

THE SPECTATOR

EST. 1828

Media kit
2026





A note from the editor

The Spectator is one of the most influential and enduring voices in the English-speaking world and we are rapidly expanding our presence in the United States.

With a deeply engaged and growing subscriber base, we already reach some of America's most important political and media figures, thinkers and decision-makers – helping to shape the conversations that matter most.

We deliver sharp, authoritative journalism on politics, world affairs, culture and life in the round.

The best thing about journalism is that the more fun it is to produce, the more interesting it is to read.

We bring you wit, wisdom and intelligence – and we never confuse the serious with the dull. We break major stories, drive national and international conversations and offer clear-eyed analysis of the issues shaping America and the world.

Freddy Gray

EDITOR

Our story

Always at the heart of current affairs

1828

The first issue is published.

Mission statement:

"The principal object of a newspaper is to convey intelligence. It is proposed in *The Spectator* to give this, the first and most prominent place, to a report of all the leading occurrences of the week. In this department, the reader may always expect a summary account of every public proceeding, or transaction of interest, whether the scene may lie at home or abroad."



2015

The term "virtue-signal" is coined – one of the many terms invented by *Spectator* writers and now used across the world ("the Establishment" is another).



2019

Launches its monthly print **US edition** with inaugural issue "American queen".



2024

The **Americano** podcast, hosted by Freddy Gray, grows with filmed online episodes and launches its ongoing series of *Americano Live* events in London.



2025

In response to demand, the US print edition goes **biweekly**.



2025

The **first magazine interview** with President Donald Trump since his return to the Oval Office.

1711

The Spectator essays circulate in colonial America. Benjamin Franklin wrote that he "wished, if possible, to imitate" them. James Madison later counted *The Spectator* among his regular reading.



1861

The magazine becomes the only UK publication to **back the north** against the slave-owning south in the American Civil War. Almost goes bust as a result.

2016

Comes out in support of **Brexit** and publishes its butterfly cover – one of the most widely recognized images of the referendum.



2020

Becomes the first magazine in the world to publish a **10,000th issue**.



Spectator TV is launched. It now has 500k subscribers.

2024

OQS MEDIA

OQS Media, owner of UnHerd, acquires *The Spectator* and *Apollo* magazine in record-breaking sale.

2024

Leads the charge to prevent foreign state ownership of the British press – resulting in a new law.

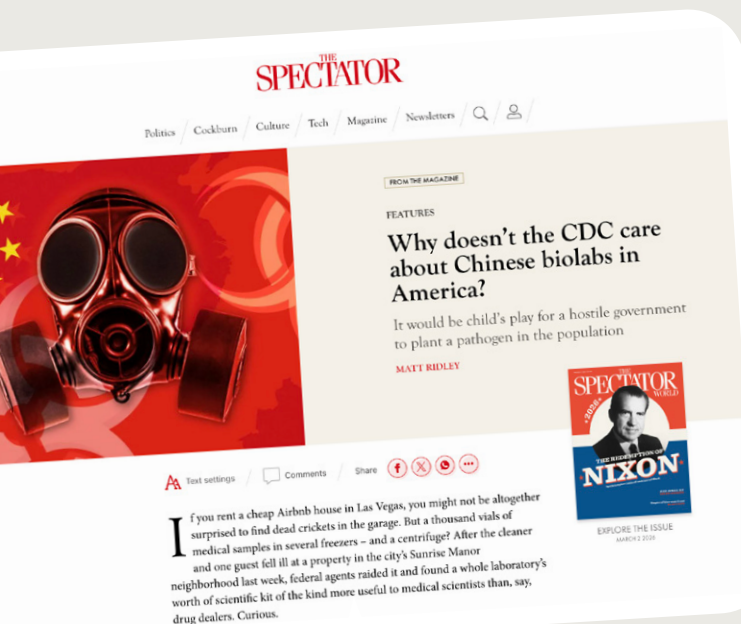
2025

UK and US editions merge online under a new **spectator.com** domain.

2026

New York office opens as a work and events space.

One magazine — in more places than ever



9.3_m
average monthly
page views across
the site

1m+ average monthly pageviews for the US edition

16k+
total *Spectator* US
subscribers across
print and digital

10k+
print reach, across
direct mail and
newsstands

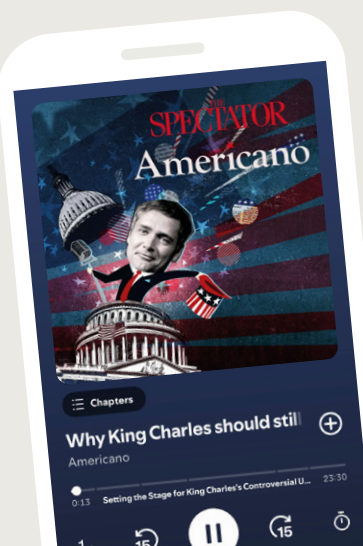


Americano

120k average listens every month

6m+ total views for filmed episodes

74%
UK or US-based
listeners



APRIL 2026 | WWW.SPECTATOR.COM



The price of Brent crude is now approaching \$100 a barrel after Iranian drones struck two oil tankers off the Persian Gulf last night. Trump has declared victory over Iran at a rally in Kentucky, but US intelligence now claims that the regime's leadership is still largely intact. The Department of Energy will release 172 million barrels of its strategic oil reserve over the next four months. This is 'Today from *The Spectator's* US team.



362k+
total sign-ups across
editorial emails

Today | 111k+

Our flagship morning newsletter

Tonight | 110k+
Afternoon round-up of our
top stories throughout the day

153k+
total sign-ups for our
marketing list

Weekend | 112k+
Culture, food, drink, travel and life,
every Saturday and Sunday

Cockburn | 29k+
Mischief, mayhem and
Washington gossip

26%
average **open** rate

THE
SPECTATOR

Who are our writers?



Our writers have no party line; their only allegiance is to clarity of thought, elegance of expression and independence of opinion



DOUGLAS MURRAY

On the fate of the West

Associate editor of *The Spectator* and author of *The War on the West: How to Prevail in the Age of Unreason*, among other books



ROD LIDDLE

On Britain's follies

Associate editor of *The Spectator* and former editor of BBC Radio 4's *Today* program



CHRISTOPHER CALDWELL

On America's faultlines

Claremont Review of Books contributing editor and the author of *The Age of Entitlement: America Since the Sixties*



ROGER KIMBALL

In vino veritas — and the establishment

Editor and publisher of the *New Criterion*, a leading journal of culture and the arts

LIONEL SHRIVER

Taboos and transgressions

Spectator columnist and acclaimed author of *We Need to Talk About Kevin*, among other novels



FREDDY GRAY

A transatlantic view of America

Deputy editor and US editor of *The Spectator*, and host of the *Americano* podcast



KATHERINE DEE

Understanding the online world

Internet ethnographer, delving into the furthest recesses of the web to discover the trends of tomorrow, today



Spectacle

A quarterly supplement of luxury lifestyle from *The Spectator*

Contributions from Rachel Johnson, Bridget Arsenault, Simon de Burton and Tracy Llewellyn. Advertisers include Edward Green, Crockett & Jones and Montblanc

Also in *The Spectator*

James Comey
Michael Bloomberg
Victor Davis Hanson
Tulsi Gabbard
Niall Ferguson
Boris Johnson
Andrew Sullivan
Tina Brown
Piers Morgan

Who are our readers?



26%
are **C-suite**

 44%
are business
decision-makers

14%
of readers **work in finance** — compared to 5–6% nationally 

95%
of readers are registered to vote — above the national average of 74%

79%
of readers are **watch owners** — with Rolex, Omega and Cartier leading the pack 

60%
of readers vote **Republican**

75%
of readers **travel** more than once a year 

40%
of readers cite travel as their **primary expense** beyond housing

56%
of readers say they shop for new clothes, accessories and jewelry **several times** a year

30%
of readers follow high-performance and **luxury cars**, with BMW, Mercedes-Benz, Lexus and Audi most popular 

Readers **also subscribe** to the *Wall Street Journal*, *New York Times* and the *Economist*



60%
of readers choose to stay in 5-star or boutique **hotels**

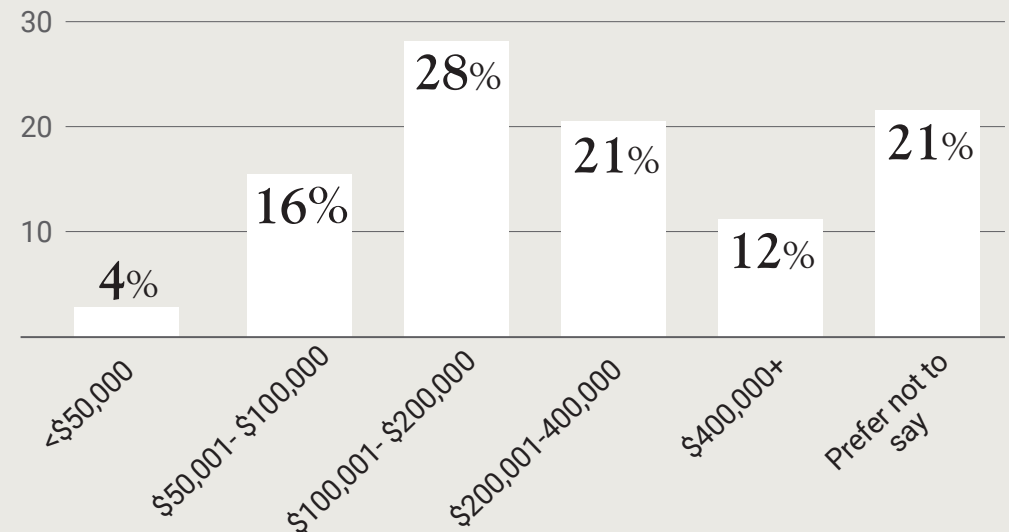
Readers' **top interests** include

74% History
73% Foreign policy
57% Economics
61% Arts/culture
42% Immigration



Household income of *Spectator World* readers

Based on a survey of readers who subscribe to the magazine¹



Reader quotes...

“What I value is intelligent conservatism written in clear, literate English; irony and humor are essential ingredients”

“Much more irreverent and literate and wide ranging than most American literary journalism”

“There is nothing like *The Spectator's* intellectual depth, humor, and ability to not take itself so seriously”

Source based on a survey of 1200+ readers. Percentages were rounded to whole numbers.

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THE
SPECTATOR

Spectator events



Why work with *The Spectator*?

The Spectator has consistently organized the most insightful, interesting and in-demand events in Westminster and beyond.

Our events draw on our writers and wider Rolodex to bring together the best people to the table. We have worked closely with business leaders, corporates and other partners to elevate policy issues, convene exceptional audiences, spark new debates and – where necessary – ruffle some feathers.

From roundtables to awards ceremonies, our in-house events team prides itself on delivering exceptional quality events – no matter the size.

100+
events
in 2025

71 *Spectator Club* events
Trips abroad, winemaker lunches, fine-dining experiences, masterclasses

24 public events
Editorial discussions and debates, political party conferences

11 private events
Drink receptions, dinners, awards

13k+
attendees
in 2025

Politicians
Party leaders, ministers and rising figures

Writers and media
Leading columnists, authors and broadcasters

Industry experts
Founders, academics, financiers and cultural figures

Like-minded readers
Highly engaged, curious and influential readers

★ ★ Among recent attendees

Piers Morgan
Nigel Farage
Kemi Badenoch
Wes Streeting
Jordan Peterson
George Osborne
Winston Marshall
Rachel Johnson



Americano Live

US election special

with **NIGEL FARAGE** • **KATE ANDREWS** • **TIM STANLEY**

October 2024

Trump's first 100 days

with **FREDDY GRAY** • **LIONEL SHRIVER**

April 2025

Is America Great Again?

with **ANN COULTER** • **PETER HITCHENS**

November 2025

The Spectator summer bash was the best timed political party in town

The Telegraph

Inside The Spectator summer party: Liz Truss and Kemi Badenoch share teary embrace

THE STANDARD

The Spectator's summer bash is the power party of Westminster and its fuel is champagne

THE IRISH TIMES



Partner with us

You'll be in good company



drax

BAE SYSTEMS



cg/Canaccord
Genuity
Wealth Management



THE
ROYAL
SOCIETY



CHARLES
STANLEY
Wealth Managers

DIAGEO

NETFLIX

allwyn

Lilly



Uber



SIEMENS

FUJITSU

Paramount

Part of an influential publishing group



Video views
6.6m



Social media followers
2.4m



Digital page views
17m



Print audience
70k



Event attendees
10k



One of the world’s oldest and most respected magazines on the visual arts. It covers everything from antiquities to contemporary work, as well as the latest news; exclusive interviews with collectors and artists; expert information on the market; and reviews and previews of exhibitions worldwide.

The world’s longest-running and most influential publication in the English language. Providing independence of opinion, elegance of thought and the sharpest analysis from Britain’s best writers, critics and cartoonists. Our writers have no party line: their views range from left to right; their circumstances from high life to low life.

Synonymous with quality independent thinking. As the name implies, UnHerd’s writers challenge herd mentality of any kind. 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.

Est. 1925

Est. 1828

Est. 2017

30k+ readership	10k+ print audience
102k+ social media following	180k+ online monthly page views
110k+ unique monthly web users	24.5k+ newsletter sign-ups

97k+ subscribers	55k+ print audience
1.8m+ social media following	7.9m+ online monthly page views
7.6m+ app monthly page views	8k+ event attendees in 2025

20k+ subscribers	2m+ unique users
768k+ social media following	2.6m+ online monthly page views
500k+ app monthly page views	2k+ event attendees in 2024

I bought it, read it over and over, and was much delighted with it. I thought the writing excellent, and wished, if possible, to imitate it.

BENJAMIN FRANKLIN on *The Spectator* (1711)



Get in touch

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