



TheREACH



ONLINE

- Av. montly unique users: **1.8m+** • **42%** through mobile devices • **5.2m** av. monthly page impressions



PRINT

- Circulation: **63,906** • Readership: **150,000**



APP

- **10,000** subscribers



EMAIL

- Culture House: **71,000**
- Evening Blend/Lunchtime Espresso: **7,000+**
 - Weekly Subscriber Highlights: **20,000**
 - Spectator Club: **20,000**



SOCIAL

- **70,000+** Spectator twitter followers
 - **336,000+** Andrew Neil
 - **108,000+** Fraser Nelson
 - **85,700+** Facebook likes
 - **514,000** total Twitter reach



EVENTS

- Over **5,000** attendees per year



PODCAST

- **40,000** downloads per week



The **DEMOGRAPHIC**

80/20

Men/women ration

60%

live in London and the SE

17%

hold professional qualifications
(Law/medicine/accountancy)

62%

are graduates or post graduates
(MA/PhD/MBA/MSc)

£925,000

Average investable assets
(excluding home)

64%

work in the private sector and 47%
of those who are working are either
owner/board level/dept. director