

SPEAR'S

Wealth | Business | Culture | Luxury

PRINT & DIGITAL MEDIA KIT

2024

spearswms.com



725K

Total Reach
Per Quarter

22K

Copies in Circulation
Per Edition

71K

Digital Uniques
Per Month

60K

Magazine Readership
Per Edition

136K

Pageviews
Per Month

23.3K

Social Followers

5.7k

Instagram

7.6k

X/Twitter

10k

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.

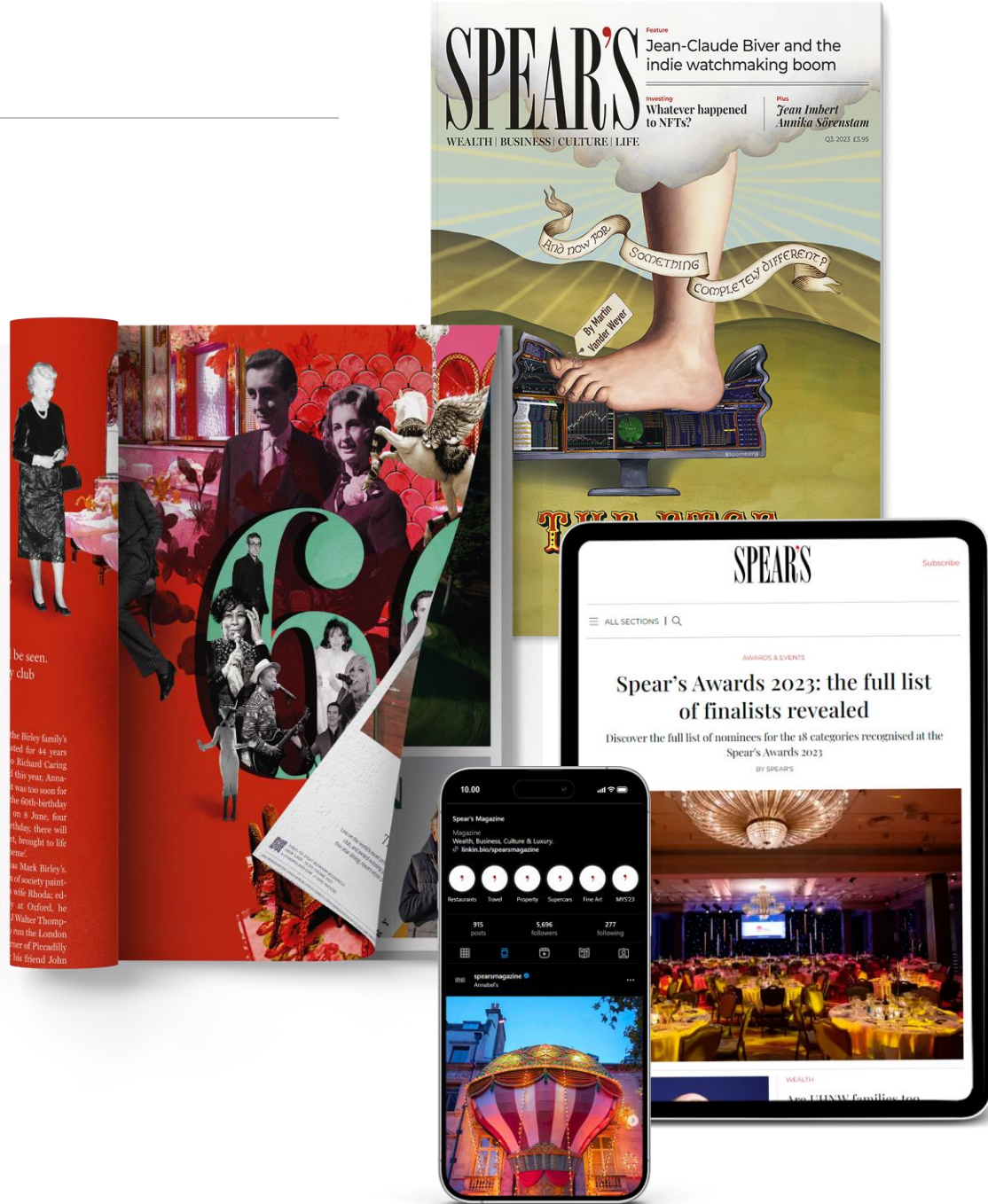
“Simply put, *our focus is wealth* – the ways entrepreneurs create it, the forces that threaten it, how professionals manage it, and where it is deployed”

Spear's Editor-in-Chief, Edwin Smith



Media Platforms

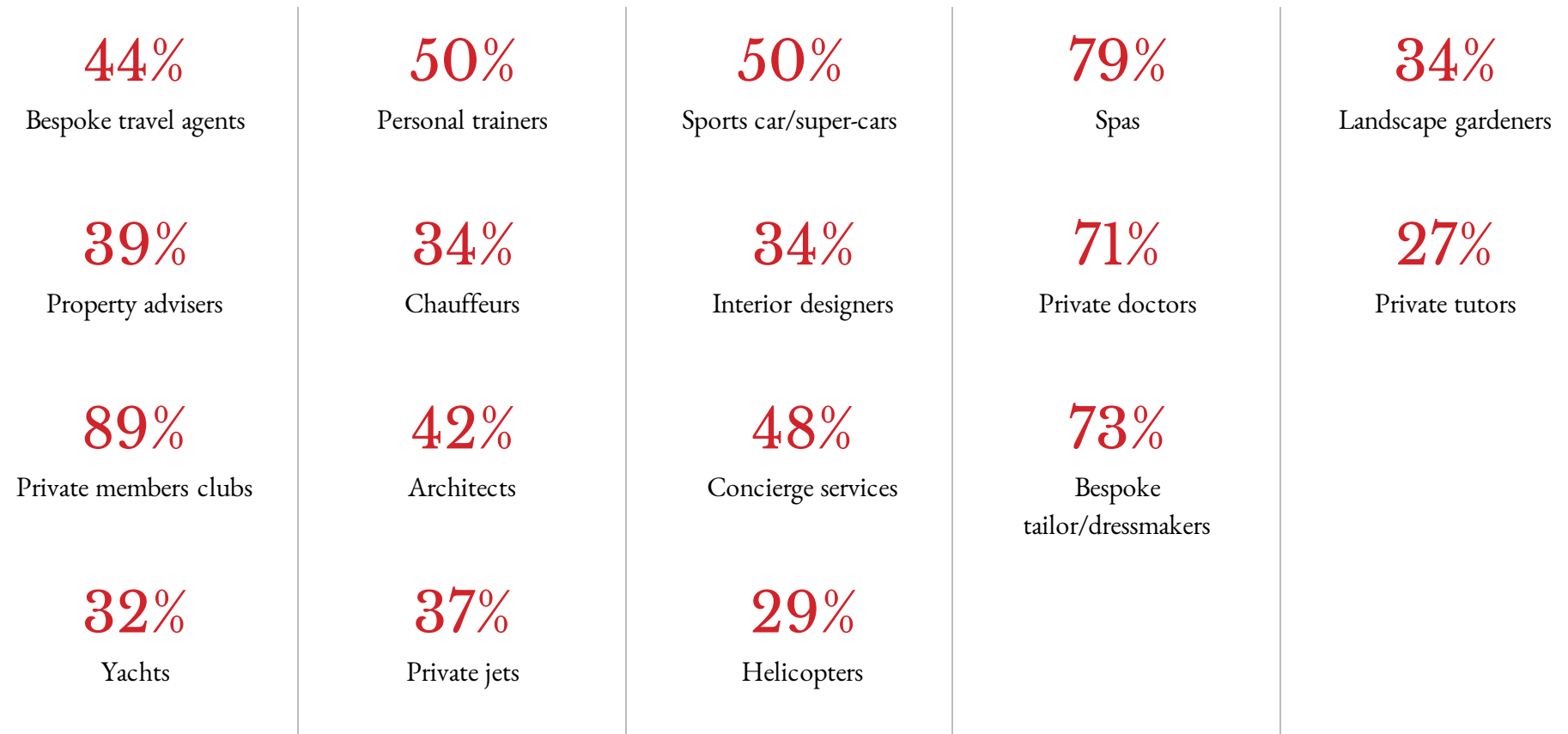
- ▶ Quarterly Print Magazine
- ▶ Website www.spearswms.com
- ▶ Email Newsletter
- ▶ Social Communities (LinkedIn, Instagram and X)
- ▶ Spear's Indices
- ▶ Spear's Special Reports & Surveys
- ▶ The Spear's 500 annual print edition
- ▶ Spears500.com
- ▶ Networking Events
- ▶ Spear's School Supplement and 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.

Luxury services used by Spear's readers





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

Print

Discover Spear's

Spear's delves into the realms of wealth, business, culture, and luxury. Tailored for U(HNW) individuals and their advisers. Our content cover the latest news in these domains, presenting insights and perspectives tailored specifically for individuals with substantial financial resources. Additionally, the prestigious Spear's 500, an annual edition spotlighting influential figures in the private client world.

Distribution

The magazine is sent directly to the homes of many of the wealthiest people with a presence in the UK. It is also distributed via private air terminals, business and first class airport lounges, wealth management and law firms, private members' clubs and luxury hotels from Mustique to Gstaad.

Exclusive

Recent exclusive and in-depth interviews include Blackstone founder Stephen A. Schwarzman, philanthropist and hedge fund billionaire turned presidential candidate Tom Steyer, HSH Prince Albert II of Monaco, Valerie Rockefeller, board chair of Rockefeller Philanthropy Advisors, and Patek Philippe president Thierry Stern.

22,000

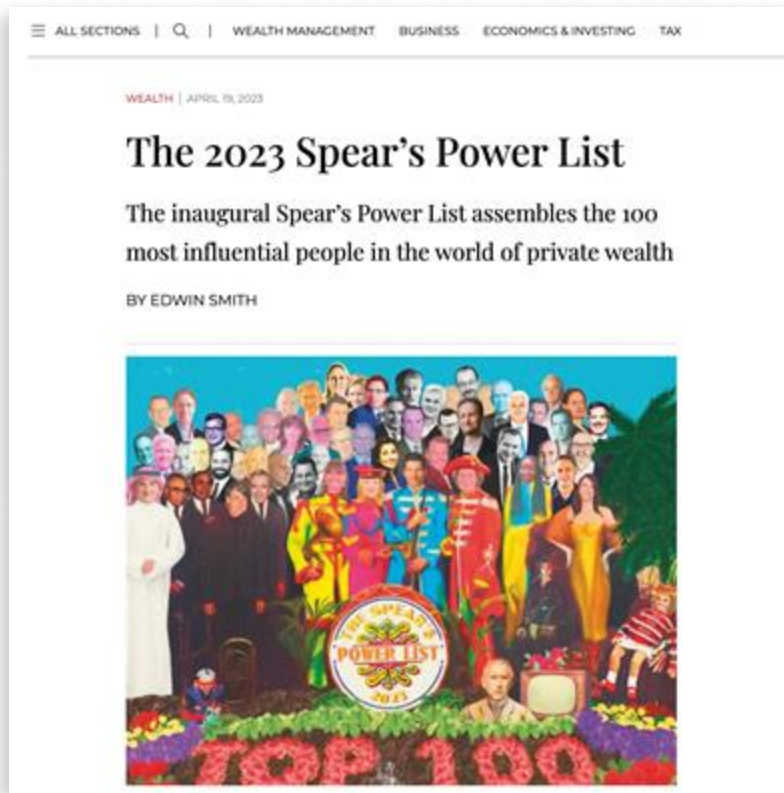
Spear's print circulation

60,000

Spear's readership



Editorial Tentpoles



➤ 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.

➤ Spear's Wealth Report

An annual state-of-the-nation report, covering the private client industry and the forces affecting UHNWs.

➤ Spear's Top Flight Firms

Annual list recognizing and profiling the top 100 firms in the private client world.

➤ Spear's Rising Stars

The top private client advisers and service-providers to UHNWs aged 35 and under.

➤ Spear's Top 100 Women

Spear's list recognizing the 100 leading female figures from the world of private wealth and private clients.



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 of 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 | Artwork/Copy sign off by |
|--|-------------------|------------------------|--------------------------|
| Q1 The Privacy & Reputation + Property 13 January | Content Marketing | 27 October, Friday | 29 November, Wednesday |
| | Advertorial | 10 November, Friday | 29 November, Wednesday |
| | Display adverts | 01 December, Friday | 06 December, Wednesday |
| Q2 The Wealth edition 29 March | Content Marketing | 18 January, Thursday | 15 February, Thursday |
| | Advertorial | 31 January, Wednesday | 15 February, Thursday |
| | Display adverts | 21 February, Wednesday | 28 February, Wednesday |
| Q3 Family Law edition 28 June | Content Marketing | 11 April, Thursday | 09 May, Thursday |
| | Advertorial | 25 April, Thursday | 09 May, Thursday |
| | Display adverts | 16 May, Thursday | 23 May, Thursday |
| Q4 Tax & Trust edition 30 September | Content Marketing | 11 July, Thursday | 08 August, Thursday |
| | Advertorial | 25 July, Thursday | 08 August, Thursday |
| | Display adverts | 15 August, Thursday | 22 August, Thursday |
| Q1 The Privacy & Reputation + Property (2025) 13 January | Content Marketing | 31 October, Thursday | 28 November, Thursday |
| | Advertorial | 14 November, Thursday | 28 November, Thursday |
| | Display adverts | 28 November, Thursday | 05 December, Thursday |

*Please note that this calendar is subject to change

Advertorial

You supply the content

The advertorial process is simple. You provide us with ready-to-publish text and images, and we'll assemble the feature for you. We'll send the draft to you for approval before publishing. Review the tables below for details on the various packages available. Choose to run the activity in print only as single-page or double-pagespreads or opt for a combination of print and online replication where your advertorial is published on www.spearswms.com and the link for the feature to be included in one of our weekly newsletters and shared on our social media channels on LinkedIn, X/Twitter and Instagram

Bespoke Content Marketing

We create the content

The content marketing piece is a unique opportunity which we offer to a few handpicked firms to gain the editorial projection. The advertorial interview will give you the opportunity to showcase in greater detail your wider offering, touching – where desired – on important case studies or specific areas of specialism, as well as providing the spotlight to introduce the senior partners as well as the wider team and showcase the breadth of talent across the firm. It could be done as a feature or an interview with photos. The content would be written by one of our in-house team and will be sent to you for approval before publishing.

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 |
|--|----------------|-----------------------------|-------------------------------|-------------------------------------|-----------|--------------------|
| Print only | | | | | £7,500 | £11,800 |
| 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 |
|--|--------------------------|---------------------|----------------|-----------------------------|-------------------------------|-----------|--------------------|
| Print only without Photography | ✓ | | | | | £7,950 | £12,300 |
| Print only with Photography | ✓ | ✓ | ✓ | | | £8,950 | £13,300 |
| 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 |

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 |
|---|---------------|-----------|--------------------|
| Print only | 1 x insertion | £7,500 | £11,800 |
| | 2 x insertion | £7,250 | £11,300 |
| | 3 x insertion | £7,000 | £10,800 |
| | 4 x insertion | £6,750 | £10,300 |
| 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 |
|--|---------------|-----------|--------------------|
| Print only without Photography | 1 x insertion | £7,950 | £12,300 |
| | 2 x insertion | £7,750 | £11,950 |
| | 3 x insertion | £7,500 | £11,500 |
| | 4 x insertion | £7,250 | £10,950 |
| Print only with Photography | 1 x insertion | £8,950 | £13,300 |
| | 2 x insertion | £8,750 | £12,950 |
| | 3 x insertion | £8,500 | £12,500 |
| | 4 x insertion | £8,250 | £11,950 |
| 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 client

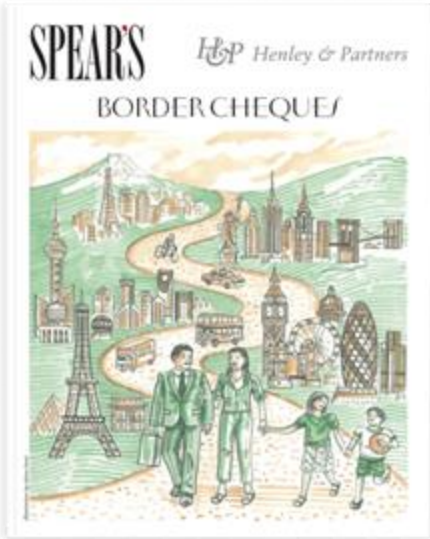
The client to supply 3 ready-to-publish double page spreads, the artwork for the outside back cover and the image and the logo for the front cover. A copy of the supplement will be wrapped with each of the 22,000 copies of Spear’s magazine with a belly wrap with the client’s design and logo on it.

£ 28,850

8 page supplement bespoke content - images supplied

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.

£35,000



About The Spear's 500



Launched in 2014, the Spear's 500 has quickly become Europe's 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 Exclusive Partner

- 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)

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
- www.spears500.com
 - 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 7,000+ 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

Upon Request

Index Partnership

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

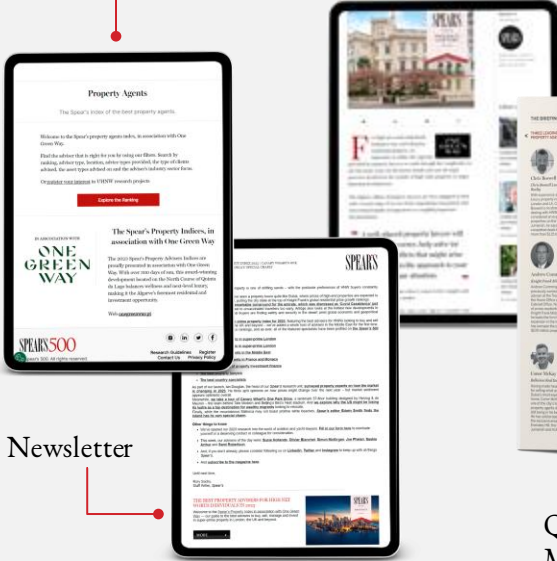
Social Media channels



www.spears500.com

www.spearswms.com

The Spear's 500 annual directory



Quarterly Magazine

Case study

One Green Way



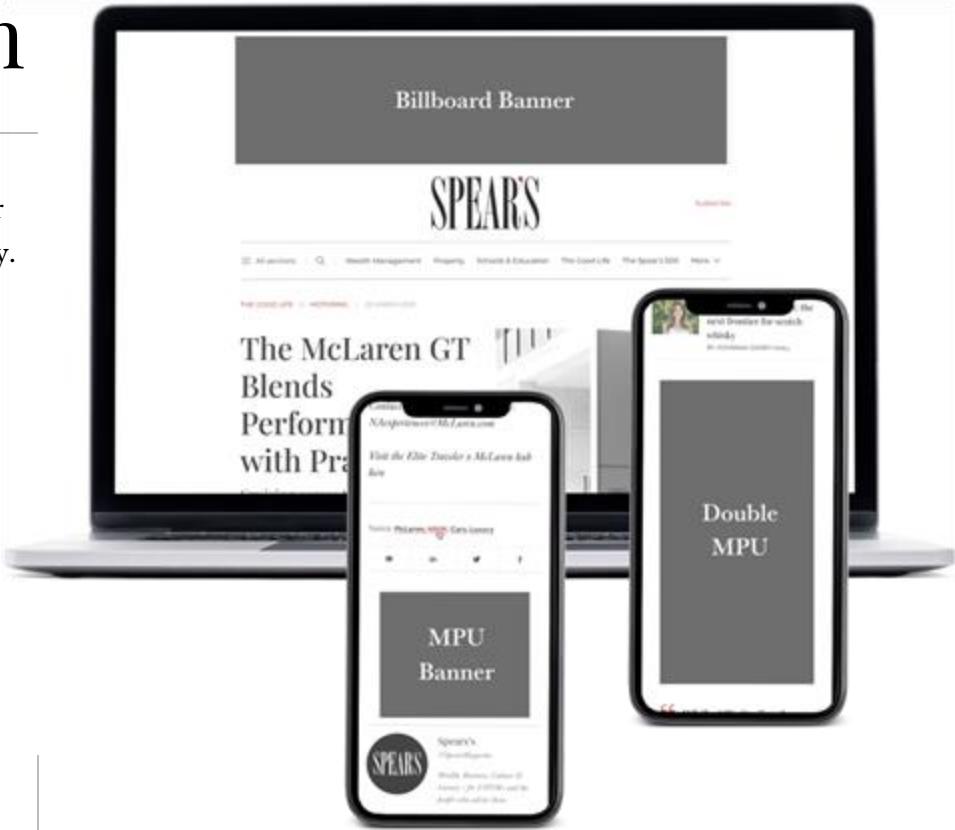
One Green Way, the award-winning residential and investment opportunity in Quinta do Lago, sponsored the 2023 property adviser index. This partnership centred around large scale branding across the print and digital offering, as well as the relevant marketing and promotional collateral for the index. 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.

Digital - spearswms.com

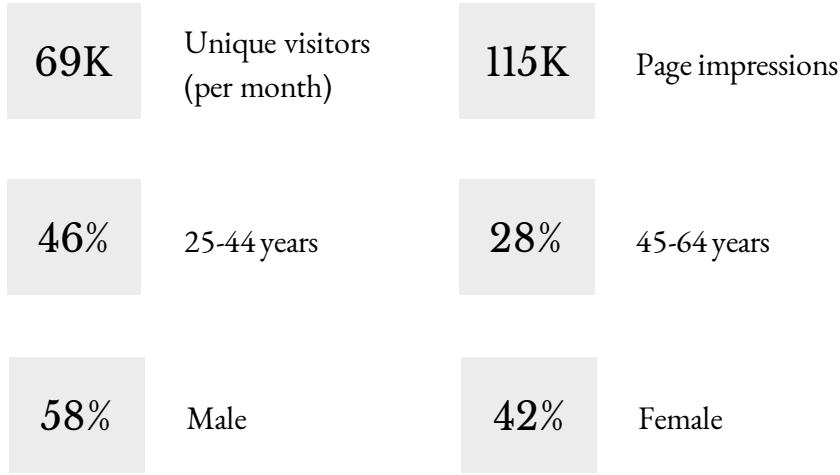
The content on spearswms.com and the audience it attracts ensures that your brand reaches the decision makers and influencers in the UHNW community.

Digital Banners

| | |
|----------------------------|-----|
| Billboard Banner 970 x 250 | £50 |
| Double MPU - 300 x 600 | £50 |
| MPU Banner - 300 x 250 | £50 |



Spear's Website Traffic



Device category

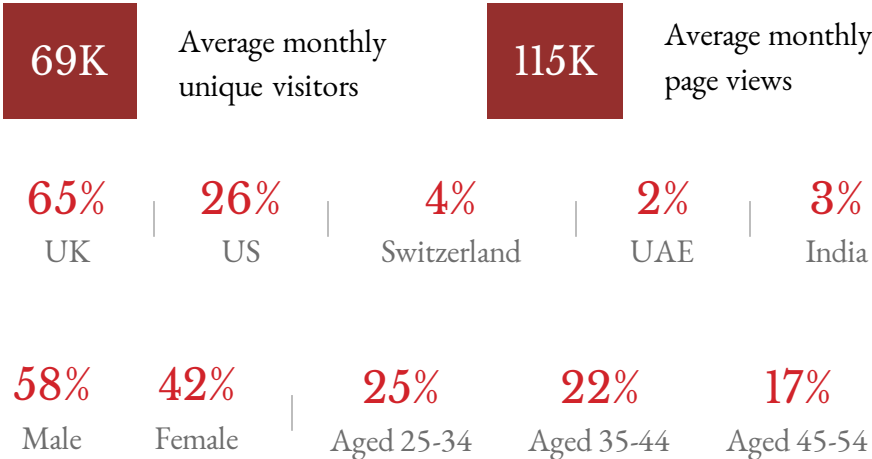


Location

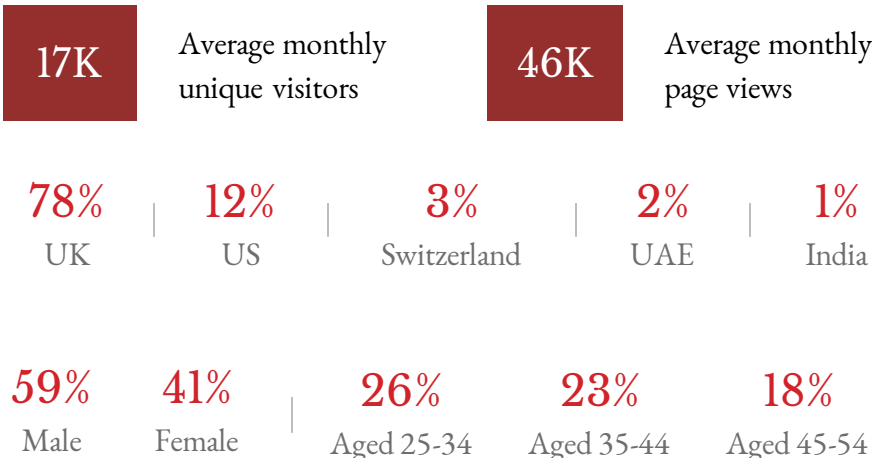


Digital Audience

www.spearswms.com



www.spears500.com



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 |

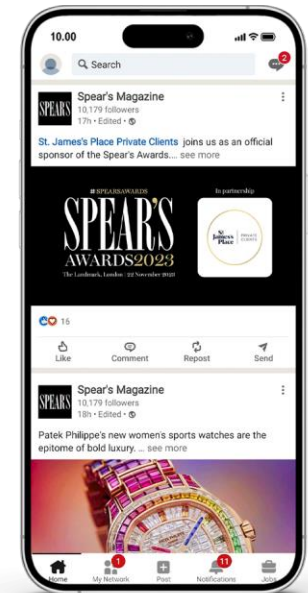
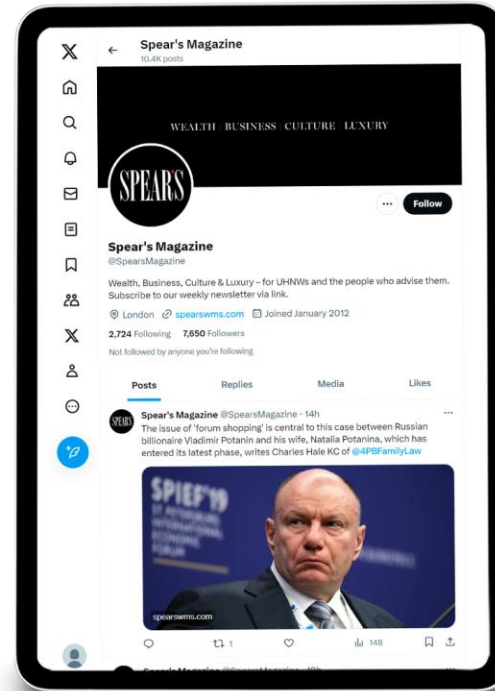
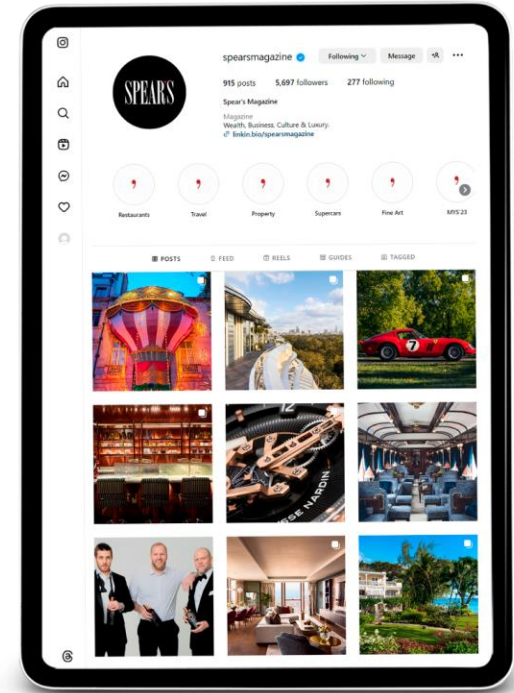
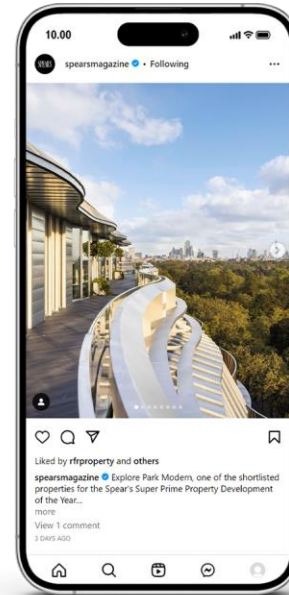
In-Market segment (Data based on recent purchasing habits)

| | |
|--|----|
| 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.



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 | Placement Across |
| <ul style="list-style-type: none"> • 1M impressions • 7-10 days flight plan | <ul style="list-style-type: none"> • Instagram Feed • Instagram Explore • Includes 1 Post on IG grid • Includes IG Story |
| Target Your Audience | |
| <ul style="list-style-type: none"> • Location • Age • Gender, • Behavioral Interest | |

| | |
|-----------------------|---------|
| 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

(i)

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

SPEAR'S WEEKLY:
MANAGING WEALTH WITH 'PSYCHOLOGY TECH' | TRADERS' TOP STOCKS FOR 2023 | THE PITFALLS OF WHISKY INVESTING




A HARRODS HAMPER
Find the perfect corporate Christmas gift for clients and colleagues.

Hello everyone,
Whisky collecting has soared in popularity in the past few years, with the water of life emerging as a profitable asset class. But as many collectors have raised a glass to some healthy returns, some unscrupulous con artists have entered the industry, looking to make a quick buck from unsuspecting investors. Peter Wilson speaks to experts including Edinburgh-based collector Blair Bowman, who tells him that the industry is ripe for a scandal that could damage even its most legitimate operators.
New data from Oxford Risk has shown that more than three-quarters of wealth managers believe allowing emotion and

728x90 Leaderboard banner

Every Thursday our team of expert editors distribute the weekly Spear's newsletter to their highly engaged community.

THE BLUE ECONOMY: BRINGING NEW LIFE TO THE RED SEA



Red Sea Global is protecting and regenerating a coastline and marine ecosystem of diversity and beauty.


MORE

7,000+
Subscribers

31.75%
Open Rate

11.25%
Click through rate

CAN TECHNOLOGY REMOVE EMOTION FROM WEALTH MANAGEMENT?



Software companies claim using behavioural psychology finance technology can help wealth managers understand investors like never before.


MORE

High resolution image

Newsletter Specifications

- 728x90 Leaderboard banner
- High resolution image
- 250 words feature
- Hyperlink address

HARRODS CHRISTMAS HAMPERS



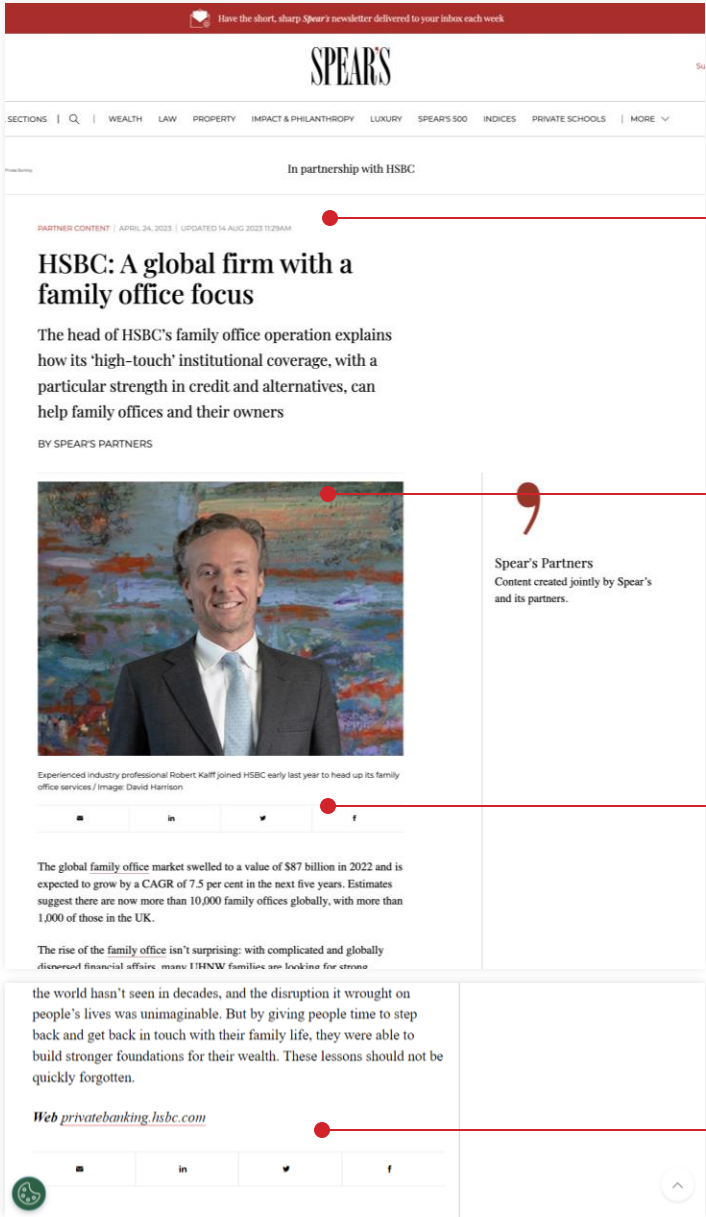
The gleeful surprise of a Harrods hamper arriving at your door is hard to beat. Lift the lid on one of our signature woven wicker baskets or gift boxes and you'll discover the finest selection of festive food and treats. Think brisky-soaked mince and festive-spiced mince pies, melt-in-the-mouth biscuits, indulgent chocolates and more. Plus, a warming assortment of teas, coffees and a sommelier-approved selection of the finest wines and spirits. What better way to celebrate the most wonderful time of the year?
Gift a corporate Christmas hamper this season – brimming with delights for clients and colleagues. Harrods Corporate Service will select the perfect hamper for your team, complete with a personal message and organise delivery to multiple addresses both within the UK and internationally.
Browse the collection at [harrods.com/hampers](https://www.harrods.com/hampers) and e-mail corporate.service@harrods.com to order.

MORE

250 words feature

Hyperlink

Spear's Online Feature



100% SOV

Up to 3 x images and option to include a Video

400-500 words feature

Company Hyperlink & Social Media

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](#)

1,170
Page Views

1 min 30 sec
Avg. time spent on page

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.

Leadmonitor

Leadmonitor.ai is a marketing solution that encompasses the whole campaign, from creating content to amplifying and syndicating across our network of websites and social media channels.

We believe you can target and engage your ideal audience in the most cost effective and seamless way by using artificial intelligence and removing the opacity.

01 Create Content

We have over 700+ in-house research analysts, consultants and journalists, as well as thousands of external thought-leaders, to create differentiated content with actionable insight across all our key industry verticals.

03 Promotion & Targeting

Once your target audience is selected and your custom content created, we will start promoting it across our range of channels and websites.

02 Reach

Our solutions specialists will work with you to identify your target audience and give an estimate of the reach you can achieve across our network.

04 Optimise

Every day your campaign is live, we discover more about your target audience, your business and how we can improve and finesse your campaign.



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

“

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

“

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

“

When you think of Spear's, you think of quality and good networking.

Przemyslaw Koger, Director at Alter Domus

“

Spear's Magazine is where UHNWs turn for advice

John Caudwell

“

A cross between Forbes and Vanity Fair

Ben Goldsmith

SPEAR PUBLISHING LTD

“

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

“

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

Camilla Dell, Founder of Black Brick

“

The Michelin guide to the wealth management industry

Julien Seveux, CEO OF Eighteen48 Partners

“

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

“

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

Elizabeth Hurley

“

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

Sir Lloyd Dorfman

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 wand 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

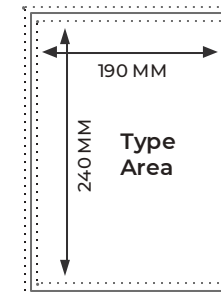
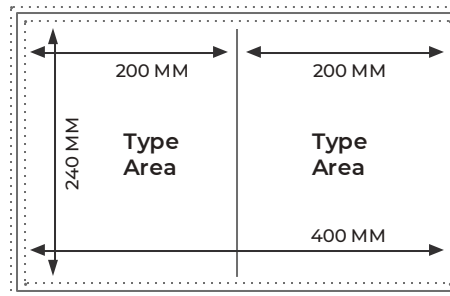
Type and important subject matter should be kept at least 8mm from the live/trim area on all sides

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

Shady Elkholy
Commercial Director

Shady.elkholy@spearswms.com

T: +44 (0) 207 406 6591 | M: +44 (0) 79 262 44119