

A man in a black jacket and khaki pants stands on a wooden pier, looking out at the sea. He is surrounded by large, colorful, abstract sculptures made of intertwined ribbons in red, yellow, green, and blue. The pier has a metal railing, and the sea and a distant hill are visible in the background under a clear blue sky.

# WIRED

UK Media Kit  
1H 2022

CONDÉ NAST





WIRED is where tomorrow is realized. It is the essential source of information and ideas that make sense of a world in constant transformation. The WIRED conversation illuminates how technology is changing every aspect of our lives—from culture to business, science to design. The breakthroughs and innovations that we uncover lead to new ways of thinking, new connections, and new industries.

“WIRED is the authority on the people, ideas, and technologies changing the way we live. We inspire everyone who cares about the state of the world by providing a roadmap to the future and a guide to understanding our increasingly futuristic present.”

GIDEON LICHFIELD, GLOBAL EDITORIAL DIRECTOR

3.7M

TOTAL REACH

50K

CIRCULATION

704K

SOCIAL FOLLOWERS

3M

DIGITAL UNIQUES

£143k

AVERAGE HHI

56%

ABC1

£5.3K

AVERAGE SPEND ON  
PERSONAL TECH

84%

INVEST IN TECH TO  
MAKE LIFE EASIER

Sources: ABC Jan-Dec 2020; Google Analytics 3 month average (Feb-April 2021); PAMCo 1, 2021; Conde Nast Luxury Survey 2021

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# WIRED

## BRAND HIGHLIGHTS

**WIRED HEALTH** WIRED Health highlights the most exciting, thought-provoking disruptors scientists and practitioners making a positive change in the way we provide and access health care.

**WIRED SMARTER** WIRED Smarter focuses on those currently shaping the world in Retail, Money and Security, by innovating with technology and breaking boundaries in a bid to disrupt and improve our lives.

**WIRED IMPACT** WIRED Impact focuses on innovative ways in which technology and business can come together to change habits and mindsets, rethinking how we live today to take better care of our planet.

**WIRED WORLD** WIRED World 2023 is an unmissable briefing on the ideas, trends, technologies, people and companies that will shape the coming year.

**WIRED BRIEFINGS** Designed as an extension of WIRED's long-running live conference portfolio, WIRED Briefings are editorially-curated, high-level discussions with compelling speakers on a key topic or theme – and produced for a digital audience.





# WIRED

## PRODUCTION SCHEDULE

ON SALE DATE	BOOKING DEADLINE	COPY DEADLINE	INSERTS DUE
<b>MARCH / APRIL 2022</b>			
3 FEB 22	26 NOV 21	6 JAN 22	18 JAN 2
<b>MAY / JUNE 2022</b>			
31 MAR 22	4 FEB 22	3 MAR 22	15 MAR 22
<b>JULY / AUGUST 2022</b>			
26 MAY 22	3 MAR 22	28 APR 22	10 MAY 22
<b>SEPTEMBER / OCTOBER 2022</b>			
28 JUL 22	1 APR 22	30 JUN 22	12 JUL 22
<b>NOVEMBER / DECEMBER 2022</b>			
29 SEP 22	5 AUG 22	2 SEP 22	13 SEP 22
<b>WIRED WORLD 2023</b>			
3 NOV 22	9 SEP 22	6 OCT 22	18 OCT 22
<b>JANUARY / FEBRUARY 2022</b>			
1 DEC 22	7 OCT 22	3 NOV 22	15 NOV 22



**WIRED**

## PRINT RATE CARD

### PRINT RATES

SIZE/POSITION	RATE (£)
Page run of paper	10,203
Page facing matter	11,225
Page specified position	12,249
Page first third	13,267
Contents / masthead	14,288
Inside back cover	14,798
Outside back cover	16,329

DPS run of paper	20,413
DPS specified position	24,502
DPS first third	26,487
Inside front cover gatefold	65,321
1st DPS	30,625
2nd DPS	29,602
Opening bank DPS	28,579

### PROMOTIONS

Page advertorial	12,249
DPS	24,502
Creative per page	4,082 (net)

### INSERTS

Scent strips	Rate on application
Tip on	Rate on application
Loose single sheet (Machine)	£50 per '000
Loose single sheet (Hand)	£80 per '000





WIRED

DIGITAL AND  
WEB RATE CARD

## DIGITAL RATES

### FORMAT

Billboard	970x250
Doublesky	300x600
Leaderboard	728x90
MPU	300x250

### RATE (£)

Jan/Aug	Sep/Dec
44 CPM	50 CPM
44 CPM	50 CPM
16 CPM	18 CPM
25 CPM	29 CPM

In-content	970x90	50 CPM
In-read	up to 1920x1080	50 CPM
Pre-roll		50 CPM
Native		60 CPM

### TAKEOVERS

Homepage	3,700 pw
Gear section	23,500 pw
Culture section	13,300 pw
Science section	48,500 pw
Business Tech	50,000 pw
Security section	3,000 pw
Apple news	15,000 pw

### EMAIL

Solus email	90 CPM
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### BRANDED CONTENT

Native article	from	20,000
Social only	from	15,000
Video	from	90,000

## CONTACT

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