

SPEAR'S

PRINT & DIGITAL
MEDIA PACK 2019

WEALTH, BUSINESS,
CULTURE & LIFE

www.spearswms.com



SPEAR'S | PRINT & DIGITAL MEDIA PACK 2019

WEALTH, BUSINESS, CULTURE & LIFE

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



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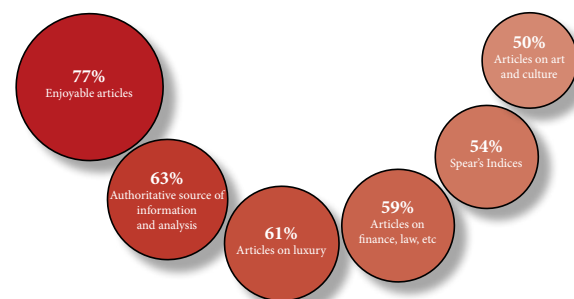
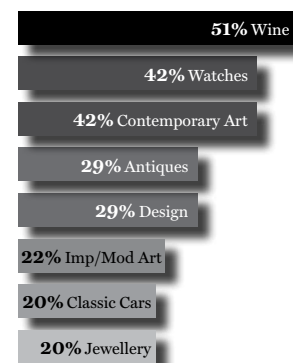
SPEAR'S READERS

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

45

The average age of
Spear's readers

13

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

59%

of *Spear's* readers are
private donors to charity

54%

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



“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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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	62,000* Readership
Bimonthly Frequency	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

SPEAR'S PRINT MAGAZINE RATE CARD

	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 (horizontal/vertical)	£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, catalogues)	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 (WxH)	Full Page	Half Page Vertical	Half 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 th February 2019	8 th January 2019
68	May/June 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 th August 2019	8 th 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

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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



Billboard
970 x 250



MPU
300 x 250



Leader Board
728 x 90



Double MPU
300 x 600

SPEAR'S WEBSITE TRAFFIC

Visitors (per Month) | 140,000
Page Views (per Month) | 400,000



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



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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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