

# SPEAR'S

Wealth | Business | Culture | Luxury

PRINT & DIGITAL MEDIA KIT

2023

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

# Editorial Mission

Spear's is the multi-award-winning media brand for UHNWs and the people who advise them – the must-read 'wealth bible' for HNWs and UHNWs.

“Simply put, *our focus is wealth* – the ways entrepreneurs create it, the forces that threaten it, how professionals manage it, and where it is deployed”

Spear's Editor-in-Chief, Edwin Smith

**SPEAR'S**



22K  
Circulation

650K

Total Reach  
per quarter

100K

Readership

314K

Digital Uniques  
(105k unique and 119K  
impressions a month)

21,100

Social Followers

4.7k

Instagram

7.6k

Twitter

1.4k

Facebook

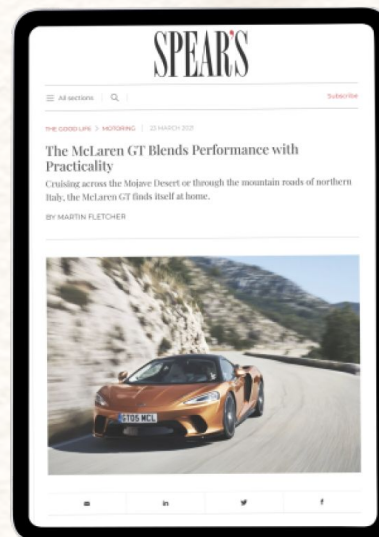
8k

Linkedin



# Media Platforms

- Quarterly Print Magazine
- Website
- Email Newsletter
- Social Communities (LinkedIn, Instagram, Twitter)
- Spear's Indices
- Spear's Special Reports & Surveys
- The Spear's 500 annual print edition
- Spears500.com
- Networking Events
- Spear's School Supplement and [spears500.com/school-index](https://spears500.com/school-index)
- World of Wealth Podcast
- Print Supplements







# The Spear's Audience

Our readers represent some of the wealthiest, most successful, and influential individuals and families in the UK, with an average net worth of £9 million and an average HHI of £1.2 million

Our audience comprises both the advisers of (U)HNW, and the (U)HNW individuals themselves, the former making up 60% of our total audience. These advisers represent the elite of the private client world, and encompass the best professionals in private banking, family office services, family law, property, accountancy and tax law, among others. The (U)HNW element of our readership are some of the wealthiest, most successful and influential individuals and families across the UK.





# The Spear's Reader

45%

Women

55%

Men

45

Average Age

- 51% collect wine
- 42% collect watches
- 42% collect contemporary art
- 29% collect antiques
- 20% collect classic cars
- 20% collect jewellery
- 59% of Spear's 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 a Spear's reader flies abroad for business and/or pleasure each year



# The Spear's Audience

## Luxury services used by Spear's readers

44%

Bespoke travel agents

50%

Personal trainers

50%

Sports car/super-cars

79%

Spas

34%

Landscape gardeners

39%

Property advisers

34%

Chauffeurs

34%

Interior designers

71%

Private doctors

27%

Private tutors

89%

Private members clubs

42%

Architects

48%

Concierge services

73%

Bespoke  
tailor/dressmakers

32%

Yachts

37%

Private jets

29%

Helicopters

# Print

## Discover Spear's

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

## Exclusive

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, HSH Prince Albert II of Monaco, Valerie Rockefeller, board chair of Rockefeller Philanthropy Advisors, and Patek Philippe president Thierry Stern.

## Distribution

The magazine is sent 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 and luxury hotels from Mustique to Gstaad.

22,000

Spear's print circulation

60,000

Spear's readership



SPEAR'S



# Editorial Tentpoles

ALL SECTIONS | WEALTH MANAGEMENT | BUSINESS | ECONOMICS & INVESTING | TAX

WEALTH | APRIL 19, 2023

## The 2023 Spear's Power List

The inaugural Spear's Power List assembles the 100 most influential people in the world of private wealth

BY EDWIN SMITH



### ➤ Spear's Power List

The 100 most influential people in the world of private wealth. This UK-centric but international selection includes the leading figures from the world of private wealth. Whereas the Spear's 500 has traditionally focused on client-facing advisers, this list is comprised of the executives, powerbrokers and decision-makers who hold sway.

### ➤ Spear's Wealth Report

An annual state-of-the-nation report, covering the private client industry and the forces affecting UHNWs.

### ➤ Spear's Top Flight Firms

Annual list recognizing and profiling the top 100 firms in the private client world.

### ➤ Spear's Rising Stars

The top private client advisers and service-providers to UHNWs aged 35 and under.

### ➤ Spear's Top 100 Women

Spear's list recognizing the 100 leading female figures from the world of private wealth and private clients.



# Editorial Calendar

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## Q1 Jan/Feb/Mar

Issue: 86 | Property

Release Date: 16 Jan 2023 | Deadline: 28 Nov 2022

## Q2 Apr/May/Jun

Issue: 87 | Wealth Management

Release Date: 27 Mar 2023 | Deadline: 20 Feb 2023

## Q3 Jul/Aug/Sep

Issue: 88 | Family Law

Release Date: 26 June 2023 | Deadline: 22 May 2023

## Q4 Oct/Nov/Dec

Issue: 89 | Tax & Luxury | Spear's School Index

Release Date: 25 Sep 2023 | Deadline: 21 Aug 2023

## Q1 Jan/Feb/Mar (2024)

Issue: 90 | Property & Reputation

Release Date: 17 Jan 2024 | Deadline: 25 Nov 2023

\*Please note that this calendar is subject to change



# Display Adverts : Print Rate Card

Single Pages - Size/Position Rate	1 x insertion	2 x insertions	3 x insertion	4 x insertion
Outside back cover	£13,000	£12,500	£12,000	£11,500
RHP Opposite the editor's letter (1 of a kind)	£9,000	£8,000	£7,500	£7,000
RHP Opposite Table of Contents (2 of them)	£8,500	£8,000	£7,500	£7,000
RHP Opposite Masthead	£8,500	£8,000	£7,500	£7,000
RHP Opposite Contributors page	£8,500	£8,000	£7,500	£7,000
RHP opposite the Agenda/Letters ( 1 of kind)	£8,000	£7,500	£7,000	£6,500
RHP Opposite the Diary (1 of kind)	£7,750	£7,250	£6,750	£6,250
Inside Back Cover	£7,500	£7,250	£7,000	£6,750
RHP Opposite Philanthropy (1 of kind)	£7,500	£7,000	£6,500	£6,000
LHP Briefing Opener	£7,000	£6,750	£6,500	£6,250,
LHP Good Life Opener	£7,000	£6,750	£6,500	£6,250
Display advert run of paper	£6,500	£6,250	£6,000	£5,750
Double Page Spreads - Size/Position Rate	1 x insertion	2 x insertions	3 x insertion	4 x insertion
Inside front cover gatefold (4-pages)	£27,950	£27,500	£27,000	£26,500
Inside front cover double page spread	£14,950	£14,500	£13,950	£13,500
Double page spread front of book	£13,950	£13,500	£12,950	£12,500
Double page spread run of paper	£10,800	£10,300	£9,800	£9,300

# Advertorials : Print Rate Card

(i)

## Advertorial Packages

Advertorial Packages	Online Feature	Inclusion in the newsletter	Post on Social media channels	Video included (supplied by client)	Full page	Double Page Spread
Print only					£7,500	£11,800
In Print and replicated online, included on one of our newsletters and a post on social media	✓	✓	✓		£9,950	£14,250
In Print and replicated online, included on one of our newsletters and a post on social media with Video	✓	✓	✓	✓	£10,950	£15,250

\*Client supplies all content and we put it together



# Advertorials : Print Rate Card

(ii)

Advertorial Packages - Frequency Rates

Package	Type	Full Page	Double Page Spread
Print only	1 x insertion	£7,500	£11,800
	2 x insertion	£7,250	£11,300
	3 x insertion	£7,000	£10,800
	4 x insertion	£6,750	£10,300
In Print and replicated online, included on one of our newsletters and a post on social media	1 x insertion	£9,950	£14,250
	2 x insertion	£9,700	£13,750
	3 x insertion	£9,450	£13,250
	4 x insertion	£9,200	£12,750
In Print and replicated online, included on one of our newsletters and a post on social media with Video only	1 x insertion	£10,950	£15,250
	2 x insertion	£10,700	£14,750
	3 x insertion	£10,450	£14,250
	4 x insertion	£10,200	£13,750

# Bespoke Content Marketing

(i)

SPEAR'S PARTNER



The Peninsula London sits in the ideal location, overlooking Wellington Arch and close to three royal parks

rooms allow for a further spot of unadulterated comfort.

'They have homes everywhere in the world, so they want a service that goes beyond that,' she says. 'We go into such detail in the services we offer, watering the plants, doing their grocery shopping, making sure that the fridge is filled before they come back to London, and making sure that they have their favourite flowers – when they arrive, their whole home is beautiful and fresh.' Aiming to create a 'seamless and exquisite' experience, Varasoa relishes the fact that residents feel comfortable seeking her assistance out of hours, which always 'brings a smile to my face'.

At the front entrance, a regal fleet of Rolls-Royce motorcars sits waiting for chauffeur residents. Planners have opted for a traditional driveway, which was rigorously road-tested with different supercars prior to

installation. While requiring an extensive investment and greater square footage than a car lift, it ensures easy vehicle access at all times.

Varasoa adds that staff are excited to share the hotel's special relationship with Rolls-Royce, through documenting stories which highlight the customisation of the car fleet, and the intimate relationships with managers at the automobile maker.

'We film it, and we interview all of the managers of Rolls-Royce. And we create this story for our colleagues, so that they are proud of the journey and they understand the values,' she says.

A loyal clientele and a lasting community

Kwok notes many of The Peninsula's loyal clientele have expressed interest in the new London residences.

'In many ways, I call it a relationship. The Peninsula Beverly

Hills is one of the greatest examples of any hotel in the world with that customer relationship, and the return rates of the clientele there are phenomenal. With more than 60 per cent of the apartments already

purchased off-plan, interested UHNW buyers will find themselves in good company with long-standing global fans of The Peninsula. 'That's the relationship we're seeking with the residential buyers,' says Kwok.

The Kadoorie family aim to take a 100-year perspective with their developments, and only ten hotels have been opened over the past 90-odd years to maintain the peerless commitment to quality. In its new London hotel and residences, The Peninsula has created an intimate community and relaxing spaces, which it hopes UHNWs will enjoy for the long haul.

Web [www.peninsula.com/en/london](http://www.peninsula.com/en/london)

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](http://spearswms.com), then amplified via the Spear's newsletter, on all Spear's social channels and with targeted, paid-for social campaigns.



# Bespoke Content Marketing

(ii)

## Content Marketing Piece Packages

Advertorial Packages	Bespoke content creation	Bespoke Photography	Online Feature	Inclusion in the newsletter	Post on Social media channels	Full page	Double Page Spread
Print only without Photography	✓					£7,950	£12,300
Print only with Photography	✓	✓	✓			£8,950	£13,300
In print and replicated online, on our newsletter and social media	✓	✓	✓	✓	✓	£11,950	£16,300

# Bespoke Content Marketing

(iii)

## Content Marketing Piece Packages - Frequency Rates

Package	Type	Full Page	Double Page Spread
Print only without Photography	1 x insertion	£7,950	£12,300
	2 x insertion	£7,750	£11,950
	3 x insertion	£7,500	£11,500
	4 x insertion	£7,250	£10,950
Print only with Photography	1 x insertion	£8,950	£13,300
	2 x insertion	£8,750	£12,950
	3 x insertion	£8,500	£12,500
	4 x insertion	£8,250	£11,950
In print and replicated online, on our newsletter and social media	1 x insertion	£11,950	£16,300
	2 x insertion	£11,500	£15,950
	3 x insertion	£11,250	£15,500
	4 x insertion	£10,950	£14,950



# Supplements & Inserts

## 8 page supplement “Advertorial” content supplied by client

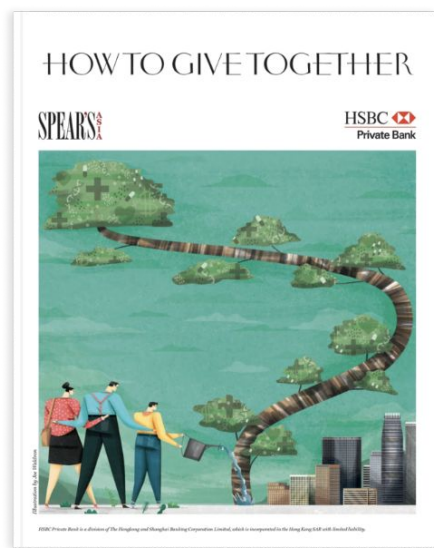
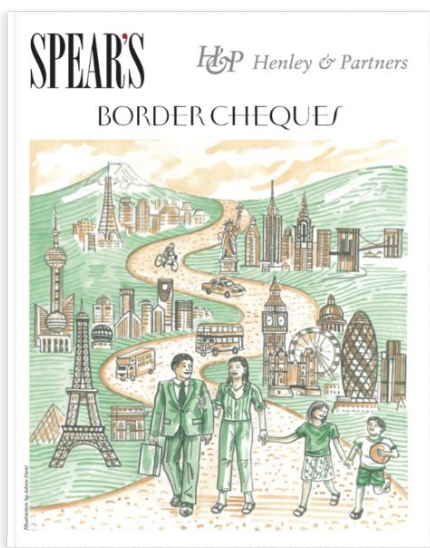
The client to supply 3 ready-to-publish double page spreads, the artwork for the outside back cover and the image and the logo for the front cover. A copy of the supplement will be wrapped with each of the 22,000 copies of Spear's magazine with a belly wrap with the client's design and logo on it.

£28,850

## 8 page supplement bespoke content - images supplied

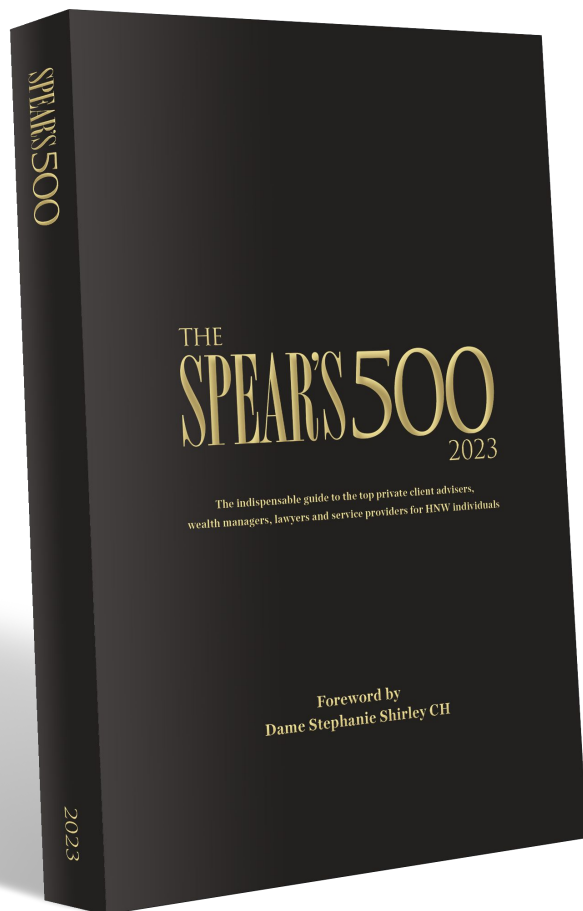
We will create a bespoke 8-page supplement that will be distributed with the Spear's magazine as a separate supplement. The client to supply all imagery, the logo or any imagery used on the front cover and the artwork for the back cover. A copy of the supplement will be wrapped with each of the 22,000 copies of Spear's magazine with a belly wrap with the client's design and logo on it.

£35,000





# 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

# Digital – spearswms.com

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

## Digital Banners

Billboard Banner	£35
Double MPU	£35
MPU Banner	£25

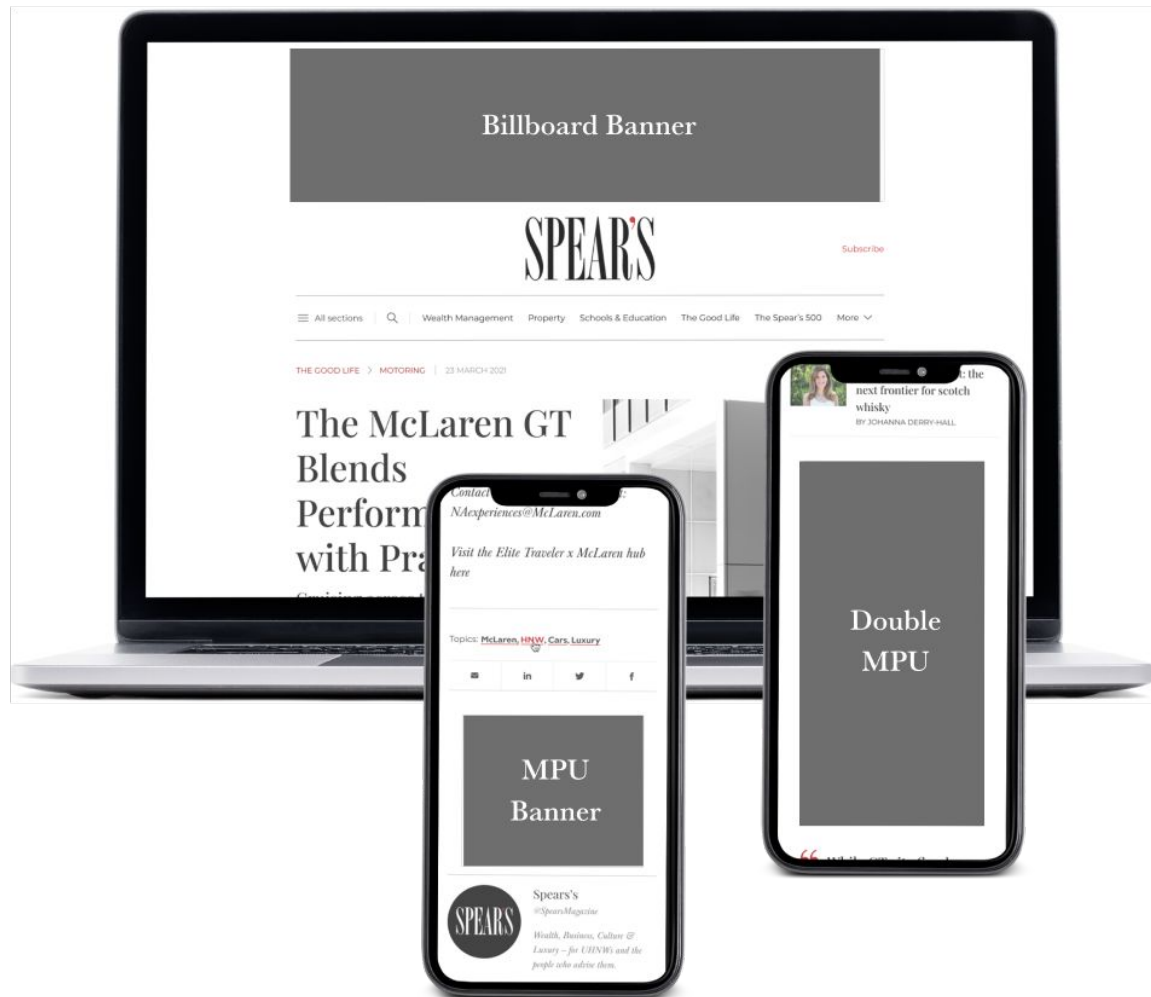
## Spear's Website Traffic

69K

Unique visitors (per month)

115K

Page impressions



# Digital Audience

www.spearswms.com

69K

Average monthly  
unique visitors

115K

Average monthly  
page views

65%  
UK

26%  
US

4%  
Switzerland

2%  
UAE

3%  
India

58%  
Male

42%  
Female

25%  
Aged 25-34

22%  
Aged 35-44

17%  
Aged 45-54

www.spears500.com

17K

Average monthly  
unique visitors

46K

Average monthly  
page views

78%  
UK

12%  
US

3%  
Switzerland

2%  
UAE

1%  
India

59%  
Male

41%  
Female

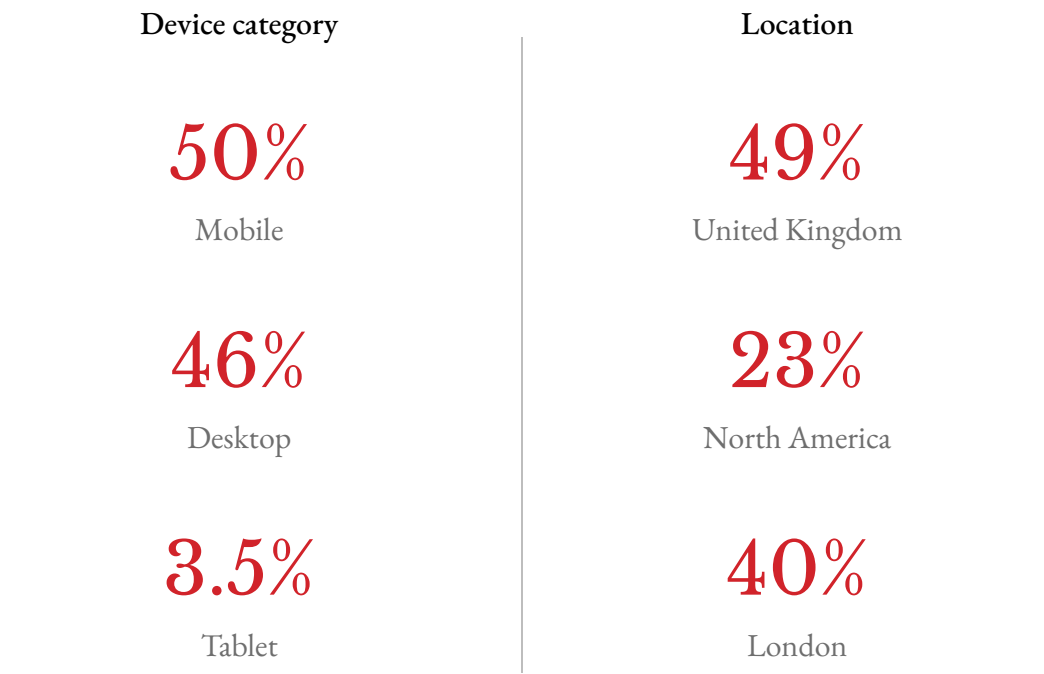
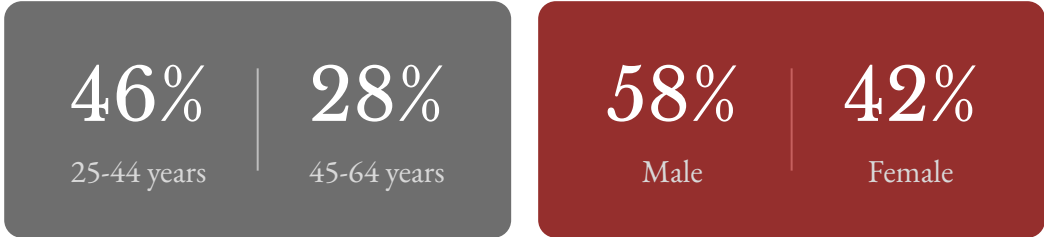
26%  
Aged 25-34

23%  
Aged 35-44

18%  
Aged 45-54



# Digital Audiences



Affinity ranking	
News & Politics/Avid News Readers	1
Sports & Fitness/Health & Fitness Buffs	2
Shoppers/Value Shoppers	3
Beauty & Wellness/Frequently Visits Salons	4
Travel/Travel Buffs	5
Lifestyles & Hobbies/Business Professionals	6
Lifestyles & Hobbies/Green Living Enthusiasts	7
Sports & Fitness/Sports Fans	8
Media & Entertainment/Movie Lovers	9
Travel/Business Travelers	10

In-Market segment (Data based on recent purchasing habits)	
Financial Services/Investment Services	1
Travel/Hotels & Accommodations	2
Real Estate/Residential Properties/Residential Properties (For Sale)	3
Apparel & Accessories/Women's Apparel	4
Employment	5
Employment/Career Consulting Services	6
Real Estate/Residential Properties	7
Travel/Air Travel	8
Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Pre Owned Houses (For Sale)	9
Apparel & Accessories	10

# Social Media

Spear’s connects with its online community of private client advisers and HNWs across each of its social media platforms multiple times a day.

Through our social media platforms, our community can discover the latest news and trends in the private client world, alongside the very latest in inspirational and luxury lifestyle content.



4.7k

Instagram



1.4k

Facebook



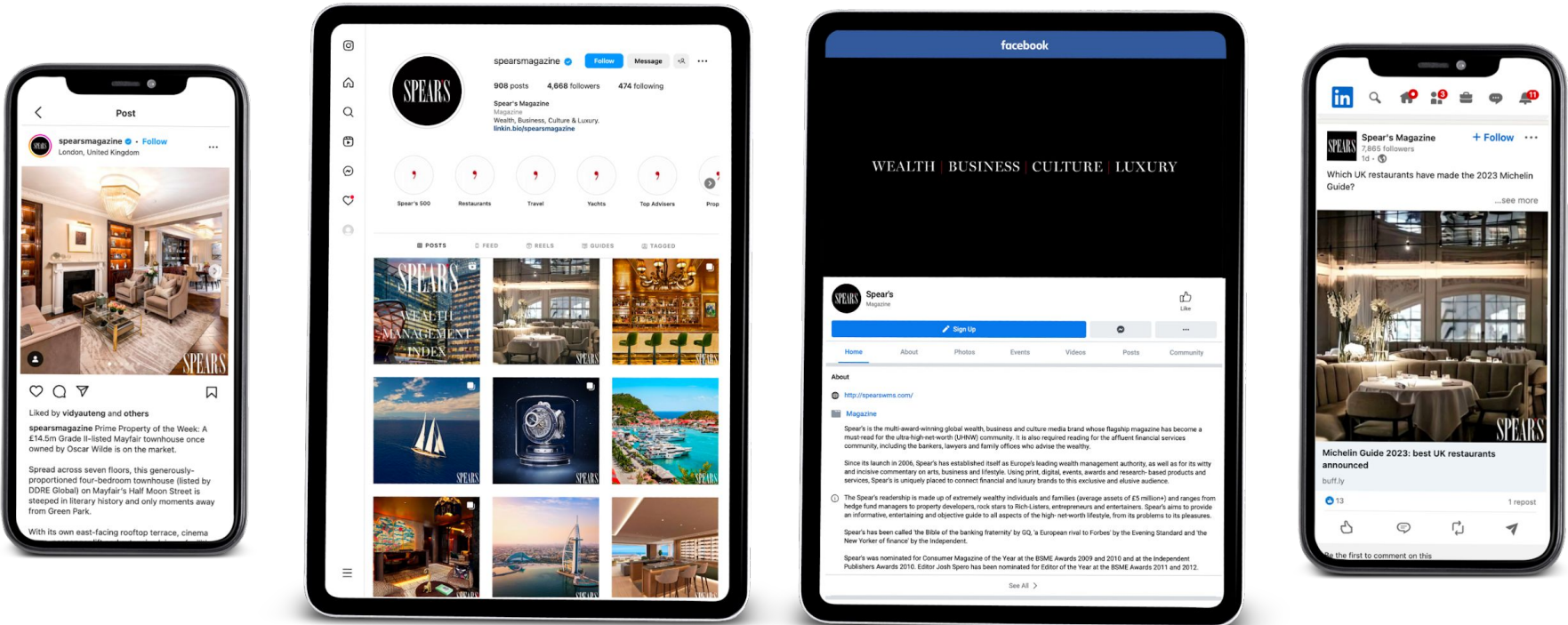
7.6k

Twitter



8k

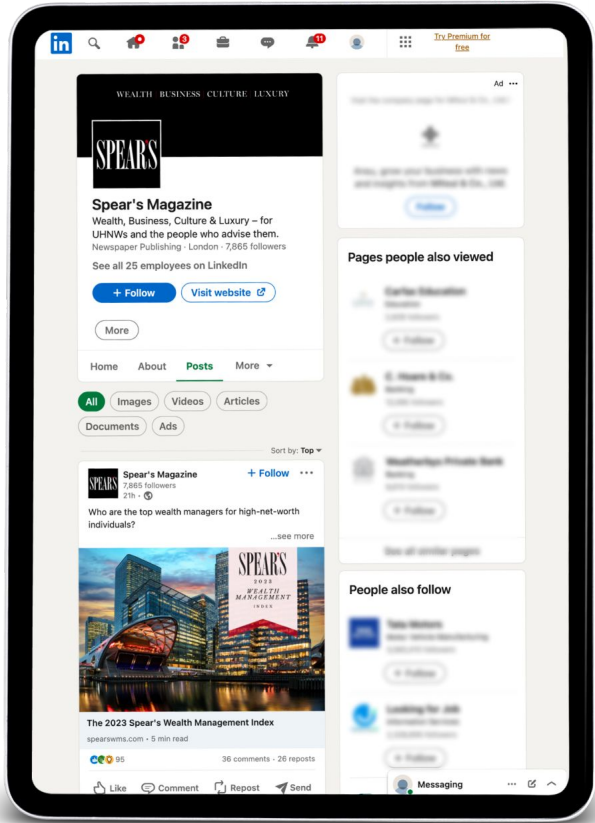
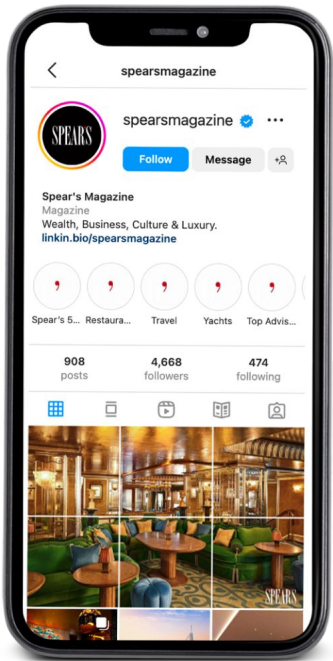
Linkedin



# Social Media Marketing

## Single Pages - Size/Position Rate

Social Media Amplification*	£15,000
Sponsored Post Choice of one social media platform: Facebook, Instagram, Twitter & LinkedIn.	£3,750
Instagram specific	
Featured Story Highlight	£5,600
Sponsored Post - Single image/video post	£3,750
Sponsored Grid Post - Multiple image post	£18,600
Instagram Live	£7,500
Dark Post #SpearsPartner	£3,750





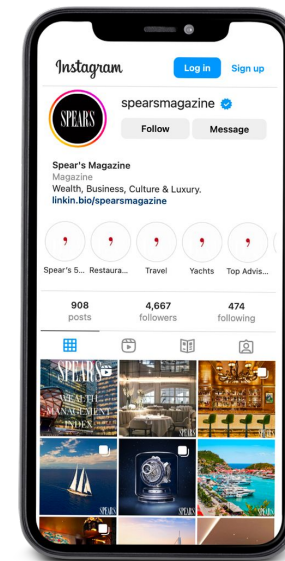
# Social Media Amplification Packages

## Social Media Amplification

Enhance your web feature's exposure across our social media audience with more than 21.1K followers. Sponsored posts are shared across our social media platforms which includes image, caption, handle, hashtag, and CTA URL.

- Spear's social media platforms include: Facebook, Instagram, Twitter & LinkedIn

*£15,000*

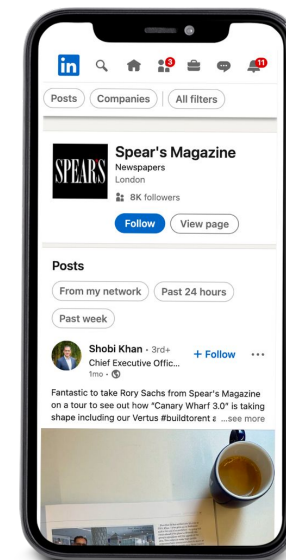


## Sponsored Post - Single Image/Video Post

Alongside our daily inspirational and influential content on Spear's, your brand's content will live permanently on our grid.

- Post can include one image or video (less than 60 secs), or multiple-image/video carousel (up to 10 images, videos must be less than 60 secs.)
- Includes caption, handle, hashtag, CTA URL
- The post is further enhanced with an Instagram Story that includes 'SEE LINK' CTA

*£3,750*



# Instagram Specific

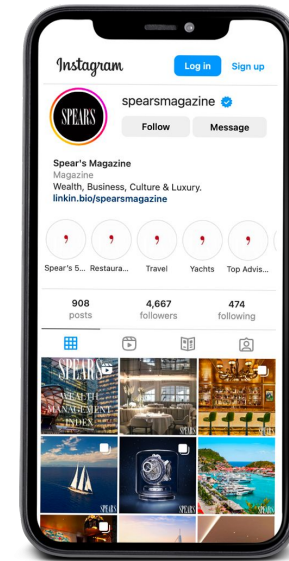
(i)

## Featured Story Highlight

The most coveted real estate on our Instagram profile page. A dedicated Story Highlight, with your brand's custom Highlight Cover, will live front-and-center on our profile. Your dedicated Story Highlight will feature a collection of the 24hr-Stories that showcase and promote your brand.

- Each Story will be shared on the platform's Story for 24 hours and will be archived in your dedicated Story Highlight
- Featured Story Highlight will include up to 6 Stories with 'SEE LINK' CTA
- The Story Highlight icon will live on our profile with your brand's custom Highlight Cover for the duration on the campaign

**£5,600**

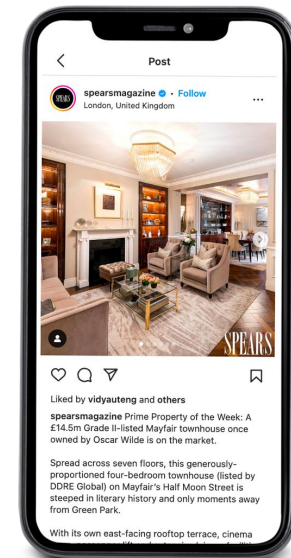


## Sponsored Post - Single image/video post

Alongside our daily inspirational and influential content, your brand's content will live permanently on our grid.

- Post can include one image or video (less than 60 secs), or multiple-image/video carousel (up to 10 images, videos must be less than 60 secs.)
- Includes caption, handle, hashtag, CTA URL
- The post is further enhanced with an Instagram Story that includes 'SEE LINK' CTA

**£3,750**



# Instagram Specific

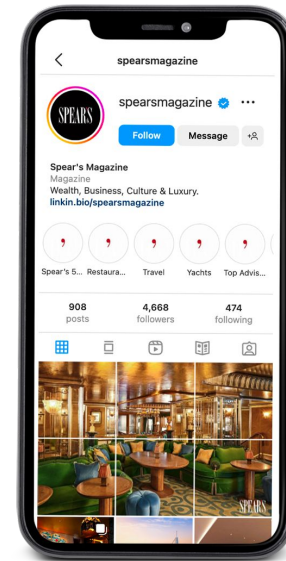
(ii)

## Sponsored Grid Post - Multiple image post

Make a bolder statement with a 6-image grid post. A single image can be split into 6 multiple images. After they're split, each individual part is posted on Instagram to recreate its larger version. Each of those posts can be used as a cover image to host separate sets of carousel posts. Your brand's content will live permanently on our grid.

- Each post can include one image or video, or multiple-image/video carousel (up to 10 images, videos must be less than 60 secs.
- Each post Includes caption, handle, hashtag, CTA URL

*£18,600*

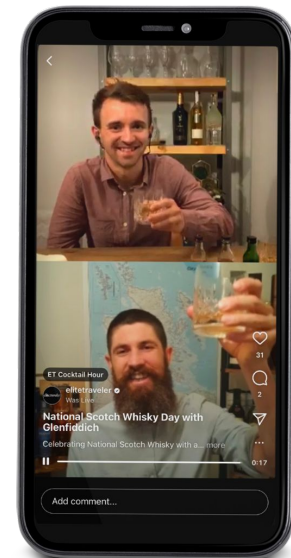


## Instagram Live

Explore meaningful conversations with visionaries behind the world's leading brands. Leaders talk about their craft and share their perspectives on topics like luxury, quality, and innovation. An interactive series that engages with viewers, with entertaining storytelling, exclusive unveilings, tastings, and how-tos from the experts.

- Co-host an Instagram Live with a senior editor from our team
- Includes web feature with option of pre-recorded video
- Includes Instagram Story with 'SEE LINK' CTA to web feature
- Includes brand's pre-recorded Reel of their product or service promotion
- IG LIVE recording will be archived to IGTV with a custom cover

*£7,500*





# Facebook & Instagram Specific

(iii)

## Dark Post - #SpearsPartner

Targeted ads, labeled as ‘Sponsored’ content which appears in the feeds across Facebook and Instagram, targeting your designated market and audience interest.

### Average Campaign

- 1M impressions
- 7-10 days flight plan

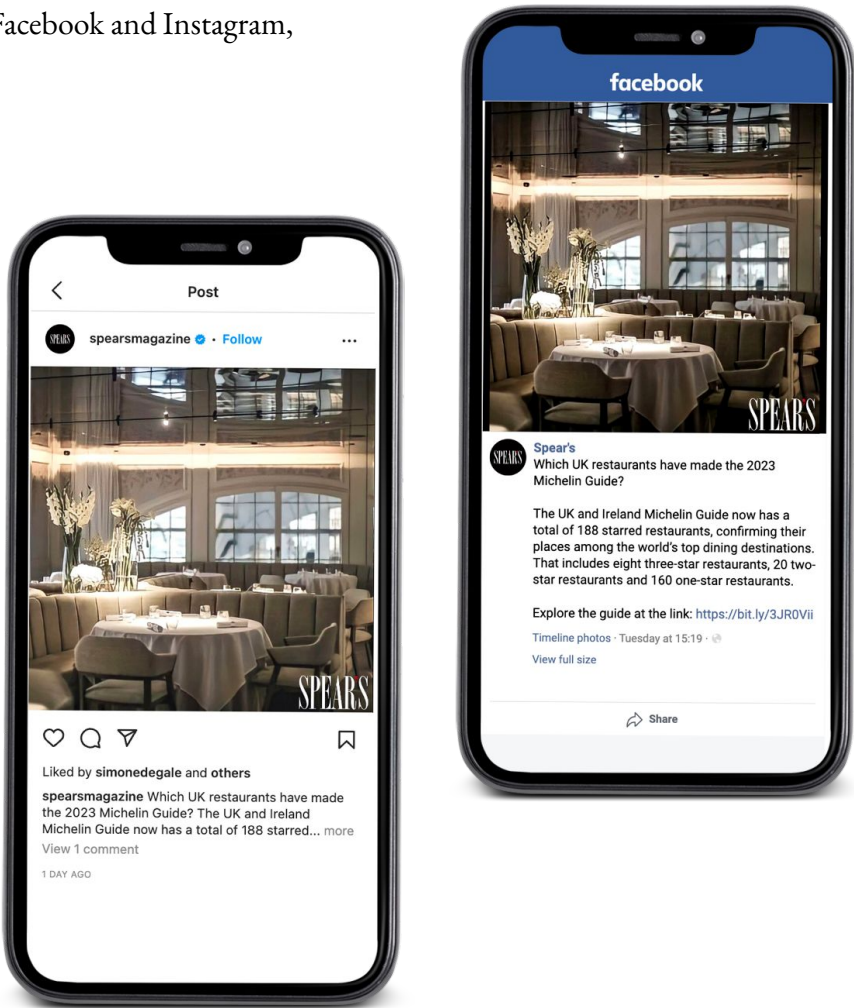
### Target Your Audience

- Location
- Age
- Gender
- Behavioral Interest

### Placement Across

- Facebook Feeds
- Facebook Video feeds
- Facebook Search Results
- Facebook Instant Articles
- Instagram Feed
- Instagram Explore
- Includes 1 Post on IG grid
- Includes 1 FB/IG Story

1 million impressions	£10,000
500k impressions	£7,500
400k impressions	£6,500
250k impressions	£5,000
200k impressions	£4,500



# Spear's Weekly Newsletter

**SPEAR'S WEEKLY:**  
MANAGING WEALTH WITH 'PSYCHOLOGY TECH' | TRADERS' TOP STOCKS FOR 2023 | THE PITFALLS OF WHISKY INVESTING

**A HARRODS HAMPER**  
Find the perfect corporate Christmas gift for clients and colleagues.

Hello everyone,  
Whisky collecting has soared in popularity in the past few years, with the water of life emerging as a profitable asset class. But as many collectors have raised a glass to some healthy returns, some unscrupulous con artists have entered the industry, looking to make a quick buck from unsuspecting investors. Peter Wilson speaks to experts including Edinburgh-based collector Blair Bowman, who tells him that the industry is ripe for a scandal that could damage even its most legitimate operators.  
New data from Oxford Risk has shown that more than three-quarters of wealth managers believe allowing emotion and

728x90 Leaderboard banner

Every Thursday our team of expert editors distribute the weekly Spear's newsletter to their highly engaged community.

7,000+

Subscribers

31.75%

Open Rate

11.25%

Click through rate

**THE BLUE ECONOMY: BRINGING NEW LIFE TO THE RED SEA**

Red Sea Global is protecting and regenerating a coastline and marine ecosystem of diversity and beauty.

MORE

**CAN TECHNOLOGY REMOVE EMOTION FROM WEALTH MANAGEMENT?**

Software companies claim using behavioural psychology finance technology can help wealth managers understand investors like never before.

MORE

High resolution image

**HARRODS CHRISTMAS HAMPERS**

The gleeful surprise of a Harrods hamper arriving at your door is hard to beat. Lift the lid on one of our signature woven wicker baskets or gift boxes and you'll discover the finest selection of festive food and treats. Think brandy-soaked mincemeat and festive-spiced mince pies, melt-in-the-mouth biscuits, indulgent chocolates and more. Plus, a warming assortment of teas, coffees and a sommelier-approved selection of the finest wines and spirits. What better way to celebrate the most wonderful time of the year?  
Gift a corporate Christmas hamper this season – brimming with delights for clients and colleagues. Harrods Corporate Service will select the perfect hamper for your team, complete with a personal message and organise delivery to multiple addresses both within the UK and internationally.  
Browse the collection at [harrods.com/hampers](https://www.harrods.com/hampers) and e-mail [corporate.service@harrods.com](mailto:corporate.service@harrods.com) to order.

MORE

250 words feature

Hyperlink

## Newsletter Specifications

- 728x90 Leaderboard banner
- High resolution image
- 250 words feature
- Hyperlink address

# Digital Packages

Digital Options and Packages	Online Feature	Inclusion in the newsletter	Post on Social media channels	Video	Cost
Newsletter		✓			£2,500
Online Feature	✓				£3,500
Online Feature with Video (supplied by client)	✓			✓	£4,250
Online feature and included in one of our newsletters and pushed on social media	✓	✓	✓		£5,000
Online Feature, inclusion in the newsletter, post on Social media channels - with Video	✓	✓	✓	✓	£6,000

Frequency	1 - 3 times	4 - 6 times	7 or more
Newsletter	£2,500	£2,250/each	£2,000/each
Online Feature	£3,500	£3,250/each	£3,000/each
Online Feature with Video (supplied by client)	£4,250	£4,000/each	£3,750/each
Online feature and included in one of our newsletters and pushed on social media	£5,000	£4,750/each	£4,500/each
Online Feature, inclusion in the newsletter, post on Social media channels - with Video	£6,000	£5,750/each	£5,500/each



# Podcast

The first season of the Spear's World of Wealth podcast was launched in 2021 and featured guests such as hedge fund royalty, Pierre LaGrange, internet entrepreneur, Jessica DeLuca and the renowned jeweller, Theo Fennell.

Available on all podcast platforms and also recorded with video viewable on YouTube and Spearswms.com; clips are shared and promoted on our social platforms. [Click here](#) to view previous episodes.

The Spear's World of Wealth Podcast tells the stories of key figures from the world of Spear's. Candid, in-depth interviews that chart the lives and careers of entrepreneurs, billionaires, philanthropists and private client advisers who have risen to become leading lights in their field.

2023 will see the launch of season two with an exciting lineup of interviews already secured including Valerie Rockefeller, Ajaz Ahmed, Merck Mercuriadis and 'the diva of divorce' Ayesha Vardag.



[Private equity giant Guy Hands: Bouncing back after EMI](#)

08 November 21 | 39 min

830 Youtube views | 57% Avg listen through | 2690 Downloads



[Fund Manager Pierre Lagrange: a diverse portfolio](#)

13 September 21 | 40 min

64 Youtube views | 74% Avg listen through | 1320 Downloads



[Jeweller Theo Fennell: the meaning of luxury](#)

30 August 21 | 41 min

358 Youtube views | 68% Avg listen through | 1490 Downloads



[Entrepreneur Jessica DeLuca: the £275m exit strategy](#)

20 September 21 | 30 min

130 Youtube views | 63% Avg listen through | 1410 Downloads



[Lawyer Mark Stephens: Prince Andrew's legal strategy is "the best they can do"](#)

06 September 21 | 52 min

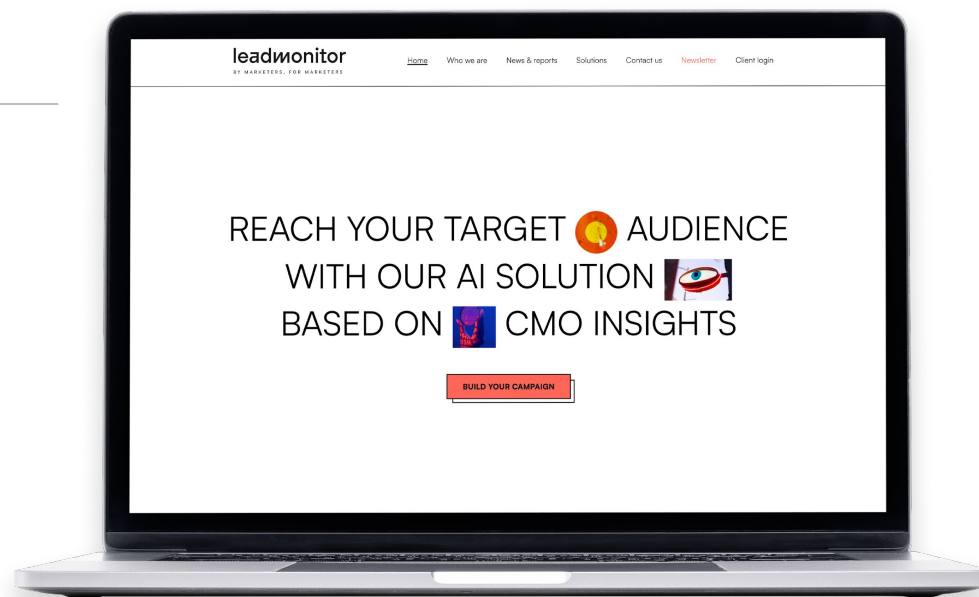
72% Avg listen through | 2740 Downloads

Podcast	1 x episode	2 x episode	3 x episode	4 x episode	5 x episode	6 x episode
Exclusive Podcast Sponsorship	£7,500	£7,000	£6,500	£6,000	£5,500	£5,000
Bespoke episode (Panel Discussion)	£10,000					

# Leadmonitor

Leadmonitor.ai is a marketing solution that encompasses the whole campaign, from creating content to amplifying and syndicating across our network of websites and social media channels.

We believe you can target and engage your ideal audience in the most cost effective and seamless way by using artificial intelligence and removing the opacity.



## 01 Create Content

We have over 700+ in-house research analysts, consultants and journalists, as well as thousands of external thought-leaders, to create differentiated content with actionable insight across all our key industry verticals.

## 03 Promotion & Targeting

Once your target audience is selected and your custom content created, we will start promoting it across our range of channels and websites.

## 02 Reach

Our solutions specialists will work with you to identify your target audience and give an estimate of the reach you can achieve across our network.

## 04 Optimise

Every day your campaign is live, we discover more about your target audience, your business and how we can improve and finesse your campaign.

# Lifestyle Portfolio



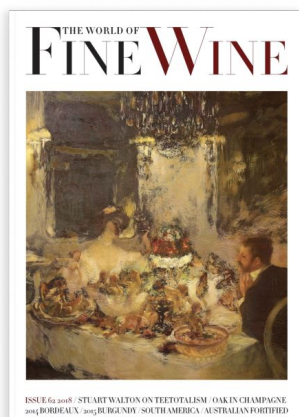
## SPEAR'S

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.



## ELITE TRAVELER

Elite Traveler is the world's leading source of education and inspiration for the 1% of the 1% in regards to all things luxury, lifestyle and travel. Since 2021, to mark its 20th Anniversary and to recognize the swiftly evolving world in which we live, Elite Traveler shifted its focus to editorial content that champions sustainable, ethical and environmentally conscious luxury. Each issue provides detailed information covering the full spectrum of responsible luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate. As the only audited publication with worldwide distribution aboard private jets, and in FBOs across over 100 countries.



## THE WORLD OF FINE WINE

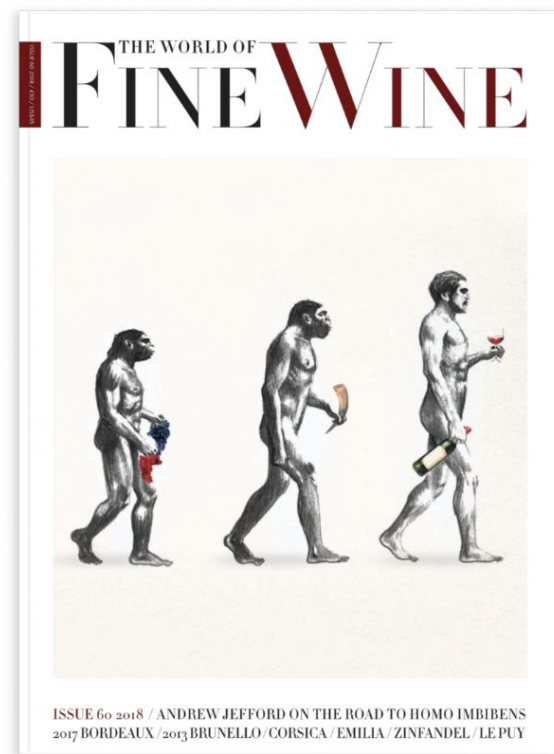
The multi-award-winning magazine is the go-to wine source for high-net-worth individuals, producers, Masters of Wine and the trade who share a passion for wine. Extensively and purposefully illustrated with fine-art-quality images and printed on heavy coated paper, each 216-page issue of The World of 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.



# NEW STATESMAN MEDIA GROUP

We explain how the world is changing for decision makers 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.



# Testimonials

“

Spear's, as a media brand, really represents the whole ecosystem of advisers and specialists that support enterprising individuals and families and it's about bringing them together, sharing expertise and enabling them to get the most to flourish.

Catherine Grum, Head of Family Office Services at BDO

“

The go-to manual for people to see which services and industries do those UHNWs value and recognise as best in class.

Charlie Walsh, Head of Residential Sales & Marketing at the OWO

“

When you think of Spear's, you think of quality and good networking.

Przemyslaw Koger, Director at Alter Domus

“

Spear's Magazine is where UHNWs turn for advice

John Caudwell

“

A cross between Forbes and Vanity Fair

Ben Goldsmith

“

It's a platform to allow clients and consumers to gain access to private wealth, luxury asset assets, to lifestyle advisers, and really put them in the right footing to make sure they're working with the right people in the industry.

Michael Doerr, CEO of Oeno Group

“

It's a bible for the adviser community when you're looking for great people

Camilla Dell, Founder of Black Brick

“

The Michelin guide to the wealth management industry

Julien Seveux, CEO OF Eighteen48 Partners

“

Spear's is the industry benchmark. It's the kitemark. It's the stamp of excellence across any service provider in the industry. There is no other publication or index like it and so people will always aspire to be recognised by it.

Charlie Hoffman, Managing Director, HSBC Private Banking

“

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

Elizabeth Hurley

“

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

Sir Lloyd Dorfman

# 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 x 260mm

Bleed = 426 x 266mm

Type area = 400 x 240mm

#### Full Page

Trim = 210 x 260mm

Bleed = 216 x 266mm

Type area = 190 x 240mm

#### Half Page (Horizontal)

Trim = 210 x 130mm

Bleed = 216 x 136mm

Type area = 190 x 105mm

Bleed Advertisements should have a (3mm) bleed on all sides that bleed

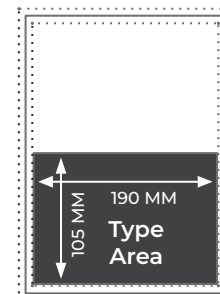
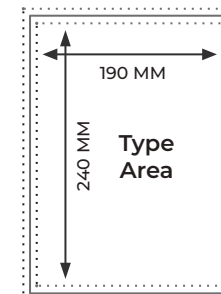
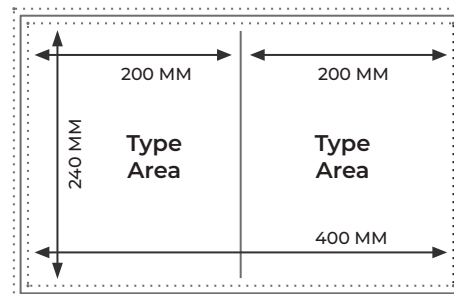
Type and important subject matter should be kept at least 8mm from the live/trim area on all sides

### Digital sizes (pixels)

Billboard = 970 x 250

MPU = 300 x 250

Double MPU = 300 x 600



## SUBMITTING YOUR PRINT ADVERTISEMENT

- Advertising material should be supplied in PDF format. Please allow 3 mm 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 **Milly Rochow** or **Clare Ovenell** (emails below).

For larger files, email via [wetransfer.com](mailto:wetransfer.com) to:

[milly.rochow@spearswms.com](mailto:milly.rochow@spearswms.com), and/or  
[clare.ovenell@ns-mediagroup.com](mailto: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](mailto:clare.ovenell@ns-mediagroup.com)

# SPEAR'S

Shady Elkholy  
Commercial Director

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