

SPEAR'S

PRINT & DIGITAL MEDIA PACK 2019

WEALTH, BUSINESS, CULTURE & LIFE

www.spearswms.com







ABOUT SPEAR'S

Spear's is the multi-award-winning title focused on wealth, business, culture and luxury lifestyle and has become a must-read for the affluent financial services community, HNWs and UHNWs.

Described as a cross between *Forbes* and *Vanity Fair*, with its own wit and outlook, 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 HNW and UHNW advisers in fields such as wealth management, property and tax.

Since its launch in 2006, *Spear's* has established itself as Europe's leading wealth management authorities. Using print, digital, events, awards and research-based products and services, *Spear's* is uniquely placed to connect financial and luxury brands to this exclusive and elusive audience.

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



SPEAR'S READERS

Which luxury services do *Spear's* readers use?

89% Private members' club

79% Spa

73% Bespoke tailor/dressmaker

71% Private doctor

63% Personal trainer

50% Sports car/super-car

48% Concierge service

46% Bespoke travel agent

44% Architect

42% Chauffeur

34% Garden designer

34% Interior designer

32% Yacht

32% Property adviser

29% Helicopter

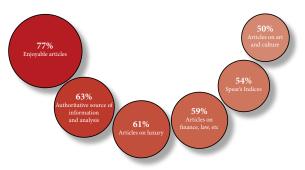
27% Private jet

27% Private tutor

A *Spear's* reader's average net worth (excluding primary residence):

£5,500,000

Why do people read Spear's?



What do Spear's readers collect? Spear's readers by numbers



£780,000

Spear's readers' average annual income

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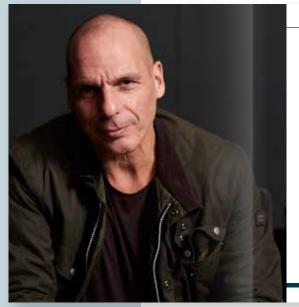
The average age of Spear's readers

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

of Spear's readers are

of Spears readers are private donors to charity

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



BAT OUT OF HELLAS

Spear's meets Yanis Varoufakis, the leather-jacket-wearing economist and former finance minister of Greece, to talk money, Europe and the future of capitalism

Words Alec Marsh Photography Rama Knight

THE GLOBAL ECONOMY is incrisis. Capitalismis dozented. Emerge is faished. Emmuned Macron is a spent fewe. August Merked is out. The Lin a salumbler. For the rate artifact. A few sheet minutes in the company of Virais Varontikis— the charimanie, materycling femer frames minister of Gorees — and wow, multively everything theorit varem so bad. So the bogs with the global economic reins: We have really not recovered from 2005, Mates the 36-year-old. Auphoby who thinks that we have in tadaloging in some

quie dangreue wichtlich thicking.

Sitting in the chief and of a Covent Gardon hoot, the is older papels or consmitte order green to a and proceeds in Gostler papels or consmitte order green to a not proceeds in Gostler papels or consmitted order green to and proceeds in Gostler and possible their the Bertum Wiends growers of 1924. It which underprisend the internation encounter order until the green order or the constraint or constraint of 1924. It plant correspons — the describes and they travejute — — by taking mosely from America and insenting it, princip-— by taking mosely from America and insenting it, principduction of the constraint or the constraint of the constraint order or the constraint or a definit when the CS Glogories most page is more than it add - at all minim in the 1920s. — when it benefit more than it add - at all which paint the American Wood the Joury of the financial

imbalance by sucking the money it was now spending overseas back into Wall Street. This phase area Ureke Sum play transfer to Wall Street from the rest of the world of about \$5 billion at Age Every sight deep?

The City of London Inda a good run at that, too, paying for the UKs own deficies in a militar faishint. All of which bulk up bubbles of financialisation – bubbles that went pop in 2006. A mirate mechanism, if it works well, equilibrates dermand and supply, the explains. But [this] was an increasing balanced burgoning discapalishine. It sounds like a paradox, but it's the only way I can describe it. It was always going to blow up, And blow up it did, thing the world excounting with it and sending, among others, the debts of Genece to 100 per cent of CiDP.

se economys is for the first time since 1500 in a alturation where there is no clear equips for exesting domand, and so not reis or at the helm's declares Varendais. We need a new Breton K. Woods, be add, But without the United States; it work happen. And that's the problem: I do not like to demension the state of the state of the state of the state of the iron Establishment is all over the place, and the poer Chinese. I feed every for the Chinese, because the Chinese and medicated lives in them may be already from the ELI. § Europe doman't exist? he says. There is no Europe - gene, all finished. Marrows in a spent force. Metal to cat!

he Which means there's a void where the decision-making or needs to be. It's not impossible, as shown by the G20 in pp. 2009, when coordinated effects of the various governments cle theyed to refloot the world economy in the aftermath of the crisis, but that was a one-off. This saw central bank in the at US, UK, Japan and China open the taps on spending. UNING this is seathired about the European Central Bank.





















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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







CONTRIBUTORS AND EDITORS

Contributors to *Spear's* include some of the most respected and renowned writers, illustrators and experts working today, while our first guest editor was investor and environmentalist Ben Goldsmith.

Bestselling authors write alongside serial entrepreneurs; award-winning editors and industry gurus share their expertise and opinions; style icons and legendary photographers showcase their work. We have even had HRH The Prince of Wales writing about business and sustainability.

Our contributors include:

John Arlidge, Sunday Times; Nick Foulkes, author and dandy; William Sitwell, food critic and TV presenter; Lucia van der Post, luxury lifestyle writer; Clive Aslet, editor-at-large of Country Life; Tanya Gold, restaurant critic of The Spectator; Alessandro Tomé, Spear's Discriminator; Jason Cowley, editor of the New Statesman; Peter York, cultural commentator; Jonathan Ray, drinks editor of The Spectator; Sam Leith, author and critic; Anthony Haden-Guest, journalist, cartoonist and author; Ross Clark; Tim Barber, the Telegraph watches' editor; Jim O'Neill, the economist and Elizabeth Hurley, actress and model and entrepreneur.

Spear's founder and editor at large is William Cash, an authority on the super-rich who regularly appears on TV and radio as a media and wealth commentator.

The editor of *Spear's* is the award-winning journalist Alec Marsh.





Our covers are drawn by Adam Dant, who won the Jerwood Prize and has been called 'a Hogarth for the twenty-first century' by The Guardian.

24,000 Circulation

Bimonthly Frequency

62,000* Readership

60/40 Male/Female

Mailed exclusively to *Spear's* high-net-worth subscriber database

Distributed onboard BA First Class cabins; in first class UK airport travel lounges; at the World Economic Forum, Davos; and in London's finest hotels and members' clubs

On newsstands which consist of 50 WHS Travel stores in airports and mainline stations, and 200 targeted independent stores around London for news and current affairs



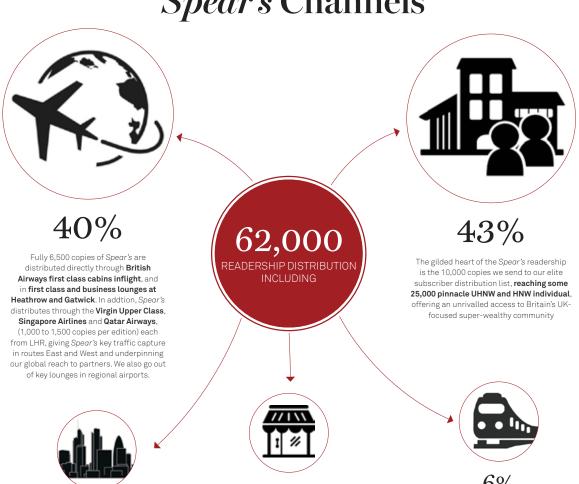






CIRCULATION AND READERSHIP WEALTH, BUSINESS, CULTURE & LIFE

Spear's Channels



Around 5 per cent of Spear's readers 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 at around 150

independents in appropriate locations

Spear's is distributed to key private

members' clubs in London, and to

certain corporate headquarters in

the City and Canary Wharf and in elite

suites at five star luxury hotels

6%

class lounges in London and Paris and aboard in business class cabins

Around 1,500 copies of Spear's are distributed through Eurostar's business

About our readers

Our readers represent some of the wealthiest, most successful and most influential individuals and families in the UK with average net worth of £5.5 million and an average HHI of £780,000.

Spear's is the go-to publication for the elite private client world in London: our authoritative power lists showcase around **400** pinnacle professionals and intermediaries in wealth management and private banking, family law, property, reputation management, and accountancy and tax law across six editions each year.

SPEAR'S PRINT MAGAZINE RATE CARD

x1	x2	x3	x4	x5	x6	
£13,000	£12,350	£11,700	£11,050	£10,400	£9,750	
£13,000	£12,350	£11,700	£11,050	£10,400	£9,750	
£12,000	£11,400	£10,800	£10,200	£9,600	£9,000	
£10,800	£10,260	£9,720	£9,180	£8,640	£8,100	
£6,500	£6,175	£5,850	£5,525	£5,200	£4,875	
£4,000	£3,800	£3,600	£3,400	£3,200	£3,000	
Bound and Loose Inserts		Prices available on request.				
Bandwrap		Prices available on request.				
Bespoke Inserts (invitations, supplements,		Prices available on request.				
catalogues)		Prices available on request.				
	£13,000 £13,000 £12,000 £10,800 £6,500 £4,000	£13,000 £12,350 £13,000 £12,350 £12,000 £11,400 £10,800 £10,260 £6,500 £6,175 £4,000 £3,800 Prices availablements, Prices availablements,	£13,000 £12,350 £11,700 £13,000 £12,350 £11,700 £12,000 £11,400 £10,800 £10,800 £10,260 £9,720 £6,500 £6,175 £5,850 £4,000 £3,800 £3,600 Prices available on requestrements, Prices available on requestrements,	£13,000 £12,350 £11,700 £11,050 £13,000 £12,350 £11,700 £11,050 £12,000 £11,400 £10,800 £10,200 £10,800 £10,260 £9,720 £9,180 £6,500 £6,175 £5,850 £5,525 £4,000 £3,800 £3,600 £3,400 Prices available on request. Prices available on request. Prices available on request.	£13,000 £12,350 £11,700 £11,050 £10,400 £13,000 £12,350 £11,700 £11,050 £10,400 £12,000 £11,400 £10,800 £10,200 £9,600 £10,800 £10,260 £9,720 £9,180 £8,640 £6,500 £6,175 £5,850 £5,525 £5,200 £4,000 £3,800 £3,600 £3,400 £3,200 Prices available on request. Prices available on request. Prices available on request.	

- Please allow 3mm each page for gutter loss allowance. This is to be included within the trim size
- Double page (DPS) advertisements should be split and supplied as single pages to the measurements above
- Advertising material should be supplied in PDF 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.
- All PDFs must be supplied in Acrobat Version 1.3
- All files to be supplied as composite CMYK
- The file must not contain any transparent elements
- Files must contain crop marks
- All images contained within PDF must be high-resolution (300 dpi recommended) and in CMYK format
- All fonts must be embedded
- Files should not contain TrueType or Multiple Master fonts
- File creator should apply any trapping requirements.
 No trapping will be applied by the printer
- Combined colour ink density must not exceed 300%

SIZES (WXI	1) Full Page	Half Page Vertical	Haif Page Horizontal
Trim	210 x 260mm	105 x 260mm	210 x 130mm
Bleed	216 x 266mm	111 x 266mm	216 x 136mm
Type Area	190 x 240mm	80 x 240mm	190 x 105mm

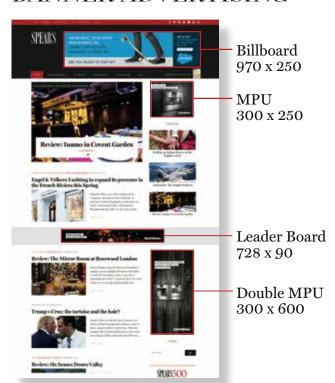
SPEAR'S MEDIA SCHEDULE 2019					
Issue/ Edition	PUBLICATION MONTH	RELEASE DATE	COPY DEADLINE		
66	Jan/Feb 2019	27 th December 2018	8 th November 2018		
67	Mar/Apr 2019	$27^{ m th}$ February 2019	8 th January 2019		
68	May/Jun 2019	27 th April 2019	8 th March 2019		
69	Jul/Aug 2019	27 th June 2019	8 th May 2019		
70	Sept/Oct 2019	$27^{ m th}$ August 2019	8 rd July 2019		
71	Nov/Dec 2019	27 th October 2019	8 th September 2019		
72	Jan/Feb 2020	27 th December 2019	8 th November 2019		



SPEAR'S WEBSITE VISITORS

The content on spearswms.com and the audience it attracts ensure 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



SPEAR'S WEBSITE TRAFFIC

Unique Visitors (per Month) | 45,000 Page Impressions | 140,000



Ad Type	Minimum Price
Bill Board banner	£25 CPM
Double MPU banner	$\pounds 25\mathrm{CPM}$
MPU banner	£15 CPM
Native article	£4K
Site Skin	£55K PER YEAR
Microsite	£50K



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The Michelin Guide to the wealth management industry

Julien Seveaux, Stanhope Capital

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

Elizabeth Hurley

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A cross between *Forbes* and *Vanity Fair*

Ben Goldsmith

66

My favourite magazine

Terence Conran











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