



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

704K

**SOCIAL FOLLOWERS** 

£143k

AVERAGE HHI

£5.3K

AVERAGE SPEND ON PERSONAL TECH

50K

**CIRCULATION** 

3M

**DIGITAL UNIQUES** 

56%

ABC

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



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.



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



# PRINT RATES

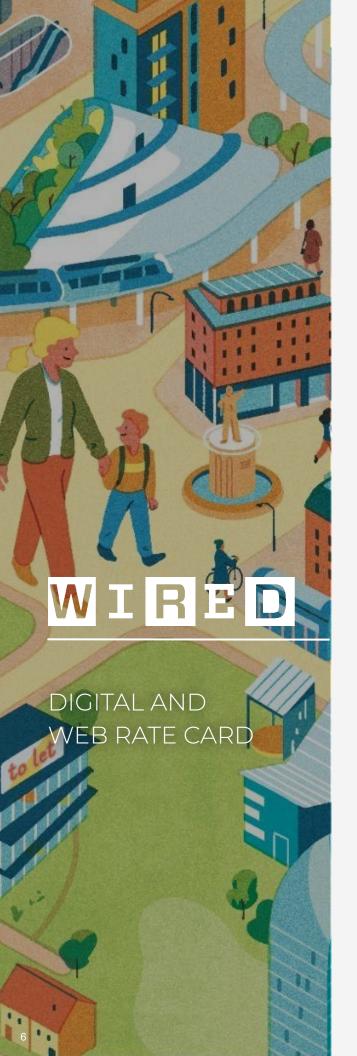
SIZE/POSITION	RATE (£)
Page run of paper	10,203
Page facing matter	11,225
Page specified position	12,249
Page first third	13,267
Contents / masthead	14,288
Inside back cover	14,798
Outside back cover	16,329
DPS run of paper	20,413
DPS specified position	24,502
DPS first third	26,487
Inside front cover 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



## **DIGITAL RATES**

E3		
	RATE (£)	
	Jan/Aug	Sep/Dec
970x250	44 CPM	50 CPM
300x600	44 CPM	50 CPM
728x90	16 CPM	18 CPM
300x250	25 CPM	29 CPM
970x90	50 CPM	
up to 1920x1080	50 CPM	
	50 CPM	
	60 CPM	
	3,700 pw	
	23,500 pw	
	13,300 pw	
	48,500 pw	
	50,000 pw	
	970x250 300x600 728x90 300x250 970x90	PATE (£)  Jan/Aug  970x250

3,000 pw

15,000 pw

#### **EMAIL**

Solus email 90 CPM

#### **BRANDED CONTENT**

Security section Apple news

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

# CONTACT

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