MEDIA PACK 2023

Working with brands to create compelling content that challenges perceptions, influences thinking and catalyses change.
Prospect is the UK’s leading serious monthly magazine.

We’re totally independent. We never tell people what to think or how to vote.

We attract the best writers who craft long-form journalism about the things that matter.

Our discerning audience values long-term thinking, rational argument and quiet analysis.

They also like warmth and fun: Sheila Hancock on growing old; Michael Brearley on sport.

We like conversations where two opposing sides try to agree. Extinction Rebellion meets Big Oil. The trans debate.

Escape the echo chamber. Choose Prospect!
INVESTING IN THE FUTURE

As a true independent, with no political affiliation or agenda, Prospect is motivated by progress, not profit.

We are, in fact, a not-for-profit organisation, meaning every penny we generate is invested back into the platform, driving value for both our readers and our partners.

Prospect boasts some of the finest longform writers in journalism today. It is not merely the breadth of its stories or the quality of its analysis, but the space it allows for thought that sets it apart from so much else.

Emily Maitlis, journalist and broadcaster
Partnering with Prospect provides a powerful way for brands to connect with an engaged and influential audience that includes key figures in business, government, journalism and policy making.
**AUDIENCE INSIGHTS**

**ENGAGED READERS**

Total reach per month

360,000

(online + social)

ABC Circulation*

33,161

Time spent reading Prospect

- 1-2 hours; 17%
- 2-5 hours; 54%
- 5-10 hours; 27%

Median Age

52

Paid for subscriptions*

27,765

Actively purchased*

94%

Newsstand sales*

3,350

*ABC combined print and digital Jan – Dec 2022 | Reach/reader data: Publisher statement/survey
AUDIENCE INSIGHTS

PROFESSIONS

The brightest minds read Prospect...
I value the broad range of viewpoints explored in Prospect. It’s prepared to challenge business norms and open up the debate on kinder forms of capitalism.

Sharon White, chair, John Lewis
AUDIENCE INSIGHTS

FINANCE & INVESTMENT

*Prospect* readers are sophisticated investors of high net worth.

They have large disposable incomes and impressive investment portfolios.

> *Prospect* proves that you can be compassionate, moderate, radical and realistic simultaneously. Its commitment to truth, persuasion and empathy is desperately needed in the age of populism.

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Rory Stewart, politician, author and podcast host

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- **74%** Use a wealth management company or have private banking
- **40%** Invest in arts, antiques, gold, whisky
- **60%** Worth 750k+
- **70%** Invest in stocks & shares
- **47%** Invest in private healthcare
- **40%** Invest in property
Prospect’s audience are always looking to safeguard the future by making considered choices in the present.

My doctor prescribed me a once-monthly dose of Prospect. Now I am healthy, happy and fertile. Be sure to ask your doctor about Prospect.

Joe Lycett, comedian
**AUDIENCE INSIGHTS**

**LEISURE & TRAVEL**

*Prospect* readers look for excitement through culture and travel.

- **31%** Have taken 3+ holidays in the last 12 months
- **82%** Have travelled in Europe over the last 12 months
- **75%** Will visit a museum within 3 months
- **64%** Will visit a theatre within 3 months
- **75%** Will visit an art gallery within 3 months
- **83%** Have been on a cultural tour or city break in the last 18 months

*Prospect’s economic coverage is distinguished by genuine experts writing with authority. An unmissable and highly readable journal—the quality of economic debate in the ‘Conversation’ feature is particularly good.*

Kate Barker, economist
**AUDIENCE INSIGHTS**

**LUXURY**

*Prospect’s* audience are cultured and discerning individuals with the financial clout to invest in quality.

**51%**

Own luxury cars like Audi, BMW, Tesla, Mercedes, Jaguar and Porsche

**38%**

Own 2 or more cars

**61%**

Own luxury watches like Longines, Cartier and Rolex

**90%**

Are wine drinkers

**45%**

Are whisky drinkers

**43%**

Are champagne drinkers

*The world is running somewhat short of careful, thoughtful debate that takes its time and covers serious ground, while social media is only getting shoutier. Thank goodness for Prospect—the anti-Twitter!*

Bill McKibben, author, environmentalist and journalist
Prospect readers are actively looking to enhance their environment and happy to pay for quality.

“In an era when most journals tiptoe grimly along the same old party lines, Prospect offers free thought and a disenchanted eye. I don’t know of anything quite like it on either side of the Atlantic.”

Ferdinand Mount, author and essayist

- 87% Are prepared to pay more for higher quality products
- 34% Own two or more properties
- 55% Will move or renovate their home within two years
AUDIENCE INSIGHTS

CULTURE & CHARITY

Loyal engagement with chosen institutions and charities that enhance lives will always be a vital outlet for Prospect readers.

68% Are members of National Trust
98% Give to charity
36% Are members of V&A, Southbank Centre, Royal Academy and British Library
74% Give to charity once a month
56% Are members of The Tate, English Heritage and have a National Art pass

"Prospect is a veritable powerhouse of opinions and ideas."

Julia Peyton-Jones DBE, Former Director of Serpentine Gallery
ADVERTISING OPPORTUNITIES

Gain access to an ABC audited circulation of 32,105 with a wide range of advertising opportunities, encompassing our magazine, Insight Reports, app, website, newsletters, podcast and events.
Using our expert knowledge and array of well-respected writers, Prospect produces a range of bespoke theme or sector-specific supplements throughout the year.

Free to subscribers, these supplements allow Prospect to dive deep into key issues and themes alongside contribution from political, industry, media and academic experts.

“Prospect has a knack of identifying key issues before they hit the mainstream.”

Jonathan Evans, Former DG, MI5
Nesta came to us with an exciting task: to produce a collection of policy ideas for a fictional Minister for the Future whose brief was to tackle the long-term challenges that don't get the attention they deserve.

Working with Nesta, we commissioned 24 experts, including Sunder Katwala, Frances O'Grady and Ethan Zuckerman, to write short letters to the Minister on themes ranging from misinformation to the climate crisis, from ageing populations to economic inequality.

The result was a lively supplement of world-class thinking, with ideas ranging from building a people's commission on immigration to refreezing the arctic.

"We worked with Prospect to produce a supplement called Minister for the Future, which was included in the December 2022 edition. From pitching the concept right through to design and publication, the team at Prospect were fantastic to work with. They delivered a high-quality product and helped us reach a really important audience for Nesta's work. We look forward to working together again in 2023."

Mark Byrne
Head of Media and Marketing, Nesta
PODCASTS

Averaging 16,100 weekly downloads, our podcasts feature the brightest minds discussing the ideas that matter most in politics, society and culture.

As well as our own regular podcasts such as the Prospect Podcast and Prospect Lives, we also host bespoke sponsored podcasts. Pre, post and mid-roll advertising spots are available.

With advertisers like:
NEW WEEKLY PODCAST: SPONSORSHIP OPPORTUNITY

Alan Rusbridger and Lionel Barber—two of the world’s most revered editors—host Media Confidential, a brand-new weekly podcast.

They dive into the hugely important world of media. What—and who drives it? What do they get right... And what do they get wrong?

Lionel, former editor of the Financial Times and Alan, editor of Prospect and former editor of the Guardian, will bring you revealing, high profile interviews and in-depth analysis.
NEW WEEKLY PODCAST: SPONSORSHIP OPPORTUNITY

Our launch sponsors will receive a bespoke minimum 60-second host-read by Alan and Lionel promoting your product, scripted by them, approved by you, appearing as a pre-roll or mid-roll during the podcast every week.

We will help you create a vanity url and pixel-based attribution to ensure activity is tracked.

This is a brand-new podcast which will be promoted heavily across other podcasts, on podcast platforms such as Spotify (with a substantial PR campaign), in news media and across Prospect platforms.

Lionel, Alan and the Prospect team will be promoting each episode across their social channels, reaching 750k a week. >
NEW WEEKLY PODCAST: SPONSORSHIP OPPORTUNITY

We’re confident of achieving 5,000 listens a week within the first month, rising to 20,000 a week within three months.

Our target audience is ABC1 media decision-makers, hearing from the people who make the news.

A weekly sponsor will receive an estimated 5,000 minutes spent every week, promoting their product, direct from two of the world’s leading editors.

Unrivalled credibility and depth of engagement.
A competition to find the brightest minds across the globe.

**What it is:** *Prospect’s* annual search for the top thinker. We present a list of intellectuals who are coming up with the most exciting and game-changing ideas in their fields—from war analysts, climate scientists and app developers to the philosophers rethinking sex and gender.

Past thinkers have included icons such as Elon Musk, Kendrick Lamar, Fiona Hill and Demis Hassabis.

**Timing:** In The Winter Special issue which will be published on the 6th December we will shortlist 25 names and profiles. The public will then vote on their ‘Top Thinker’ via our dedicated website page.
ADVERTISING OPPORTUNITIES

TOP THINKERS

The votes will close on the 8th January and Prospect will announce the Top Thinker together with an interview in the February edition available on January 25th. There will be an exclusive section to showcase the winner and their achievements.

**The opportunity:** In a Prospect first, brands will have the opportunity be associated with global trailblazers setting the standard for the next generation.

Ten pages of print–unique brand placement / newsletter & podcast sponsorship / online activity / advertorial.

**Next steps:** For sponsorship opportunities please email jonathan.hart@prospectmagazine.co.uk or call 07912 090 033

Top Thinker categories will include:

- Climate
- Freedom
- Technology
- Economics
- Geopolitics
WEBINARS

Chaired and produced by the same teams that run our events, webinars are a fantastic way for *Prospect* to amplify our partners’ voices and activity through live-streaming and shareable recordings.

90-seat auditorium at our Westminster HQ

Invite viewers to engage in Q&A with speakers

Record your event using our on-site studio facility

"Prospect has become the focal point for informed debate in the UK."

Martin Wolf, Financial Times
ADVERTISING OPPORTUNITIES

NEWSLETTERS

Being featured in a trusted and informative email will be a key driver of traffic to your website and, with an average 60% open rate, you can be assured your advertising is both seen and engaged with.

Sponsorship includes “brought to you by xxxx” and an “MPU” which are both clickable and located in prime positions.
Round-up
Prospect’s weekly newsletter brings together our leading magazine features with the latest from our website on politics, culture, the economy, climate and more

The Insider
Political commentary and analysis from Andrew Adonis, every Wednesday

The Culture
We market The Culture as the perfect newsletter for fans of books, art, film, pop, classical, dance, gaming – and all other cultural pursuits. Put together by our books & culture editor, Peter Hoskin
Prospect has the knack of addressing the crucial subjects just before they explode into general consciousness. Never predictable, its depth, breadth and energy are admirable.

Polly Toynbee, The Guardian
ADVERTORIALS & SPONSORED CONTENT

Sponsored editorial enables you to develop engaging content with the *Prospect* editorial team.

Written in our in-house style, your piece will fit seamlessly into the magazine, leading to maximum engagement from our audience. Coupled with promotion on our website, this provides a high-impact opportunity proven to grab the reader’s attention and drive traffic to your site.

*Political writing for grown-ups, well beyond the party political playpen... Europe's outstanding political and cultural monthly.*

Andrew Marr, BBC Presenter and Political Commentator
Holding an entirely neutral position, Prospect provides trusted platforms to engage and inform.
Prospect is unrivalled in its position to drive debate, challenge perceptions and deliver outcomes for growth across business and industry.

Prospect and Q5 share the same curiosity and passion to tackle long term systemic issues faced in the UK and around the world.

This drive led us to partner on a series of live debates, featuring esteemed thought leaders and senior figures from the world of business, politics, and journalism. These events aim to address the long term issues facing society.

With that, Prospect naturally bring their intelligence, deep insights and broad knowledge to create, facilitate expertly and host these incredible, unique events in their impressive auditorium.

The events have quickly gathered a strong following amongst business and public sector leaders and Prospect’s own members. They are always thought provoking, enlightening, inspiring, providing both challenge and ideas.

Annabel Tonge, Q5 Marketing Director
EVENTS

ROUNDTABLES INCLUDING PARTY CONFERENCES

From our conveniently located Westminster residency, *Prospect* has unrivalled facilities to host stimulating parliamentary events in addition to its ever-prominent fringe programme at the political party conferences.

Through its events, *Prospect* is able to rely on expert contributors drawn from business, politics and academia to explore the ideas behind the government policies that are shaping the world we live in.

Our events are naturally supported by the authoritative reach of *Prospect* magazine, which provides unrivalled insight to subscribers across the body politic, including 646 members of parliament (ABC certified) and many civil servants.

*Prospect has a breadth, intelligence, and proudly liberal outlook, which is needed now more than ever in our national conversation.*

Tristram Hunt, Director of the Victoria and Albert Museum
Conveniently located in the heart of Westminster, our 90-seat auditorium provides a great venue for awards ceremonies.

We run a series of public and private events throughout the year including the annual Think Tank Awards and the Parliamentary Staffer Awards.

We also make it possible to record your event with the use of our professional, on-site studio facility.

Prospect has become the place to go for thoughtful reflection from some of Britain’s leading intellectuals. I’m so grateful it exists.

Angela Saini, science journalist and broadcaster
PARTNERSHIP APPROACH

As a trusted source of insight and analysis for over 25 years, Prospect has earned a reputation for neutrality and impartiality, making it an attractive platform for brands seeking to align with these values.
We work collaboratively with our partners to design thought leadership projects that deliver on business objectives.

By leveraging our digital and social channels, and working with a media-savvy editor, we have devised a formula for minimising the expenditure on our partners’ time and resources, whilst maximising impact and engagement.

“
I strongly recommend Prospect’s international coverage for its shrewd and reliable analysis, which provides the vital context often lacking in the news cycle, and explains what is happening under the surface of events.

Peter Ricketts, former Foreign Office permanent secretary
RATES & SPEC

Everything you need to know to advertise with Prospect.
RATES & SPECIFICATIONS

ADVERTISING RATES

All rates are subject to VAT in the UK.

Print display rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>£3,800</td>
</tr>
<tr>
<td>Cover inside front</td>
<td>£4,200</td>
</tr>
<tr>
<td>Cover outside back</td>
<td>£4,700</td>
</tr>
<tr>
<td>Cover inside back</td>
<td>£3,800</td>
</tr>
<tr>
<td>First right-hand page</td>
<td>£3,800</td>
</tr>
<tr>
<td>Inside front double page spread</td>
<td>£7,050</td>
</tr>
<tr>
<td>Double page spread</td>
<td>£5,600</td>
</tr>
<tr>
<td>Half page</td>
<td>£1,950</td>
</tr>
<tr>
<td>Advertorial</td>
<td>£6,850</td>
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<tr>
<td>Insight Report</td>
<td>POA</td>
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</tbody>
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Inserts

£75 per thousand (>10g); minimum run: 18,000.
Always send a sample of your insert. Rate dependent on size, weight and amount.

Digital display rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>MPU</td>
<td>£20 CPM</td>
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<tr>
<td>Super Leaderboard</td>
<td>£30 CPM</td>
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<tr>
<td>Newsletter Sponsorship</td>
<td>£1,500 per week</td>
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<td>Sponsored Editorial</td>
<td>POA</td>
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<td>Audio</td>
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<td>Podcasts Sponsorship</td>
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<td>Events</td>
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<td>Roundtables</td>
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<tr>
<td>Webinar</td>
<td>POA</td>
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<tr>
<td>In Conversation With</td>
<td>POA</td>
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</table>

All rates are subject to VAT in the UK.
Print magazine advertising sizes

**Full page**
Trim size: 210mm (W) x 275mm (H)
Type area: 180mm x 247mm

**Half page horizontal**
Trim size: 180mm (W) x 110mm (H)

**Half page vertical**
Trim size: 88mm (W) x 242mm (H)

**Double page spreads**
Trim size: 420mm (W) x 275mm (H)
Please supply as TWO PDFs, i.e. individual pages

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Spec
- Supply all print artwork as a PDF
- Ensure image resolution is minimum 300dpi
- Colour should be set to CMYK
- Embed all fonts
- Centre artwork in PDF and include 4mm bleed on all sides and crop marks

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**Contact**

Jonathan Hart  
Head of Advertising Sales  
0203 372 2934  
jonathan.hart@prospectmagazine.co.uk

Please send final artwork by the requested deadline to: advertising@prospectmagazine.co.uk
Online advertising sizes

Super Leaderboard
970px (W) x 90px (H)

Leaderboard
728px (W) x 90px (H)

Banner
468px (W) x 60px (H)

Double MPU
300px (W) x 600px (H)

MPU & Mobile Browser MPU
300px (W) x 250px (H)

Mobile banner
300px (W) x 50px (H)

E-newsletter banner
1340px (W) x 240px (H)

Spec

• All creatives must be SSL (https)
• Acceptable file formats are jpeg, png, gif
• Creatives may not exceed 50KB file size
• Maximum animation length of creatives should not exceed 30 seconds
• Maximum frame rate of creatives should not exceed 30fps
• When supplying an HTML tag all assets (images, scripts etc) must be hosted by the advertiser. All src urls must be SSL (https), except the click through URL
• All creatives must open in new windows. The target window for the clickthrough URL must be set to “_blank” so the clickthrough will open in a new window.
• Do not leave the target statement undeclared

Contact

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Head of Advertising Sales
0203 372 2934
jonathan.hart@prospectmagazine.co.uk

Please send final artwork by the requested deadline to:
advertising@prospectmagazine.co.uk
Struggling with workload and deadlines?

*Prospect’s* production department offer an advertising design and artwork service should a client’s own design team be unable to meet a deadline.

Once all of the elements are provided—text, logo and images, we will provide the client with a PDF of the advertisement to approve before going to press.

**Speak to a member of the sales team for more information.**

**Contact**

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To work with us or for further information, email jonathan.hart@prospectmagazine.co.uk