

A woman with blonde hair pulled back, wearing a voluminous, deep purple, ruffled gown. She is reclining, with her right hand near her face and her left hand resting on her lap. The background is a warm, golden-brown, textured wall with bokeh light effects.

TATLER[®]

UK Media Kit

1H 2023

CONDÉ NAST



“Tatler is a magazine about fabulous people, places and things. Who are they? Where are they? And what are they wearing? It is the chronicle of our times, art, politics, culture, fashion and intrigue.”

RICHARD DENNEN, EDITOR

2M

TOTAL REACH

102K

READERSHIP

759K

SOCIAL FOLLOWERS

2.3M

MONTHLY PAGE VIEWS

1.7M

DIGITAL UNIQUES

75%

ABC1

£163K

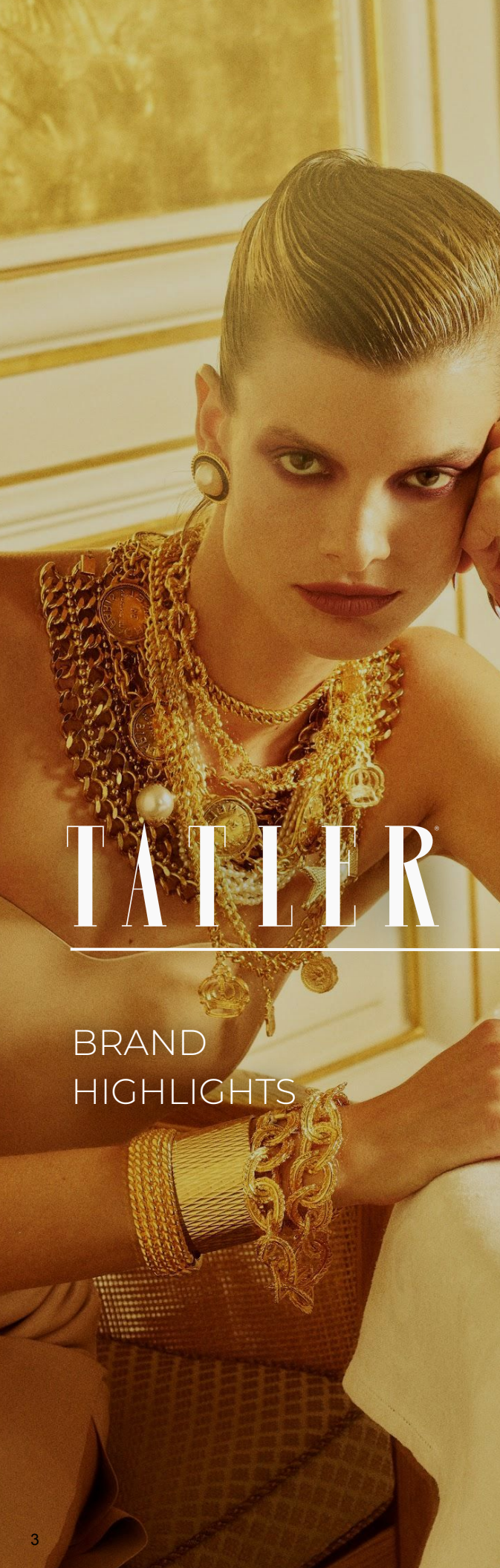
AVERAGE HHI

74%

FEMALE

Sources: PAMCo 1, 2021; Shareablee Oct 2022; TGI Oct 2022; Condé Nast Luxury Survey 2021; Google Analytics (monthly average Aug-Oct 22)

CONDÉ NAST



TATLER

BRAND HIGHLIGHTS

[THE TATLER TALKS FRANCHISE](#) now confidently spans Aesthetics, Education and Weddings. Readers book one-to-one Zoom consultations with our editors, each an expert in their respective field.

[THE TATLER ADDRESS BOOK](#) is organically gaining new categories, and particularly successful are Education (both Schools and Tutors) and High Net Worth, now renamed Advisory.

[TATLER ASKS THE EXPERTS: AESTHETIC ADVICE FROM THOSE IN THE KNOW](#) has become a regular and popular feature on the Tatler IGTV channel. The 5-8 minutes long videos feature Francesca White, Tatler's Beauty and Cosmetic Surgery Guide Editor, in conversation with a skincare specialist, a leading aesthetic doctor or surgeon, asking those crucial questions every Tatler reader wants to know the answer to.

[TATLER ANNUAL GUIDES](#). Tatler is renowned for its annual guides, producing six print supplements during the year, leading the conversation across categories – Tatler Beauty & Cosmetic Surgery Guide, Tatler Wedding Guide, Tatler Schools Guide, Tatler Spa Guide, Tatler Watches & Jewellery Guide and Tatler Travel Guide. Our curated industry guides and exclusive awards showcase our deep category expertise.



TATLER

PRODUCTION SCHEDULE

| ON SALE DATE | COPY DEADLINE | INSERTS DUE | SUPPLEMENT |
|-----------------------|---------------|-------------|---------------------------|
| FEBRUARY 2023 | | | |
| 5 JAN 23 | 2 DEC 22 | 9 DEC 22 | |
| MARCH 2023 | | | |
| 2 FEB 23 | 6 JAN 23 | 13 JAN 23 | COSMETICS & BEAUTY GUIDE |
| APRIL 2023 | | | |
| 2 MAR 23 | 3 FEB 23 | 10 FEB 23 | |
| MAY 2023 | | | |
| 30 MAR 23 | 3 MAR 23 | 10 MAR 23 | |
| JUNE 2023 | | | |
| 27 APR 23 | 29 MAR 23 | 5 APR 23 | |
| JULY 2023 | | | |
| 25 MAY 23 | 27 APR 23 | 5 MAY 23 | WEDDING GUIDE |
| AUGUST 2023 | | | |
| 29 JUN 23 | 2 JUN 23 | 9 JUN 23 | |
| SEPTEMBER 2023 | | | |
| 3 AUG 23 | 7 JUL 23 | 14 JUL 23 | |
| OCTOBER 2023 | | | |
| 31 AUG 23 | 3 AUG 23 | 10 AUG 23 | SCHOOLS GUIDE |
| NOVEMBER 2023 | | | |
| 5 OCT 23 | 8 SEP 23 | 15 SEP 23 | SPA GUIDE |
| DECEMBER 2023 | | | |
| 2 NOV 23 | 6 OCT 23 | 13 OCT 23 | WATCHES & JEWELLERY GUIDE |
| JANUARY 2024 | | | |
| 7 DEC 23 | 10 NOV 23 | 17 NOV 23 | TRAVEL GUIDE |



PRINT RATES

| SIZE/POSITION | RATE (£) |
|---------------------------------|----------|
| Page run of paper | 15,667 |
| Page specified position | 20,632 |
| Inside back cover | 21,251 |
| Outside back cover | 30,342 |
| Outside back cover gatefold | 92,101 |
| Double page spread run of paper | 30,369 |
| Double page specified position | 41,375 |
| Inside front cover spread | 61,426 |
| Inside front cover gatefold | 105,192 |
| Half page | 9,157 |
| Half page specified position | 11,461 |

INSERTS

| | |
|------------------------------------|-----|
| Loose single-sheet inserts | POA |
| Scent strips | POA |
| Bound-in inserts and other formats | POA |

CLASSIFIED ADVERTISING

| | |
|---|------|
| Colour per single-column centimetre (minimum five centimetres) | £124 |
|---|------|

DIGITAL RATES

SPONSORSHIP RATES

| | RATE (£) |
|---------------------------------|-------------|
| Homepage takeover | 5,600/week |
| Style & beauty sponsorship | 8,700/week |
| Schools & education sponsorship | 1,450/week |
| Travel & culture sponsorship | 2,850/week |
| Apple News sponsorship | 2,074/week |
| Society sponsorship | 30,900/week |
| | 4,400/day |

WEB RATES

| STANDARD ADS | JAN-SEP | OCT-DEC |
|----------------------|---------|---------|
| Billboard 970x250 | 44 CPM | 50 CPM |
| Doublesky 300x600 | 44 CPM | 50 CPM |
| Leaderboard 728x90 | 16 CPM | 18 CPM |
| MPU 300x250 | 25 CPM | 29 CPM |
| Native ad unit | 60 CPM | 60 CPM |
| Mobile interscroller | 45 CPM | 50 CPM |

CONTACT

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