

SPEAR'S

WEALTH, BUSINESS, CULTURE
& LUXURY LIFESTYLE

PRINT & DIGITAL MEDIA KIT

2022

spearswms.com

About *Spear's*



Spear's is the multi-award-winning media brand for UHNWs and the people who advise them. Its chief focus is wealth: the way it is created, managed and deployed.

Since its launch in 2006, Spear's has become the must-read 'wealth bible' for HNWs and UHNWs with a connection to the UK. It is the leader in its field.

“Simply put, our focus is wealth – how entrepreneurs create it, the forces that threaten it, how professionals manage it, and how people deploy it”

Spear's Editor, Edwin Smith

“

The Michelin Guide to the wealth management industry

Julien Seveaux, CEO, Eighteen48 Partners

“

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

Elizabeth Hurley

“

A cross between Forbes and Vanity Fair

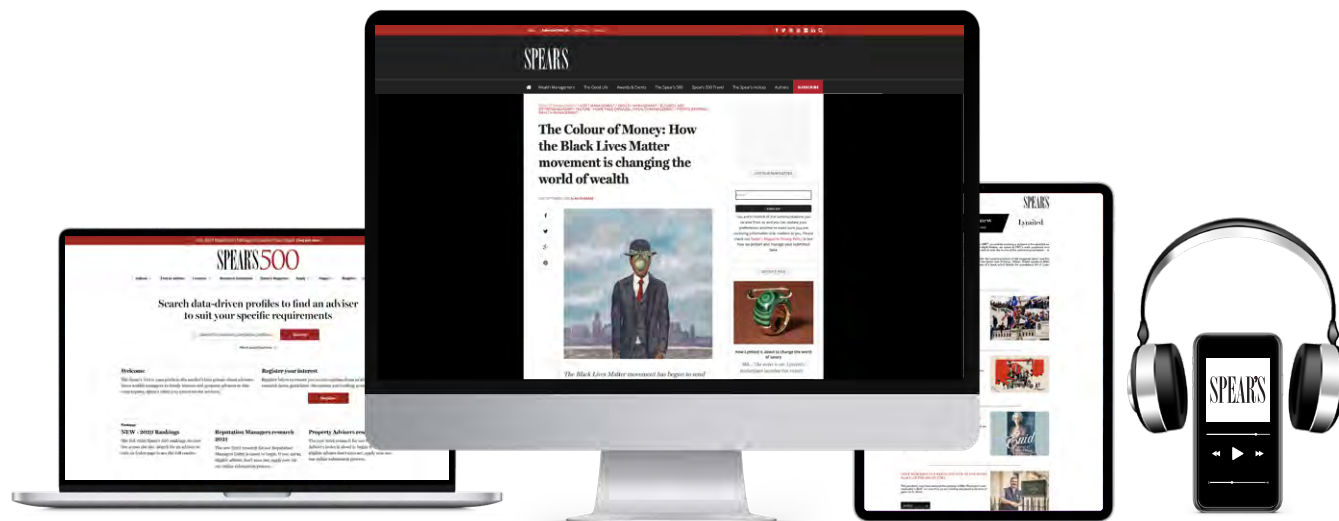
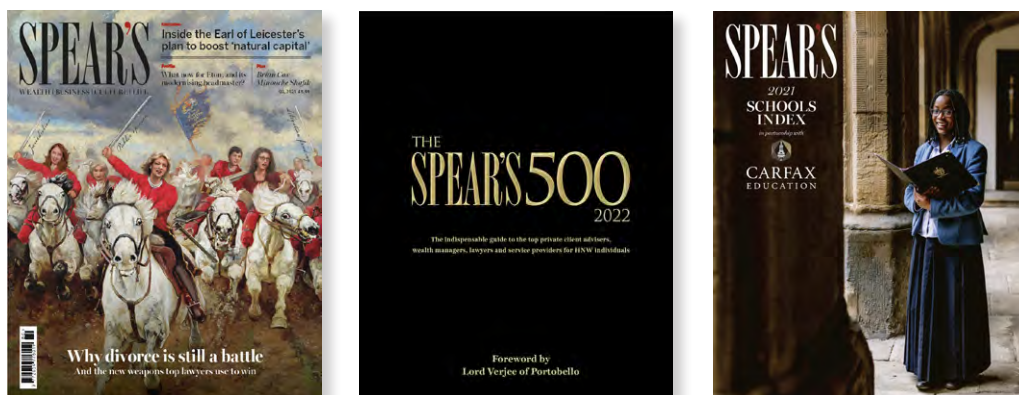
Ben Goldsmith

“

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

Sir Lloyd Dorfman

Platforms



Launched in 2006 as a print magazine, and having won numerous awards, Spear's now produces a host of online content, digital and physical events, glossy supplements and the Spear's 500 - an annual directory of the top private client advisers to UHNWs, which is published as a coffee-table book and via a standalone website.

Spear's Platforms include:

Quarterly print magazine

Website

Email newsletter

Social communities
(LinkedIn, Instagram, Twitter)

Spear's Indices

Spear's Special Reports & Surveys

The Spear's 500 in print

Spears500.com

Physical events

Digital events & webinars

The Spear's Podcast

Print supplements



The Spear's Audience



£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). For context, this sum is larger than the GDP of a country like Norway, the UAE or Israel. Spear's readers are international individuals, typically with a connection to London.

£1 TRILLION+

Spear's is the go-to magazine for London's elite private client world. our indices showcase more than **1,800** of the best professionals in private banking, family office services, family law, property, accountancy and tax law. Not only are these professionals wealthy in their own right, they also influence the decision-making of their UHNW clients, who are often billionaires. These are the 'influencers' who really matter. Collectively their expertise and advice has a bearing on well over £1 trillion of wealth.

The Spear's Audience (ii)

- **51%** of readers are wine collectors. **42%** collect watches, **42%** contemporary art; **29%** collect antiques; **20%** collect classic cars; **20%** collect jewellery
- **45** is the average age of a Spear's reader
- **45%** of Spear's readers are women
- **59%** of readers are private donors to charity
- **54%** of Spear's readers have set up at least one company
- **13** is the average number of occasions on which a Spear's reader flies abroad for business and/or pleasure each year



DAVID HARRISON

The Spear's Audience (iii)



Luxury services used by Spear's readers

- **44%** Bespoke travel agent
- **39%** Property advisers
- **89%** Private members club
- **32%** Yacht
- **50%** Personal trainer
- **34%** Chaffeur
- **42%** Architect
- **37%** Private jet
- **50%** Sports car/super-car
- **34%** Interior designer
- **48%** Concierge service
- **29%** Helicopter
- **79%** Spa
- **71%** Private doctor
- **73%** Bespoker tailor/dressmaker
- **34%** Landscape gardener
- **27%** Private tutor

Print

Spear's magazine has been published continuously since 2006, bringing the brand to life and delving into the world of wealth like no other publication.

Recent exclusive and in-depth interviews include Blackstone founder Stephen A. Schwarzman, philanthropist and entrepreneur Mo Ibrahim, hedge fund billionaire turned presidential candidate Tom Steyer and HSH Prince Albert II of Monaco.

The magazine is sent to directly to the homes of many of the wealthiest people with a presence in the UK. It is also distributed via private air terminals, business and first class airport lounges, wealth management and law firms, private members' clubs (including Annabel's) and luxury hotels from Mustique to Gstaad.

Print distribution

Spear's 22,000 copies, 60,000 readership. 15,800 mailed directly to homes and offices of our HNW/UHNW audience and 6,200 at the FBOs (private jet terminals) in the UK



Editorial calendar

<i>Publication Date</i>	<i>Issue</i>	<i>Themes</i>	<i>Release Date</i>	<i>Copy Deadline</i>
Q1 - Jan/Feb/Mar	82	<i>Property & Reputation Management</i>	14 January	29 November
Q2 - Apr/May/Jun	83	<i>Wealth Management</i>	31 March	28 February
Q3 - Jul/Aug/Sep	84	<i>Family Law & Schools</i>	30 June	27 May
Q4 - Oct/Nov/Dec	85	<i>Tax & Luxury</i>	30 September	26 August
Q1 - Jan/Feb/Mar (2023)	86	<i>Property & Reputation Management</i>	13 January	25 November



Please note that this calendar is subject to change

Supplements & inserts

Spear's produces supplements and sponsored indices that are published in print alongside the main magazine and also online.

In 2020, Spear's partnered with Carfax Education to produce the magazine first Schools Index, a selection of top private schools from around the world.



Charterhouse

FOCUS Education for life

GCSE/A-level/IB/Co-ed/Boarding

\$52,000(B)/810 pupils/13-18

✈ Heathrow; 40 mins/Gatwick; 50 mins

Name of school

School ethos, in a nutshell

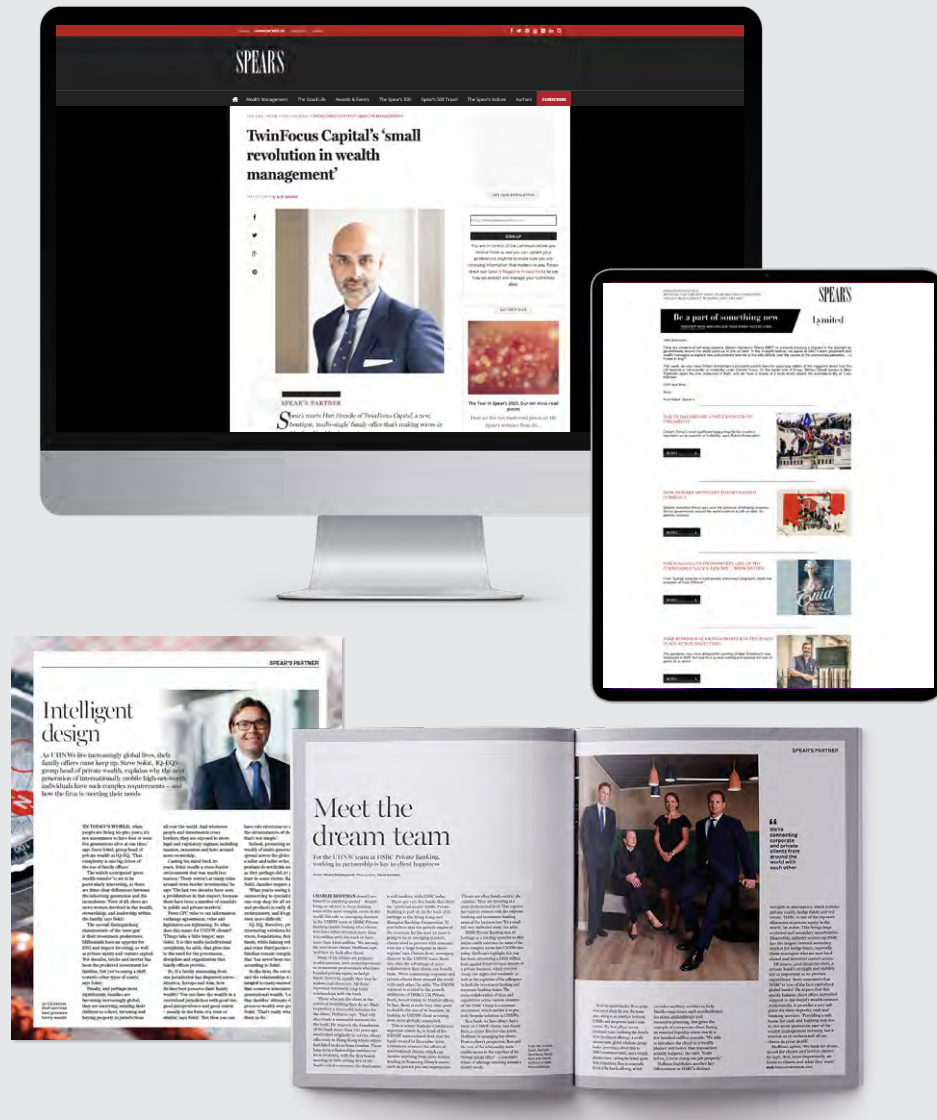
Curriculums offered

Fees in USD for boarders (B) and day pupils (D)

Age range of pupils

Closest international airport and travel time by road or rail

Bespoke content marketing



Here at Spear's our most important job is to tell stories that speak to the lives and interests of our readers. We dramatise them in such a way as to bring them to life, and we put them in front of a unique, hard-to-reach audience.

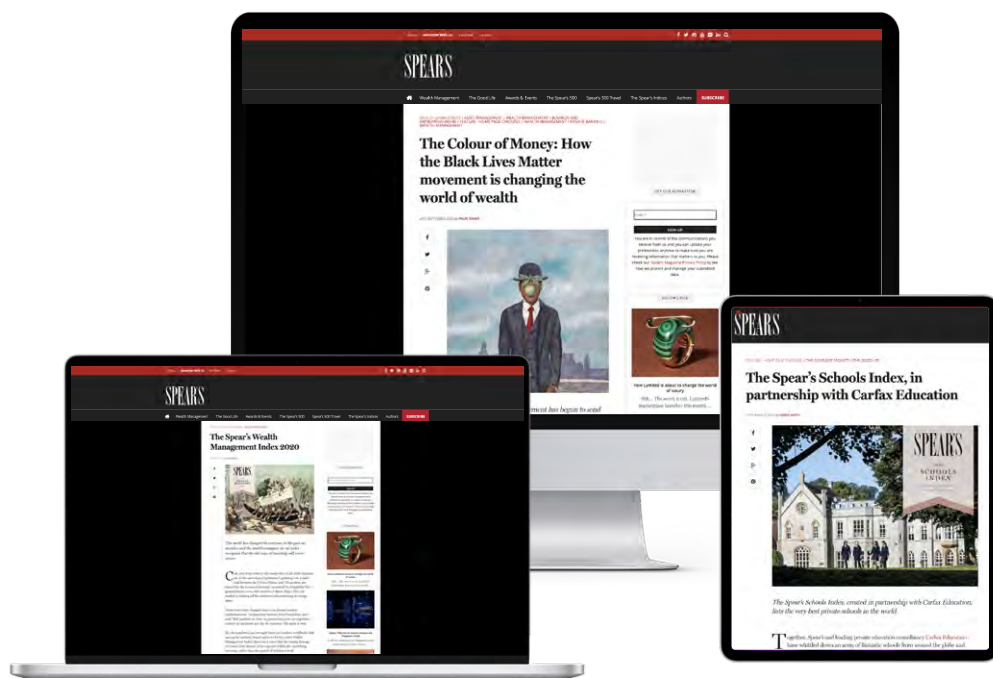
With this background we believe we are prime-placed to offer a one-of-a-kind service to companies and brands who supply services to ultra-high-net-worth individuals.

That is because many such companies have offerings that defy even the best ad-men, and which must be communicated in a way that isn't always obvious to the uninitiated.

Allied with high-quality design and professional, original photography, bespoke content marketing from the award-winning Spear's editorial team can tell your brand's story, in the right way and to the right audience.

What's more, content can be published in Spear's Magazine and online at spearswms.com, then amplified via the Spear's newsletter, on all Spear's social channels and with targeted, paid-for social campaigns.

Digital



Spear's website traffic

45,000

Unique visitors (per month)

140,000

Page impressions

The content on spearswms.com and the audience it attracts ensures that your brand reaches the decision makers and influencers in the UHNW community.

Spear's online banner advertising



Billboard
970 x 250

MPU
300 x 250

Double MPU
300 x 600

Print and digital rate card

PRINT

Inside front cover	£13,000
Outside back cover	£13,000
Inside back cover	£12,000
Double page spread	£10,800
Full page	£6,500
Bound and loose inserts	Prices available on request
Band wrap	From £5,000
Bespoke inserts (invitations, supplements, catalogues)	8-page supplement from £24,000

BESPOKE CONTENT MARKETING

Full page	From £8,000
Double page spread	From £12,300
Supplement	Prices available on request

DIGITAL

Bill board banner	£35 CPM
Double MPU banner	£35 CPM
MPU banner	£25 CPM
Native article	£4,000
Site skin	£55,000 per year
Email newsletter sponsorship	£2,500
Microsite	£50,000

TO FIND OUT MORE
ABOUT COMMERCIAL
OPPORTUNITIES AT
SPEAR'S CONTACT:

Shady Elkholy
COMMERCIAL DIRECTOR

Shady.Elkholy@spearswms.com

Events



Spear's 500 live event

Spear's 500 Live is the in-person, one-day event that brings the world of Spear's to life. No other media brand covers the world of wealth and (U)HNWs like Spear's, spanning wealth management & investing, philanthropy, property, reputation, family law, tax, and luxury lifestyle – only ever covering the very best in the field and those who work with HNWs. This enables Spear's to create a genuinely unique environment for high-net-worth individuals and the people who advise them. Spear's 500 Live is strictly limited to 500 attendees.

Key Topics

- The Global Economy in 2022 and beyond
- Sector specific breakout sessions:
 - Wealth Management
 - Super-prime property
 - Reputation Management
 - Family Law
 - Tax
 - Luxury Assets
- The End of the World? Live recording of Spear's World of Wealth podcast
- Timepieces wait for no man
- Life after Hedge Funds
- The rich are under-appreciated by society?

Who Attends

- Leading advisers to (U)HNWs who are ranked as a Top Ten (or Topflight) adviser in the latest edition of the Spears 500
- Spear's 500 Live helps wealth managers, lawyers and other private client professionals to navigate the world of their high-net-worth clients. Covering the broad expanse of HNW issues – from wealth to reputation management, super-prime property, family law and luxury assets.

The Spear's Podcast

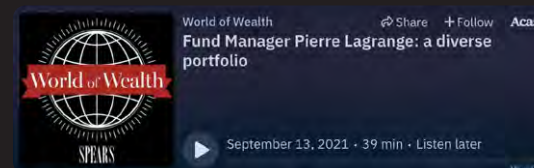
New for 2021, our podcast tells the stories of key figures from the world of Spear's. Candid, in-depth interviews chart the lives and careers of entrepreneurs, billionaires, philanthropists and the private client advisers who have risen to become leading lights in their field.

The interviews are available on all podcast platforms and also recorded with video, which can be viewed in full on YouTube and on spearswms.com; clips are shared on social platforms.

	Single episode	Six-part series
<i>Headline Sponsorship</i>	£7,500	£30,000
<i>Mid-episode sponsor's message</i>	£3,500	£15,000
<i>Bespoke episode (panel discussion)</i>	£10,000	N/A

For more information, please contact:

Shady Elkholy
COMMERCIAL DIRECTOR
Shady.Elkholy@spearswms.com



Spear's Awards

The **SPEAR'S** Awards **2022**

WEALTH MANAGEMENT | PRIVATE CLIENT | IMPACT
ENTREPRENEURSHIP | LUXURY | SCHOOLS

Celebrating the very best private client advisers, wealth managers,
lawyers and providers of services to HNW individuals

JW Marriott Grosvenor House | 2 November 2022



2022 Spear's Awards categories

- HNW Wealth Manager of the Year
- UHNW Wealth Manager of the Year
- Private Bank of the Year - UK
- Private Bank of the Year – International
- Family Office Services Provider of the Year
- Lawyer of the Year – Family Law
- Lawyer of the Year – Tax & Trusts
- Lawyer of the Year – Reputation
- Private Client Accountant of the Year
- Property Adviser of the Year
- Client Relationship Award
- Future Leader in Private Client Services
- Family Office Executive of the Year
- Private Client Innovation of the Year
- Super Prime Property Development of the Year
- School of the Year
- Impact Award
- Entrepreneur of the Year

Headline Sponsorship

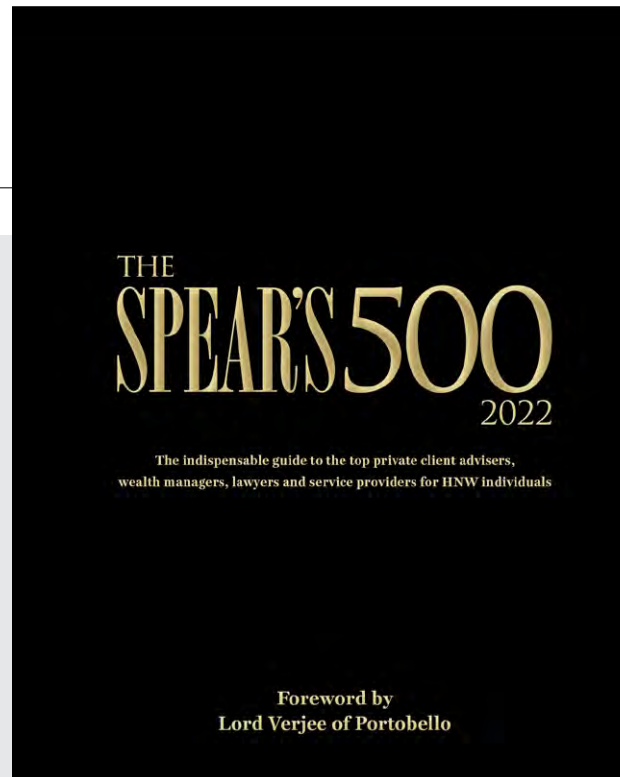
£60,000

Award category sponsorship

£15,000

*Award categories subject to change

The Spear's 500



Spear's partnerships



Print & digital specifications

PRINT

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 can be found via the above link.

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 be 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 and hairline rule should NOT knock out or be a tint

DIGITAL BANNERS

Digital banners must be supplied at approx. 100 KB, in either a JPG or PNG file format if static – animated GIFs are also an option.

Print 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 240 mm

Full Page

Trim = 210 x 260mm

Bleed = 216 x 266mm

Type area = 190 x 240mm

Half Page (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

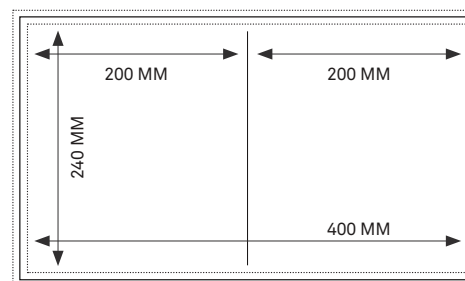
Type and important subject matter should be kept at least **8mm** from the live/trim area on all sides

Digital sizes (pixels)

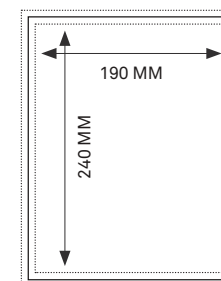
Billboard = 970 x 250

MPU = 300 x 250

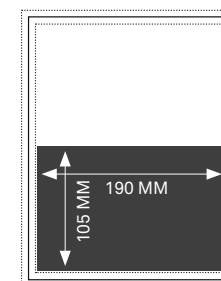
Double MPU = 300 x 600



DOUBLE PAGE SPREAD



SINGLE PAGE



HALF PAGE (HORIZONTAL)

SUBMITTING YOUR PRINT ADVERTISEMENT

- Advertising material should be supplied in PDF format. Please allow 3mm each page for gutter loss allowance, include 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 required sizes.

Please note we have a 6MB limit on emails. Files smaller than 10MB may be emailed to either **Vicky Oakley** or **Clare Ovenell** (emails below).

For larger files, email via [wettransfer.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:

Advertising text

Company contact details

Company logo and 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

Brand portfolio



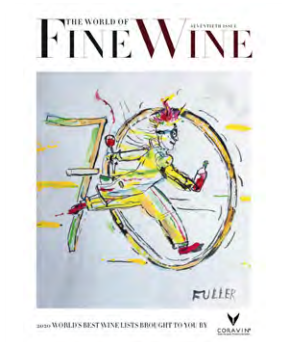
SPEAR'S

The multi-award-winning wealth management and luxury lifestyle media brand whose flagship magazine has become a must-read for the ultra-high-net-worth community. 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. Since its launch in 2006, Spear's and its events have established itself as Europe's leading wealth management authorities.



HOTELS, RESORTS & SPAS

The annual Elite Traveler Hotels, Resorts & Spas edition is distributed on board private jets, in jet terminals, and to top hotels and resorts in more than 100 countries across the globe. The Elite Traveler Hotels, Resorts & Spas edition is available as a microsite on EliteTraveler.com, viewable across all mobile devices. Offering easily accessible key information on the properties included alongside stunning imagery, the website is swiftly establishing itself as the go-to resource for high-end luxury travel.



THE WORLD OF FINE WINE

The multi-award-winning magazine is the go-to wine source for high-net-worth individuals, producers, Masters of Wine and the trade who share a passion for wine. Extensively and purposefully illustrated with fine-art-quality images and printed on heavy coated paper, each 216-page issue of The World of Fine Wine resembles a large-format book more than a magazine. Its list of contributors reads like a who's who of the world of wine, and includes Hugh Johnson OBE, Andrew Jefford and Michel Bettane.

NewStatesman MEDIA GROUP

We explain how the world is changing for decisionmakers in need of data-driven answers. We help our readers to lead effectively and define policies using the same rigour and quality journalism for which the New Statesman has long been admired.

New Statesman Media Group has data at its core and will set standards for sourcing, explaining and visualising it. But while data informs our stories, our unparalleled network of experts and thought leaders will tell them. Our content is brought to you by some of the world's leading business and finance editors, digital experts, content specialists, data-driven journalists and data scientists.

Our commercial mission is to deliver this high-value senior audience to our partners as live leads, in a format that works for their marketing departments.

To do that we use LeadMonitor.ai, a proprietary marketing tool that is built into our websites and provides our partners with secure, accurate first party data.

For commercial enquiries please contact
leadmonitor@ns-mediagroup.com
Energy Monitor
City Monitor
Investment Monitor
LeadMonitor.ai
New Statesman

SPEAR'S

Edwin Smith

EDITOR

Edwin.Smith@spearswms.com

Shady Elkholy

COMMERCIAL DIRECTOR

Shady.Elkholy@spearswms.com

T: +44 (0) 207 406 6591 | M: +44 (0) 792 624 4119