

A family of four is posed in a formal, dimly lit room with red walls and a large patterned rug. A man and a woman stand in the background, while a woman and a man sit in the foreground. The room features a chandelier, floor lamps, and a bookshelf.

SPEARS

Wealth | Business | Culture | Luxury

PRINT & DIGITAL MEDIA KIT

2025

spearswms.com



1.1M

Total Reach
Per Quarter

22k

Copies in Circulation
Per Edition

143k

Digital Uniques
Per Month

60k

Magazine Readership
Per Edition

226k

Pageviews
Per Month

29k

Social Followers

7.2k

Instagram

7.6k

X/Twitter

14k

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.

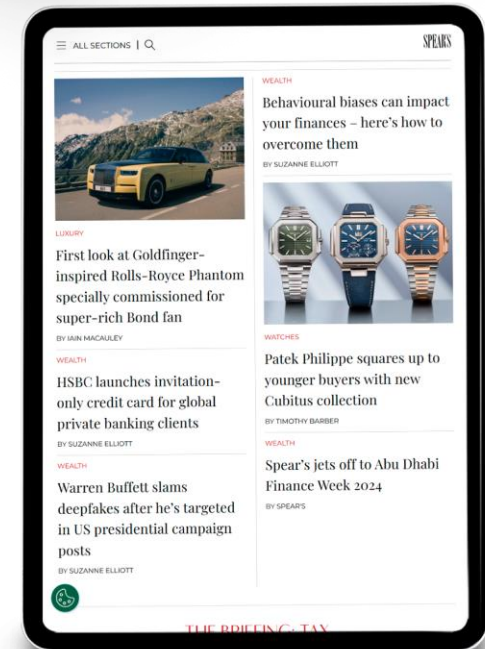
“Simply put, *our focus is wealth* – the ways entrepreneurs create it, the forces that threaten it, how professionals manage it, and where it is deployed”

Spear's Editor-in-Chief, Edwin Smith



Media Platforms

- Quarterly Print Magazine
- Website www.spearswms.com
- 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
- Networking Events
- Spear's School Supplement and 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, and their leading advisers. The average net worth of our audience is £9.5 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 20% of our total audience. (based on a reader survey to our print subscribers)

Luxury services used by Spear's readers

▪ Bespoke travel agents	44%	▪ Architects	42%
▪ Property advisers	39%	▪ Private jets	37%
▪ Private members clubs	89%	▪ Private members clubs	89%
▪ Yachts	32%	▪ Yachts	32%
▪ Personal trainers	50%	▪ Personal trainers	50%
▪ Chauffeurs	34%	▪ Helicopters	29%
▪ Sports car/super-cars	34%	▪ Spas	79%
▪ Interior designers	34%	▪ Private doctors	71%
▪ Concierge services	48%	▪ Bespoke tailor /dressmakers	73%
▪ Landscape gardeners	34%	▪ Private tutors	27%





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

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.



NEW ENTRY
FRANCESCA BELLETTINI
Herring's lady in waiting

SECTOR: LUXURY
COMPANY: KERING
TITLE: DEPUTY CEO

Being deputy CEO Francesca Belletini, the investment banker turned fashion world power player, has become the favourite among certain members of the fashion world cognoscenti to replace French billionaire François-Henri Pinault when he chooses to relinquish the helm of his family-owned luxury retail empire.

After starting her career in London as an investment banker at Goldman Sachs, Deutsche Morgan Grenfell and Compass Partners International, Belletini entered the fashion industry with positions at the Prada group. She joined Herring in 2003 and in the past two decades has held senior positions across some of the group's biggest brands: Gucci, Bottega Veneta and, most recently, Yves Saint Laurent, where she continues to serve as president and CEO. In 2023 it was announced that she would become group deputy CEO, with all other brand CEOs reporting to her.

Built from the ground up by Pinault's father, Kering has recently fallen behind rivals such as LVMH (increased by fellow French billionaire and Spear's Power List member Bernard Arnault) and Hermès International.

There is also a next generation of the Pinault family waiting in the wings: François Louis Nicolas Pinault, François-Henri's eldest son, recently replaced his grandfather on the board of Christiane's - a decision hailed as a 'major succession move' by industry press.

NEW ENTRY
VARUN CHANDRA
The City networker in Whitlall

SECTOR: INTELLIGENCE/FINANCE
COMPANY: HM GOVERNMENT
TITLE: SPECIAL ADVISER

Is the most left-of-centre political movement, both Labour and the Conservative, a warm welcome from financial elites, but for Chandra, only the seventh Labour prime minister in British history, says he wants to square that circle by leading a pro-biz business government.

Will the reality match the rhetoric? One sign that suggests such a shift may be under way is the hiring of Varun Chandra - a former investment banker who has left his role as the head of an investigations and intelligence outfit to take up a role as the Labour government's attitude to the financial world.

Chandra isn't a household name in Britain. Yet the 39-year-old is held in particularly high regard by many of London's movers and shakers thanks to his stewardship of Haskins - a specialist advisory and consultancy firm staffed by former intelligence officers. He was already regarded as a master networker when he was recruited as its managing partner in 2015, aged just 34. And he must have done something right in the role, for years later, Haskins counts 15 of the 20 largest private equity firms among its client base.

As well as accepting a substantial pay cut as a result of leaving Haskins for public service, Chandra also gave up his own on the board of trustees of the British Asia Trust, which he had taken up in 2021.

His bond with Labour was forged well over a decade ago, when he helped Tony Blair found his own private advisory business. His new boss, however, may be a rather tougher sell to the international business community. Moved and removed changes to the tax regime have given many of Chandra's old clients some cause for concern.

Given the parlous state of UK public finances, there is likely to be even less news coming for his new boss, and wealth creators. If so, Chandra's charm offensive will be much needed.

NEW ENTRY
SIR NICHOLAS COLERIDGE
The publisher who's gone back to school

SECTOR: MEDIA/EDUCATION
COMPANY: ETON COLLEGE
TITLE: PROVOST

Media and publishing giant Sir Nicholas Coleridge, who spent decades overseeing an empire of magazines at Condé Nast, returned to his alma mater in September to take up the post of provost of Eton College.

The appointment, which was formally approved by King Charles III, sees Coleridge succeed as head of the board of governors of the school, which was founded in 1440 and has educated 50 British prime ministers and the current Prince of Wales.

It comes against the backdrop of what has been called the 'modernisation' of Eton under headmaster Simon Henderson. Dubbed 'Trinity Herby' by the tabloids, Henderson has been publicly criticised by some for pursuing a 'woke' agenda and has faced calls for his resignation over a number of decisions, including the sacking of a 'teacher' who refused to remove a lecture on 'The Patriarchy Paradigm' from his YouTube channel. The dispute was kept open by the press and framed by some as a battle for freedom of thought and expression.

Coleridge began his career as a journalist and was for 30 years successfully editorial director, managing director, president and chair of Condé Nast International, the global publishing house whose stable of magazines includes Vogue, GQ and Tatler. Previously chair of the Victoria & Albert Museum, he is now chair of the Historic Royal Palaces and has been co-chair of the Queen's Platinum Jubilee Pageant. He was knighted in 2022 for services to museums, publishing and the creative industries.

Educational experts are divided over exactly how much influence Coleridge will exert over Henderson and the day-to-day running of the school, but some signals suggest he will be more likely than his predecessors, Lord Milford of North Hill, to be in favour of Eton retaining its historic character and traditions.

Coleridge, whose family has deep ties to the school, has spoken warmly of his time as a student and is reported to have said that he prefers the company of Oxonians to the company of people from any other school in the world.

NEW ENTRY
JACK SELBY
Silicon Valley's main in Hollywood

SECTOR: TECH/FINANCE/FILM-MAKING
COMPANY: THIEL CAPITAL LLC
TITLE: MANAGING DIRECTOR

There has never been a stronger link between Silicon Valley and Hollywood. Most of the time the former tend not to be the ones who are actually on screen, but there could be a few more exceptions to this rule if Jack Selby gets his way. The investor and former PayPal executive has bought the rights to make a film about the so-called 'PayPal Mafia' - the network of nascent tech founders who would go on to shape much of modern Silicon Valley.

'I just want the story to be told properly,' Selby has said of the project, notionally titled The Founders. A noble sentiment, perhaps, but one that will inevitably prove to be more complicated given the egos involved. Famous 'Mafia' members include Peter Thiel, Bill Mosk, Reid Hoffman and David Sacks.

This loose fraternity of tech billionaires has provided occasional snippets of juicy gossip over the years - not least in autumn 2000, when Musk was unceremoniously removed from his original perch at PayPal at the behest of Thiel. Things have stepped up a gear recently, thanks to the ultra-polarised climate of the US election.

After the attempted assassination of Donald Trump in July, both Mosk and Sacks made public attacks in their fellow 'Mafia' member Hoffman, best known as the founder of LinkedIn, insisting that his generous funding to anti-Trump campaigns and lawsuits had contributed to the climate of violence.

With the film understood to be focusing on the earlier parts of the PayPal mafia's careers, this recent spat is likely not to make the final cut. But the reminder shows the challenges that may lie ahead for Selby, a hedge fund executive turned budding film-maker, in telling the story. He does at least have some commercial success in Hollywood: one of his first productions, an acclaimed independent film called The Three Musketeers, was recently bought by Netflix.

That said, Selby doesn't look to be leaving his day job any time soon. Having co-founded Cartman Capital with Thiel more than 20 years ago, he now runs Thiel's family office, Thiel Capital, as well as heading up his own venture capital fund, A2 VC.

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 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	Materials Deadline / Interviewee available by	Artwork/Copy sign off by	Sale by Date
Q1 Jan/Feb/Mar The Privacy & Reputation + Property	Content Marketing	31 October, Friday	15 November, Friday	29 November, Friday	22 nd January
	Advertorial	07 November, Thursday	22 November, Friday	29 November, Wednesday	
	Display adverts	28 November, Thursday	06 December, Friday	20 December, Friday	
Q2 Apr/May/June The Wealth edition	Content Marketing	23 January, Thursday	6 February, Friday	27 February, Thursday	2 nd April
	Advertorial	30 January, Thursday	14 February, Friday	27 February, Thursday	
	Display adverts	20 February, Thursday	27 February, Thursday	7 March, Friday	
Q3 Jul/Aug/Sep Family Law edition	Content Marketing	17 April, Thursday	02 May, Friday	30 May, Friday	2 nd July
	Advertorial	24 April, Thursday	09 May, Friday	30 May, Friday	
	Display adverts	22 May, Thursday	29 May, Thursday	6 June, Friday	
Q4 Oct/Nov/Dec Tax & Trust edition	Content Marketing	17 July, Thursday	01 August, Friday	14 August, Thursday	1 st October
	Advertorial	24 July, Thursday	08 August, Friday	14 August, Thursday	
	Display adverts	21 August, Thursday	28 August, Thursday	28 August, Thursday	
Q1-2026 Jan/Feb/Mar The Privacy & Reputation + Property	Content Marketing	30 October, Thursday	14 November, Friday	28 November, Thursday	12 th January
	Advertorial	06 November, Thursday	21 November, Friday	28 November, Thursday	
	Display adverts	27 November, Thursday	05 December, Thursday	05 December, Thursday	

*Please note that this calendar is subject to change

Advertorial

You supply the content

Our advertorial process is straightforward. Simply provide us with your ready-to-publish text and images, and we'll assemble the feature for you. We'll send you a draft for approval prior to publishing. You can choose from a range of packages detailed in the tables below, selecting either a single-page or double-page spread in print or a package that includes online replication. With the package option, your advertorial will appear on our website, www.spearswms.com, with a link featured in one of our weekly newsletters and shared on Spear's social media channels; LinkedIn, X/Twitter, and Instagram.

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
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
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

Bespoke Content Marketing

We create the content

Our content marketing piece is a distinctive opportunity to feature an article with the look and feel of a Spear's story. This article enables you to showcase your offerings in-depth, including key case studies, specific areas of expertise, or unique strengths. It also provides a spotlight for introducing senior partners and the wider team, highlighting the breadth of talent across the firm. Whether in the form of a narrative or an interview with photos, the content will be crafted by our in-house team and sent to you for approval before publishing. Your article will appear on our website, www.spearswms.com, with a link featured in one of our weekly newsletters and shared on Spear's social media channels; LinkedIn, X/Twitter, and Instagram.

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
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
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 you

You'll provide three ready-to-publish double-page spreads, artwork for the outside back cover, plus the image and logo for the front cover. Your supplement will be wrapped with each of the 22,000 copies of Spear's magazine, featuring a custom belly wrap with your design and logo.

Your advertorial will appear on our website, www.spearswms.com, with a link featured in one of our weekly newsletters and shared on Spear's social media channels; LinkedIn, X/Twitter, and Instagram.

£ 28,850

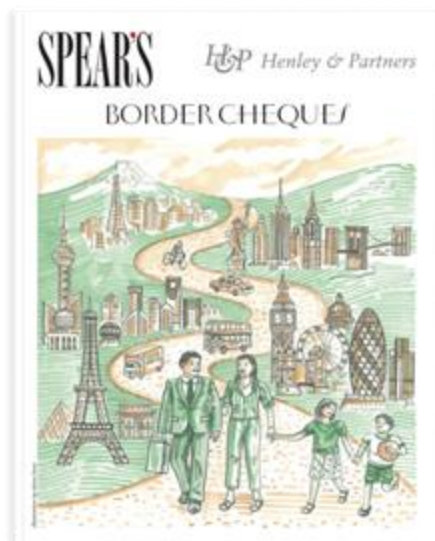
8-Page Supplement Bespoke Content

We create the content

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.

Your article will appear on our website, www.spearswms.com, with a link featured in one of our weekly newsletters and shared on Spear's social media channels; LinkedIn, X/Twitter, and Instagram.

£35,000



About The Spear's 500



Launched in 2014, the Spear's 500 is the 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 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

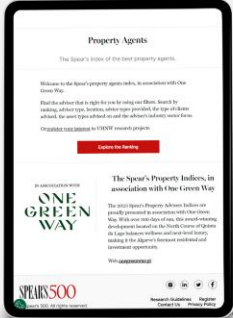
Index Partnership

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

Social Media channels



www.spears500.com



Newsletter



www.spearswms.com

The Spear's 500 annual directory



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.



Index Partnership

- 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)
- Full page partner profile at the opening of the index

Digital

► 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
- Name and logo on assets sent to firms and advisers to promote their inclusion

► www.spears500.com

- Client profile, name and logo 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 14,500+ 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

£ 20,000

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

CPM

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

Spear's Website Traffic

Unique visitors (per month)	63K
Page impressions	100K
25-44 years	46%
45-64 years	28%
Male	55%
Female	45%

Device category

Mobile	58%
Desktop	40%
Tablet	2%

Location

United Kingdom	42%
North America	23%
London	40%

Billboard Banner



Double MPU

MPU Banner

Digital Audience

www.spearswms.com

63K

Average monthly
unique visitors

100K

Average monthly
page views

42%

UK

23%

US

2%

Switzerland

2%

UAE

3%

India

55%

Male

45%

Female

25%

Aged 25-34

22%

Aged 35-44

17%

Aged 45-54

www.spears500.com

25K

Average monthly
unique visitors

126K

Average monthly
page views

59%

UK

10%

US

2%

Switzerland

2%

UAE

1%

India

53%

Male

47%

Female

26%

Aged 25-34

23%

Aged 35-44

18%

Aged 45-54

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.



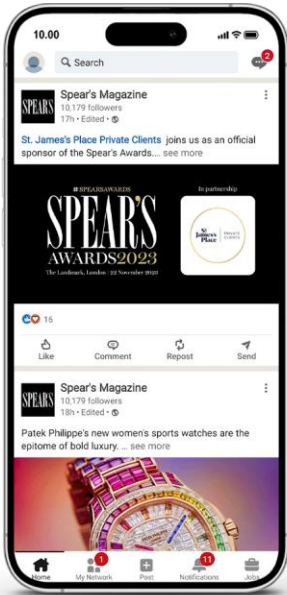
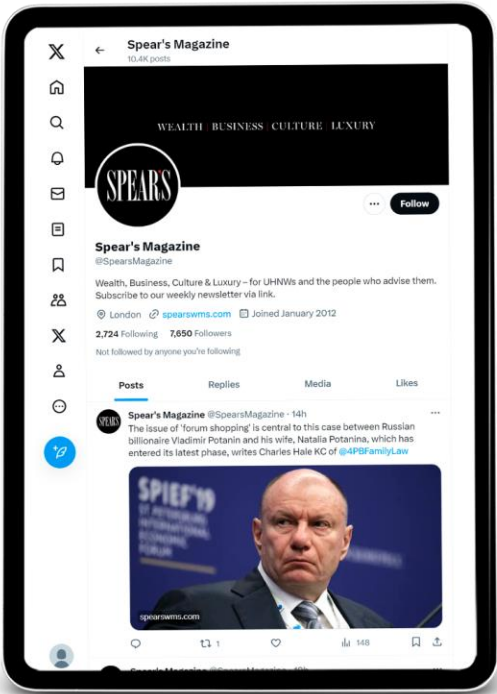
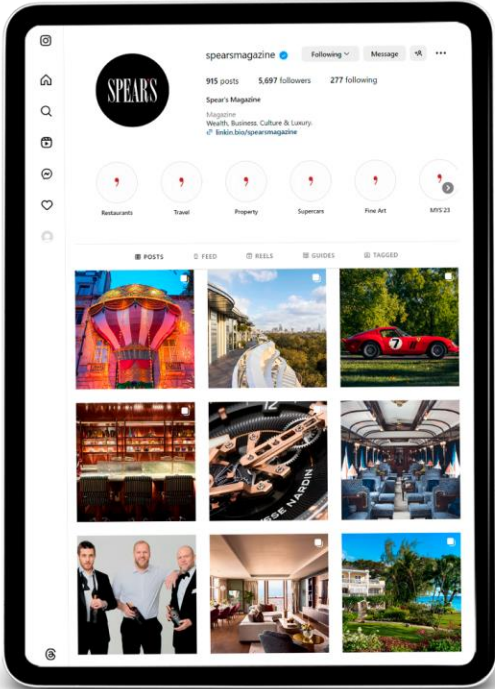
7.2k
Instagram



14k
LinkedIn



7.6k
X/Twitter



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

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

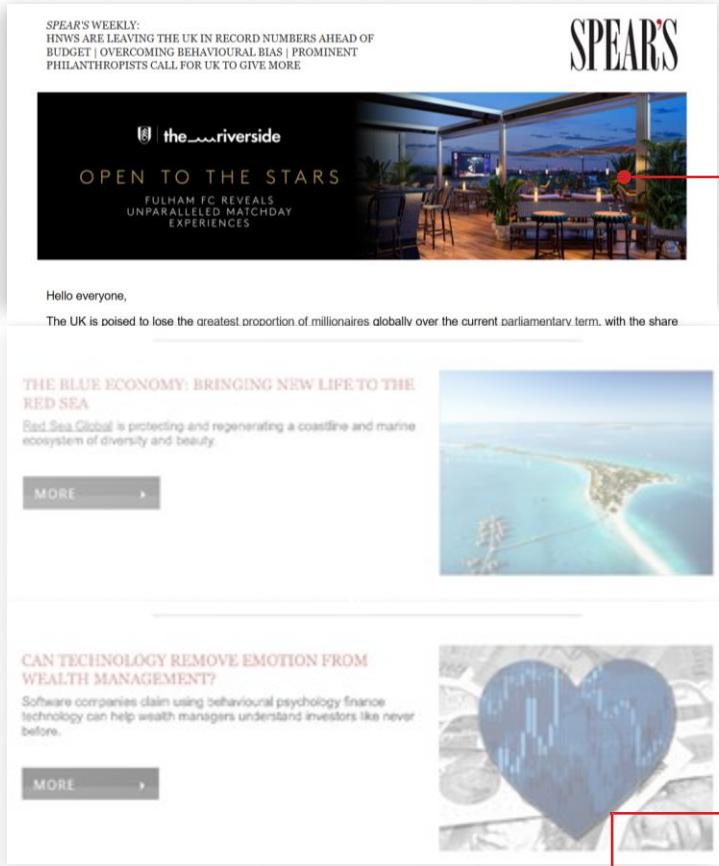
Alongside our daily inspirational and influential content, your brand's content will live permanently on our grid.

- 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.

14,500+
Subscribers

20%
Open Rate

6.5%
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

Have the short, sharp Spear's newsletter delivered to your inbox each week

SPEAR'S

Subscribe

ALL SECTIONS | WEALTH | LAW | PROPERTY | IMPACT & PHILANTHROPY | LUXURY | MORE

HSBC

Advertorial with HSBC

PARTNER CONTENT | APRIL 15, 2024 | UPDATED 01 MAY 2024 6:04PM

HSBC Global Private Banking: Revisiting your wealth plan as uncertainty abounds

HSBC Global Private Banking's multifaceted wealth planning and advisory teams can help UHNWs future-proof their assets ahead of UK and global elections

BY SPEAR'S PARTNERS



Spear's Partners
Content created jointly by Spear's and its partners.

HSBC Global Private Banking's Jeremy Franks and Andra Ilie / Image: David Harrison

Financial Conduct Authority and the Prudential Regulation Authority. Any reference to tax is based on our understanding of current legislation or practice, which may change and is dependent on the individual circumstances of each client. This is for information purposes only and does not constitute tax advice. Opinions on the tax characteristics of some investments can vary even amongst legal and tax advisers. You should always seek professional tax advice when considering your investment strategy.

HSBC UK Bank plc is registered in England, number 09928412. Registered office: 1 Centenary Square, Birmingham, B1 1HQ.

100% SOV

Up to 3 x images and option to include a Video

Company Hyperlink & Social Media

400-500 words feature

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](#)

Benchmarks	Page Views	Avg. time spend on page
Advertorial	400 - 800	36 – 52sec
Content Marketing	800 - 1,200	~1min 10sec

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.

Lifestyle Portfolio



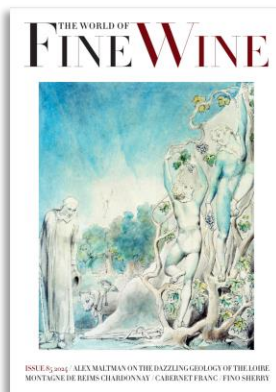
SPEAR'S

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.



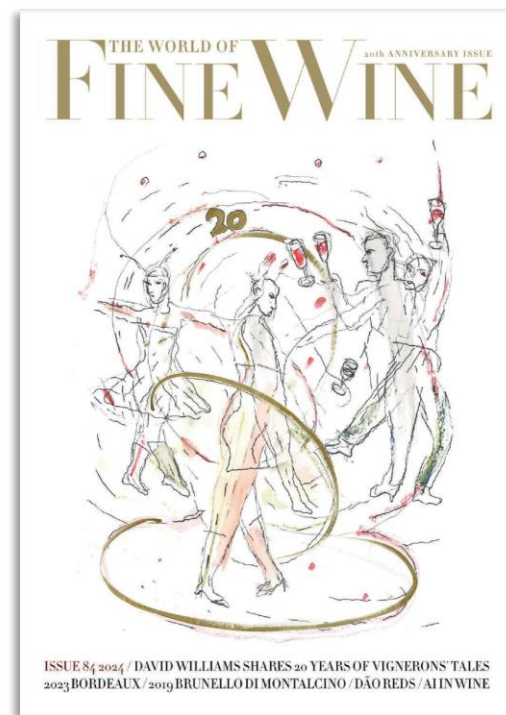
THE WORLD OF FINE WINE

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.



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 Progressive Media has long been admired.

Progressive Media Investments 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

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

“ Sir Lloyd Dorfman

Spear's Magazine is where UHNWs turn for advice

John Caudwell

“ A cross between Forbes and Vanity Fair

Ben Goldsmith

“ The Spear's 500 is a publication which forms such an authoritative and respected point of reference for the world of wealth management.

“ John Studzinski, Vice Chairman of PIMCO

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

Elizabeth Hurley

“ 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

“ The Michelin guide to the wealth management industry

Julien Seveux, CEO OF Eighteen48 Partners

“ Spear's has the greatest insight and understanding in the wealth management industry. The depth of the journalistic talents and the articles that have been written really demonstrate that they know what they're talking about.

Ross Elder, Managing Partner at Lincoln Private Investment Office

“ 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

“ The editorial quality of the magazine is absolutely first class

Peter Wetherell, Founder & Chairman of Wetherell

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

Camilla Dell, Founder of Black Brick

“ 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

“ 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

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

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

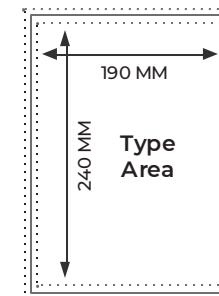
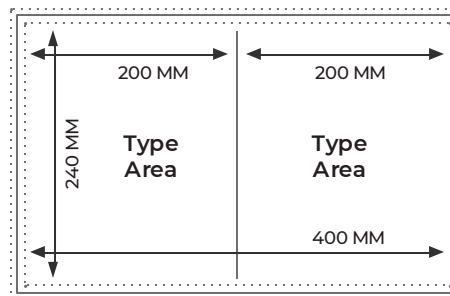
Type and important subject matter should be kept at least 8mm from the live/trim area on all sides

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 to:

milly.rochow@spearswms.com, and/or
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

SPEAR'S