

A close-up photograph of a person's face and hands. The person's hands are raised to their eyes, with fingers spread. The image is heavily color-graded with a deep red and a vibrant blue. The person's face is partially obscured by the hands and the text. The word "WIRED" is prominently displayed in the center, with each letter in a white square. The 'W' is blue, while the others are white. Below it, the words "MEDIA KIT" are written in a smaller, white, sans-serif font.

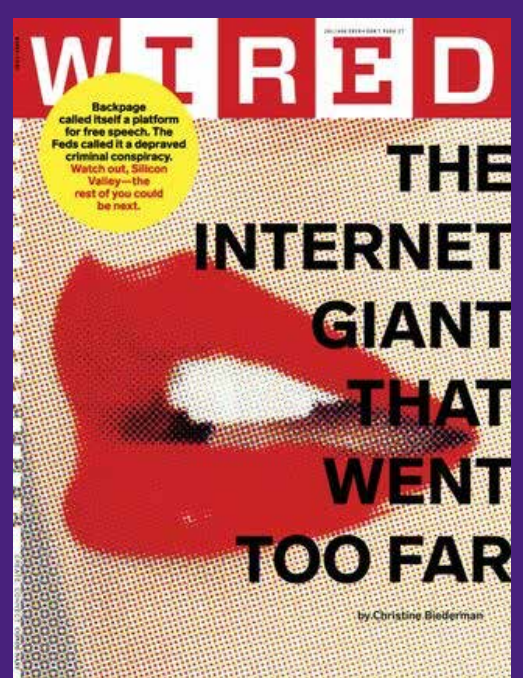
WIRED

MEDIA KIT



WIRED reports on how emerging trends, ideas and technologies will change our world. Our mission is to tell the stories of the people who drive this change. WIRED has become a world-renowned, highly influential, market-leading brand that not only talks about the future, but shapes it.

WIRED's influence is felt in every industry and it has introduced many disruptive ideas to the world, amongst them: The Long Tail, Crowdsourcing and The Collaborative Economy.

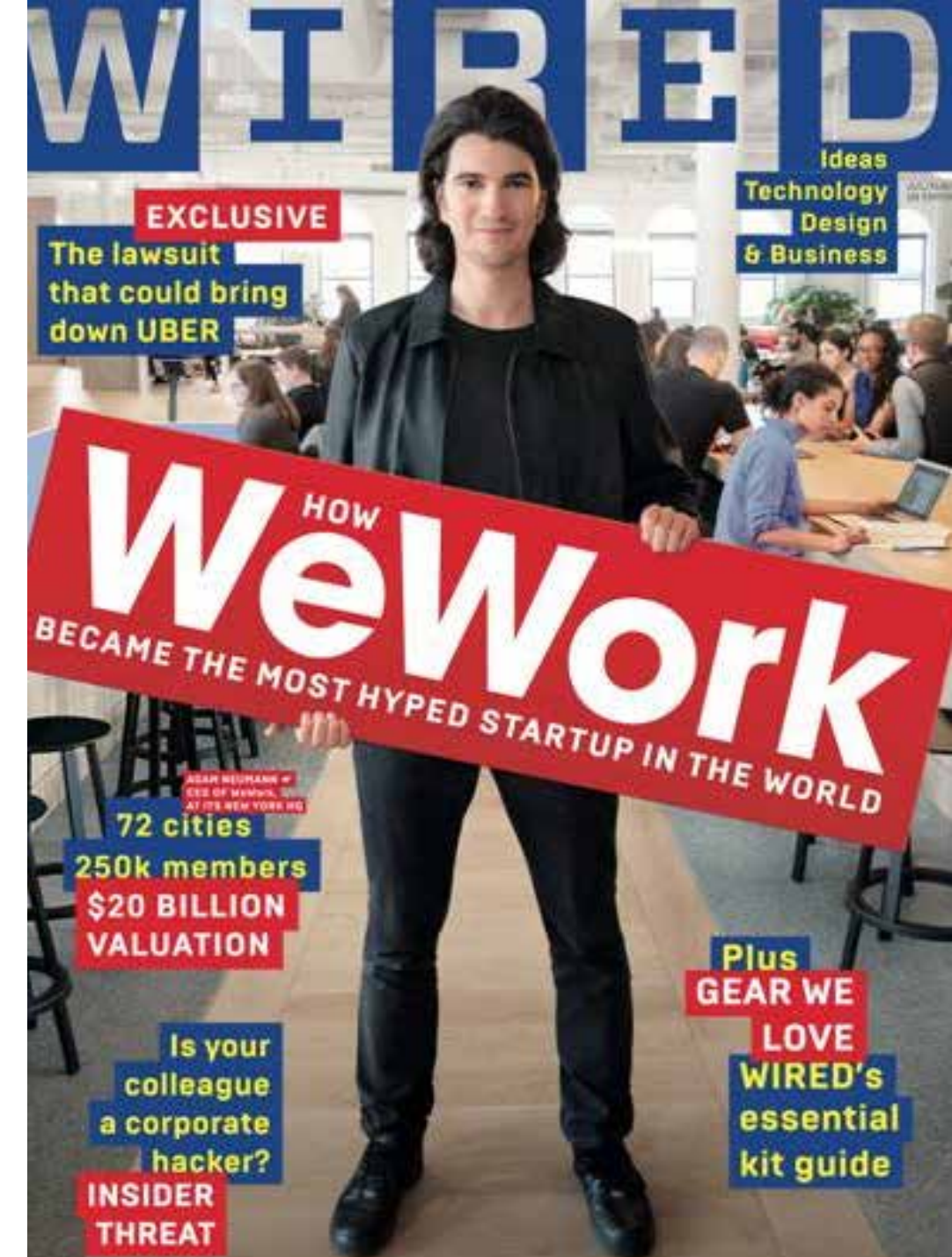


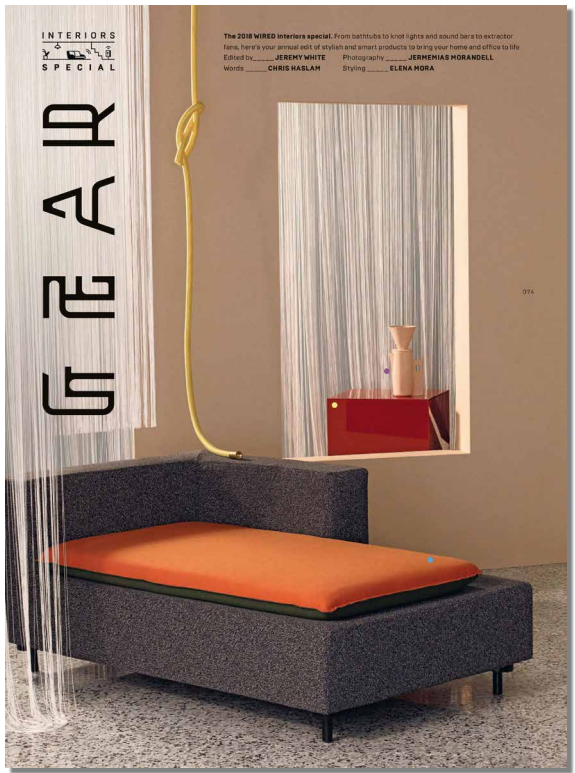


The world's most influential innovators come to WIRED for news about tomorrow. WIRED dispatches are read every week in 10 Downing Street, Steve Jobs called it "required reading" and Sir Richard Branson says, "It is always on the cutting edge." WIRED's audience are makers and changers; an influential tribe of tech-savvy and knowledge hungry entrepreneurs and investors, who are building the world of tomorrow.



As technology disrupts every sector and area of our lives, WIRED cuts through the noise to deliver insight, intelligence and information.





A unique proposition, WIRED is a compelling combination of brains and beauty. It fuses thoughtful and provocative journalism with dazzling, award-winning design. Since 2009 WIRED has won tens of awards for editorial leadership, design and digital – including Media Brand of the Year.

WIRED is the only media brand whose mission is to map change and provide the information to navigate the future, as it happens.



1 MAGAZINE

Where it all started. WIRED in
print, six issues a year.

2 DIGITAL EDITIONS

WIRED magazine on smartphone
and tablet.

3 WEBSITE

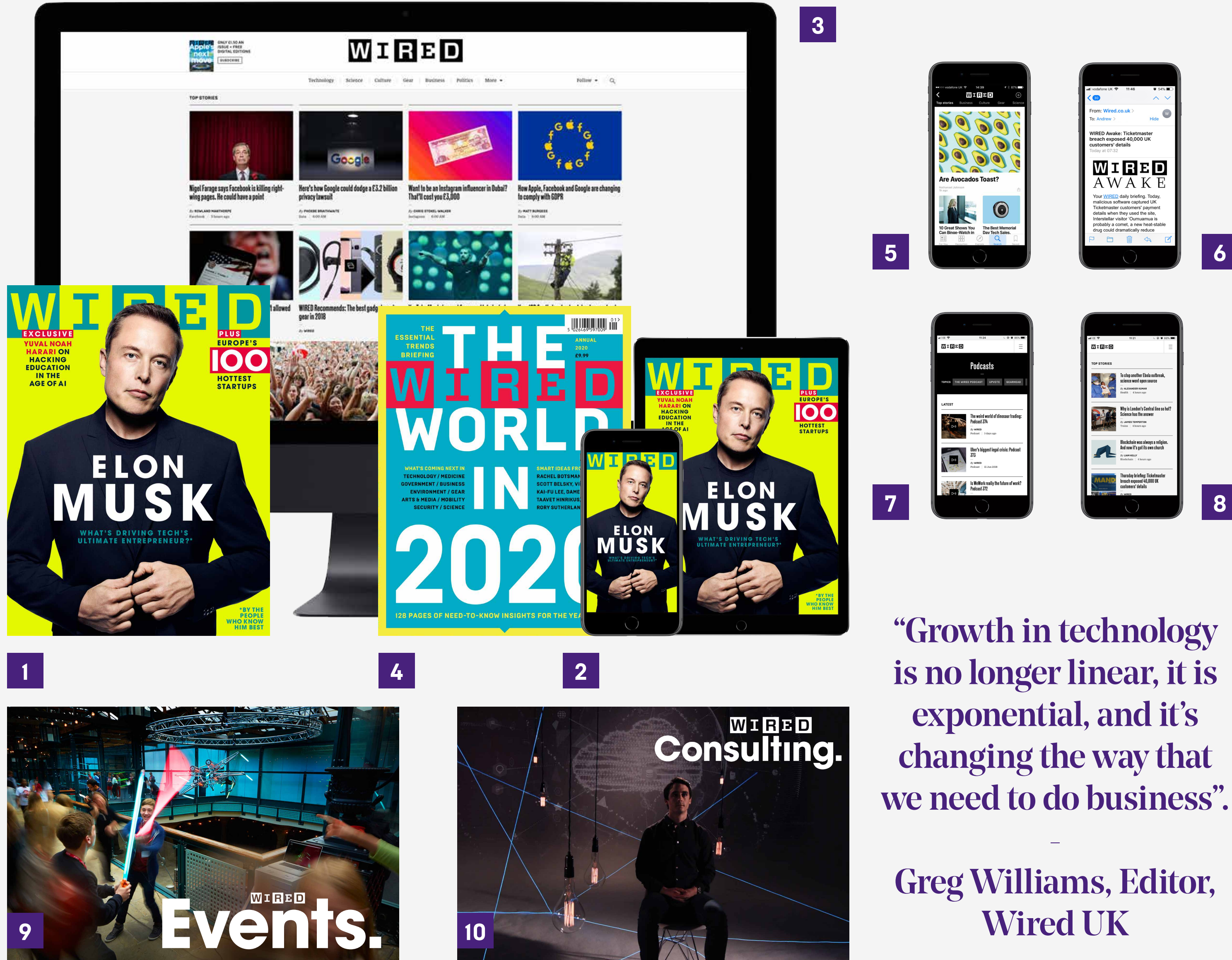
3m unique users monthly,
wired.co.uk keeps you up-to-date.

4 ANNUAL

Our look ahead at the trends that
will define the coming year.

5 APPLE NEWS

WIRED content available on
Apple News, sponsorship
opportunities available.



3,877,466

WIRED's total reach

The WIRED community is growing all the time
– via an array of social networks, through our website and events

2M

Apple News

277,000

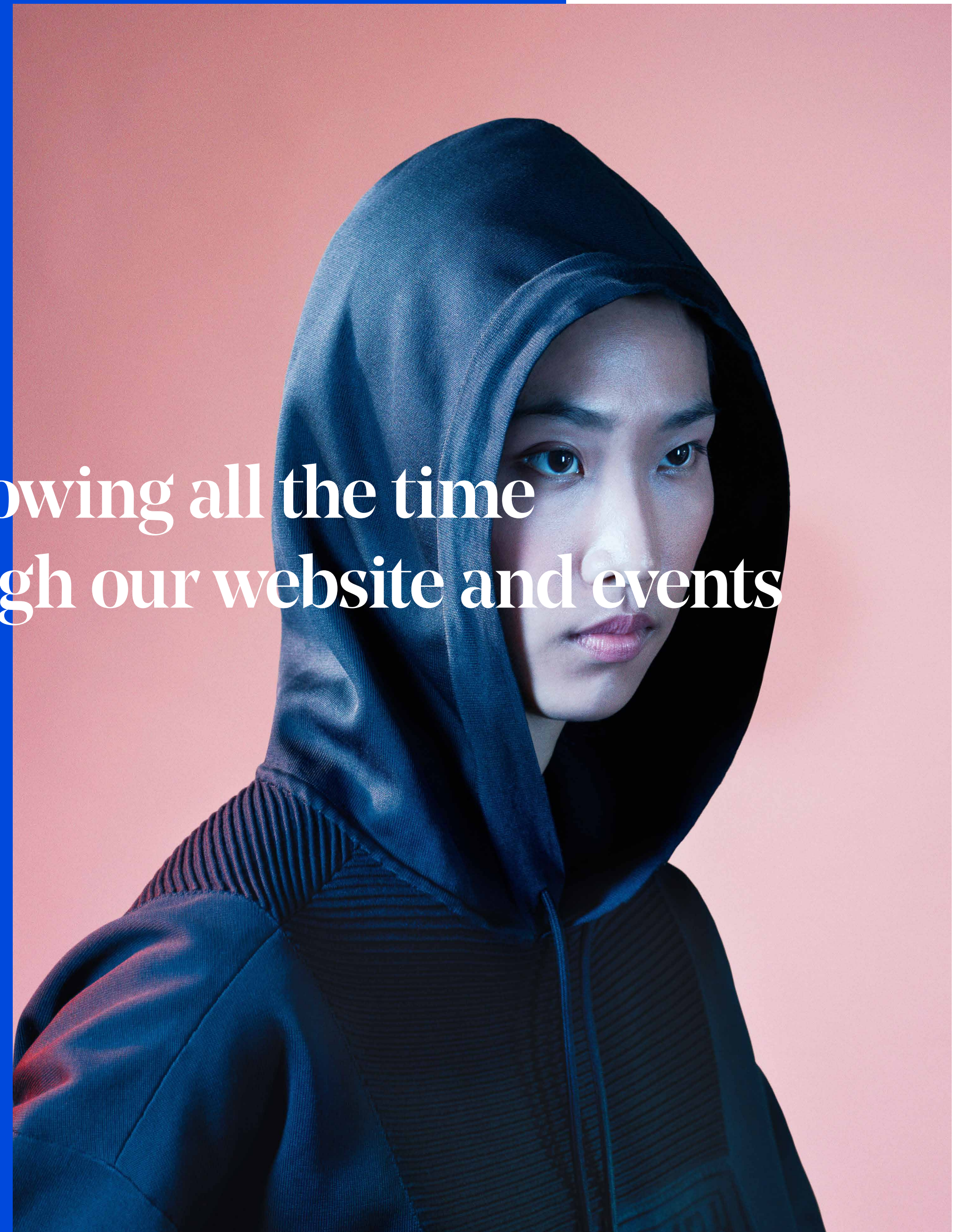
Twitter followers

118,000

Facebook 'likes'

51,000

Instagram followers



PRINT DISPLAY PAGES

Page run of paper	£10,203
Page facing matter	£11,225
Page specified position	£12,249
Page first third	£13,267

DOUBLE PAGE SPREADS

IFC Page 1 Gatefold [4 x pages]	£65,321
IFC Page 1	£32,657
1st DPS	£30,625
2nd DPS	£29,602
Opening bank DPS	£28,579
DPS First Third	£26,487
DPS specified position	£24,502
DPS Run of Paper	£20,413

Names sites [Contents, Masthead, Ed's letters & Contributors]	£14,288
Inside back cover	£14,798
Outside back cover	£16,329

PARTNERSHIPS PAGES

Single page advertorial	£12,249
Double page spread	£24,502
Creative per page	£4,082

INSERTS

Scent strips/bound inserts	on application
Tip on	on application
Loose single sheet [Machine]	£50 per '000
Loose single sheet [Hand]	£80 per '000

MECHANICAL DATA

[width x height, in mm]

Full page trim	203 x 276
Full page type	183 x 256
Full page bleed	209 x 282
Spread trim	276 x 406
Spread type	386 x 256
Spread bleed	412 x 282
1/2 page vertical trim	99 x 276
Vertical type	89 x 256
Vertical bleed	105 x 282
1/2 page horizontal trim	136 x 203
Horizontal type	183 x 126
Horizontal bleed	209 x 142

DISPLAY RATES

	Jan-Sept	Oct-Dec
Leaderboard	£16	£18
MPU	£25	£29
Doublesky	£44	£50
Billboard	£44	£50
In-content	£44	£50
Gallery interstitial	£70	£88
Native ad unit	£60	£60
Pre-roll	£45	£50
Interscroller	£45	£50
Inread	£45	£50

Minimum spend / display campaign £3500 (gross)

SOCIAL PACKAGES

1 x Facebook	£1,000
1 x Twitter	£1,000
1 x Instagram	£2,000
1 x Instagram Carousel (5 images)	£3,000
1 x Instagram Story	£7,500
1x Dark post	£8,000

Minimum spend / social only campaigns £15,000

NATIVE ARTICLE

Minimum spend £25,000
(client to supply assets)

Production £5,000
Includes copywriting by WIRED contributor / video / image gallery / competition / traffic driving package / production of the native article page and traffic driving media

Traffic Driving Media £tbc
Includes native ad units @ £60cpm and can also include standard media, social posts and sponsorships]

Social packages	
1x Facebook	£2,000
1x Twitter	£2,000
1x Instagram	£2,000
1x Facebook, 1 x Twitter, 1 x Instagram	£3,000

EMAIL

Solus Emails	£90cpm
Sponsored Newsletter	£45cpm
Wired Awake sponsorship	£8000pcm

BRANDED CONTENT

Minimum spend £40,000

Production Dependent on KPI's
Includes copywriting by WIRED contributor / video / image gallery / competition / traffic driving package / production of the native article page and traffic driving media

Traffic driving media £tbc
Includes native ad units @ £60cpm and can also include standard media, social posts and sponsorships

APPLE NEWS SPONSORSHIP

7 day sponsorship £2,500

45,000 estimated iAd impressions
100% Share of Voice, all iAd Formats
Please note: Apple report on viewed impressions only. [A viewed impression means that all four corners of the ad are in view for one second]

HOMEPAGE TAKEOVER

wired.co.uk

7 day sponsorship £6,000

Estimated impressions per week: 45,000 page impressions / 135,000 ad impressions

Formats: 3 x responsive Home-fills
OR Billboard, Double Sky, MPU

TECHNOLOGY AND DESIGN SPONSORSHIP

wired.co.uk/technology

[Includes Design, Autopia and Gear content]

7 day sponsorship £24,000

Estimated impressions per week: 200,000 page impressions / 600,000 ad impressions.

CULTURE SPONSORSHIP

wired.co.uk/culture

[Includes gaming, social media, music and movies]

7 day sponsorship £12,000

Estimated impressions per week: 100,000 page impressions / 300,000 ad impressions.

REVIEWS SPONSORSHIP

wired.co.uk/reviews

7 day sponsorship £3,500

Estimated impressions per week: 20,000 page impressions / 60,000 ad impressions

SCIENCE SPONSORSHIP

wired.co.uk/science

[Science & Space]

7 day sponsorship £14,500

Estimated impressions per week: 120,000 page impressions / 360,000 ad impression

BUSINESS & POLITICS SPONSORSHIP

wired.co.uk/business

7 day sponsorship £9,000

75,000 estimated page impressions per week
225,000 estimated ad impressions per week

Formats for all section sponsorships

Section Homepage:

Billboard, Double Sky, MPU

Article Pages:

Billboard, Responsive In-content
OR Double Sky, MPU

ISSUE	THEME	COPY	INSERTS DEADLINE	ON SALE DUE	BOOKING DEADLINE
Mar/Apr	THE HEALTH ISSUE	9 January	22 January	6 February	2 January
May/Jun	QUANTUM COMPUTING AND AI	12 March	24 March	9 April	5 March
Jul/Aug	WIRED TIME Annual Watch Supplement	6 May	18 May	4 June	29 April
Sept/Oct	EUROPE’S HOTTEST STARTUPS	9 July	21 July	6 August	2 July
Nov/Dec	GEAR OF THE YEAR + WIRED DESIRED	3 Sept	15 Sept	1 Oct	27 August
WIRED WORLD	THE WIRED WORLD IN 2021	8 Oct	20 Oct	5 November	18 October
Jan/Feb	BUSINESS SPECIAL	5 November	17 November	3 December	29 October

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