

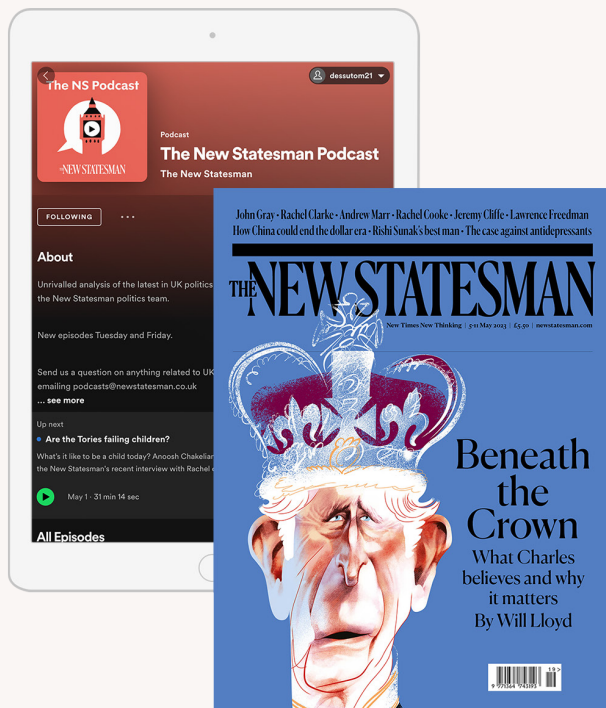
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THE NEW STATESMAN

# Media Kit 2024



[www.newstatesman.com](http://www.newstatesman.com) | New Times | New Thinking



# Stand out with progressive journalism

For more than 100 years, our writers have interpreted and explained the changing world around us. We are now living through an extraordinary period of history where the media must define its values. From the rise of new technologies to a turbulent political climate, our progressive and intelligent journalism has never been more essential.

It's not just our readers who look for trusted sources; we recognise our partners look for meaningful advertising that go beyond scale and reach. As the UK's leading political and culture magazine and website, there is no better platform to get noticed by audiences who are engaged and curious about the world.

# Message from the editor

## JASON COWLEY



*The New Statesman* is one of the world's leading progressive political and cultural titles. With origins in the United Kingdom, but an increasingly international audience and editorial team, *The New Statesman* is read by engaged decision-makers seeking to understand the defining political, technological, geopolitical and cultural themes of the day.

*The New Statesman* is a true print-digital hybrid. Its redesigned website and print title, launched in September 2021, has established it as one of the most coveted and visually arresting titles for both audiences and commercial partners. The magazine's weekly nature enables it to perform a unique role in print: its topical coverage distills key political issues for today's time-poor reader, delivering an essential read that is more considered and nuanced than a daily paper, and more accessible and vibrant than the sector's niche titles.

Trenchant, irreverent and beautifully-written articles are the hallmark of *The New Statesman*'s political coverage, produced by a stellar line-up of contributors drawn by the magazine's must-read status among opinion-formers – assuring advertisers of a stimulated, receptive audience.

# The editorial team



**Jason Cowley**  
Editor-in-Chief



**Andrew Marr**  
Chief Political Commentator



**Anoosh Chakelian**  
Britain Editor  
& Podcast Host

*The New Statesman is part of the political fabric of the UK. Frequently challenging, always thought provoking – it provides a context and analysis that goes far beyond the headlines of the day.*

**Ruth Davidson**

**David Gauke**  
former Secretary of State  
for Justice & Lord Chancellor

**Katie Stallard**  
Senior editor, China (former Sky)

**George Eaton**  
Senior Online Editor (featuring on  
Sky News & BBC)

**Jeremy Cliffe**  
International Editor, New  
Statesman (former Economist)

**Will Loyd**  
Commissioning Editor

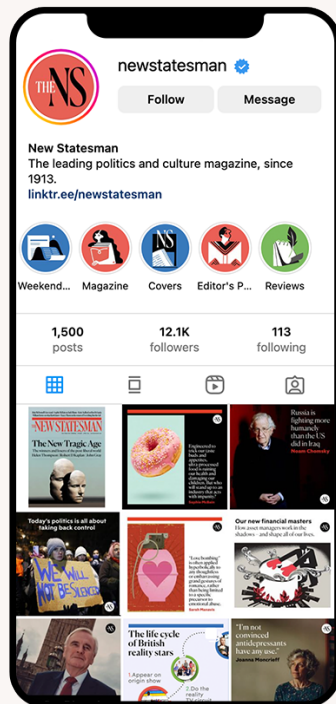
**Will Dunn**  
Business Editor, (BSME Award  
winner)

**Tom Gatti**  
Executive editor of Culture,  
Books, Ideas & Print

**Alona Ferber**  
Spotlight Editor

**Ben Walker**  
Senior data journalist  
(founder of Britain Elects)

**Adam Tooze**  
Contributing writer (professor  
at Columbia University)



# The New Statesman at a glance

## WE ARE POPULAR

**150K**

readers in print per week

**1.1M**

unique visitors per month

## WE ARE SOCIAL

**400K**

social followers

**250K+**

weekly newsletter subscribers

**500K+**

monthly podcast downloads

**1.3M**

article video views per year

## WE ARE A COMMUNITY

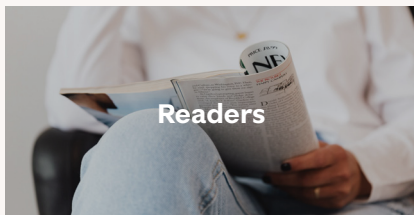
**5.6K**

event delegates per year

**28M**

users accessible through network

# Find your influential audience



Readers

- High end, AB demographic readership
- 62% earn over £50k per annum
- 24% earn over £75k per annum
- Average age of 48
- 54% male 46% Female
- 64% live in London and the South East
- Main subjects of interest:
  - Government
  - Environment
  - Business/Economics
  - Investments
  - Culture



Policy makers

- 98% of all MP's, including members of the cabinet, are sent a copy weekly
- Over 50 of the UK's most influential think tanks receive *The New Statesman* every week
- This high-powered audience is actively engaged with *The New Statesman's* content – often choosing to write for the magazine on business and financial issues, as well as reading its rigorous coverage



Business leaders

- 92% of FTSE100 CEOs receive a copy of the New Statesman
- 26% of readers are C-Suite or board/owner
- 52% are senior business decision makers with a budget of £100k+
- 44% work for businesses billing £200m+
- Key industries:
  - IT
  - Finance
  - Education
  - Government
  - Engineering/Manufacturing
  - Marketing

# Create powerful content, with proven impact

From audio and broadcast, lead generation to market leading events, our marketing solutions are the right choice for your brand if you're looking to produce creative, impactful campaigns that resonate with people who are paying attention.

Not only do we have a community of progressive readers, our team of experts can help you target influential audiences who are reading *The New Statesman's* coverage across business, policy, energy and sustainability to inform their decisions and spend.



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THE NEW STATESMAN

Marketing Solutions

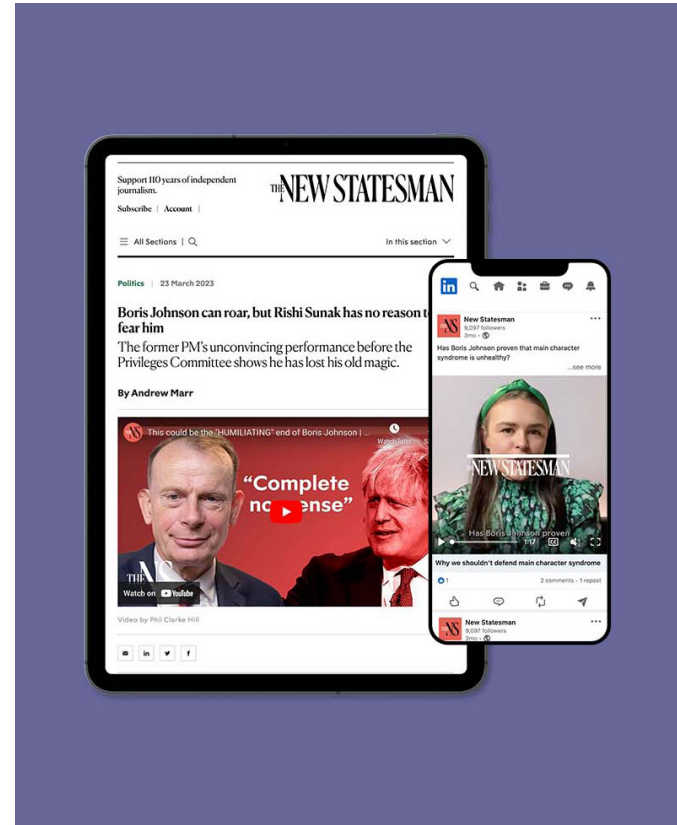


# Marketing solutions

We have a team of strategic partnerships managers who are committed to working closely with our commercial partners. In consultation with you and our wider teams, we are able to produce creative, impactful campaigns that resonate with your target audience.

## Our marketing solutions opportunities include

- Advertising: Digital, Print, Broadcast
- Audio/Visual Solutions – Partnered podcasts
- Market Leading Events
- Co-created content marketing packages
- Lead generation





## Marketing Solutions

# Spotlight: where business meets policy

Produced by *The New Statesman's* acclaimed editorial team, *Spotlight* is an award-winning series of highly focused supplements and digital content programmes.

## Our themes

- Cyber Security
- A.I. and Automation
- BioTech
- Blue Economy
- Energy
- Greener Transport
- Skills and apprenticeships
- Insurance & Systemic Risk
- Climate Finance
- Regional Development
- Healthcare
- Public Sector Technology

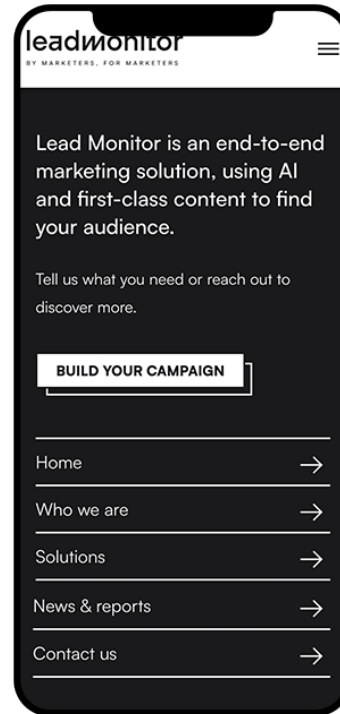
## Marketing Solutions

# Lead Monitor

With first-class journalism and insightful content, we use artificial intelligence and propensity modelling to deliver personalised content to a highly senior and engaged audience through *Lead Monitor*, our proprietary marketing tool built into our websites.

By employing our technology to analyse and target our audience, we can reach readers, across our whole network of titles, based on specific campaign requirements, knowing their content consumption and likelihood to act positively.

For clients, all first-party data produced is available through a live dashboard to justify ROI at each stage. Our commercial partners will be able to have access to valuable metrics on the engagement of their content-marketing campaign, as well as enriched GDPR compliant leads that can be nurtured.



## 7M

monthly users, 12% C Suite

## 230,000+

companies tracked

## 90,000

M&A deals

## 54,000

surveys

## 2M+

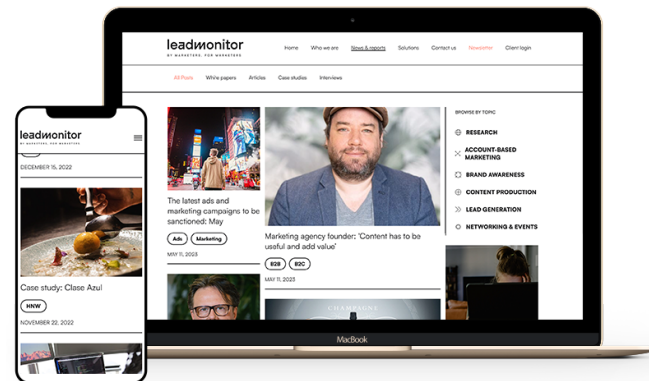
product innovations a year

## Marketing Solutions

# Lead Monitor

## Our process

- **Create content:** in-house research analysts, consultants and journalists to create differential content relevant to your target audience
- **Reach:** our solution specialist will work with you to identify your target audience and estimate lead generation potential
- **Promotion & tagging:** your custom content will be promoted to your target audience via a range of channels and websites
- **Insights & ROI:** throughout your campaign you will have access to real dashboard with leads generated and engagement
- **Optimisation:** your campaign will be optimised throughout with propensity models and behavioural data.



## Marketing Solutions

# Newsletters

Position your ads in high performance ad-slots on our daily and weekly brand newsletters: *Morning Call*, *The Saturday Read*, *Green Times*. Your ad will be viewed by our highly engaged newsletter audiences, placing your brand at the forefront of their minds and resulting in greater user engagement.



*The New Statesman*  
covers the waterfront  
with more wit and  
dash than any other  
comparable magazine.  
Melvyn Bragg

**250,000**  
subscribers

**45%-53%**  
open rate

**avg 5%**  
click-through rate

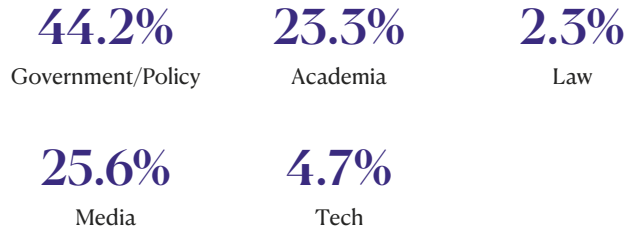
## Marketing Solutions

# Podcasts & Video

## Heard by the UK's most powerful decision makers

Our audio and video solutions are a highly effective form of content and should form part of your digital marketing strategy. Our AV output includes everything from editorial documentaries to content marketing campaigns and our award-winning series of podcasts.

Extremely popular with listeners and advertisers alike, *The New Statesman podcast* is the number 1 politics podcast in the UK and has been awarded Best Politics Podcast at the Publisher Podcast Awards three years running.



*The New Statesman* team produced some really rich content for our organisation, ensuring that the podcasts were the perfect blend of informative and entertaining. Our messaging requirements were always at the forefront of their minds and the team worked really hard to ensure the process was smooth and uncomplicated.

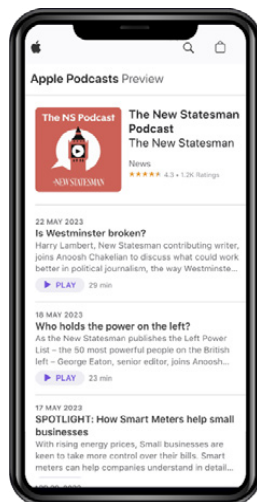
Helen Kelly, PR Manager,  
Smart Energy GB

# The NS Podcast

Reporting on policy for the people who shape it and the business leaders it affects

Analysis of the events changing the world this week

The inside track on Westminster Politics, with Anoosh Chakelian and Andrew Marr



**Over 500k**  
monthly  
downloads

**100k**  
downloads per  
episode

**#1 politics pod**  
Apple podcast  
charts, Feb 2022

**95%**  
average listen-  
through

**Winner**  
Best Politics Podcast  
2021,2022,2023



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## Marketing Solutions

# Events

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Our dedicated Events production and operations teams are experts at creating inspiring events, alongside integrated marketing programmes to help you build your brand and business. Whether live, digital or hybrid, our events attract a high-calibre audience and our panels and agendas perfectly reflect the prestige and credibility of *The New Statesman* brand.

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### THE NEW STATESMAN

#### NS Politics Live

This unique event showcases the very best of The New Statesman, with panels, live interviews and debates that bring together policymakers from across the political spectrum to discuss the biggest issues in British politics.

### THE NEW STATESMAN

#### Regional Development Conference

Conversations about levelling up and regional growth are at the heart of UK policymaking and politics. Through panels, live interviews, speeches and debates, leading parliamentarians, local government representatives and industry figures will explore policy areas ranging from social mobility and skills challenges to devolution, transport and investment.

### THE NEW STATESMAN

#### The Energy & Climate Change Conference

This exclusive one-day event held in the heart of London. A day of insights, discussion and debate focussing on the future energy systems and our planet, and the implications for our country and politics. We will examine topics including energy security, the role of innovation in the transition and creating jobs and growth in the sector.



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## Marketing Solutions

# Events

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**“Brilliant to speak at the #NSLive conference today. We need to bring back Britain’s hope of a better future. My Labour government will deliver economic and energy security with our Green Prosperity Plan, lowering bills and creating good jobs across the UK.”**

*Sir Keir Starmer MP, Leader of The Labour Party*

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### THE NEW STATESMAN

#### Labour Party Conference

The New Statesman has been running extensive party conference fringe events for more than fifteen years, with agenda-setting debates featuring the most interesting speakers in British politics. No other partnered event will get you as close to the biggest names and most important conversations in Labour politics as the NS fringe programme.

### THE NEW STATESMAN

#### Conservative Party Conference

The New Statesman will be teaming up with prominent partners to hold its fringe programme at the heart of the action at the annual conference. Every year, we deliver a range of high-quality panel events, round table discussions and guest speeches featuring some of the Conservative Party’s most senior and influential members.

### THE NEW STATESMAN

#### Future of Healthcare

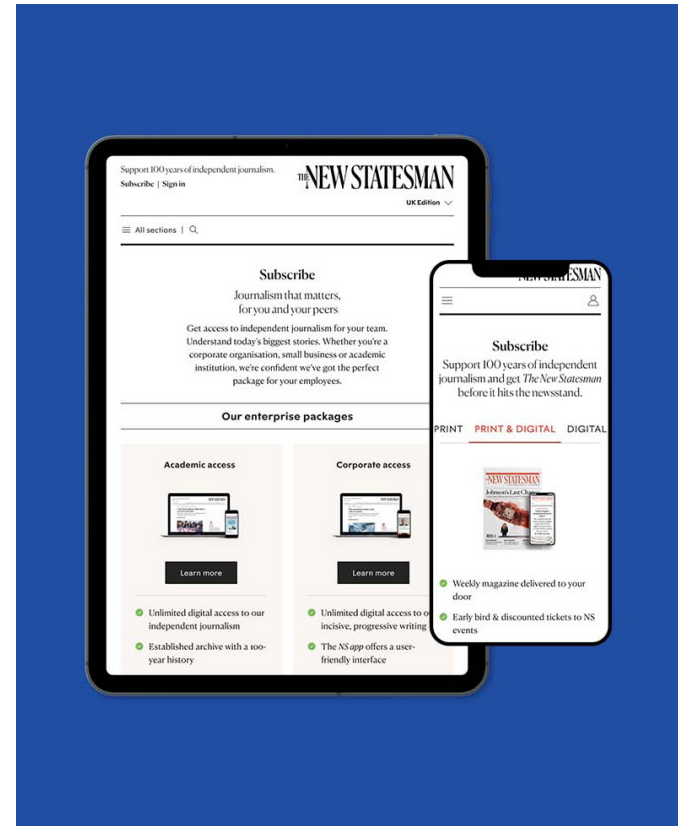
The Future of Healthcare is a national conference will bring together leaders from policy, business and academia to discuss the the future of the UK’s health policy. Through one-on-one interviews, panel discussions and live Q&A’s, healthcare experts from the public and private sectors explore arguably the country’s most pressing policy issue: the future of UK healthcare.

# Enterprise subscriptions

Get access to independent journalism for your team and stay informed of today's biggest stories. Whether you're a corporate organisation, small business or academic institution, we're confident we've got the perfect package for your employees.

Our Enterprise subscription provides company-wide, unlimited online access to the *New Statesman's* in-depth analysis – keeping your employees and teams up to date with our thought-provoking pieces, award-winning writing and podcasts.

You pay once for access across multiple platforms and benefit from volume discounts and benefits. As we are in the midst of a cost-of-living crisis; your students, your staff or your customers, will be able to find huge value in the free access this will provide.



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# Enterprise subscriptions

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**A magazine that helps make sense of our times, that gives our time back to us and allows us to look again.**  
**Jackie Kay**

## Academia

Access to the *New Statesman* has become highly sought after in academic institutions around the world. Many of the top universities and colleges, particularly those who are strong in political and social science, literature and cultural studies are ensuring their students can enjoy free access. Join the other institutions who've already signed up for unlimited access: North London Collegiate School, Rutlish School, Haileybury School, Brighton College and Concord College.

## Corporate

More and more businesses are offering the *New Statesman* as an employee benefit, so they can enjoy access to our political and cultural content as they do our growing business coverage. Some of the organisations already providing this benefit to their staff include; KPMG, Nuffield Health, Uber, Amazon, McDonalds, Pfizer, Cumbria Local Enterprise Partnership, TUC, PWC, FCDO, The Labour Party, DMG Media and Martin Lavell.

# Influential contributors

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Boris Johnson



Theresa May



Tony Blair



Gordon Brown



Matt Hancock



Sadiq Khan



Richard Branson



Rep. Ilhan Omar



George Osborne



Sen. Bernie Sanders



Bill Gates



**Michel Barnier**  
former European Commission's Head  
of Task Force for Relations with the UK



**Frans Timmermans**  
Executive VP of the  
European Commission



**Michael Gove**  
Secretary of State  
for the Environment



**Katrin Jakobsdottir**  
Prime Minister of Iceland

# Advertising rates\*

Print and Digital Display	Price
Full page	£2,900
DPS	£5,060
Cover site	£4,290
IFC DPS	£6,070
Premium sites	£35 cpm
Newsletter Advertising and Promotion	£12,000
Podcast Advertising	Starting at £6,000
Spotlight Content Packages	Starting at £16,500
Lead Monitor and Bespoke Content	Available on request
Events	Starting at £10,000 for exhibitor
Enterprise Subscriptions	Available on request

\* +VAT where applicable

# In good company

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Ørsted



KASPERSKY Lab

stryker

SIEMENS  
*Ingenuity for life*



AstraZeneca



IBM

CISCO



Google

facebook

octopus renewables  
A brighter way

FLOODRE

# New Times. New Thinking

**Get in touch**

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