

UnHerd Media Pack

November 2024



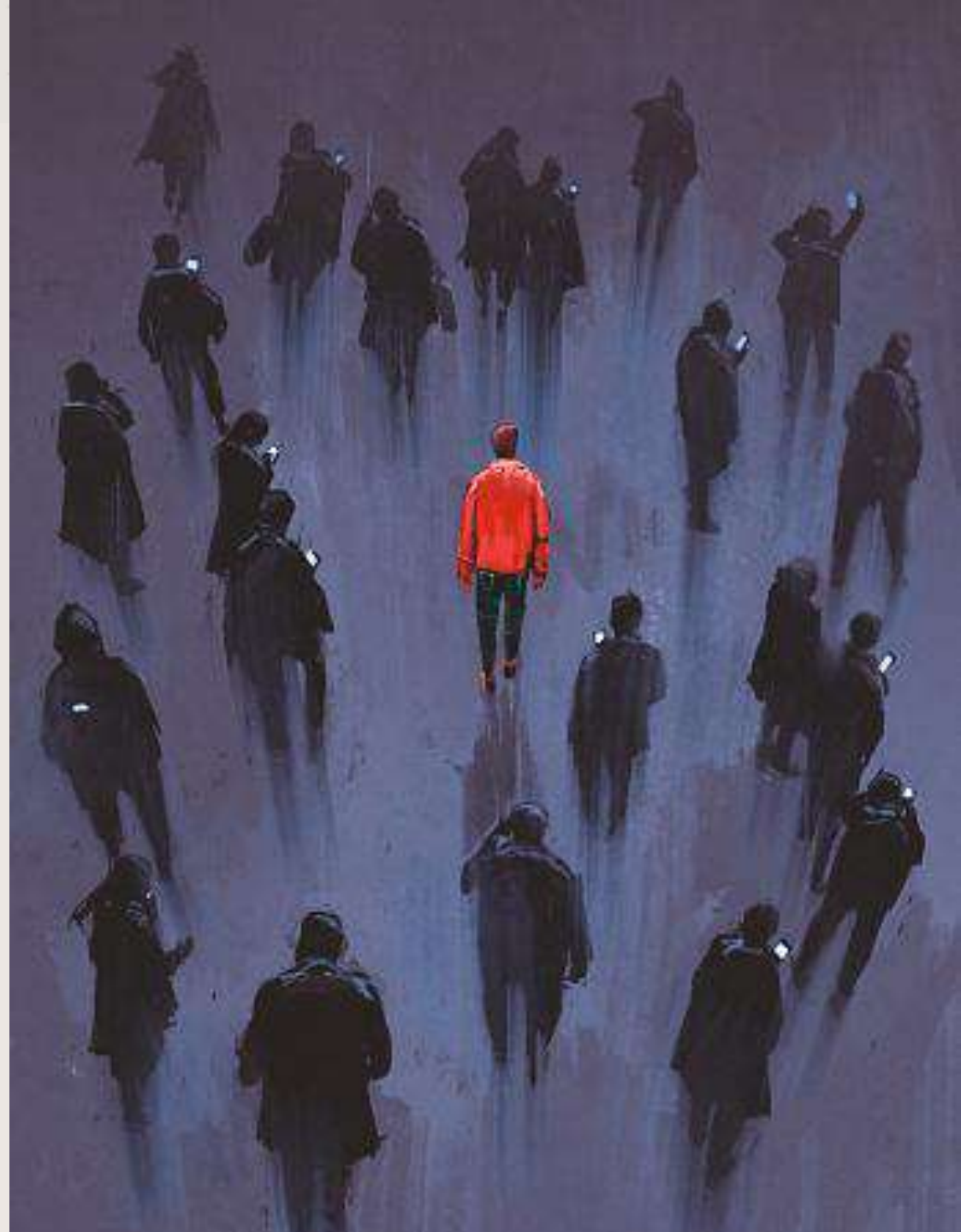
UnHerd

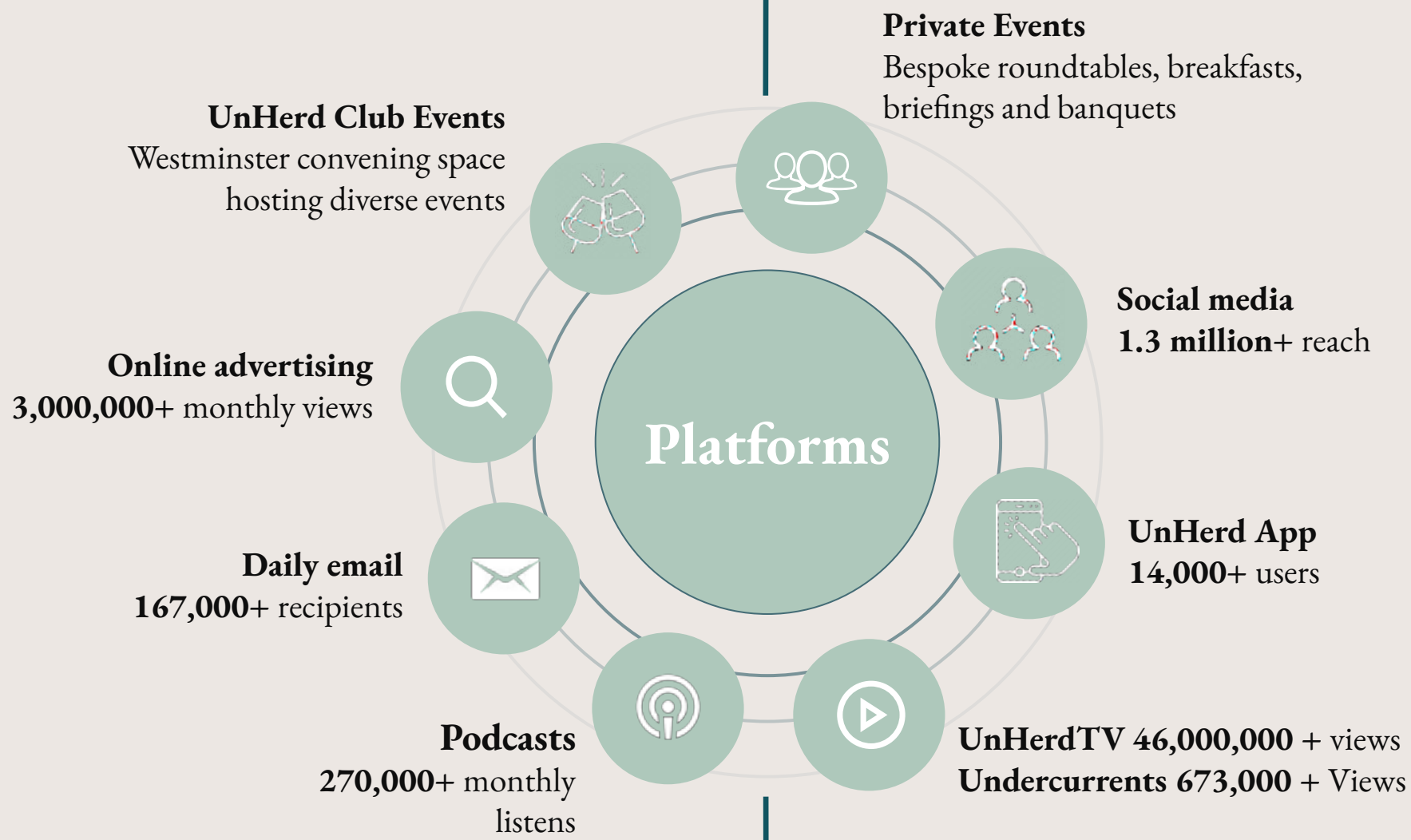
Think again

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.





Platforms

Private Events

Bespoke roundtables, breakfasts, briefings and banquets

Social media

1.3 million+ reach

UnHerd App

14,000+ users

UnHerdTV 46,000,000 + views

Undercurrents 673,000 + Views

Podcasts

270,000+ monthly listens

Daily email

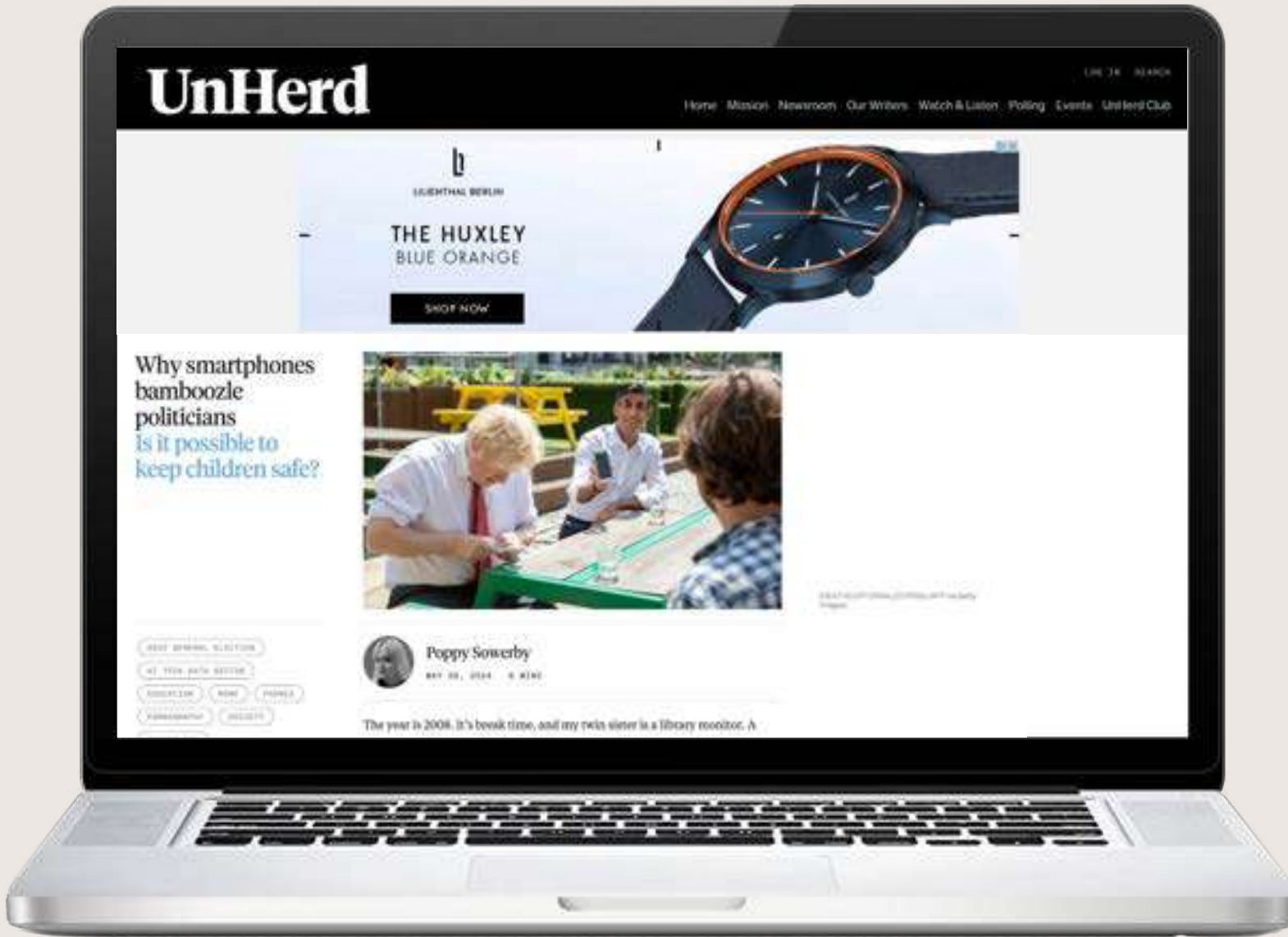
167,000+ recipients

Online advertising

3,000,000+ monthly views

UnHerd Club Events

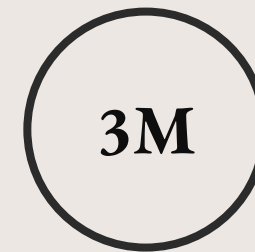
Westminster convening space hosting diverse events



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

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

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

07:05 - PHILIP FILKINGTON
China dominates the West in EV market
One executive admitted that the US is struggling to keep

Sunday, March 3rd

18:53 - JAMES BILLOT
NY Times: Trump support among black w
nearly 500%
The former president is chipping away at a staunchly Dem

09:06 - RALPH LEONARD
Is George Galloway's sectarianism a sign
come?
His strategy of targeting ethnic groups could lay the b

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



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.

46M+

TOTAL REACH

433K

YOUTUBE SUBSCRIBERS

UK/
US

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

News beneath the surface.



News *beneath* the surface

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



Curated promotional film, by UnHerd

Sectors

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

Skills and Education Sector

 <p>Boris has betrayed his children</p> <p>JOHN GIBSON 20 FEB</p>	 <p>Third-party candidates could win</p> <p>Trusting the White House again</p> <p>LAUREN LINDEN 4 FEB</p>	 <p>Why children are skipping school</p> <p>WYNN HAYES 18 FEB</p>	 <p>Flagism is not a sin</p> <p>ANTHONY STEIN 18 FEB</p>
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Energy & Climate Sector

 <p>Third party candidates could win</p> <p>Trusting the White House again</p> <p>LAUREN LINDEN 4 FEB</p>	 <p>Is the EU dropping Net Zero?</p> <p>MOLLY HANCOCK 18 FEB</p>	 <p>Have we reached peak ESG?</p> <p>WYNNE HAYES 18 FEB</p>	 <p>The renewable sector is crashing</p> <p>PETER HAYWARD 18 FEB</p>
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Defence Sector

 <p>Ukraine is causing out of battlefield syndrome</p> <p>JOHN GIBSON 4 FEB</p>	 <p>It's time to send Nato troops to Ukraine</p> <p>JOHN GIBSON 4 FEB</p>	 <p>The man who betrayed El Chapo</p> <p>JOHN GIBSON 4 FEB</p>	 <p>Is Nato heading for nuclear war?</p> <p>JOHN GIBSON 4 FEB</p>
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Finance and Business Sector

 <p>Five reasons Boris is loathable</p> <p>JOHN GIBSON 20 FEB</p>	 <p>The case for scrapping the Budget</p> <p>JOHN GIBSON 7 FEB</p>	 <p>The Bank of England gambled with your money - and lost</p> <p>PETER HAYWARD 14 FEB</p>	 <p>Jeremy Hunt travels his people-pleasing budget</p> <p>JOHN GIBSON 20 FEB</p>
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Science Sector

 <p>The civil war is the bioteching statement</p> <p>JOHN GIBSON 18 FEB</p>	 <p>How games are used to control you</p> <p>ANTHONY STEIN 18 FEB</p>	 <p>Why we still need Dr Fred</p> <p>WYNN HAYES 18 FEB</p>	 <p>The most important immigration story of all</p> <p>PETER HAYWARD 18 FEB</p>
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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



cg/
Canaccord
Genuity
Wealth Management



Janus Henderson
INVESTORS



AON

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



Political Spectrum



13.1% Are centre-left



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

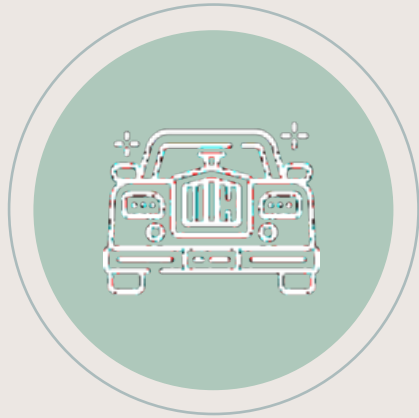
More likely to be interested in vehicles
QUANTCAST



48.5%

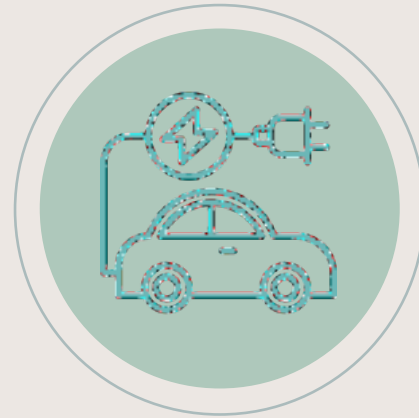
Of our audience are in-market for luxury cars
QUANTCAST

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)



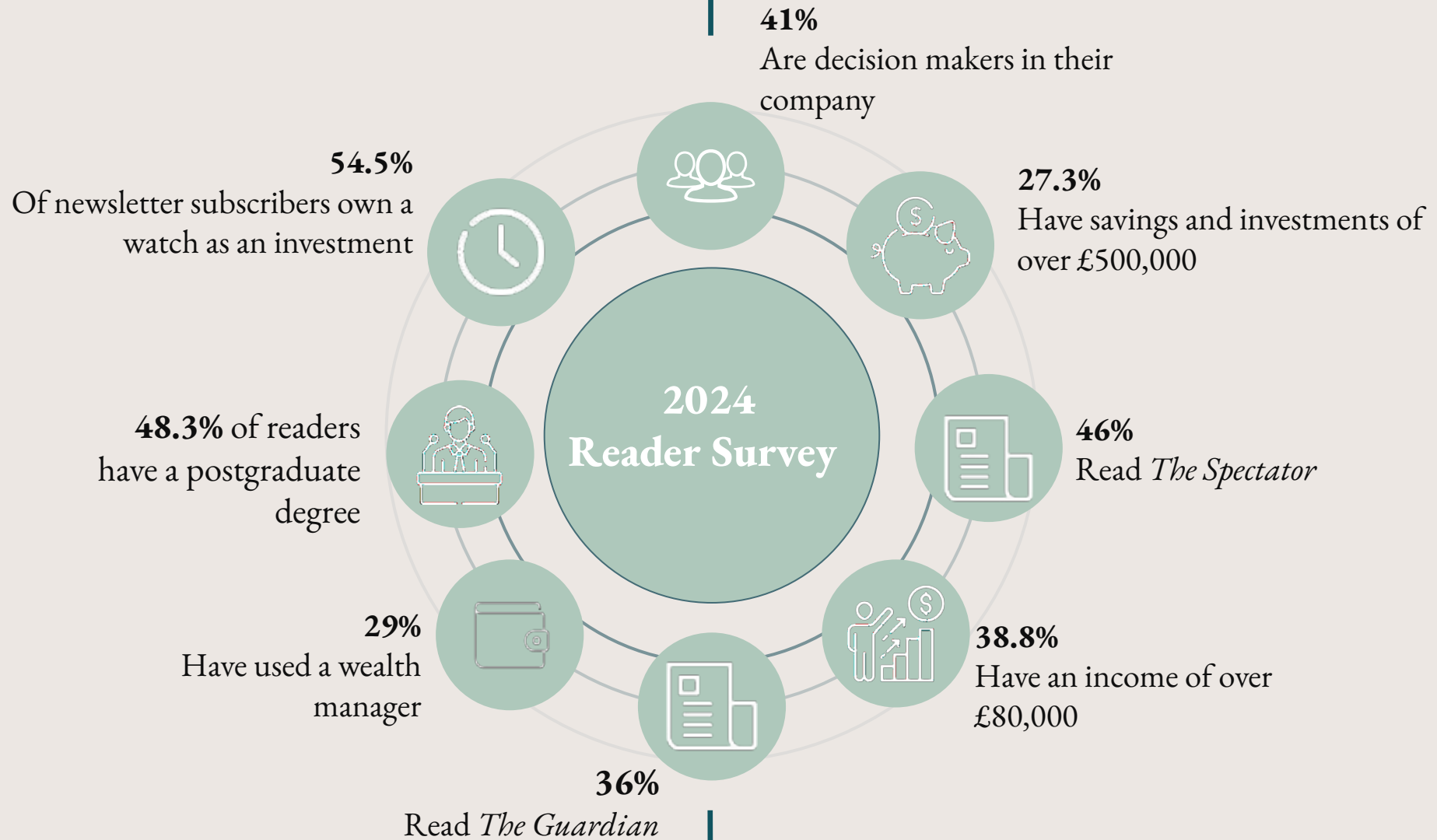
61.6x

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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