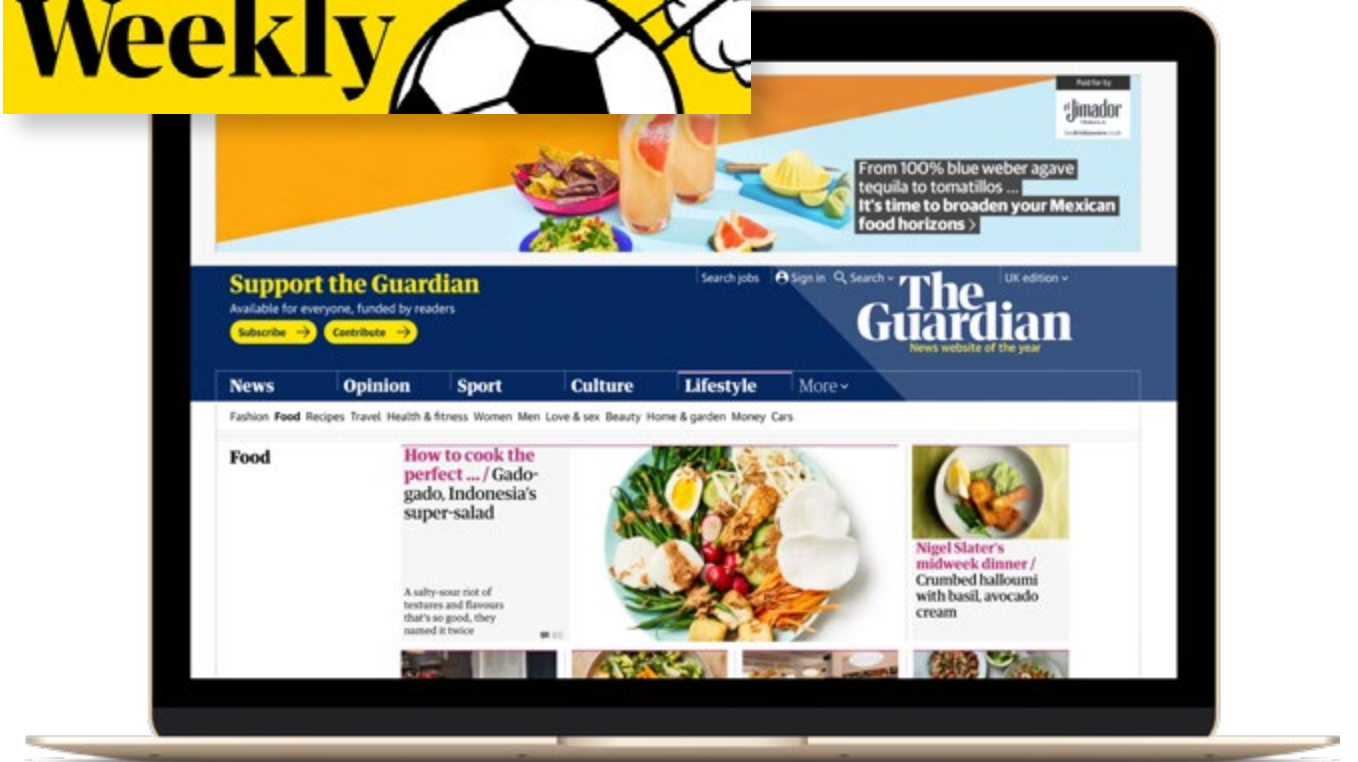


The Guardian Media Kit 2023

The
Guardian
Advertising



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 who are paying attention. On that basis, the Guardian is the right choice for your brand. Now.

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

**The
Guardian
Advertising**



The Guardian UK audience

Cross-platform readers

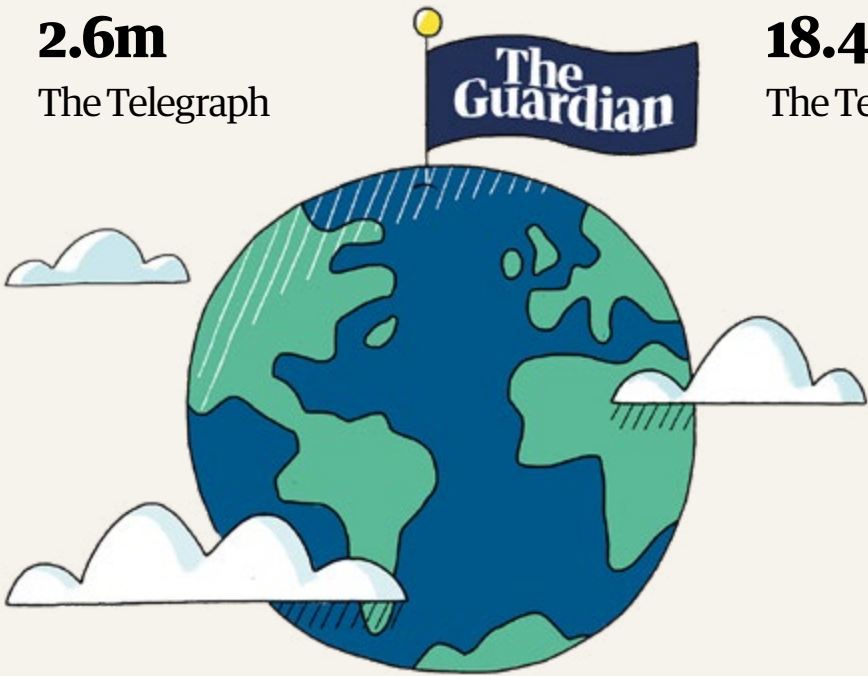
24.6m The Guardian	23m The Independent
19.9m The Telegraph	17.4m The Times

Monthly print readership

3.1m The Guardian	3.9m The Times
2.6m The Telegraph	

Monthly digital readership

23.4m The Guardian	23m The Independent
18.4m The Telegraph	15m The Times



Source: PAMCo 4 2022

The Guardian global audience

We reach **87m**
unique browsers
globally each month
on average

Our top markets:

1. North America - 43m
2. UK - 21m
3. Europe - 10m

Source: Google Analytics, 01 June 2022 - 30 Nov 2022

The
Guardian
Advertising



Find your UK demographic

Source: PAMCo 4 2022

The Guardian Advertising

12.3m

Males

17.2m

ABC1

17m

35+

8.3m

£30k+CIE

7.4m

C2DE

18.8m

Main shopper

11.8m

Females

7.6m

Under 35s

7.7m

AB

9.1m

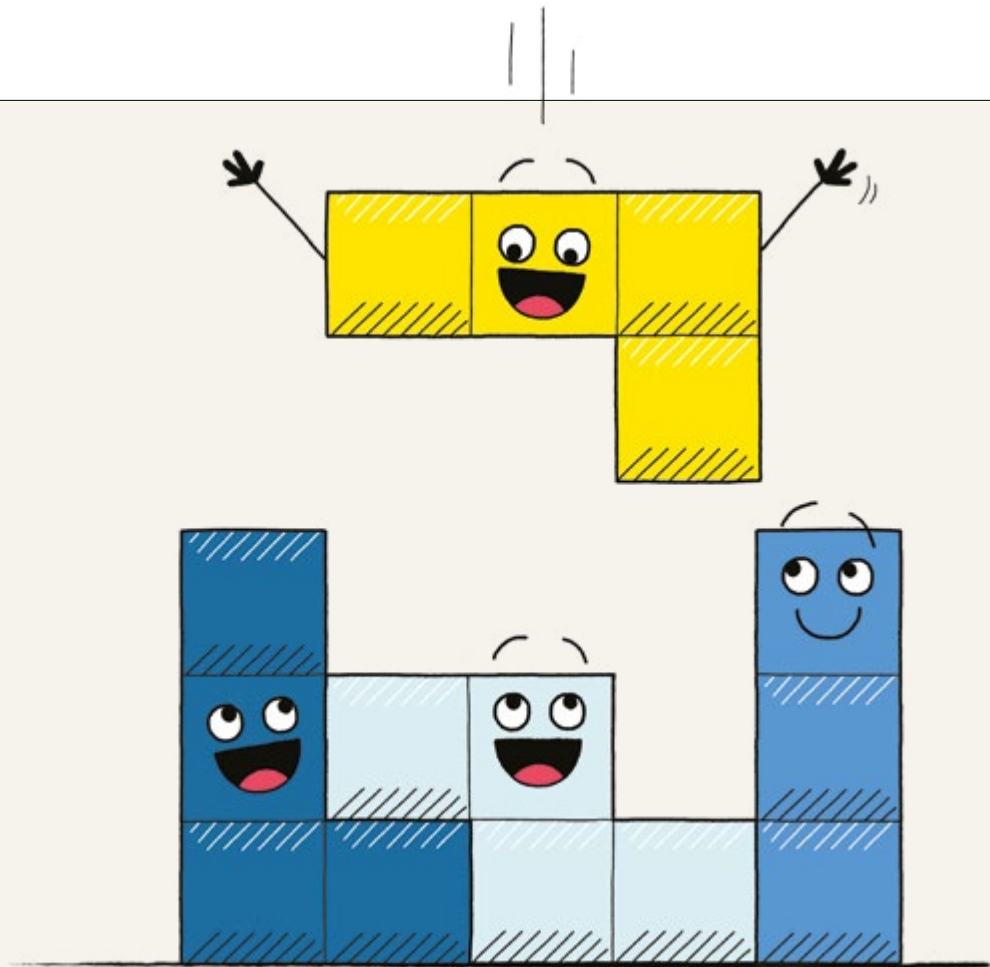
Kids in HH

10.3m

Degree or above

7.8m

London + SE



Different platforms, different strengths

3.1m

Print





21.3m

Tablet/smartphone

4.3m

Desktop

The Guardian global audience

	Age 16-24	25-34	35-44	45-54	55-64*	Post- graduate	University degree
	29%	34%	23%	10%	5%	10%	24%
	19%	24%	22%	18%	17%	25%	37%
	27%	31%	22%	13%	8%	12%	29%
	21%	20%	18%	22%	19%	21%	40%

(* Maximum age range available)
Source: GWI Crosstab Builder (Q4 2021 - Q3 2022)

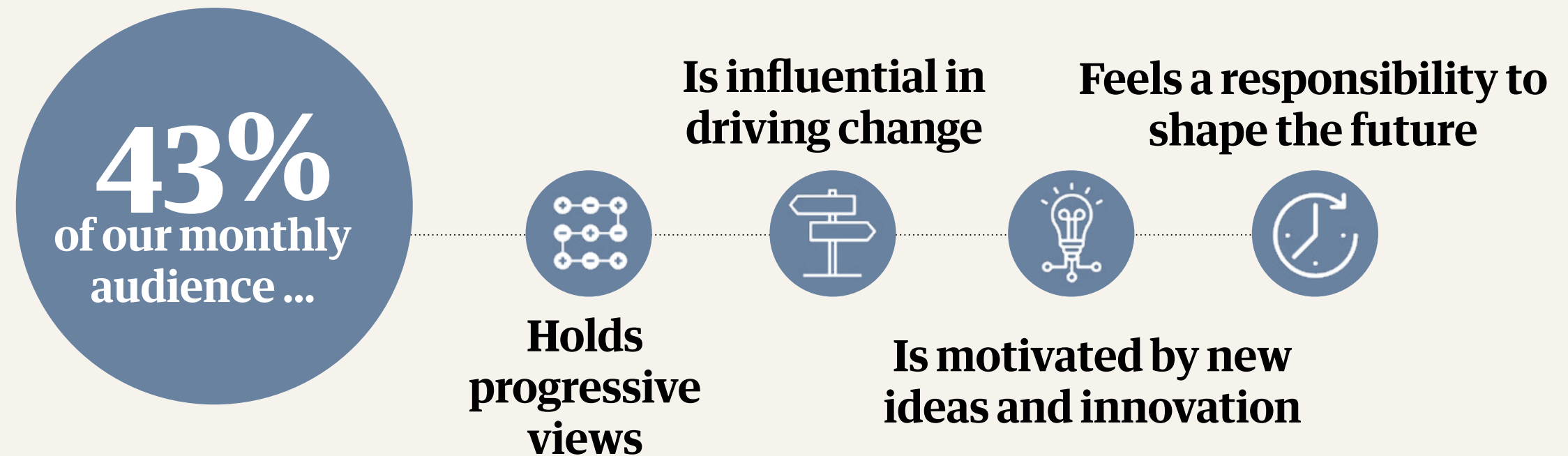
The Guardian global audience

	Male	Female	Mid income	High income	Highest income	Management	C-Suite
	58%	42%	35%	38%	14%	28%	7%
	61%	39%	26%	47%	18%	22%	9%
	59%	41%	31%	40%	15%	24%	7%
	56%	44%	30%	35%	7%	17%	5%

(* Maximum age range available)
Source: GWI Crosstab Builder (Q4 2021 - Q3 2022)

A progressive audience

A progressive audience: 10.2m
43% for our monthly audience (v 41% total UK market)



(* Maximum age range available)
Source: TGI Dec 2022

Enhance trust

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

**The
Guardian
Advertising**

No.1

Rated most accurate
news brand by readers

2nd

Rated second-most
trusted news brand
(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%

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.

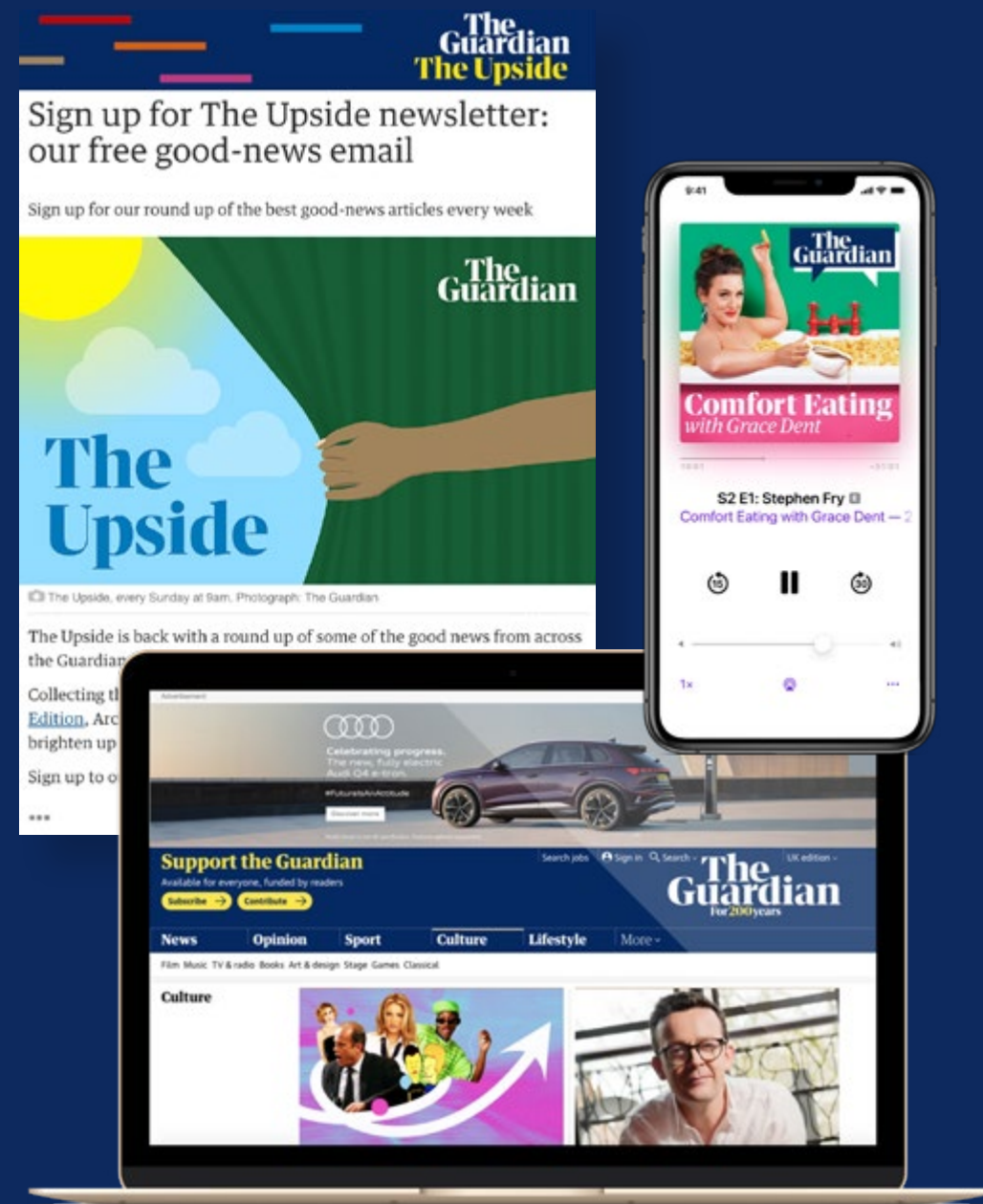
Sponsorship

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 provides 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

Homepage takeover		Rates per day	Homepage takeover	CPM Rate
Billboard and MPU		£46,000	Mobile revealer	£60
Billboard, MPU and Skins		£62,500	Fabric standard or video	£90
Bespoke responsive formats		£80,000	Fabric standard, video or Parrallax takeover	ROA*
Section fronts takeovers		CPM Rate	Video	CPM Rate
Sport, Fashion, Tech, Culture, Lifestyle, Business, Travel		ROA*	Pre-roll video	From £60
			Outstream video	From £50
			Video Streaming	From £50
Contextual targeting MPUs and Leaderboards		CPM Rate	Podcasts	CPM Rate
Business, Money, Travel, Lifestyle, Technology		£60	Pre-roll/Mid Roll	ROA*
Environment, Culture, News		£55	Sponsored	
Sport, Media, Education, Science		£50		
Run of site		£20		
Bespoke audience targeting		CPM Rate		
MPU, Leaderboard, DMPU, Billboard		ROA*		



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

The
Guardian
Advertising

The Guardian	Rates per day	Other news sections excluding G2	Rates
Coverwrap	ROA*	Coverwrap	ROA*
DPS - 34x14	£32,400	DPS	£22,400
Full page - 34x7	£18,000	Page	£12,600
Half page - 17 x7	£11,000		
Junior page 25x4	£9,000	Saturday Magazine, Observer Magazine, Observer Food Monthly, Feast	Rates
Strip - 8x7	£5,000		
Quarter page - 18x4	£6,000	DPS	£16,800
Other sizes	£90 SCC	OBS	£18,500
G2	Rates per day	IFC DPS	£29,800
DPS	£14,400	Page	£12,600
Full page	£8,000	Special Positions	POA
Half page	£5,000		
Other sizes	£45 SCC		
Guardian Weekly	Rates per day		
DPS	£16,000		
Page	£9,000		

What you can
buy. Right.
Now.
Newsletters

The
Guardian
Advertising

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

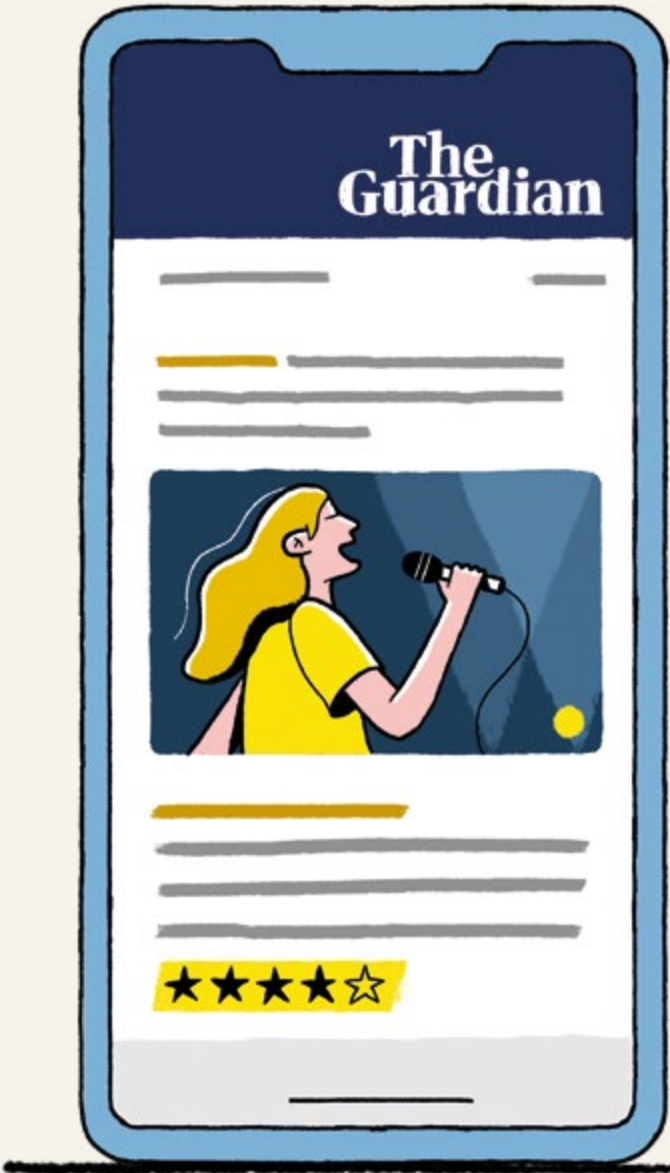
Moving the Goalposts
The Fiver
The Spin
The Recap
The Breakdown

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](#).



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 below.

advertising.enquiries@theguardian.com

