

spiked



MEDIA KIT 2024

High-quality articles, essays, reviews, podcasts and videos, published daily since 2000

BRAND CREDIBILITY AND REACH

For the third year running spiked was **awarded a perfect 100/100 Trust Rating** from NewsGuard, the watchdog news credibility service for readers and brands



2.1 million

Monthly av. page views



251,774

Monthly av. podcast listens



316,032

Social media followers



489,000

Monthly unique users



348,500

YouTube unique
monthly viewers



45,429

Newsletter subscribers

OUR READERS

Sex

58% Male
42% Female

Age

9.8% 18-24	19.2% 25-34	16.1% 35-44
19.3% 45-54	18.1% 55-64	17.5% 65+

Location

40% UK
34% US



Top **10%** of household disposable income
1x more likely to earn £75k+
1x more likely to be high affluencers



2x average holiday spend
2x average recreational spend
1.5x average car purchase and fuel spend



3x more likely to be Cultural Connoisseurs
4x more likely to be Rich Reserves
4x more likely to be Mortgage-free Jet Set

98%

would pay more for quality items

76%

Buy fine food and alcohol

VIDEOS

The popularity of video on social channels such as YouTube and Tiktok has led to a change in how users consume content. Last year, 82% of global internet traffic came from video, making it a key revenue stream for advertisers.

- ▶ Currently *spiked* produces weekly short docs and podcast shows with average views of 30,000 per episode.
- ▶ Videos are published on our website, Youtube channel and social media channels.

We recommend a bespoke package to get the most out of video advertising with *spiked*. For example

EXAMPLE COST FOR VIDEO AD	Pre-roll	Mid-roll	End-roll
15 second instream video ad - creative provided by brand	£550	£350	£150

PODCASTS

22,903

av listens per episode



Weekly discussion with Brendan O'Neill with an esteemed guest

23,173

av listens per episode



Weekly round-up of politics and culture

14,329

av listens per episode



Fortnightly Chris Snowdon, Tom Slater and guest discuss the latest in nanny-state killjoyism




PODCAST RATE CARD

	1 episode £	2 episodes £	1 month £
the Brendan O’Neill show Podcast - weekly	400	700	1,250
the spiked podcast Podcast and video - weekly	400	700	1,250
with video ads	800	1,000	2,000
Last Orders Podcast - fortnightly	200	300	750 4 episodes

Prices quoted are for live ad-reads by podcast hosts, pre or mid roll.

Please ask for pre and post roll slots, spot advertising and sponsorship opportunities across all *spiked* platforms.

NEWSLETTERS RATE CARD

		Subscribers	Open rate %	CTR %	Cost £ >4p CTR >4p OR
	Comment and round-up of the best articles from the past week	24,026	52	14	250
	Comment and daily round-up	7,770	59	18	250 for week
	This week's long-read and a pick from the archive	13,638	51	11	125

SPONSORED ARTICLES WITH LINKS

One of the best ways, to build traffic and grow your customer base is a sponsored article on a site that can reach new audiences for your business. It works when the site and your business make sense.

Published with a do-follow link Remains for a year on site	£750
Published with do-follow link and additional links Placed on homepage for a period of time	£1,900
The above, plus placed under articles for a week Remains for a period of time	£2,800

Variations of the above available.

DISPLAY RATES ON SPIKED-ONLINE

Takeovers

Includes sponsorship messaging, leaderboard, MPU ads

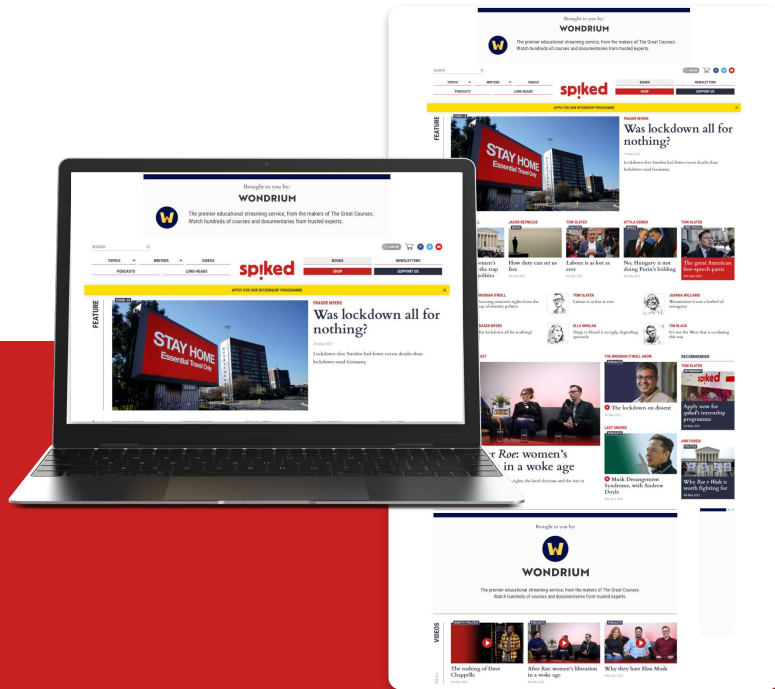
24-hour homepage takeover: **£1,250**
 35% traffic lands on the homepage

24-hour takeover **£3,500**
 of the whole site

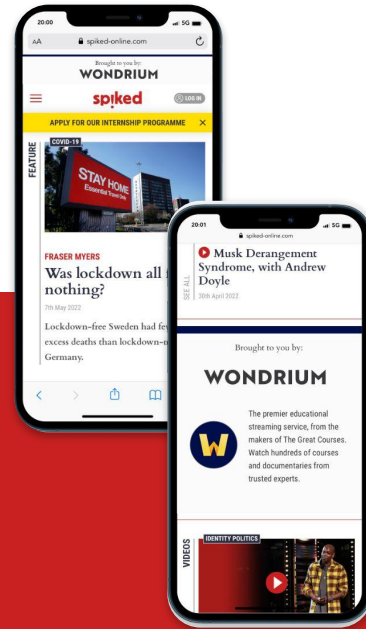
One-week takeover **£7,900**
 of the whole site

SPONSORSHIP & PLACEMENT (LIGHT BRANDING)

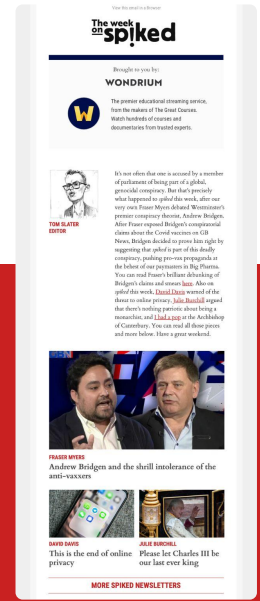
DESKTOP



MOBILE

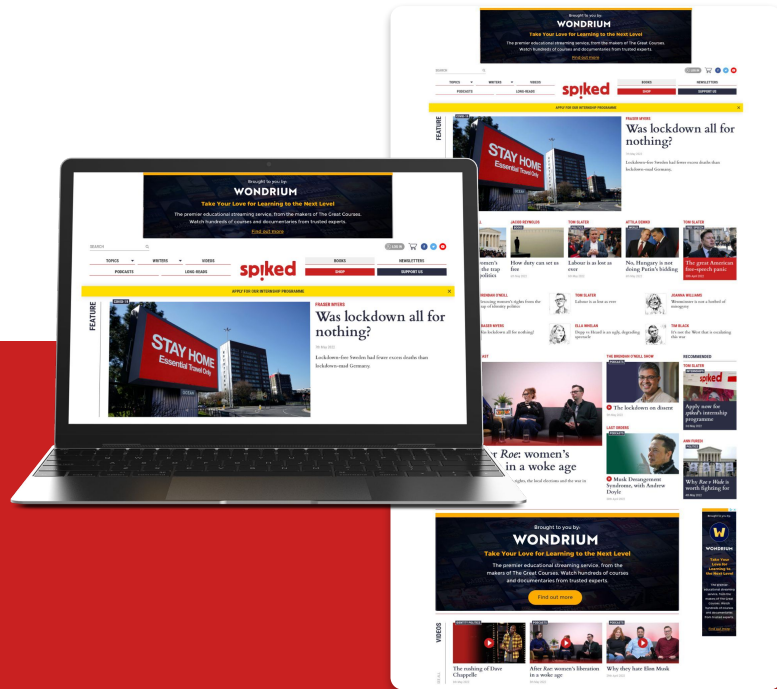


NEWSLETTER

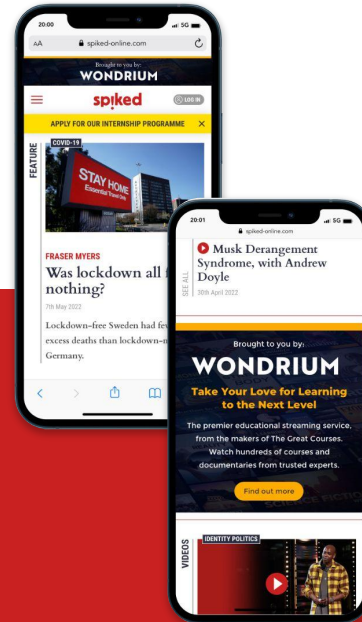


SPONSORSHIP & PLACEMENT (FULLY BRANDED)

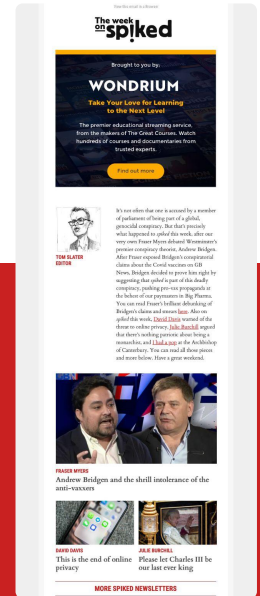
DESKTOP



MOBILE



NEWSLETTER





CONTACT US

To discuss an advertising package that would best suit your needs, please contact:

Viv Regan

managing editor

viv.regan@spiked-online.com

07939 449 604