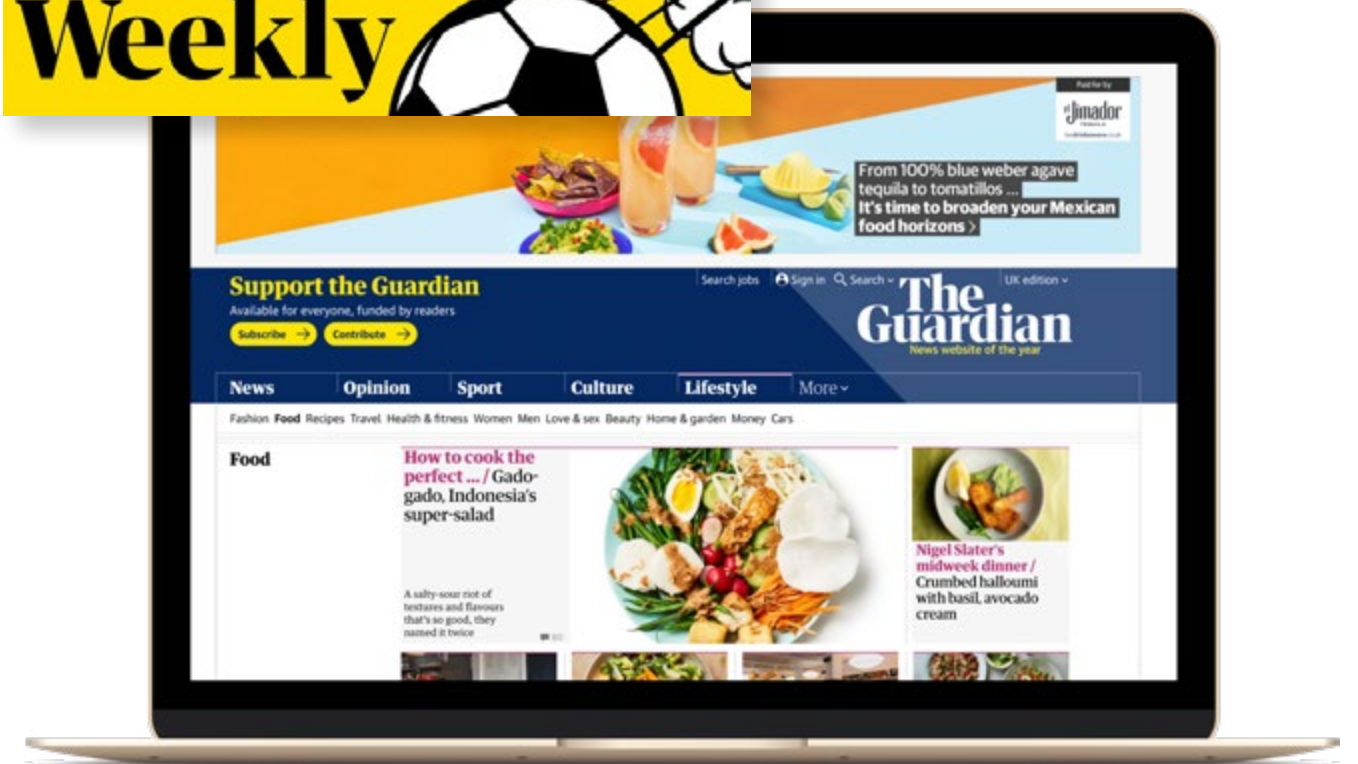


# The Guardian Media Kit 2023

The  
Guardian  
Advertising  
*Right. Now.*



# Right for brands. Right for now.

From measurement to sustainability, privacy to purpose, advertisers are wrestling with a number of big challenges posed by digital channels. That's on top of the creativity, cultural relevance and attention you need for brand growth. We believe we can deliver a more effective advertising environment. Where reporting is transparent

and privacy protected. Where advertisers can be sure their money is being spent on big, beautiful creatives placed at the heart of culture - in front of people that are paying attention. On that basis, the Guardian is the right choice for your brand. Now.

[Find out why advertising with The Guardian works.](#)

*Source: As figures have been gathered from various sources, which use different methods to collect data, some slight discrepancies may appear across segments.*

# The Guardian Advertising



# The Guardian UK audience

### Cross-platform readers

<b>22.4m</b> The Guardian	<b>21.3m</b> The Independent
<b>18.0m</b> The Telegraph	<b>16.3m</b> The Times

### Monthly print readership

<b>3.1m</b> The Guardian	<b>4.0m</b> The Times
<b>2.7m</b> The Telegraph	

### Monthly digital readership

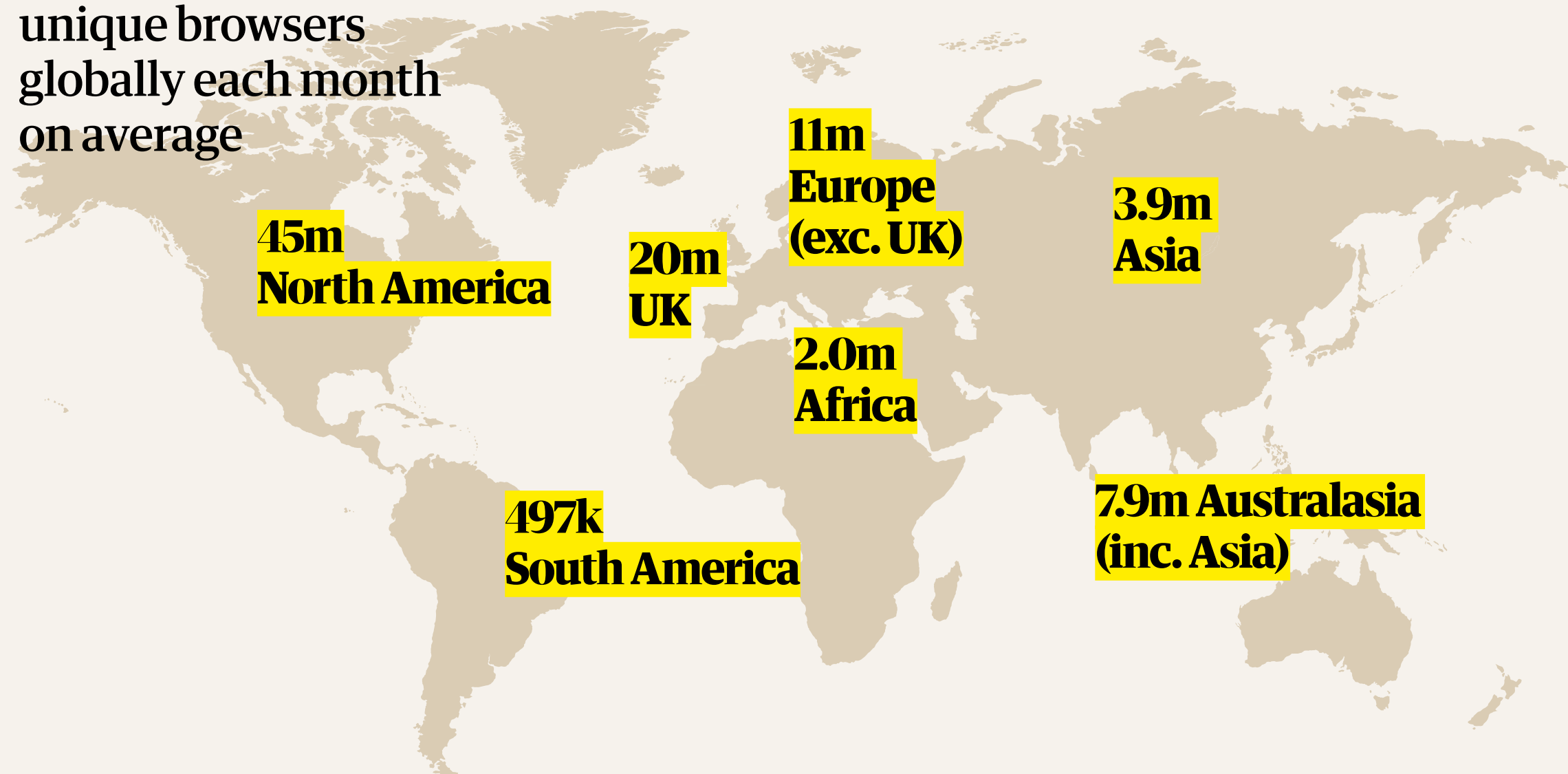
<b>21.1m</b> The Guardian	<b>21.3m</b> The Independent
<b>16.4m</b> The Telegraph	<b>13.7m</b> The Times



Source: PAMCo H1 2023

# The Guardian global audience

We reach **86m**  
unique browsers  
globally each month  
on average



## Our top markets:

1. North America - 45m
2. UK - 20m
3. Europe - 11m

Source: Google Analytics 1st Sep 2022 - 28th Feb 2023

## Find your UK demographic

**11.5m**

Males

**15.7m**

ABC1

**15.7m**

35+

**7.7m**

£30k+CIE

**6.7m**

C2DE

**17.2m**

Main shopper

**10.5m**

Females

**6.7m**

Under 35s

**7.3m**

AB

**8.1m**

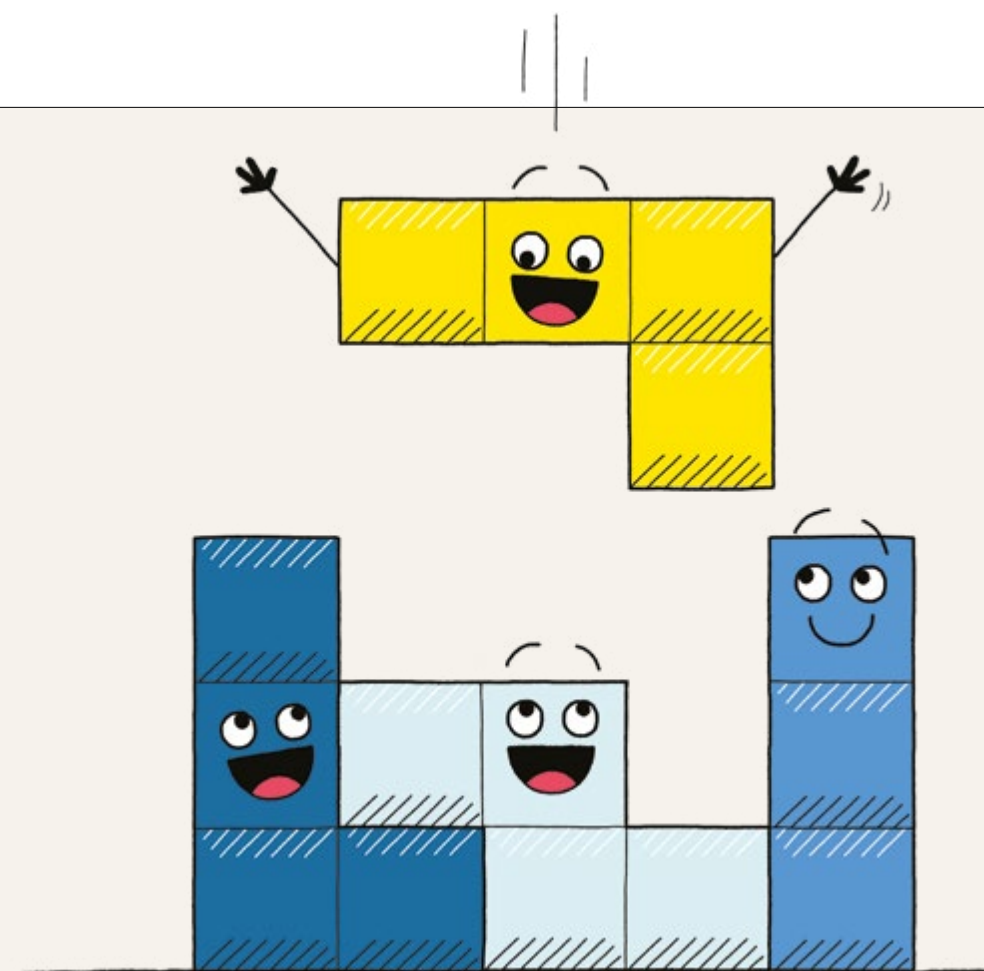
Kids in HH

**9.6m**

Degree or above

**7.0m**

London + SE



Different platforms, different strengths

**3.1m**

Print

**19.1m**

Tablet/smartphone





**4.5m**

Desktop

Source: PAMCo H1 2023

**The  
Guardian  
Advertising**

# The Guardian global audience




	Age 16-24	25-34	35-44	45-54	55-64*	Post- graduate	University degree
	<b>27%</b>	<b>34%</b>	<b>23%</b>	<b>11%</b>	<b>5%</b>	<b>10%</b>	<b>24%</b>
	<b>18%</b>	<b>24%</b>	<b>22%</b>	<b>19%</b>	<b>17%</b>	<b>26%</b>	<b>36%</b>
	<b>25%</b>	<b>31%</b>	<b>22%</b>	<b>13%</b>	<b>9%</b>	<b>13%</b>	<b>29%</b>
	<b>20%</b>	<b>20%</b>	<b>19%</b>	<b>22%</b>	<b>20%</b>	<b>21%</b>	<b>40%</b>

(\* Maximum age range available)

Source: GWI Crosstab Builder (Q1 2022 - Q4 2022)

**The  
Guardian  
Advertising**

# The Guardian global audience

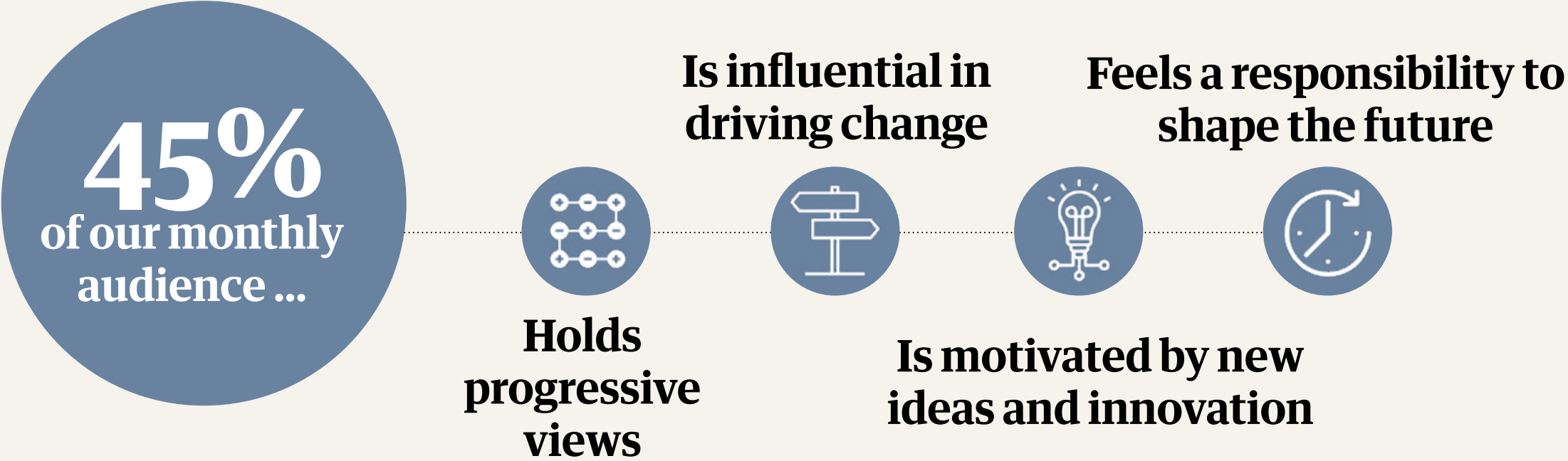
	Male	Female	Mid income	High income	Highest income	Management	C-Suite
	59%	41%	35%	37%	13%	27%	7%
	60%	40%	26%	47%	18%	21%	9%
	60%	40%	32%	40%	15%	24%	7%
	57%	43%	30%	36%	7%	18%	5%

(\* Maximum age range available)

Source: GWI Crosstab Builder (Q1 2022 - Q4 2022)

# A progressive audience

**A progressive audience - 10.3m**  
45% for our monthly audience (v 41% total UK market)





## Enhance trust

**No.1**

Rated most accurate  
newsbrand by readers

**2nd**

Rated second-most  
trusted newsbrand  
(77% v 78% the Times)

**80%**

News brands enhance  
online video trust  
effects by 80%

**25%**

News brands enhance  
online display trust  
effects by 25%

**74%**

News brands enhance  
social media trust  
effects by 74%

*Source: Ofcom: News Consumption in the UK (2022);  
IPA Databank Study 2021*

# What you can buy. Right. Now.

## Award-winning branded content

With our advertising partners, we create thought-provoking, funny and persuasive content that our readers love, which sits prominently on all our channels.

## Brand building display

We take a "fewer, better" approach to display advertising, seamlessly integrating ads into the reader experience, which enables advertisers to achieve their brand building objectives.

## Audio and video

Guardian podcasts consistently top audio charts and our documentaries win Oscars. We apply the same standards to the audio and visual content we create for advertisers.

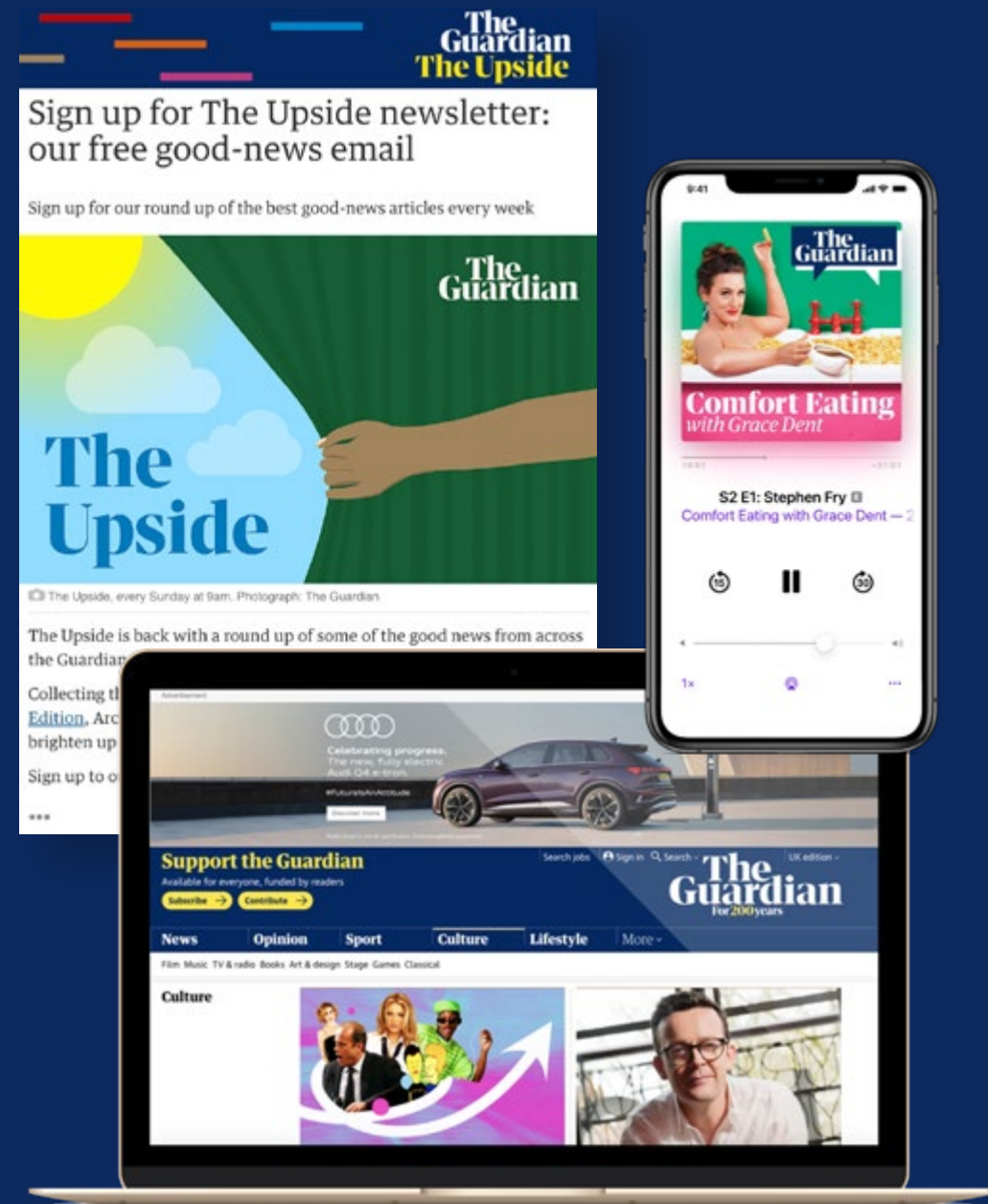
## Sponsorship

We offer advertisers the opportunity to maximise their partnerships with the Guardian through ownership of key content, which aligns both brands.

## Newsletters

Newsletters are having a moment and our readers can't get enough of them. The Guardian publishes nearly 50 newsletters globally, with more than 1.5 million unique subscribers.

# The Guardian Advertising



# What you can buy. Right. Now.

## Newsletters cont.

Through our new high-impact display and sponsorship formats, clients can own our news, lifestyle and sports newsletters and put themselves at the heart of our readers' inboxes.

## First party data

We have the trust of millions of people who visit the Guardian every day and that creates billions of data interactions. When you think about the vast range of subjects and interests that the Guardian covers, it means we have an accurate understanding of how our readers behave and what they're actually into.

## Digital ad production

We have an in-house digital ad production team that provide advertisers with a creative building service for their campaign. We build and deliver a range of 12 high impact, rich media formats for our clients, including four that are exclusive to the Guardian.

# The Guardian Advertising



# What you can buy. Right. Now. Our rate card: Digital

## Home page take over

Billboard and MPU

Billboard, MPU and Skins

Bespoke responsive formats

## Rates per day

£46,000

£62,500

£80,000

## Home page take over

Mobile revealer

Fabric standard or video

Fabric standard, video or Parrallax takeover

## CPM Rate

£60

£90

ROA\*

## Section fronts takeovers

Sport, Fashion, Tech, Culture, Lifestyle,  
Business, Travel

## CPM Rate

ROA\*

## Video

Pre-roll video

Outstream video

Video Streaming

## CPM Rate

From £60

From £50

From £50

## Contextual targeting MPUs and Leaderboards

Business, Money, Travel, Lifestyle, Technology

Environment, Culture, News

Sport, Media, Education, Science

Run of site

## CPM Rate

£60

£55

£50

£20

## Podcasts

Pre-roll/Mid Roll

Sponsored

## CPM Rate

ROA\*

## Bespoke audience targeting

MPU, Leaderboard, DMPU, Billboard

## CPM Rate

ROA\*

# What you can buy. Right. Now. Our rate card: Print

## The Guardian

Cover wrap  
DPS - 34x14  
Full page - 34x7  
Half page - 17 x7  
Junior page 25x4  
Strip - 8x7  
Quarter page - 18x4  
Other sizes

## G2

DPS  
Full page  
Half page  
Other sizes

## Guardian Weekly

DPS  
Page

## Rates per day

ROA\*  
£32,400  
£18,000  
£11,000  
£9,000  
£5,000  
£6,000  
£90 SCC

## Rates per day

£14,400  
£8,000  
£5,000  
£45 SCC

## Rates per day

£16,000  
£9,000

## Other news sections excluding G2

Coverwrap  
DPS  
Page

## Saturday Magazine, Observer Magazine, Observer Food Monthly, Feast

DPS  
OBS  
IFC DPS  
Page  
Special Positions

## Rates

ROA\*  
£22,400  
£12,600

## Rates

£16,800  
£18,500  
£29,800  
£12,600  
POA

# What you can buy. Right. Now. Newsletters

## News

First Edition  
The Guardian Headlines UK  
Down to Earth  
TechScape  
Business Today

## Monthly Display cost

£93,441.92  
£318,905.66  
£32,521.81  
£4,333.47  
£22,280.72

## Monthly Sponsorship cost

£98,441.92  
£323,905.66  
£37,521.81  
£9,333.47  
£27,280.72

## Lifestyle

Inside Saturday  
The Long Read  
The Upside  
The Guide  
Word of Mouth  
Film Weekly  
Sleeve Notes  
Bookmarks  
Art Weekly  
Design Review  
Hear Here  
Fashion Statement  
Pushing Buttons

## Monthly Display cost

£2,048.90  
£24,035.75  
£2,849.35  
£6,366.43  
£5,435.69  
£5,948.25  
£3,692.63  
£17,994.37  
£5,826.41  
£673.33  
£3,844.83  
£2,301.49  
£1,236.97

## Monthly Sponsorship cost

£7,048.90  
£29,035.75  
£7,849.35  
£11,366.43  
£10,435.69  
£10,948.25  
£8,692.63  
£22,994.37  
£10,826.41  
£5,673.33  
£8,844.83  
£7,301.49  
£6,236.97

## Sport

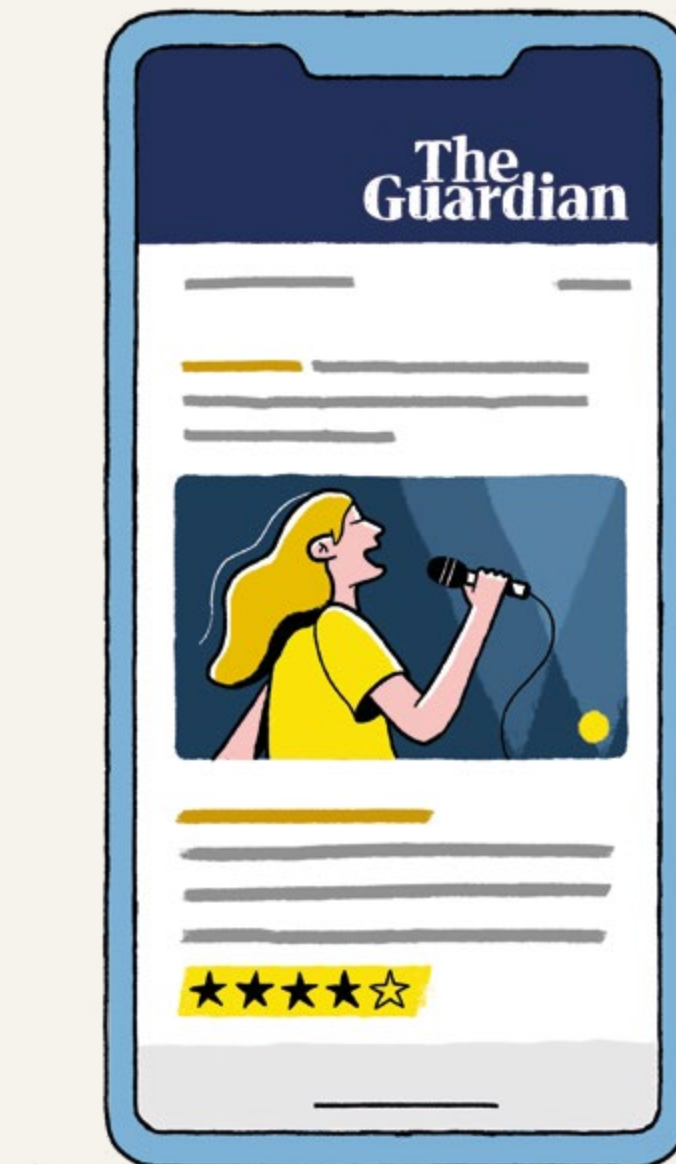
Moving the Goalposts  
The Fiver  
The Spin  
The Recap  
The Breakdown

## Monthly Display cost

£478.10  
£68,874.30  
£1,587.56  
£1,419.92  
£1,626.17

## Monthly Sponsorship cost

£5,478.10  
£73,874.30  
£6,587.56  
£6,419.92  
£6,626.17



# Our partners

We enable our advertising partners to build progressive brands.



## Case studies

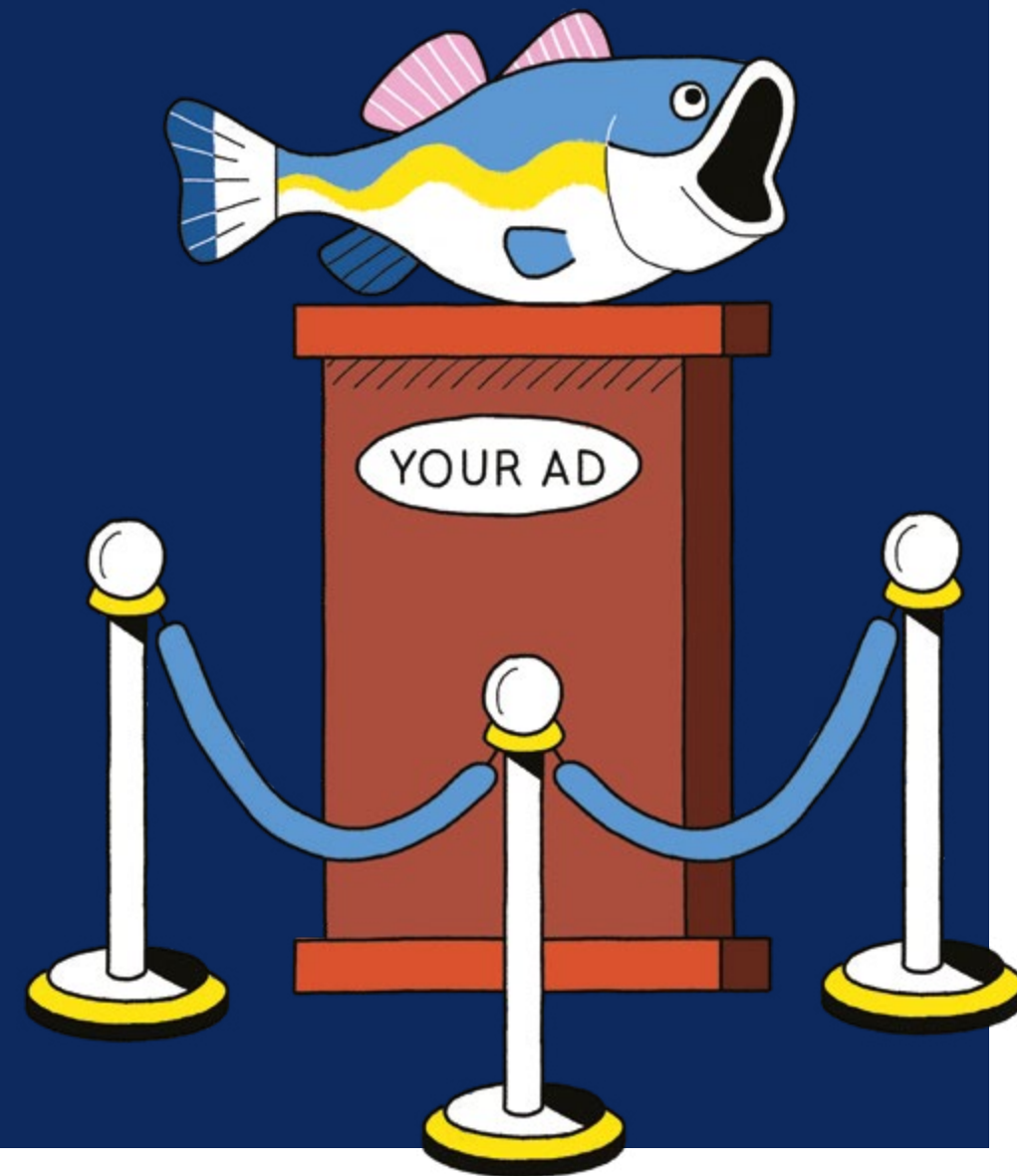
Want to see some of our client work? Take a look through our case studies [here](#).



# The Guardian Advertising

## Contact us

We've got the reach, influence and storytelling capabilities to put brands at the heart of progressive culture. Get in touch with us, contact details below.



Display advertising opportunities  
[advertising.enquiries@theguardian.com](mailto:advertising.enquiries@theguardian.com)