

UnHerd Media Pack

November 2024



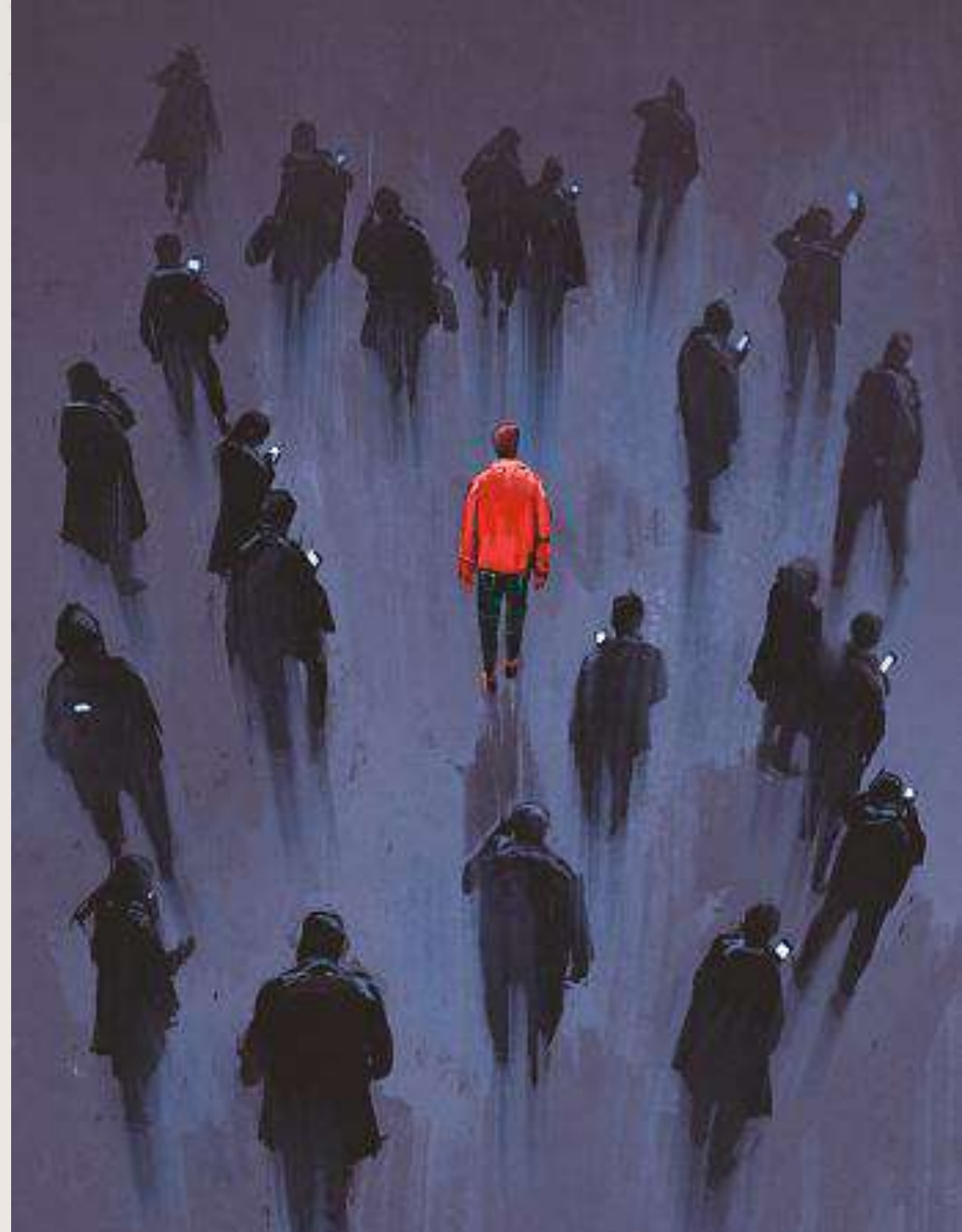
UnHerd

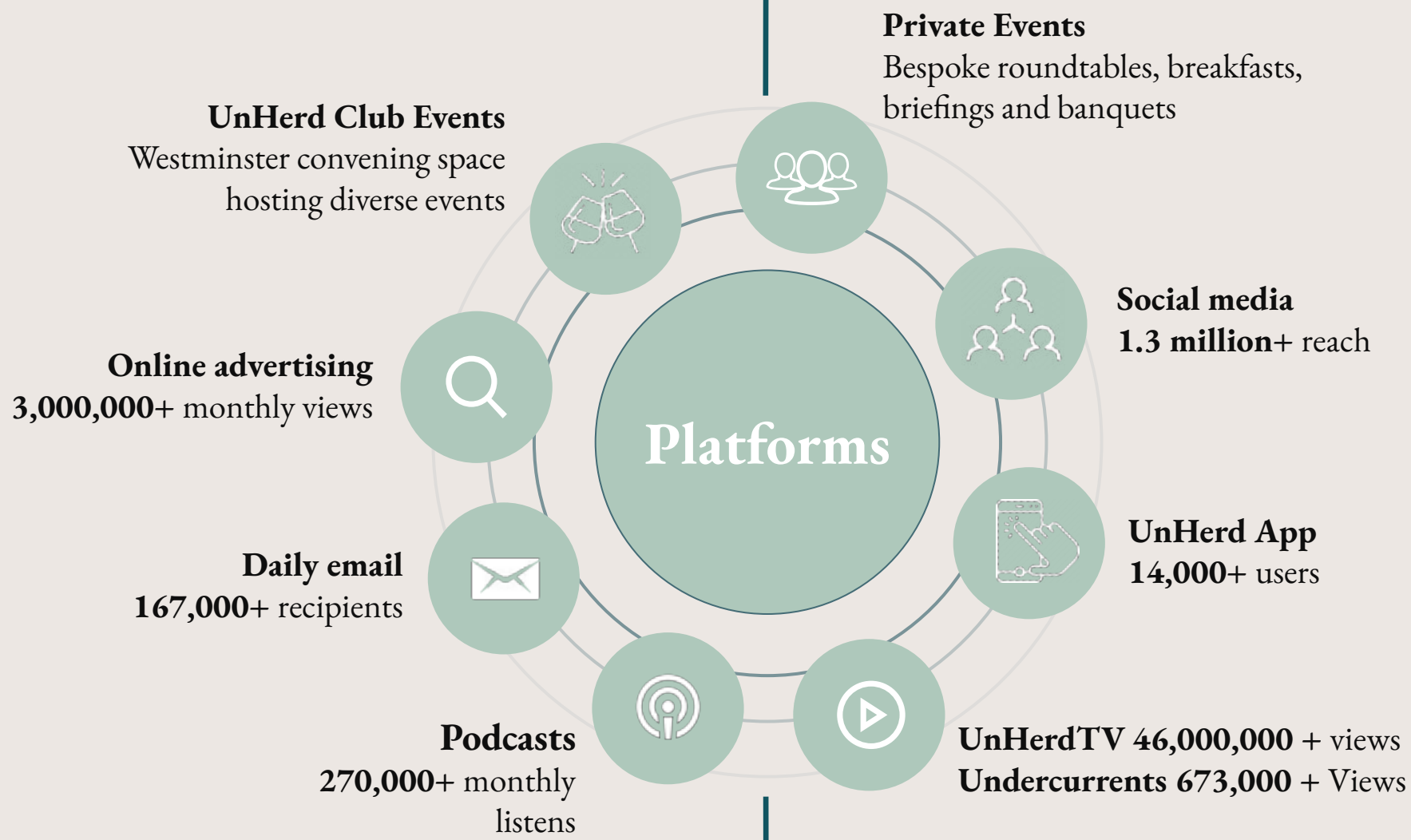
Think again

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.





Digital advertising

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

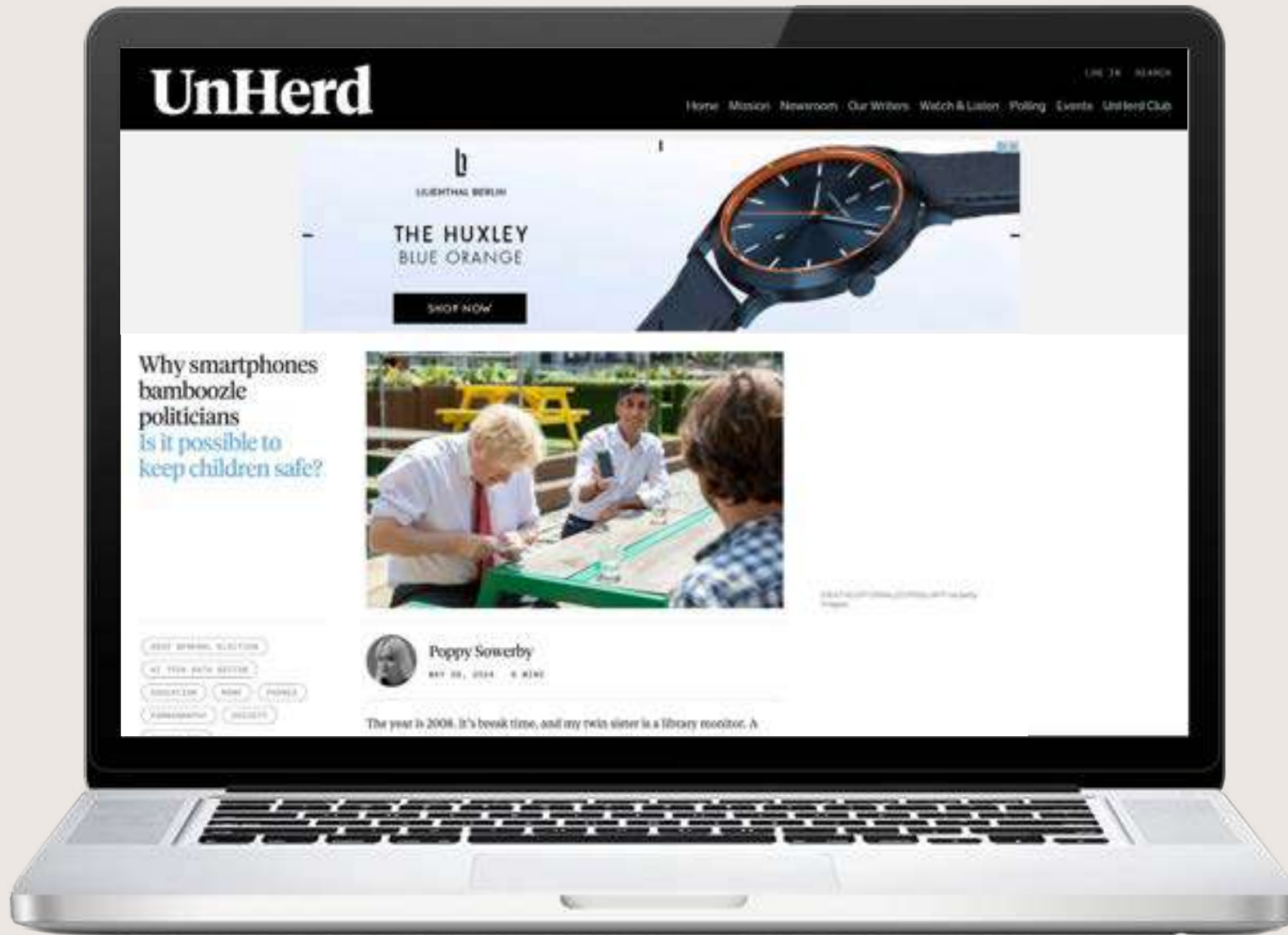
Our online traffic has seen an unprecedented rise of over 400% from 2020.

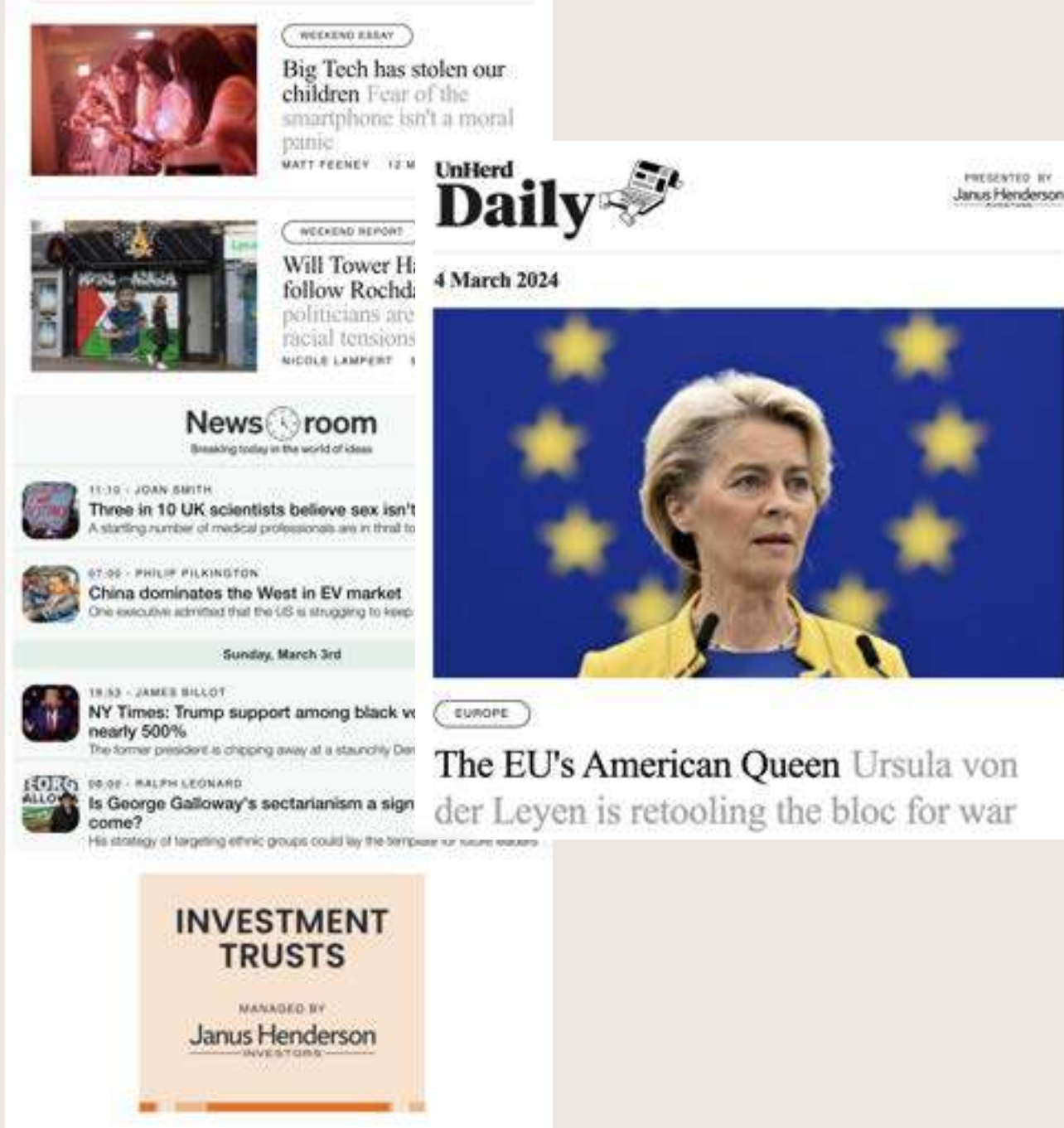
3M

MONTHLY
PAGEVIEWS

2M

UNIQUE
USERS





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



UnHerd on YouTube - As you may have guessed from our strange spelling, UnHerd aims to do two things: to push back against the herd mentality with new and bold thinking. Hosted by UnHerds Editor in chief Freddie Sayers, the YouTube show delves into complex topics with a focus on exploring viewpoints that don't always get mainstream coverage.



TOTAL
REACH



YOUTUBE
SUBSCRIBERS



EQUAL
REACH

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



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.

3.6M

TOTAL
DOWNLOADS

120K

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.

1.5M

TOTAL
DOWNLOADS

110K

AVERAGE
LISTENS PER
MONTH

35-44

PRIMARY
AGE GROUP



Undercurrents with Emily Jashinsky

On YouTube & Podcast - Launched July 2024

Undercurrents is the brand new news show brought to you by UnHerd. Every episode we uncover the stories and ideas taking place beneath the surface — either not well covered by the establishment media, or covered without the analysis and details you need to better understand the world. We bring no agenda other than seeking truth and representing reality. With a US focused audience of 75% Undercurrents is available for sponsorship.

Podcast



TOTAL
DOWNLOADS



AVERAGE
LISTENS PER
MONTH



PRIMARY
AGE GROUP

YouTube



TOTAL
REACH



YOUTUBE
SUBSCRIBERS



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



Sectors

Cultured news with partners to bring innovative thinking to a wide range of sectors.

Skills and Education Sector



Boris has betrayed his children

JAMES GILBERT 20 SEP



Third-party candidates could win

Trusting the White House again

LAUREN BROWN 4 SEP



Why children are skipping school

JOHN HARRIS 10 SEP



Flagism is not a sin

ANTHONY JAMES 10 SEP

Energy & Climate Sector



Third-party candidates could win

Trusting the White House again

LAUREN BROWN 4 SEP



Is the EU dropping Net Zero?

MURIEL KAPLAN 10 SEP



Have we reached peak ESG?

ANDREW HARRISON 10 SEP



The renewable sector is crashing

PETER HARTMAN 10 SEP

Defence Sector



Ukraine is missing out of battlefield options

JOHN HARRIS 10 SEP



It's time to send Nato troops to Ukraine

JAMES GILBERT 10 SEP



The man who betrayed El Chapo

JOHN HARRIS 10 SEP



Is Nato heading for nuclear war?

ANDREW HARRISON 10 SEP

Finance and Business Sector



Five reasons Boris is loathable

ANDREW HARRISON 10 SEP



The case for scrapping the Budget

JOHN HARRIS 10 SEP



The Bank of England gambled with your money - and lost

PETER HARTMAN 14 SEP



Jeremy Hunt travels his people-pleasing budget

JOHN HARRIS 10 SEP

Science Sector



The civil war in the blacklisting marketplace

JOHN HARRIS 10 SEP



How games are used to control you

ANDREW HARRISON 10 SEP



Why we still need to find

JOHN HARRIS 10 SEP



The most important immigration story of all

PETER HARTMAN 10 SEP

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

CHARLES
STANLEY

Partners



PrimaryBid



Janus Henderson
INVESTORS



GRAYLING

Lumen®

Bloomberg

Revolut



EC

Demographics



55%
MALE



27%
AGED 18-34



42%
AGED 35-54



31%
AGED 55+



45%
FEMALE

14.75% Are centrist



13.1% Are centre-left

Political Spectrum



29.4 % Do not believe in a spectrum



35.79% Are centre-right



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)



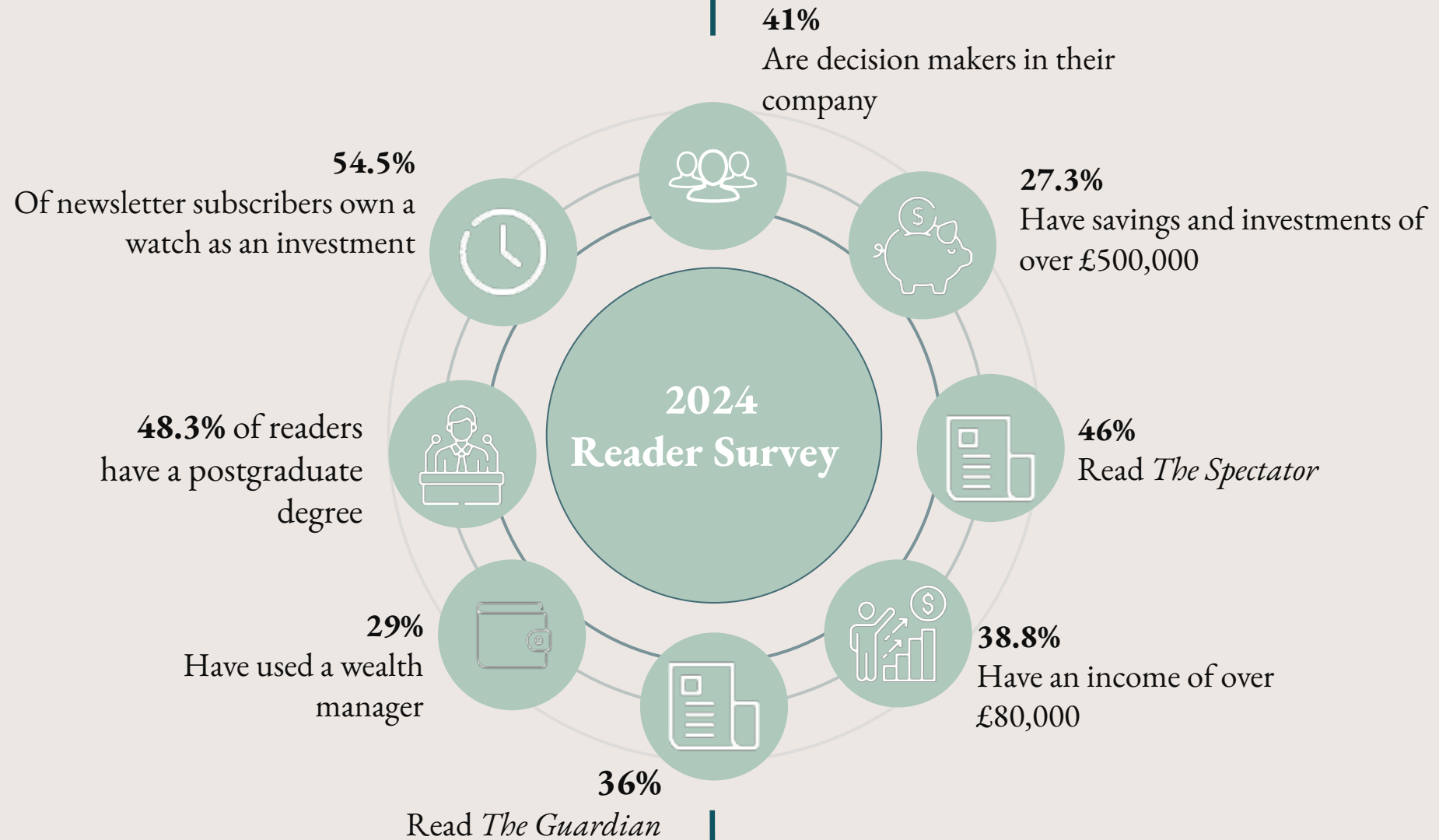
61.6x

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



Rates

Digital advertising - Run of site £35 CPM

Digital advertorial - £3,500 per week

UnHerdTV (YouTube) - £2,500 per episode or £50 CPM

Undercurrents (YouTube) - £500 per episode

Newsletters

£2,500 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

Geo targeted campaigns available with reflected pricing

Podcast Sponsorship

UnHerd with Freddie Sayers - £2,000 per episode

These Times with Tom McTague - £2,000 per episode

Undercurrents - US only - £500 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



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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