

# SPEAR'S 500

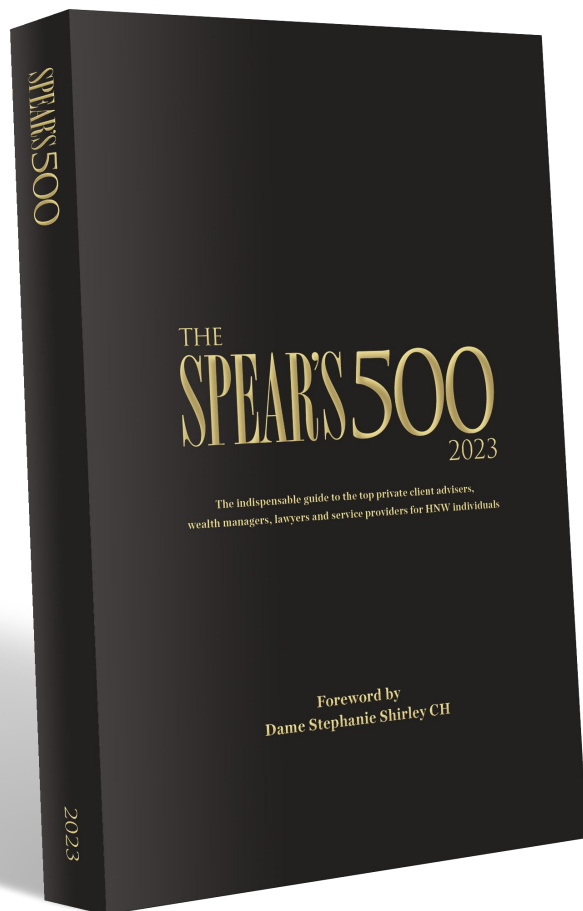
PRINT & DIGITAL MEDIA KIT

2024



[spears500.com](https://spears500.com)

# About The Spear's 500



Launched in 2014, the Spear's 500 has quickly become Europe's most respected guide to the top private client advisers and service providers for high-net-worth individuals.

The Spear's 500 is published as a high-quality coffee-table guide that is sent to the private homes and offices of the wealthiest families in the UK. The publication has grown in size and scope each year, thanks to the reputation of the Spear's brand and the value it generates for readers as well as the individuals and firms that appear in its pages.

[www.spear500.com](http://www.spear500.com) transforms the online user-experience of the Spear's 500 with data-driven profiles and a tool that enables HNWs to find the adviser that's right for them.

*“If you're rich enough, **these are the people to advise you.** From wine to yachts, horses to houses, security to tax, these are the top guns for hire”*

The Evening Standard  
on the Spear's 500

# Spears500.com

The redesigned, revamped Spear's 500 website, spears500.com, is built on the foundation of new data-backed profiles that have been created for all 2,500 private client advisers in the growing Spear's database.

The new architecture of the site and individual adviser profiles is behind the find-an-adviser tool that greets visitors to the site. This makes it possible for users to discover the right advisers for their specific requirements.

## 17K

Average monthly  
unique visitors

## 46K

Average monthly  
page views

## 78%

UK

## 12%

US

## 3%

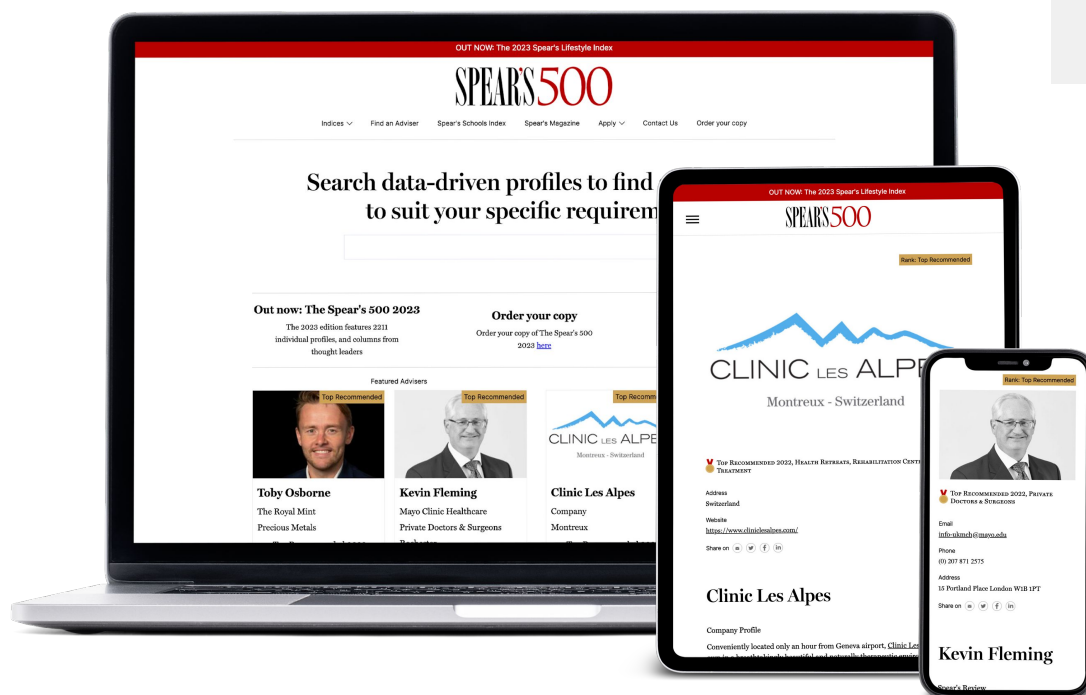
Switzerland

## 2%

UAE

## 1%

India



## 59%

Male

## 41%

Female

Aged 25-34

26%

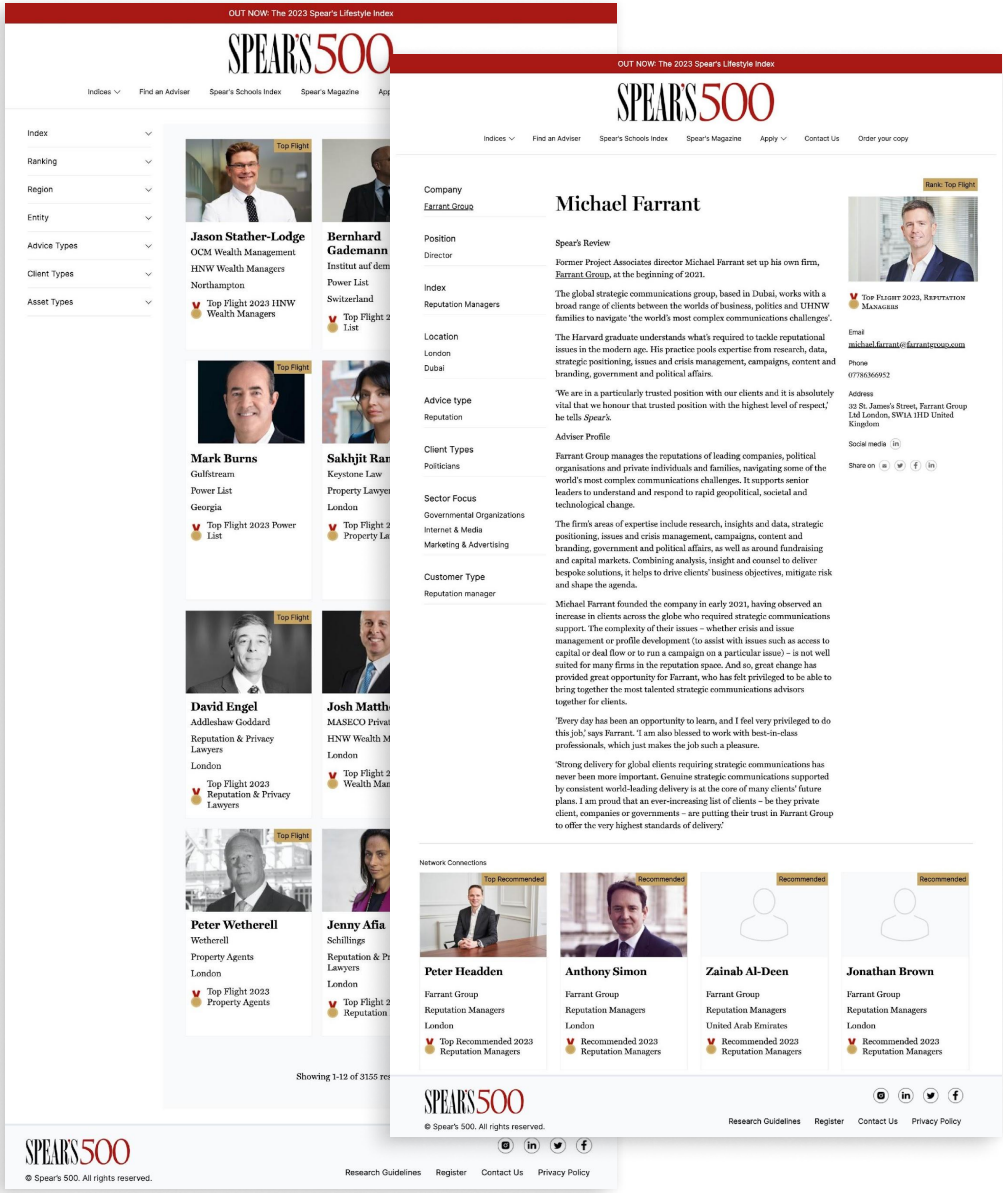
Aged 35-44

23%

Aged 45-54

18%

# Find An Adviser tool



The find-an-adviser tool is at the heart of spears500.com

It allows HNW users to search and filter advisers according to a range of attributes such as the adviser's expertise, location(s), the clients they serve, the types of advice they offer, and their Spear's ranking.

This allows HNWs to zero-in on advisers capable of providing exactly what they're looking for. And it enables the advisers to put themselves in front of the people most likely to require their services.

# The Print Edition

The annual print edition of the Spear's 500 has grown every year since its inception (the most recent runs to 680-pages).

It is an indispensable resource, found in the private offices and homes of the wealthiest individuals and families with a presence in the UK.

## Distribution

16,000 Copies mailed directly to homes and offices of our HNWI/UHNW audience 2,000 copies sold via the website.

## Circulation / Distribution

18,000

Spear's 500  
circulation

100,000

Readership

“The Michelin guide to the wealth management industry

Julien Seveux, CEO OF 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 Godsmith

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

Sir Lloyd Dorfman



# Spear's 500 Profiles (Online)

## Spear's Review

Ac. 110-word editorial profile of the adviser written by the Spear's team

## Adviser Profile

The adviser's chance to add extra information of their choice to their profile. Only available on enhanced profiles; the length of the section varies according to whether bronze, silver or gold

## Attributes

This section provides information about the adviser, their clientbase, the advice and services they provide, as well as the markets they serve and where they are based. This information can be searched and filtered by prospective clients using the find-an-adviser tool

OUT NOW: The 2023 Spear's Lifestyle Index

## SPEAR'S 500

Indices ▾ Find an Adviser Spear's Schools Index Spear's Magazine Apply ▾ Contact Us Order your copy

Company  
Farrant Group

Position  
Director

Index  
Reputation Managers

Location  
London  
Dubai

Advice type  
Reputation

Client Types  
Politicians

Sector Focus  
Governmental Organizations  
Internet & Media  
Marketing & Advertising

Customer Type  
Reputation manager

### Michael Farrant

**Spear's Review**

Former Project Associates director Michael Farrant set up his own firm, **Farrant Group**, at the beginning of 2021.

The global strategic communications group, based in Dubai, works with a broad range of clients between the worlds of business, politics and UHNW families to navigate 'the world's most complex communications challenges'.

The Harvard graduate understands what's required to tackle reputational issues in the modern age. His practice pools expertise from research, data, strategic positioning, issues and crisis management, campaigns, content and branding, government and political affairs.

'We are in a particularly trusted position with our clients and it is absolutely vital that we honour that trusted position with the highest level of respect,' he tells Spear's.


**Adviser Profile**

Farrant Group manages the reputations of leading companies, political organisations and private individuals and families, navigating some of the world's most complex communications challenges. It supports senior leaders to understand and respond to rapid geopolitical, societal and technological change.

The firm's areas of expertise include research, insights and data, strategic positioning, issues and crisis management, campaigns, content and branding, government and political affairs, as well as around fundraising and capital markets. Combining analysis, insight and counsel to deliver bespoke solutions, it helps to drive clients' business objectives, mitigate risk and shape the agenda.

Michael Farrant founded the company in early 2021, having observed an increase in clients across the globe who required strategic communications support. The complexity of their issues – whether crisis and issue management or profile development (to assist with issues such as access to capital or deal flow or to run a campaign on a particular issue) – is not well suited for many firms in the reputation space. And so, great change has provided great opportunity for Farrant, who has felt privileged to be able to bring together the most talented strategic communications advisors together for clients.

**Rank: Top Flight**



**TOP FLIGHT 2023, REPUTATION MANAGERS**

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Phone  
07786366952

Address  
32 St. James's Street, Farrant Group  
Ltd London, SW1A 1HD United Kingdom

Social media [in](#)

Share on [a](#) [t](#) [f](#) [in](#)

Network Connections

**Peter Headden**

Farrant Group  
Reputation Managers  
London

**Top Recommended 2023 Reputation Managers**

**Anthony Simon**

Farrant Group  
Reputation Managers  
London

**Recommended 2023 Reputation Managers**

**Zainab Al-Deen**

Farrant Group  
Reputation Managers  
United Arab Emirates

**Recommended 2023 Reputation Managers**

**Jonathan Brown**

Farrant Group  
Reputation Managers  
London

**Recommended 2023 Reputation Managers**

## Profile picture

Enhanced profiles include an image of the adviser

## Ranking

All profiles display the adviser's Spear's ranking

## Contact details

Enhanced adviser profiles include selected contact details so that prospective clients can make contact directly

## More new features

Gold enhanced profiles provide advisers with the opportunity to add social media profiles, such as LinkedIn

## Network

The Spear's database displays members of the adviser's network, including colleagues at the same firm



# Enhanced Adviser Profiles

Spear's does not charge a fee to include advisers in its indices and rankings, which are drawn up by the Spear's Research Unit on merit. However, many firms and individuals choose to enhance their Spear's profiles in order to benefit from additional features. The different types of enhanced profiles are summarised in the table below, and described in more detail on the following pages.

Profile	Length	Picture	Contact details	Premium Icon	Adviser of the day promotion	Social Media profiles	Spear's 500 live event ticket	Video Interview	Cost
Standard	c. 110 words								No Charge
Bronze	c. 110 words + 670-725 characters	Black & White	✓	✓					£2,000
Silver	c. 110 words + 1,610-1,780 characters	Black & White	✓	✓	✓				£2,500
Gold	c. 110 words + 1,750-1,900 characters	Colour	✓	✓	✓	✓			£3,000
Gold+	c. 110 words + 1,750-1,900 characters	Colour	✓	✓	✓	✓	✓		£3,300
Platinum	c. 110 words + 1,750-1,900 characters	Colour	✓	✓	✓	✓	✓	✓	Upon Request

# Enhanced Company Profiles

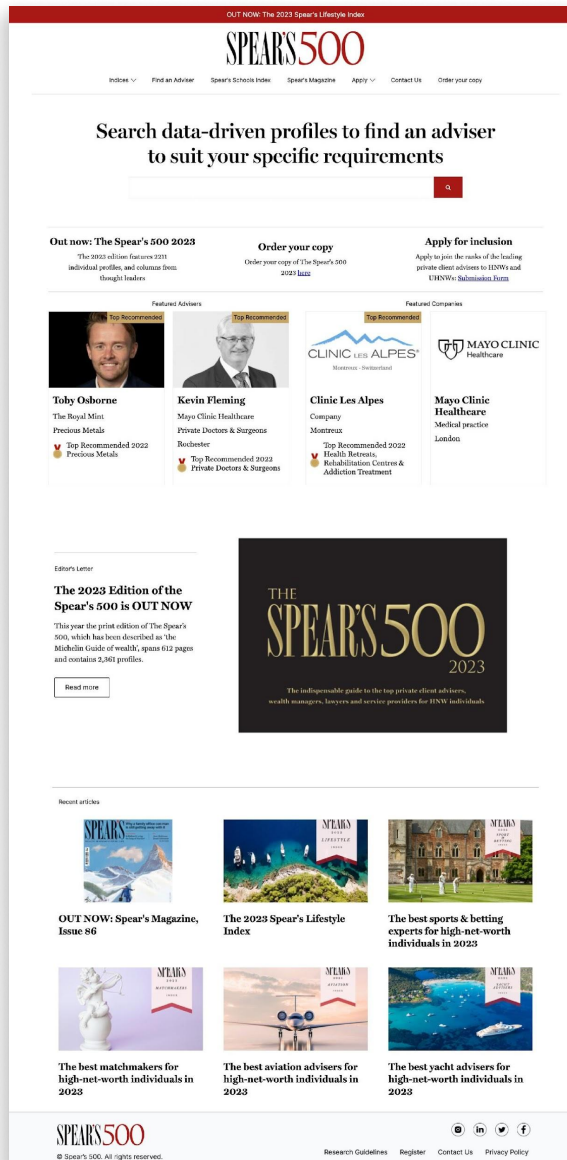
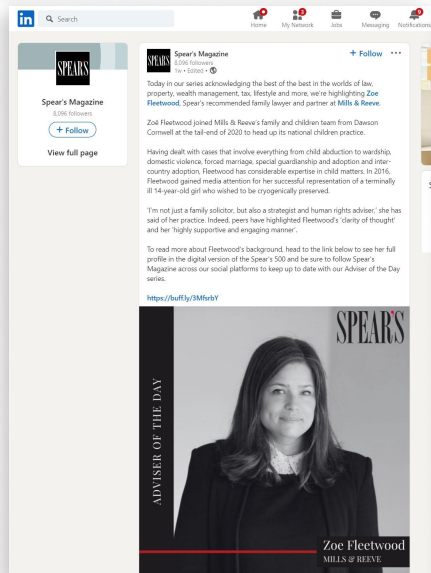
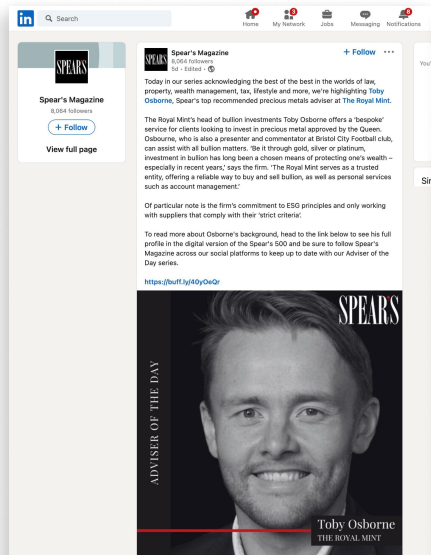
Enhanced company profiles are an add-on and can be purchased along with a minimum of 1 adviser profile. Unlike the adviser profiles, the company profiles do not include a Spear's review and would be empty otherwise. However, enhanced company profiles are similar to adviser profiles in the sense that they are both in print on a full page and online on spears500.com. They allow you to add additional text, logo, company website and more. The different types of enhanced company profiles are summarized in the table below.

has context menu

Profile	Length	Lead photo or Logo	Contact details	Address	Images in article	Video in article	Social Media links	Bespoke video interview	Cost
Standard	No text								No Charge
Bronze Company Profile	4,400 characters	✓	✓	✓					£1,250
Gold Company Profile	4,400 characters	✓	✓	✓	3	✓	✓		£3,000
Platinum Company Profile	4,400 characters	✓	✓	✓	3	✓	✓	✓	Upon Request



# Adviser Of The Day



Where we dedicate one day for the adviser - which includes:

- Advisers' profile to be featured for a minimum of 1- day on the homepage of spears500.com
- A dedicated post for the adviser on the Spear's Social media channels, LinkedIn, and Instagram on the same day
- Inclusion in one of the Spear's Weekly newsletters

# Enhanced Adviser Profile: Bronze

The packages enable you to enhance the profile both in print and online for 12-months.  
These include:

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 670-725 characters (c. 100 words)
- Black & white photograph
- Contact details (telephone, email and company website) published in the print edition of the Spear's 500
- Guaranteed inclusion in the print edition of the Spear's 500
- Top placement of your profile ahead of non-sponsored profiles within your ranking on spears500.com
- Spear's 500 2023 digital icon for use in the adviser's email signature and/or marketing materials, company website etc.
- Receive one copy of the print edition of the Spear's 500 (RRP £150)

No. of profiles	Cost (£)	£ per profile
1	2,000	2,000
2	3,600	1,800
3	5,280	1,760
4	6,880	1,720
5	8,400	1,680
6	9,720	1,620
7	11,200	1,600
8	12,480	1,560
9	13,680	1,520
10	14,800	1,480
11	15,840	1,440
12	16,800	1,400
13	17,680	1,360
14	18,480	1,340
15	19,200	1,280
16	19,840	1,240
17	20,400	1,200
18	20,880	1,160
19	21,280	1,120
20	21,600	1,080
21	22,260	1,060
22	22,880	1,040
23	23,460	1,020
24	24,000	1,000

# Enhanced Adviser Profile: Silver

The packages enable you to enhance the profile both in print and online for 12-months. These include:

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 1,610 - 1,780 characters (c. 250 words)
- Black & white photograph
- Contact details (telephone, email and company website) published in the print edition of the Spear's 500
- Guaranteed inclusion in the print edition of the Spear's 500
- Top placement of your profile ahead of non-sponsored profiles within your ranking on spears500.com
- Spear's 500 2023 digital icon for use in the adviser's email signature and/or marketing materials, company website etc.
- Receive one copy of the print edition of the Spear's 500 (RRP £150)

## Profile Marketing/Promotion "Adviser of the day"

- Advisers' profile to be featured for a minimum of 1- day on the homepage of spears500.com
- A dedicated post for the adviser on the Spear's Social media channels, LinkedIn, and Instagram on the same day
- Inclusion in one of the Spear's Weekly newsletters

No. of profiles	Cost (£)	£ per profile
1	2,500	2,500
2	4,500	2,250
3	6,800	2,200
4	8,600	2,150
5	10,500	2,100
6	12,300	2,050
7	14,000	2,000
8	15,600	1,950
9	17,100	1,900
10	18,500	1,850
11	19,800	1,800
12	21,000	1,750
13	22,100	1,700
14	23,100	1,650
15	24,000	1,600
16	24,800	1,550
17	25,500	1,500
18	26,100	1,450
19	26,600	1,400
20	27,000	1,350
21	27,825	1,325
22	28,600	1,300
23	29,325	1,275
24	30,000	1,250

# Enhanced Adviser Profile: Gold

The packages enable you to enhance the profile both in print and online for 12-months.  
These include:

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 1,750-1,900 characters (c. 275 words)
- Colour photograph
- Contact details (telephone, email and company website) published in the print edition of the Spear's 500
- Guaranteed inclusion in the print edition of the Spear's 500
- Top placement of your profile ahead of non-sponsored profiles within your ranking on spears500.com
- Spear's 500 2023 digital icon for use in the adviser's email signature and/or marketing materials, company website etc.
- Receive one copy of the print edition of the Spear's 500 (RRP £150)

Profile Marketing/Promotion “Adviser of the day”

- Advisers’ profile to be featured for a minimum of 1- day on the homepage of spears500.com
- A dedicated post for the adviser on the Spear’s Social media channels, LinkedIn, and Instagram on the same day
- Inclusion in one of the Spear’s Weekly newsletters

No. of profiles	Cost (£)	£ per profile
1	3,000	3,000
2	5,400	2,700
3	7,920	2,640
4	10,320	2,580
5	12,600	2,520
6	14,760	2,460
7	16,800	2,400
8	18,720	2,340
9	20,520	2,280
10	22,200	2,220
11	23,760	2,160
12	25,200	2,100
13	26,520	2,040
14	27,720	1,980
15	28,800	1,920
16	29,760	1,860
17	30,600	1,800
18	31,320	1,740
19	31,920	1,680
20	32,400	1,620
21	33,390	1,590
22	34,320	1,560
23	35,190	1,530
24	36,000	1,500

# Enhanced Adviser Profile: Gold+

The packages enable you to enhance the profile both in print and online for 12-months. These include:

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 1,750-1,900 characters (c. 275 words)
- Colour photograph
- Contact details (telephone, email and company website) published in the print edition of the Spear's 500
- Guaranteed inclusion in the print edition of the Spear's 500
- Top placement of your profile ahead of non-sponsored profiles within your ranking on spears500.com
- Spear's 500 2023 digital icon for use in the adviser's email signature and/or marketing materials, company website etc.
- Receive one copy of the print edition of the Spear's 500 (RRP £150)
- 1x ticket to attend Spear's 500 Live - the live, in-person event that brings Spear's unique insight and content to life. Tickets are strictly limited to 500 for this one-day event, which convenes an audience of HNWs and leading advisers in their field. (Standard ticket price if purchased separately: Early bird £395, Full price £595)

## Profile Marketing/Promotion "Adviser of the day"

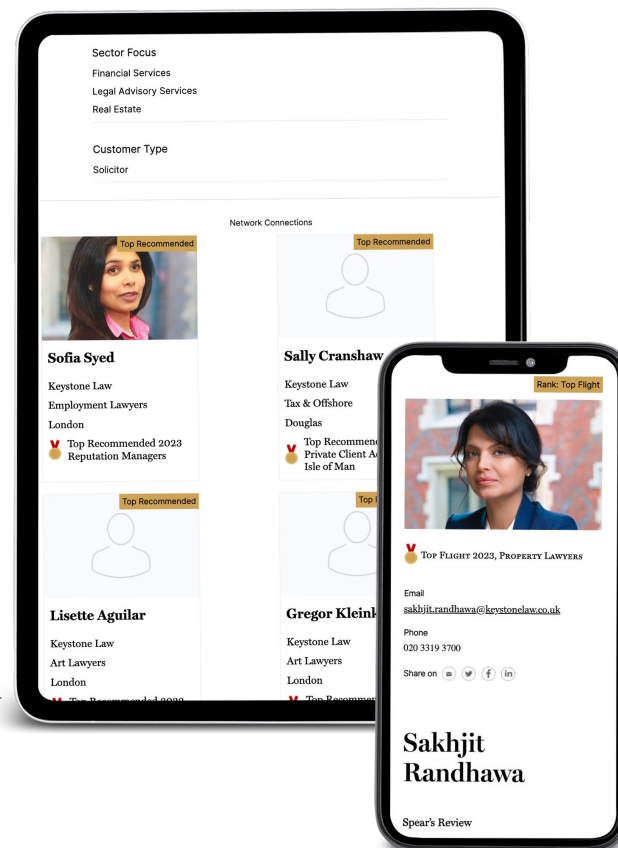
- Advisers' profile to be featured for a minimum of 1- day on the homepage of spears500.com
- A dedicated post for the adviser on the Spear's Social media channels, LinkedIn, and Instagram on the same day
- Inclusion in one of the Spear's Weekly newsletters

No. of profiles	Cost (£)	£ per profile
1	3,300	3,300
2	6,300	3,150
3	9,000	3,000
4	11,600	2,900
5	13,500	2,700
6	15,300	2,550
7	17,500	2,500
8	19,600	2,450
9	21,600	2,400
10	23,500	2,350
11	25,300	2,300
12	27,000	2,250
13	28,600	2,200
14	30,100	2,150
15	31,500	2,100
16	32,800	2,050
17	34,000	2,000
18	35,100	1,950
19	36,100	1,900
20	37,000	1,850
21	39,600	1,800
22	40,250	1,750
23	40,800	1,700
24	41,250	1,650

# Enhanced Adviser Profile: Platinum

The packages enable you to enhance the profile both in print and online for 12-months. These include:

- Standard Spear's Review (c. 110 words) + enhanced Adviser Profile of 1,750-1,900 characters (c. 275 words)
- Colour photograph
- Contact details (telephone, email and company website) published in the print edition of the Spear's 500
- Guaranteed inclusion in the print edition of the Spear's 500
- Top placement of your profile ahead of non-sponsored profiles within your ranking on spears500.com
- Spear's 500 2023 digital icon for use in the adviser's email signature and/or marketing materials, company website etc.
- Receive one copy of the print edition of the Spear's 500 (RRP £150)
- 1x ticket to attend Spear's 500 Live - the live, in-person event that brings Spear's unique insight and content to life. Tickets are strictly limited to 500 for this one-day event, which convenes an audience of HNWs and leading advisers in their field. (Standard ticket price if purchased separately: Early bird £395, Full price £595)



- The on-camera interview will be used to create a piece of video content of c. 3 minutes in length

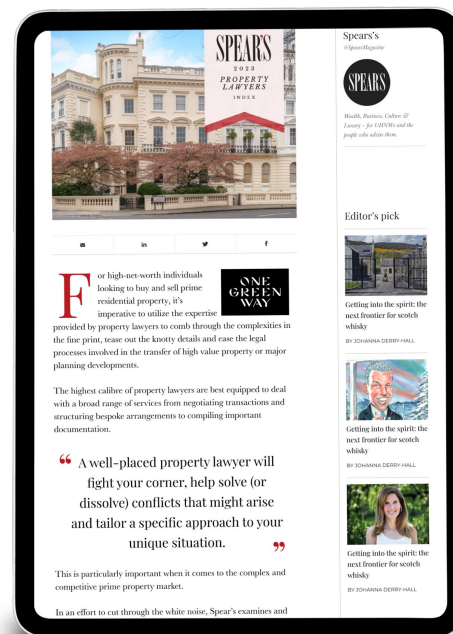
## Profile Marketing/Promotion "Adviser of the day"

- Advisers' profile to be featured for a minimum of 1- day on the homepage of spears500.com
- A dedicated post for the adviser on the Spear's Social media channels, LinkedIn, and Instagram on the same day
- Inclusion in one of the Spear's Weekly newsletters

Price upon  
request

# Index Sponsorship

- Tax & Trust Index
- Family Lawyers Index
- Offshore, relocation and Immigration Index
- Art Advisers Index
- Aviation & Aviation advisers Index
- Business & Entrepreneurship
- Wealth Managers Index
- Property Advisers Index
- Personal Services Advisers Index
- Home & Design Index
- Travel Index
- Events & Entertainment & Lifestyle Index
- Health & Wellness Index
- Middle East Advisers Index
- Equine and Pet experts Index



## Case study

### One Green Way

One Green Way, the award-winning residential and investment opportunity in Quinta do Lago, sponsored the 2023 property adviser index. This partnership centred around large scale branding across the print and digital offering, as well as the relevant marketing and promotional collateral for the index. One Green Way had their logo on all editorial content around the property index as well as on the index itself both digital and in print.

ONE  
GREEN  
WAY



# Index Sponsorship

- Mention of your brand across 4 to 7 online articles related to the index on [www.spearswms.com](http://www.spearswms.com), all pushed to our social media channels and included in one of our weekly newsletters
- In print - in the Spear's 500 annual directory

## Print

### The Spear's 500

- Editorial mention on the Contents page
- Name and Logo on the opening page for the index
- Name and logo on each red box sub-division (typically 4 to 5 subdivisions)

## Digital

[www.spearswms.com](http://www.spearswms.com)

- Name and logo on the index release announcement feature
- Name and logo on the index post

[www.spears500.com](http://www.spears500.com)

- On the landing page of the index
- Editorial mention as part of the index announcement on the newsletter emailed out to our database of 7,000+ opt in subscribers

## Social Media channels

- Name and logo on the ribbon image associated with the index - posted on Instagram, LinkedIn, and Twitter
- Social media promotion of the index and of sponsored articles



# SPEAR'S 500

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Commercial Director

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