



SPEAR'S

CONTENT
MARKETING
SOLUTIONS
MEDIA PACK 2019

WEALTH, BUSINESS,
CULTURE & LIFE

www.spearswms.com



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Content Marketing Solutions – new from Spear's

Is it said that Winston Churchill took the English language into battle during the Second World War. Here at *Spear's* we take a similar view of the potential power of words – once projected by elegant design and amazing photography.

And this is what we do at *Spear's*. Every day. We tell stories that are highly relevant to the lives and interests of our readers: we dramatise them in such a way as to bring them to life and we invest time in researching and understanding the fields we write about.

With this background we believe we are prime-placed to offer a unique service to professional services companies and brands who want to talk to a high-net worth-audience.

That is because many brands and professional services companies occupying the *Spear's* universe have offerings that defy even the best ad-men. Communicating these things is hard and takes some time, and that's precisely why we believe it's an area that will benefit from the power of the award-winning journalists and journalism that *Spear's* is proud to deliver.

Spear's Content Marketing Solutions can deliver the power of words to your brand.

Spear's Readers

Spear's **62,000 readers** are some of the wealthiest in the history of media:

- The average *Spear's* reader has a net worth (excluding primary residence) of **£5.5 million (\$8.8 million)** and an average annual income of **£780,000**.
- **77%** of readers enjoy our range and style of articles
- **63%** think we are an authoritative source of information and analysis
- **54%** have set up their own company
- They are philanthropists, collectors of art, wine, watches and jewellery and users of a wide range of luxury services.

WEALTH, BUSINESS & CULTURE



ART, TRAVEL & LUXURY



SPEAR'S INDICES





“With powerful editorial covering finance, business, luxury lifestyle and travel and exclusive cultural content, plus its authoritative indices covering need-to-know experts in private banking, property, tax and more, *Spear's* has the compelling content to deliver for commercial partners



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Spear's supplements

Creating compelling editorial across a broader canvas is what *Spear's* excels at. We take the power of individual stories and magnify them by the impact of the whole – proving that the sum of the parts is truly greater.

Spear's has created supplements over many years, but with our Content Marketing Solutions service, we are bringing our journalistic and writing talent and expertise even closer to our clients. Over a series of eight, 12 or 24 pages we can interweave the bespoke narratives, service offerings and your branding storytelling to present a magnificently designed picture of what your firm or brands does best and why it is the winning choice for our readers.

For us this is very much collaboration: working hand-in-glove with firms to curate a branded editorial experience that is seamlessly effective and editorially compelling. This is content that elevates the positioning of your company and delivers commercially.



*Illustration purposes



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“

The Michelin Guide to the wealth management industry

Julien Seveaux, Stanhope Capital

“

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

Elizabeth Hurley

“

A cross between *Forbes* and *Vanity Fair*

Ben Goldsmith

“

My favourite magazine

Terence Conran

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