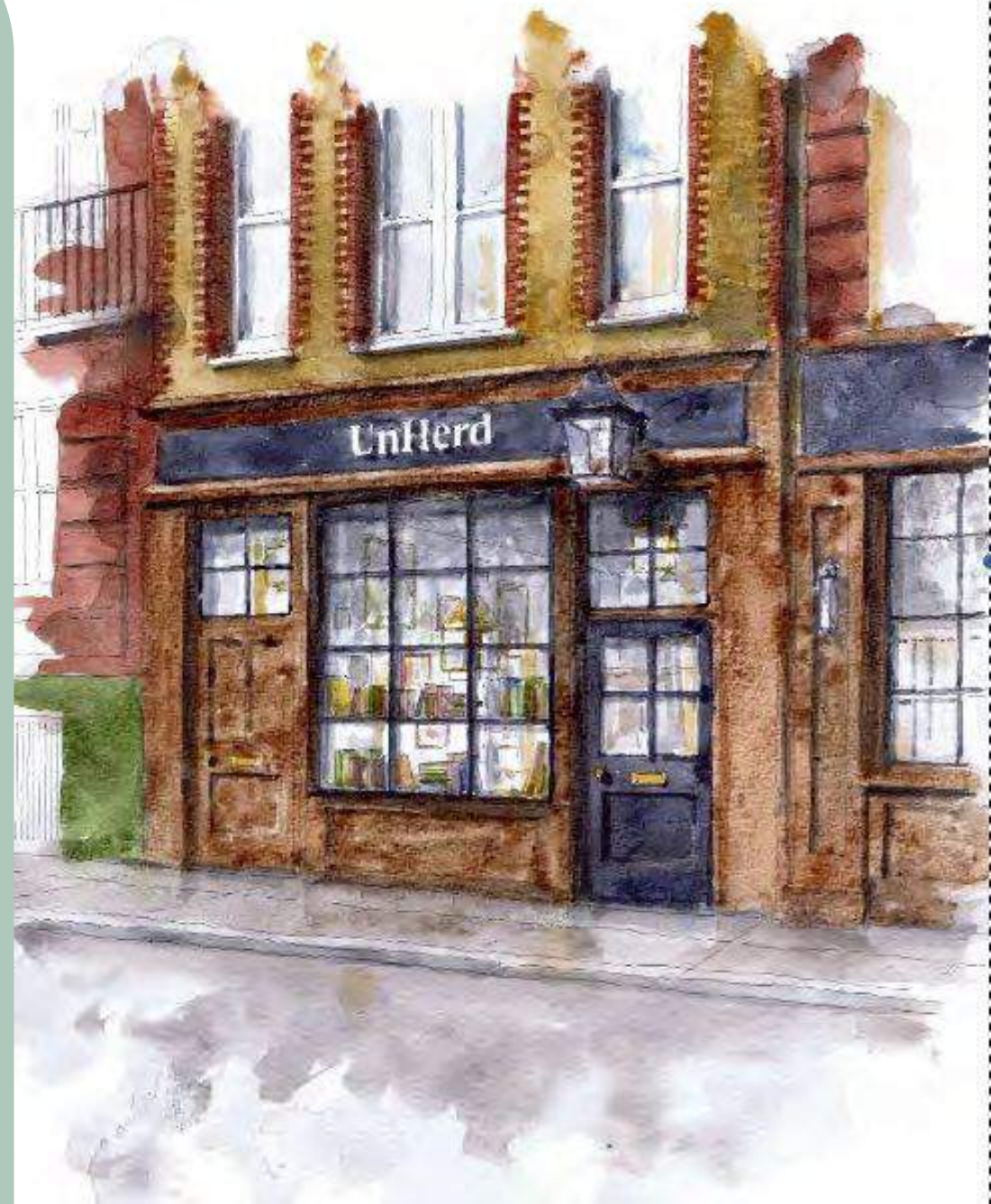


UnHerd Media Pack

August 2024



UnHerd

Think again

UnHerd is synonymous with quality independent thinking. As the name implies, our writers challenge herd mentality of any kind. Our writers come from all political traditions and none, and include some of the world's most famous thinkers, writers and philosophers.

We are brave without being contrarian, stimulating while maintaining the highest standards of rigour and care.

UnHerd has taken off beyond our wildest dreams; we now have one of the biggest audiences of highly influential readers of any outlet in the UK.



“ The Western world is divided and uncertain. In the realms of politics, morality, science and culture, establishment opinion is skittish, but assertive — quick to form a consensus and intimidate dissent into silence. Meanwhile, increasingly powerful anti-establishment voices are fast forming into their own tribes.

UnHerd tries to do something different — and harder. We are not interested in contrarianism, or opposition for its own sake; but we make it our mission to challenge herd mentality wherever we see it.

This may be to speak for people who are otherwise dismissed; to challenge lazy consensus; or to make the argument for dimensions of existence that are lost in the din. We seek out thinkers who can bring the broader wisdom of history, philosophy, science and religious thought to bear on the current moment.

We try to give a platform to the overlooked, the downtrodden and the traduced; and to people and places that the world has chosen to forget.

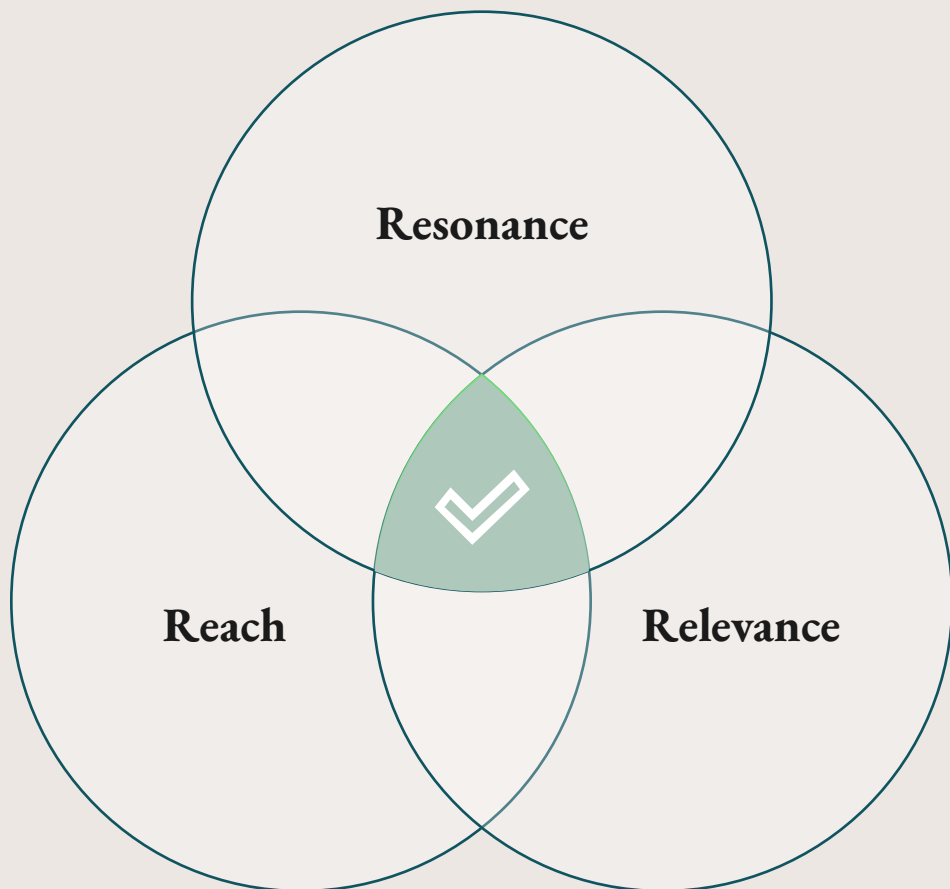
We have no allegiance to any political party or tradition. Our writers often disagree with each other. Our approach is to test and retest assumptions, without fear or favour.

The effect, we hope, is to get a little bit closer to the truth — and to make people think again.”



Welcome to *UnHerd*.

FREDDIE SAYERS
Editor in Chief, UnHerd



✓ **Reach**

Combined reach of almost 40 million users across all platforms in the UK and the US

✓ **Relevance**

Unrivalled network of big thinkers, bold characters, data experts and revered journalists

✓ **Resonance**

Exponential organic growth, ten-fold in the last three years



Kathleen Stock

UNHERD COLUMNIST & PHILOSOPHER

151,700



Ayaan Hirsi Ali

UNHERD COLUMNIST

524,300

Established journalists

Combined Twitter following of **1.3 million**



Tom McTague

POLITICAL EDITOR

51,200



Freddie Sayers

EDITOR IN CHIEF

70,000



UnHerd

133,900



Mary Harrington

CONTRIBUTING EDITOR

53,700



Lee Fang

CONTRIBUTING EDITOR

321,200



Why smartphones bamboozle politicians
Is it possible to keep children safe?



PHOTO BY SHARLETTA/GETTY IMAGES

- 2024 GENERAL ELECTION
- AI TECH DATA BREACH
- SECURITY NEWS POLICE
- ENVIRONMENTAL SOCIETY



Poppy Sowerby

847 50, 2004 8 KING

The year is 2008. It's break time, and my twin sister is a library monitor. A

Digital advertising

UnHerd works in partnership with brands to create effective digital advertising campaigns. From banner advertisements to home page takeovers to advertorials.

Our online traffic has seen an unprecedented rise of over 400% from 2020.



MONTHLY PAGEVIEWS



UNIQUE USERS



WEEKEND ESSAY

Big Tech has stolen our children Fear of the smartphone isn't a moral panic

MATT FEENEY 12 M



WEEKEND REPORT

Will Tower Hill politicians follow Rochdale? politicians are racial tensions

NICOLE LAMPERT 1

UnHerd
Daily

PRESENTED BY
Janus Henderson
INVESTORS

4 March 2024



EUROPE

The EU's American Queen Ursula von der Leyen is retooling the bloc for war

Newsroom
Breaking today in the world of ideas

11:13 - JOAN SMITH
Three in 10 UK scientists believe sex isn't
A startling number of medical professionals say in their to

07:38 - PHILIP FILKINGTON
China dominates the West in EV market
One executive admitted that the US is struggling to keep

Sunday, March 3rd

10:53 - JAMES BILLOT
NY Times: Trump support among black w
nearly 500%
The former president is chipping away at a staunchly Dem

08:38 - RALPH LEONARD
Is George Galloway's sectarianism a sign
come?
His strategy of targeting ethnic groups could lay the template for future leaders

INVESTMENT TRUSTS

MANAGED BY
Janus Henderson
INVESTORS

Daily Email

An established, organically-grown following.
UnHerd's highlights delivered daily.



ACTIVE
SUBSCRIBERS



RECEIVE DAILY
EMAIL



AVERAGE
OPEN RATE



CLICK-THROUGH
RATE



UNSUBSCRIBE
RATE



A coveted platform for ideas, news and investigations.

Infomercial recorded in the UnHerd Studio and inserted as a mid-roll across our episodes

<https://www.youtube.com/@UnHerd>



TOTAL REACH



YOUTUBE SUBSCRIBERS



EQUAL REACH



HOURS WATCHED



UnHerd with Freddie Sayers

Freddie Sayers seeks out top scientists, writers, politicians and thinkers for in-depth interviews to try and help us work out what's really going on.

3.11M

TOTAL
DOWNLOADS

115K

AVERAGE
LISTENS PER
MONTH

35-44

PRIMARY
AGE GROUP



These Times with Tom McTague

Each week Tom and Helen explore the great forces and ideas that led us to where we are right now. It's a politics podcast for those who want a deeper, historical understanding of the news, to understand what has really shaped our world and why.

1.09M

TOTAL
DOWNLOADS

95.4K

AVERAGE
LISTENS PER
MONTH

35-44

PRIMARY
AGE GROUP

Infomercials by UnHerd

These 90 second infomercials could also be described as
TV ads or bespoke videos

Following a tight client brief, supply of graphics, logos and key messages, UnHerd will create an infomercial for
client approval

The infomercial will be recorded in the UnHerd Studio

The episode will then be inserted into UnHerd's live event streams, as a pre-roll or mid-roll episode and
broadcasted across YouTube, Twitter, Rumble, Instagram and UnHerd.com

It will live on UnHerd Sectors with traffic drivers available across UnHerd's Platforms to direct views and visitors

Example of a 40 Second infomercial



Curated promotional film, by UnHerd

Sectors

UnHerd is the first platform to bring authoritative journalism to a whole range of sectors.

Skills and Education Sector

<p>Britain has betrayed its children</p>	<p>Third-party candidates could win Trump the White House again</p>	<p>Why children are skipping school</p>	<p>Flagism is not a sin</p>

Energy & Climate Sector

<p>Third-party candidates could win Trump the White House again</p>	<p>Is the EU dropping Net Zero?</p>	<p>Have we reached peak ESG?</p>	<p>The renewables sector is crashing</p>

Defence Sector

<p>Ukraine is ratcheting out of battlefield options</p>	<p>It's time to send Nato troops to Ukraine</p>	<p>The man who betrayed El Chapo</p>	<p>Is Nato heading for nuclear war?</p>

Finance and Business Sector

<p>Five reasons Bitcoin is infeasible</p>	<p>The case for scrapping the Budget</p>	<p>The Bank of England gambled with vote-buying — and lost</p>	<p>Jeremy Hunt is not his people-please budget</p>

Science Sector

<p>The civil war is the biohacking government</p>	<p>How games are used to control you</p>	<p>Why we still need to live</p>	<p>The most important immigration story of all</p>

UnHerd Sectors

A dedicated place for partnership content, alongside other relevant content from UnHerd or our sponsors.

Defined sector specific UnHerd articles alongside bespoke advertorials and partnerships.

Sectors are: Skills & Education, Energy & Climate, Defence, Finance & Business, Science, AI, Tech & Data, Future of the State and Health & Healthcare.

A space to allow our clients to publish advertorials, bespoke podcasts and coverage of events curated in partnership.

www.unherd.com/sectors

Partners

CHARLES
STANLEY▲

PrimaryBid

 Investec

 airbnb


NatWest

cg/
Canaccord
Genuity
Wealth Management

aws


 BT

amazon


 Spotify™

AON

HATTINGLEY
VALLEY 
ENGLISH SPARKLING WINE


Janus Henderson
INVESTORS

Bloomberg

Revolut

GRAYLING

 VISA

 Stonehaven
Consulting

 Residential Freehold
ASSOCIATION

EC

Demographics



55%
MALE



27%
AGED 18-34



42%
AGED 35-54



31%
AGED 55+



45%
FEMALE



34.6%

Of our audience are
businesspeople
QUANTCAST



78%

Of our audience are interested
in political hosts & pundits
HELIXA

Public Affairs



6.3x

More likely to read political
magazines
QUANTCAST



51%

Read business-related
magazines
HELIXA



68%

Are interested in investment
influencers
HELIXA



4.6x

More likely interest in the
government
ACXIOM



3.9x

More likely to be interested in
political news sites
QUANTCAST



38.8%

Have an income of over
£80,000

READER SURVEY



29.2%

Of our readers have or have
used a wealth manager

READER SURVEY

Wealth



2.8x

More likely to be interested in
investing

QUANTCAST



1.8x

More likely to have
investments in real estate and
property

ACXIOM



42%

Have savings of over £200,000

READER SURVEY



1.5x

More likely interest in personal
finance

ACXIOM



51%

Of our audience read business
& finance magazines

HELIXA



49.9%

Of UnHerd's audience are heavy spenders on holiday
QUANTCAST



2.4x

More likely to be 4-Star resort visitors
QUANTCAST (USA AUDIENCE)

Travel



78%

Are likely to go on European holidays
QUANTCAST



2.5x

More likely to be high spenders on online travel agencies
DLX (USA AUDIENCE)



51%

Of our US audience are international travelers
IXI (USA AUDIENCE)



3.2x

More likely to visit luxury hotels
DLX (USA AUDIENCE)



69%

Of our US audience are frequent spenders on Air Travel and Hotels
QUANTCAST (USA AUDIENCE)



2.3x

More likely to be interested in vehicles
QUANTCAST



48.5%

Of our audience are in-market for luxury cars
QUANTCAST

Automotive



2.1x

More likely to own a luxury car
ORACLE



20.5%

Of our audience are interested in purchasing a car using hybrid/ alternative fuel
DLX (USA AUDIENCE)



2.3x

More likely to own or purchase a Mercedes-Benz
DLX (USA AUDIENCE)



61.6x

More likely to purchase a mid-size car in the next 6 months
QUANTCAST (USA AUDIENCE)



51%

Of our users are in-market for a small family car
DLX

14.75% Are centrist



Political Spectrum



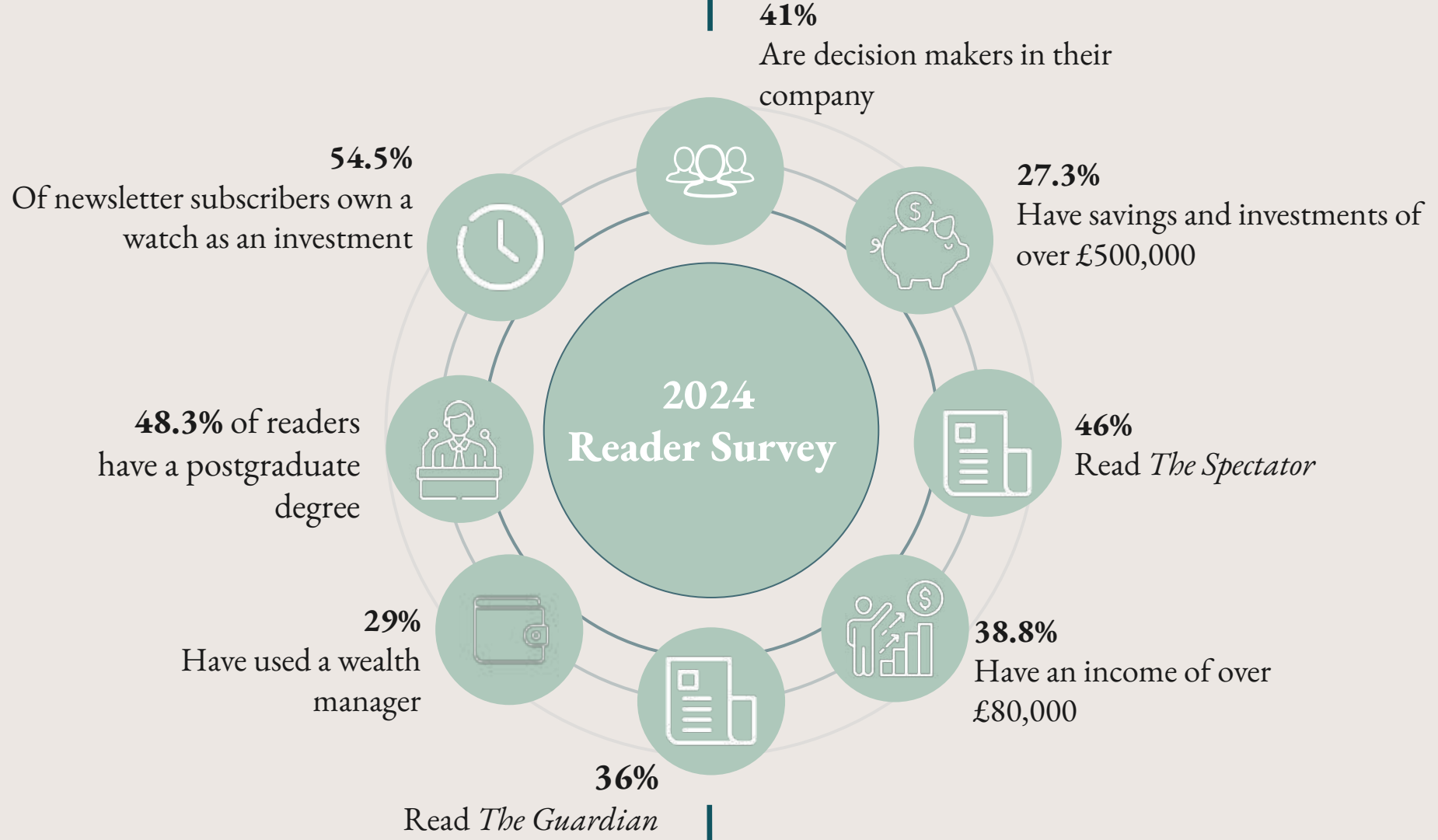
13.1% Are centre-left

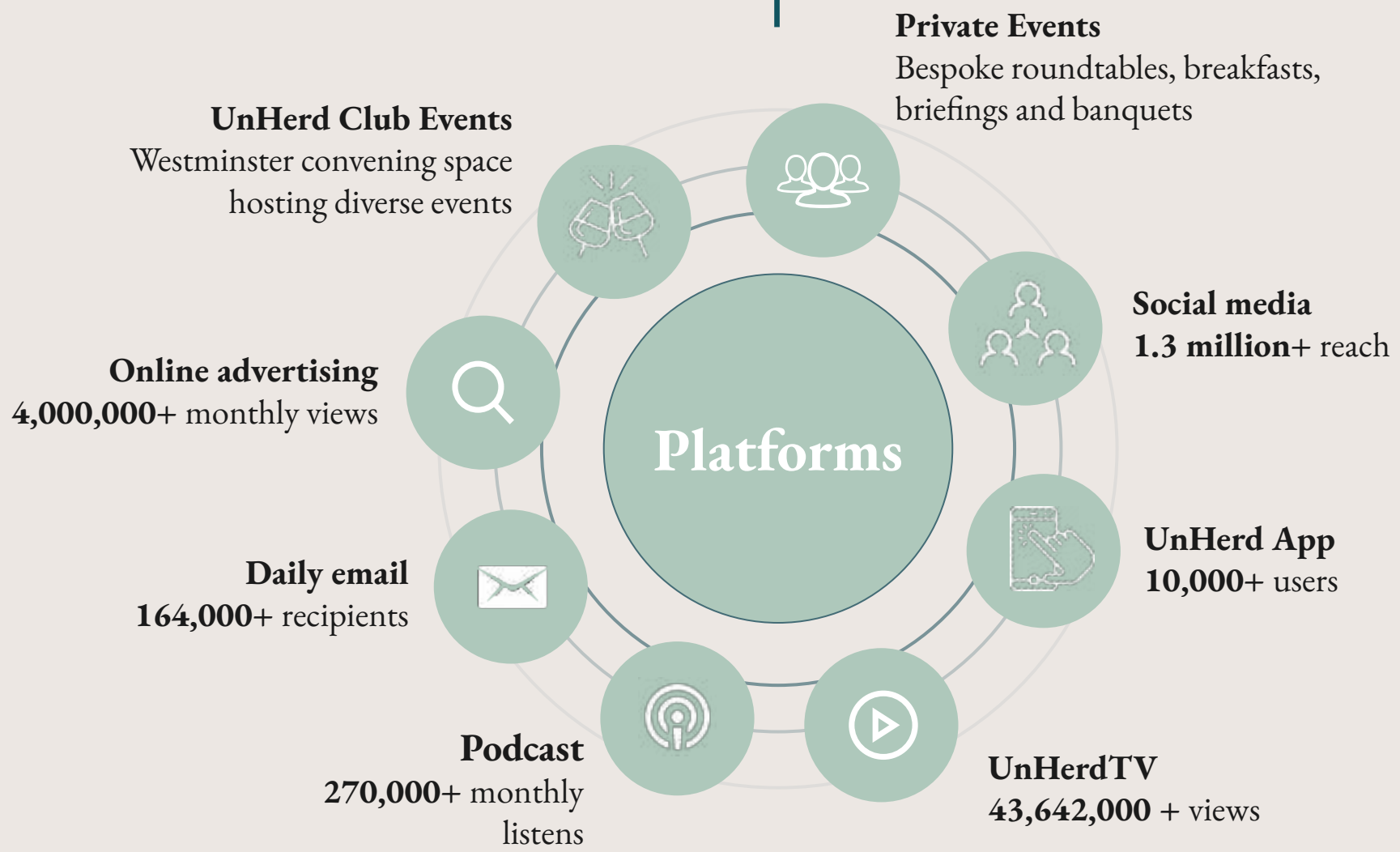


29.4 % Do not believe in a spectrum



35.79% Are centre-right





Private Events

Bespoke roundtables, breakfasts, briefings and banquets

UnHerd Club Events

Westminster convening space hosting diverse events

Social media

1.3 million+ reach

UnHerd App

10,000+ users

UnHerdTV

43,642,000 + views

Podcast

270,000+ monthly listens

Daily email

164,000+ recipients

Online advertising

4,000,000+ monthly views

Platforms

RATES

Digital advertising - Run of site £35 CPM

Digital advertorial - £3,500 per week

UnHerdTV Sponsorship - £3,600 per episode or £30 CPM

Podcast Sponsorship - £2,000 per episode

UnHerd Sectors - £3,500 plus VAT for a bespoke digital advertorial
£2,500 plus VAT for a supplied advertorial or op-ed

UnHerd Infomercials - £25,000 plus VAT per episode to include two rounds of editing, 250,000 traffic drivers and a 90 second episode for client to use and distribute as they wish

Newsletters

£3,750 per week to sponsor the Daily UnHerd email

£1,500 per week to sponsor the Weekend Edition email

£1,200 per week to sponsor the Sunday Box Set email



Events

Private curated events start from £15,000

Rountables, Dinners or Debates. UnHerd hosts, guests and/or audiences

Events supported by a cross-platform marketing campaign start from £20,000

Amplification of events possible through YouTube, Digital ads and podcasts

Podcasts

Bespoke podcasts - £15,000

£18,000 to include private lunch afterwards

£20,000 to include advertorial or research document published

UnHerd

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