

# SPEAR'S

Wealth | Business | Culture | Luxury

PRINT & DIGITAL MEDIA KIT

2024

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



**725K**

Total Reach  
Per Quarter

**22K**

Copies in Circulation  
Per Edition

**71K**

Digital Uniques  
Per Month

**60K**

Magazine Readership  
Per Edition

**136K**

Pageviews  
Per Month

**23.3K**

Social Followers

**5.7k**

Instagram

**7.6k**

X/Twitter

**10k**

LinkedIn

# 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.

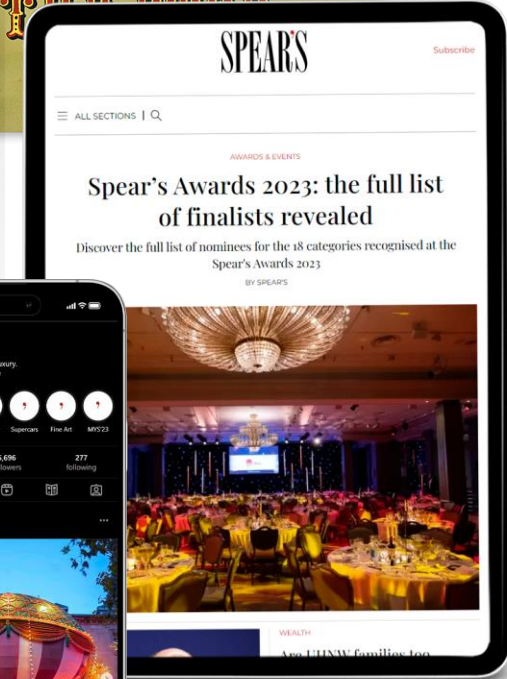
“Simply put, *our focus is wealth* – the ways entrepreneurs create it, the forces that threaten it, how professionals manage it, and where it is deployed”

Spear's Editor-in-Chief, Edwin Smith



# Media Platforms

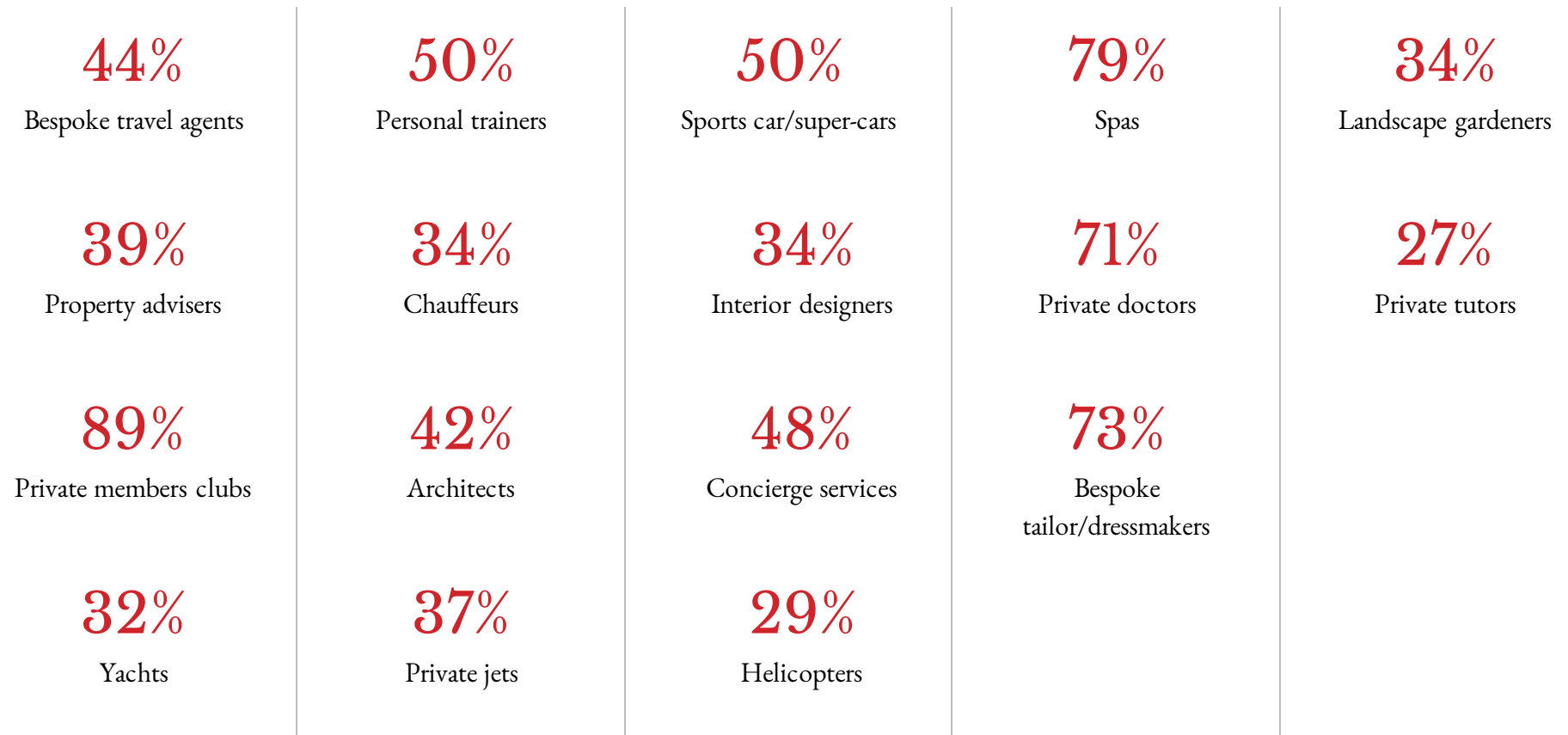
- ▶ Quarterly Print Magazine
- ▶ Website [www.spearswms.com](http://www.spearswms.com)
- ▶ Email Newsletter
- ▶ Social Communities (LinkedIn, Instagram and X)
- ▶ Spear's Indices
- ▶ Spear's Special Reports & Surveys
- ▶ The Spear's 500 annual print edition
- ▶ [Spears500.com](http://Spears500.com)
-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



# The Spear's Audience

Our diverse audience includes some of the wealthiest, most successful, and influential individuals and families across the UK, accompanied by their leading advisers. The average net worth of our audience is £9 million, with an average Household Income (HHI) of £1.2 million. The audience is divided into two groups: the first group consists of entrepreneurs, philanthropists, celebrities, and other affluent families. The second group comprises U(HNW) advisers, drawn from the elite professionals in the private client world. These advisers represent the pinnacle in private banking, family office services, family law, property, accountancy, tax law, and other specialties and constitutes approximately 40% of our total audience.

## Luxury services used by Spear's readers





# 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

# Print

## Discover Spear's

Spear's delves into the realms of wealth, business, culture, and luxury. Tailored for U(HNW) individuals and their advisers. Our content cover the latest news in these domains, presenting insights and perspectives tailored specifically for individuals with substantial financial resources. Additionally, the prestigious Spear's 500, an annual edition spotlighting influential figures in the private client world.

## 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.

## Exclusive

Recent exclusive and in-depth interviews include Blackstone founder Stephen A. Schwarzman, philanthropist and 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.

22,000

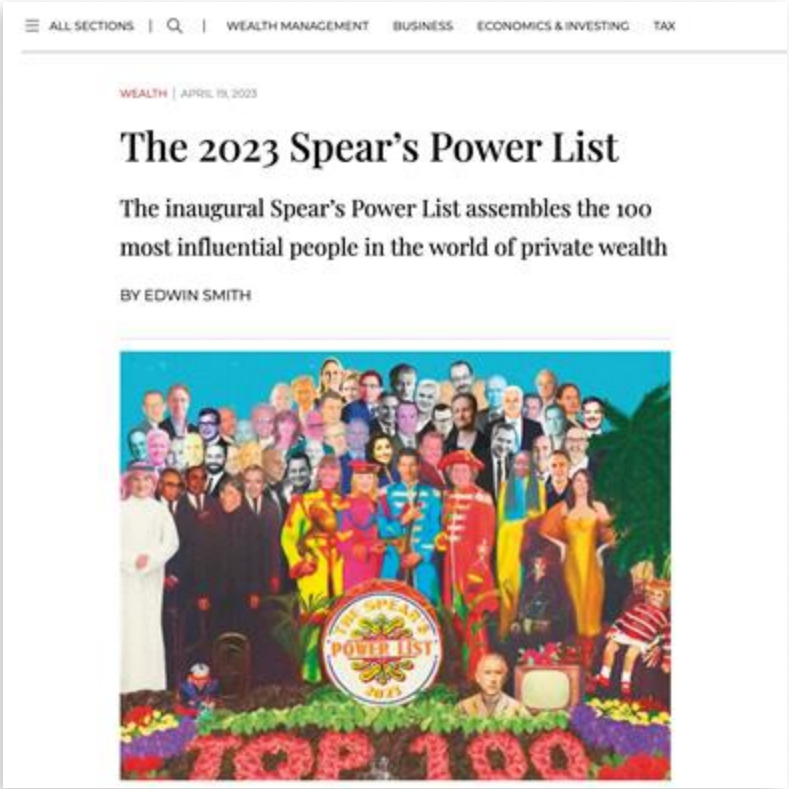
Spear's print circulation

60,000

Spear's readership



# Editorial Tentpoles



➤ **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.



# In Each Issue

## The Agenda

Front-of-book section including regular franchises, such as:

- **The Diary:** Interview with a leading figure from business, culture or the wider Spear's world. Past interviewees in Mervyn King, Nicholas Coleridge.
- **Philanthropy:** A leading philanthropist/impact investor discusses the cause(s) they support and their motivations for doing so. Past interviewees include Valerie Rockefeller, Princess Eugenie.
- **Shot Before Dawn:** Event and social coverage of Spear's and Spear's partner events at locations such as Annabel's, the Savoy etc.
- **The Hedgehog:** News, intrigue and gossip from Mayfair, the City of London and beyond
- **Liquid Lunch:** A feature-length interview with a leading figure from business/the Spear's world, conducted over lunch.
- **Books:** An upcoming title on economics/money/wealth/business reviewed in depth, along with short notices on other new releases
- **Columnists:** Regular writers on geo-politics, politics, wealth and other topics

## The Issues

The magazine's features section, including longform articles on the forces affecting the lives of UHNWs.

## The Briefing

A special report on one of the key factors affecting the lives of UHNWs. Each issue of the magazine takes a different focus:

- **Q1** - Reputation & Property
- **Q2** - Wealth Management & Investing
- **Q3** - Family Law
- **Q4** - Tax & Global Mobility

## Arcadia

Essays and featurettes on culture and the world of Spear's, written by leading writers such as:

- Nicholas Foulkes, leading luxury writer for the FT, HTSI, GQ and Spear's
- Joseph Bullmore, editor of Gentleman's Journal
- Dr Daisy Dunn, eminent classicist
- Sam Leith, longstanding Books editor of the Spectator

## The Good Life

Coverage of luxury, watches, jewellery, food/restaurants, fine wine, whisky, collectibles, art, travel from world-leading experts in each field, including:

- Timothy Barber, watches editor
- Sarah Royce-Greensill, jewellery editor
- John Arlidge, luxury editor

# Editorial Calendar

	Insertion type	Book by	Artwork/Copy sign off by
<b>Q1 The Privacy &amp; Reputation + Property</b> 13 January	Content Marketing	27 October, Friday	29 November, Wednesday
	Advertorial	10 November, Friday	29 November, Wednesday
	Display adverts	01 December, Friday	06 December, Wednesday
<b>Q2 The Wealth edition</b> 29 March	Content Marketing	18 January, Thursday	15 February, Thursday
	Advertorial	31 January, Wednesday	15 February, Thursday
	Display adverts	21 February, Wednesday	28 February, Wednesday
<b>Q3 Family Law edition</b> 28 June	Content Marketing	11 April, Thursday	09 May, Thursday
	Advertorial	25 April, Thursday	09 May, Thursday
	Display adverts	16 May, Thursday	23 May, Thursday
<b>Q4 Tax &amp; Trust edition</b> 30 September	Content Marketing	11 July, Thursday	08 August, Thursday
	Advertorial	25 July, Thursday	08 August, Thursday
	Display adverts	15 August, Thursday	22 August, Thursday
<b>Q1 The Privacy &amp; Reputation + Property (2025)</b> 13 January	Content Marketing	31 October, Thursday	28 November, Thursday
	Advertorial	14 November, Thursday	28 November, Thursday
	Display adverts	28 November, Thursday	05 December, Thursday

\*Please note that this calendar is subject to change

## Advertorial

You supply the content

The advertorial process is simple. You provide us with ready-to-publish text and images, and we'll assemble the feature for you. We'll send the draft to you for approval before publishing. Review the tables below for details on the various packages available. Choose to run the activity in print only as single-page or double-pagespreads or opt for a combination of print and online replication where your advertorial is published on [www.spearswms.com](http://www.spearswms.com) and the link for the feature to be included in one of our weekly newsletters and shared on our social media channels on LinkedIn, X/Twitter and Instagram

## Bespoke Content Marketing

We create the content

The content marketing piece is a unique opportunity which we offer to a few handpicked firms to gain the editorial projection. The advertorial interview will give you the opportunity to showcase in greater detail your wider offering, touching – where desired – on important case studies or specific areas of specialism, as well as providing the spotlight to introduce the senior partners as well as the wider team and showcase the breadth of talent across the firm. It could be done as a feature or an interview with photos. The content would be written by one of our in-house team and will be sent to you for approval before publishing.

### 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

### Content Marketing Piece Packages

Content Marketing 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 (without photography)	✓		✓	✓	✓	£10,950	£15,300
In print and replicated online, on our newsletter and social media (with Photography)	✓	✓	✓	✓	✓	£11,950	£16,300

# Print Rate Card : Display Adverts

(i)

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 & Content Marketing Piece Packages

(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 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 (without photography)	1 x insertion	£10,950	£15,300
	2 x insertion	£10,500	£14,950
	3 x insertion	£10,250	£14,500
	4 x insertion	£9,950	£13,950
In print and replicated online, on our newsletter and social media (With Photography)	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

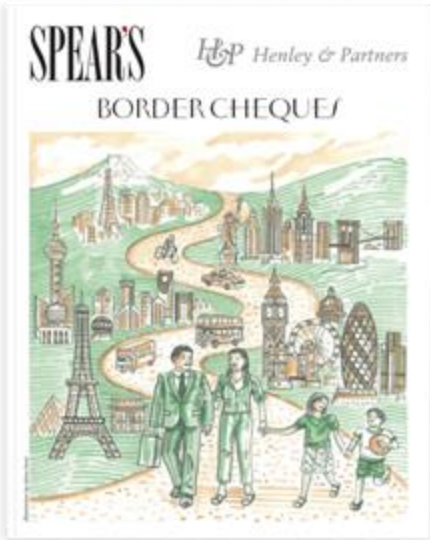
The client to supply 3 ready-to-publish double page spreads, the artwork for the outside back cover and the image and the logo for the front cover. A copy of the supplement will be wrapped with each of the 22,000 copies of Spear’s magazine with a belly wrap with the client’s design and logo on it.

*£ 28,850*

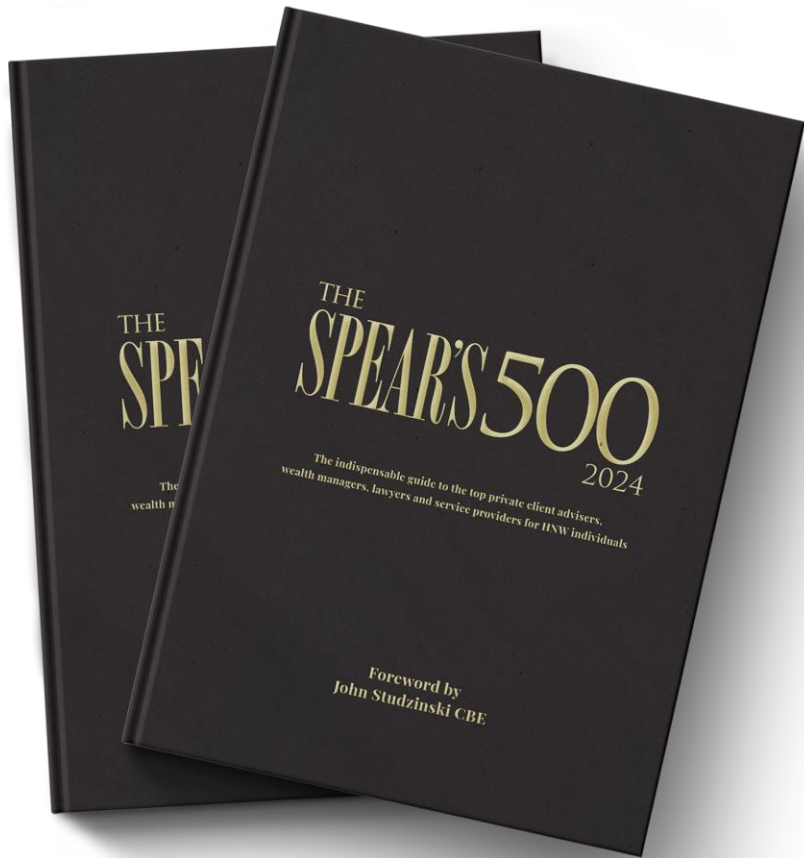
## 8 page supplement bespoke content - images supplied

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

# Index Exclusive Partner

- Spear's is well known for acknowledging and ranking the best private client advisers. We publish various indices throughout the year covering from Reputation, Wealth Management, Property, Family law, Tax & trust and more.
- The indices are published as an online feature, covered in Spear's magazine, pushed on our social media and all the indices we publish throughout the year are collated and published in our annual Spear's 500 printed edition.
- The index is used as a point of reference and guide to the (U)HNW community and the leading private client industry.
- The "Index Exclusive partnership" gives an excellent opportunity to keep your brand front-of-mind. The partnership grants the "in association with" naming rights for the index and your firm's logo and name will be included at various touch-points across the Spear's platform and whenever the index is mentioned.

## Print

- Quarterly Magazine
  - Mention on the Contents page
  - Reference in the editor's letter
  - Reference in text in the index briefing section in the magazine
- The Spear's 500 annual directory
  - 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 & logo on the index release announcement feature – example
  - Name and logo on the index post, please view an example from the Property Advisers' index on the [Property Agents](#), [Buying Agents](#), [France & Monaco](#)
  - Name and logo on the special index survey - example
- [www.spears500.com](http://www.spears500.com)
  - On the landing page of the index
- Newsletter
  - 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 X/Twitter
  - Social media promotion of the index and of sponsored articles

Upon Request



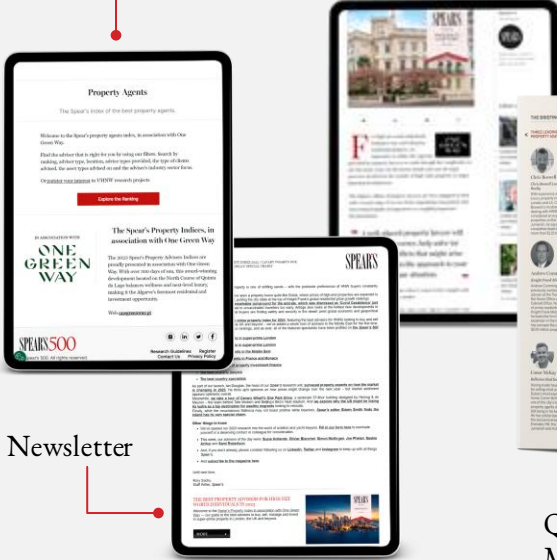
# Index Partnership

- 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

Social Media channels



www.spears500.com



www.spearswms.com

The Spear's 500 annual directory



Newsletter

Quarterly Magazine

## 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.

# Digital - spearswms.com

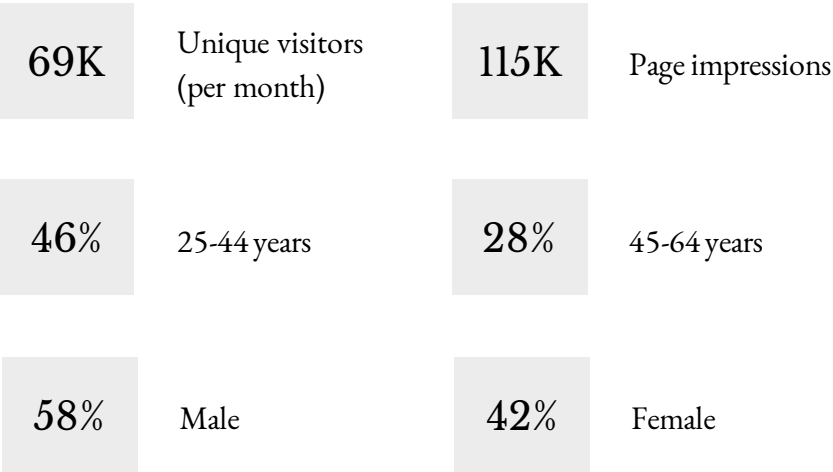
The content on spearswms.com and the audience it attracts ensures that your brand reaches the decision makers and influencers in the UHNW community.

## Digital Banners

Billboard Banner 970 x 250	£50
Double MPU - 300 x 600	£50
MPU Banner - 300 x 250	£50



## Spear's Website Traffic



## Device category

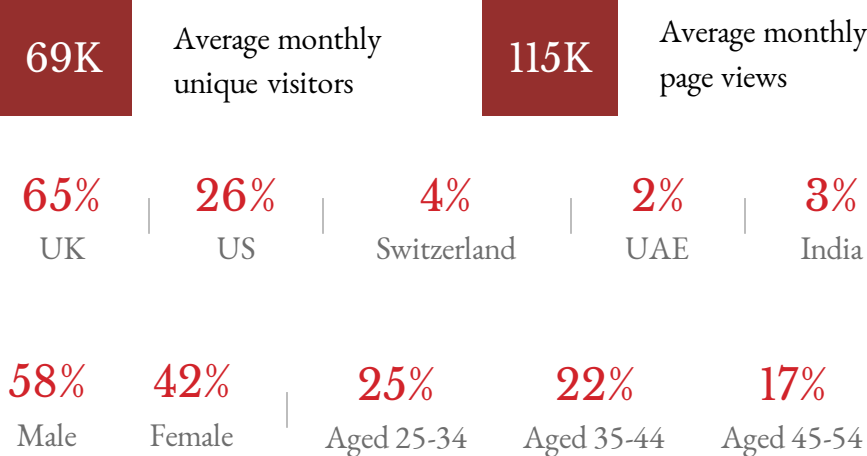


## Location

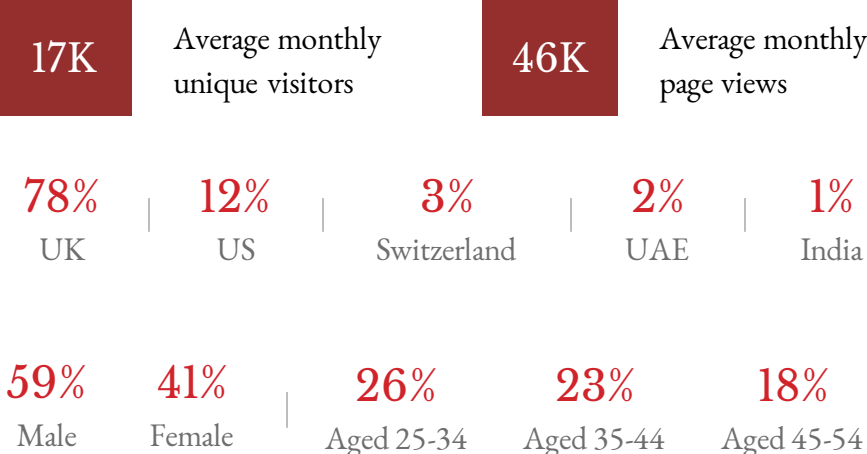


# Digital Audience

## www.spearswms.com



## www.spears500.com



### 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

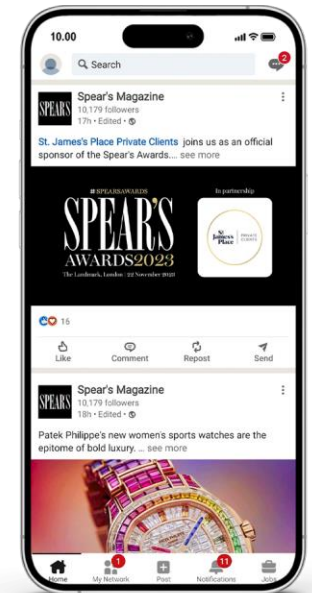
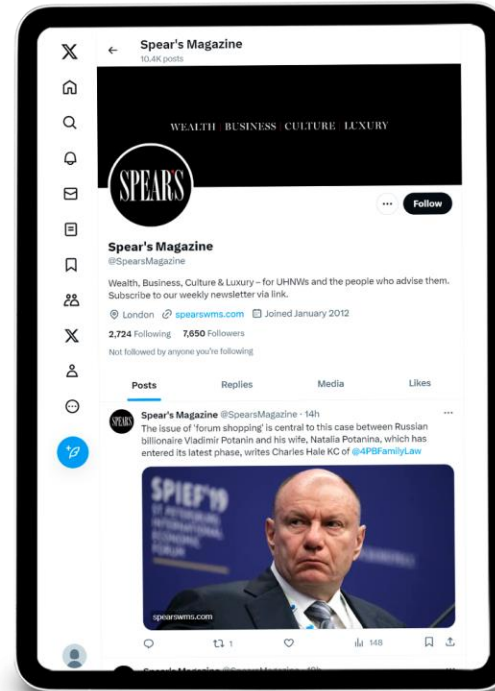
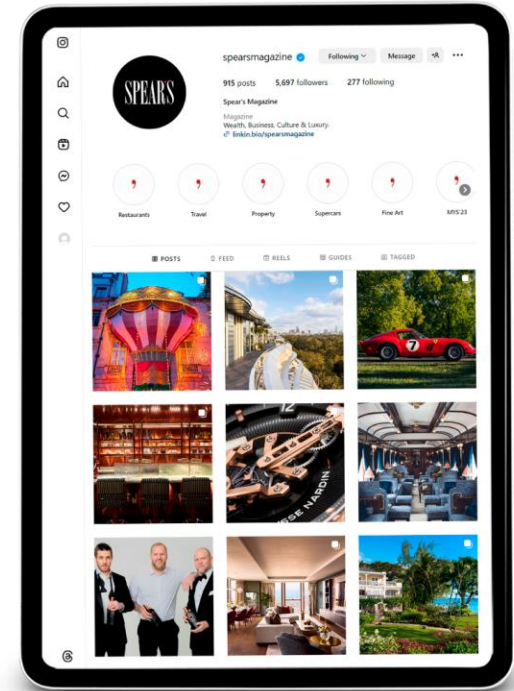
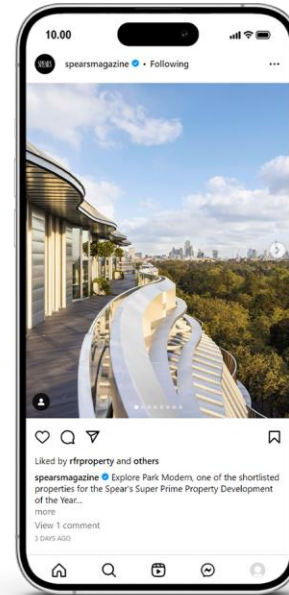
### In-Market segment (Data based on recent purchasing habits)

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.



# Social Media Packages

## Social Media Marketing

### Single Post - Size/Position Rate

Social Media Amplification	£15,000
Sponsored Post Choice of one social media platform: Instagram, X /Twitter & LinkedIn.	£3,750

### 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**

## Dark Post - #SpearsPartner

Targeted ads, labeled as 'Sponsored' content which appears in the feeds across 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

- Instagram Feed
- Instagram Explore
- Includes 1 Post on IG grid
- Includes IG Story

1 million impressions	£20,000
200k impressions	£5,000

## Social Media Amplification Packages

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: Instagram, X /Twitter & LinkedIn

**£15,000**

# 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

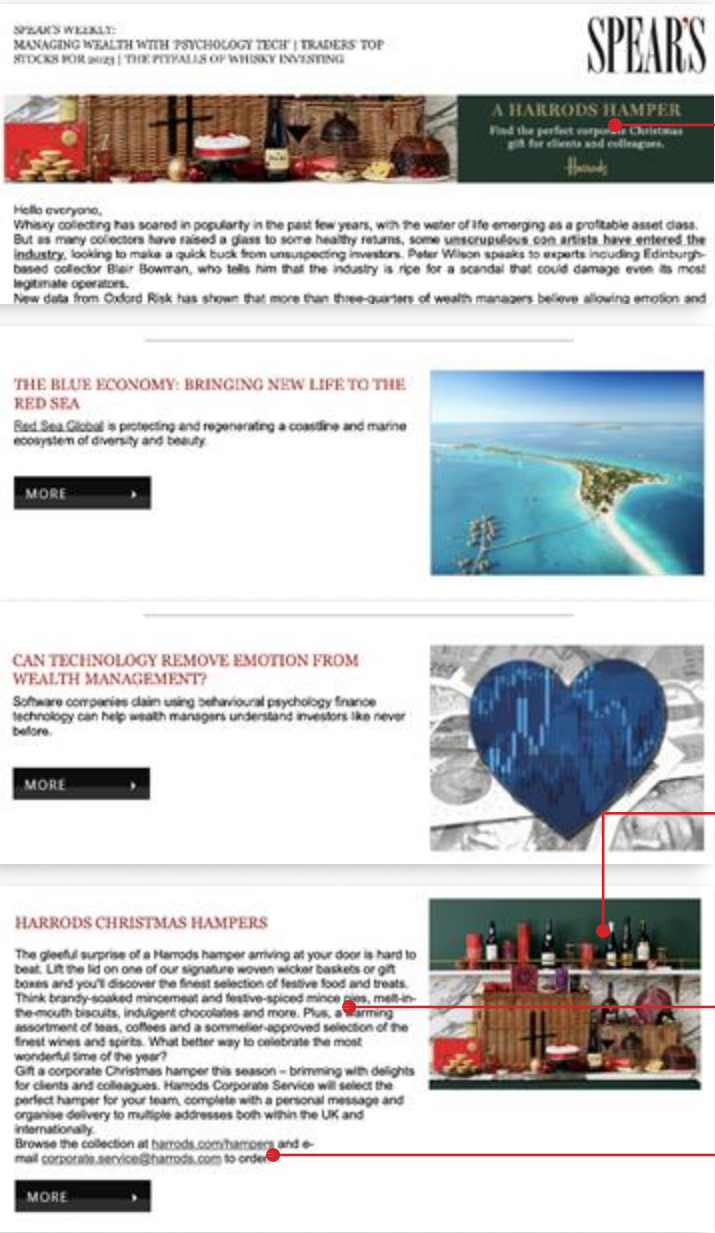
Alongside our daily inspirational and influential content, your brand's content will live permanently on our grid.

- 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*



# Spear's Weekly Newsletter



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

### Newsletter Specifications

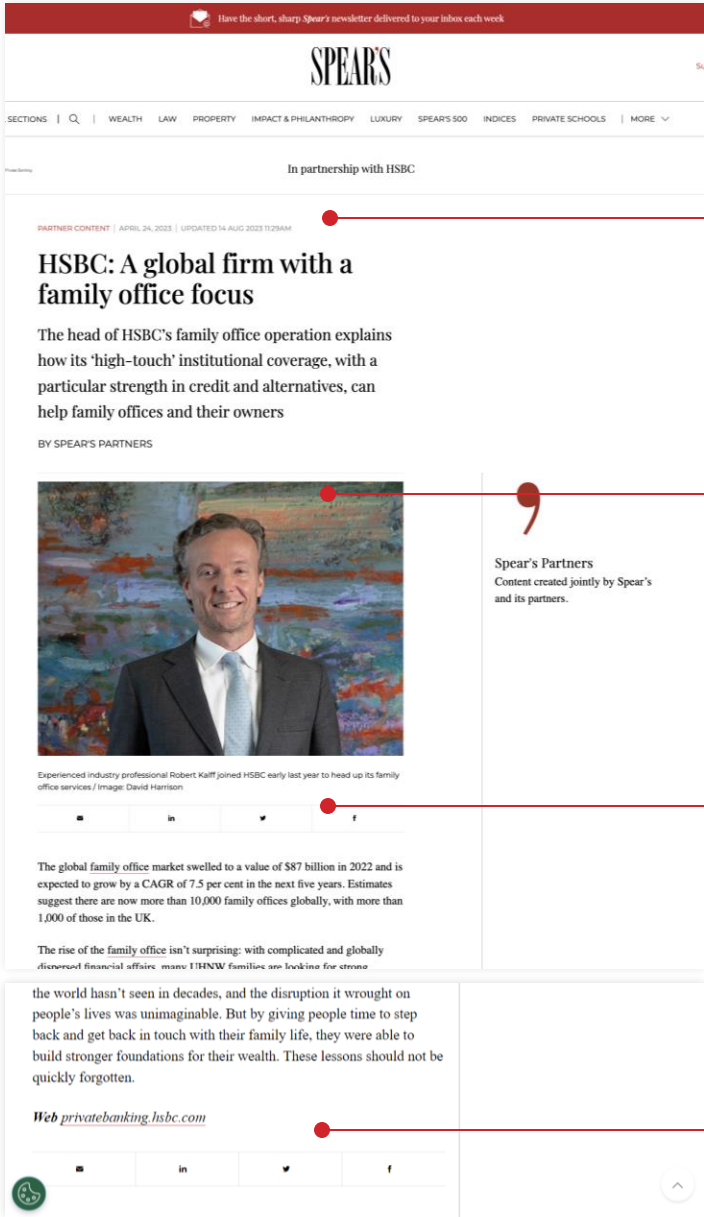
- 728x90 Leaderboard banner
- High resolution image
- 250 words feature
- Hyperlink address

High resolution image

250 words feature

Hyperlink

# Spear's Online Feature



100% SOV

Up to 3 x images and option to include a Video

400-500 words feature

Company Hyperlink & Social Media

Custom content will promote your brand’s story within the context of spearswms.com native reading experience. Our expert writers will work with your team to curate an article with the voice that speaks to our digital audience. Brands will have the opportunity for 100 percent SOV. The web feature will be showcased on the homepage or a designated channel, which will remain as content for 12 months. You can view an example [here](#)

1,170

Page Views

1 min 30 sec

Avg. time spent on page

## Online Feature Specifications

- Up to 3 x images
- 400-500 words feature
- Hyperlink address
- Include Video (Optional)



# 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 jeweler, 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.

2024 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



[Jeweler 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					

# Spear's Portfolio



## Spear's 500 Live

Spear's 500 Live is the in-person, one-day event that brings the world of Spear's to life. The event brings together leading private client professionals - from wealth management and private banking to philanthropy, luxury, law, property and beyond to share insight, strengthen networks and hone their understanding of the forces that shape the lives of ultra-high-net-worth clients.



## Spear's Awards

The Spear's Awards celebrate the very best of the private client world and has been running for over a decade. Our flagship event acknowledges and honours entrepreneurs, philanthropists and others for their innovation, success and outstanding contribution to the wealth management world and beyond.



## Spear's Schools' Index

The Spear's Index of 100 leading private schools around the world made its debut in 2020, with a 16-page supplement included in the Oct/Nov/Dec edition of Spear's. Sitting alongside insights covering global trends in elite private education – a market worth \$50 billion globally – the Index highlights the 100 best private day and boarding schools in key locations around the HNW world. From London to Cape Town, from Paris to New York, from Delhi to Sydney, this is the definitive Index of elite schools HNW parents and their children.

# 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

SPEAR PUBLISHING LTD | NEWSTATESMAN MEDIA GROUP

“

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 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 wand 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

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

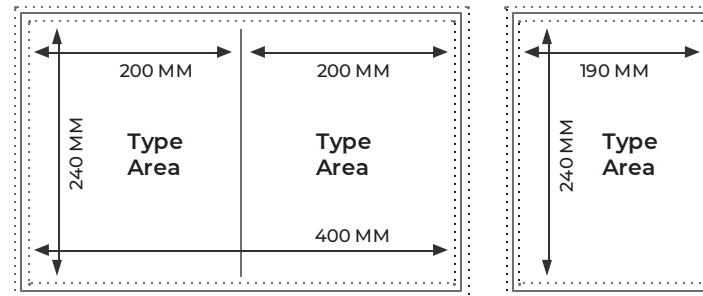
Type and important subject matter should be kept at least 8mm from the live/trim area on all sides

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.

## 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

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](http://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.

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

[Shady.elkholy@spearswms.com](mailto:Shady.elkholy@spearswms.com)

T: +44 (0) 207 406 6591 | M: +44 (0) 79 262 44119