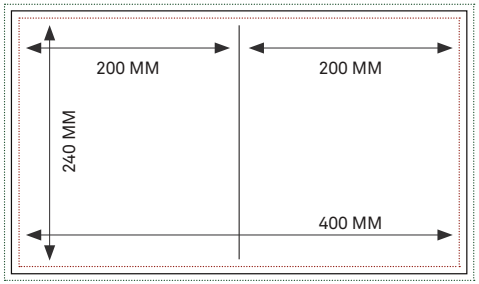
**Cover 2, Page 1**
Trim = **210 x 260mm**
Bleed = **216 x 266mm**
Type area = **190 x 240mm**

**Double Page Spread**
Trim = **420 mm x 260 mm**
Bleed =**426 mm x 266 mm**
Type area = **400 mm x 190 mm**

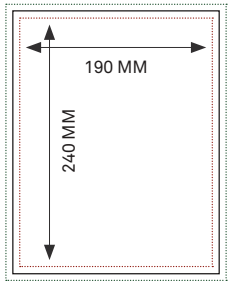
**Full Page**
Trim = **210 x 260mm**
Bleed = **216 x 266mm**
Type area = **190 x 240mm**

**Half Horizontal**
Trim = **210 x 130 mm**
Bleed = **216 x 136mm**
Type area = **190 x 105mm**

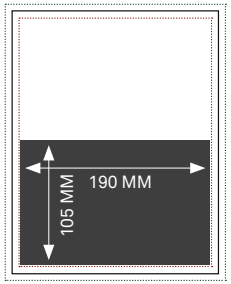
- Bleed Advertisements should have a (3mm) bleed on all sides that bleed
- Type and important subject matter should be kept at least 8mm from the live/trim area on all sides




DOUBLE PAGE SPREAD




SINGLE PAGE




HALF PAGE (HORIZONTAL)

## Submitting your advertisement

Advertising material should be supplied in PDF format. Please allow 3mm each page for gutter loss allowance, this is to be included within the trim size. The file must not contain any transparent elements and file creator should apply any trapping requirements - no trapping will be applied by the printer. Combined colour ink density must not exceed 300%. Double page (DPS) advertisements should be split and supplied as single pages to the measurements above.

### Email

Please note we have a 6MB limit on emails. Files smaller than 10MB may be emailed to:
**clare.ovenell@ns-mediagroup.com**

For larger files, email via www.wetransfer.com to:
clare.ovenell@ns-mediagroup.com

Please name the files with your company name and the *Spear's* publication and issue.

## Artwork and design service

If you are unable to supply your materials in any of these formats, we can offer an artwork, design and production service. In order for us to process your advertisement, please supply the following information:

- Advertising text
- Company contact details
- Company logo
- Images

We will then write, design and provide you with a proof of your advertisement prior to publication.

Charges for design and/or amendments will be determined on a case-by-case basis.

For all print production questions, please contact:
clare.ovenell@ns-mediagroup.com

# Events

## *Spear's* Wealth Insight Forum

The annual *Spear's* 'billion-pound meeting of minds' focuses on the world of wealth with a line-up of panels touching on important aspects of the lives of our readership – from wealth management, to citizenship and residency, property, tax and trusts, luxury and more. The 2020 *Spear's* Wealth Insight Forum will seek out answers – and will offer ample opportunities for networking.

## *Spear's* Wealth Management Awards

Our flagship event, the *Spear's* Wealth Management Awards, acknowledges and honours entrepreneurs, philanthropists and others for their innovation, success and outstanding contribution to the wealth management world and beyond. An A list networking cocktail party and awards ceremony, the *Spear's* Wealth Management Awards provide a platform for over 500 of Europe's most influential and wealthiest individuals to celebrate and meet the best and most innovative individuals and companies across the high-net-worth world.

# *Spear's* partnerships

"The Michelin Guide to the wealth management industry"

Julien Seveaux, CEO, Eighteen48 Partners

"My favourite magazine"

Terence Conran

"Spear's is for anyone who wants to make money – and keep it"

Elizabeth Hurley

"A cross between *Forbes* and *Vanity Fair*"

Ben Goldsmith

"Widely regarded as the pre-eminent publication of the wealth management sector"

Sir Lloyd Dorfman