



The Guardian

Media Kit 2018

The Guardian at a glance

Understand our scale, reach and influence



Ahead of the competition in the UK

Monthly cross-platform readership among quality newsbrands

24.6m

The Guardian

25.2m

The Telegraph

22m

The Independent

8.1m

The Times

Source: PAMCo 1 2018, Jan 2017 - Dec 2017

Different platform, different strengths

Monthly reach across different platforms

4m

Print

7.8m

Desktop

16m

Mobile

3.1m

App

Source: PAMCo 3 - Sept 17 2018

Find your demographic

We reach a wide audience across different groups every month

17.34m

ABC 1

15m

35+

9m

15-34

6.7m

C 2 DE

8.2m

London + SE

Source: Pamco 3 - Sept 17 2018

A progressive outlook

Increasingly important to your brand, we've a strong connection with progressives

7.6m

The Guardian's progressive audience

Uniquely curious and informed. They take responsibility, strive for equality, and embrace the different cultures, ideas and lifestyles of the world around them

Source: TGI Clickstream 2018

We are social



7.9m
likes



7.2m
followers



1m
followers

Our global appeal

The Guardian's reach across the world:

150m

Unique monthly browsers worldwide

43m

UK

51m

North America

61m

Europe

1.8m

South America

21.5m

Asia

5m

Africa

8.6m

Australasia

Source: Google Analytics - Jan to June 2018

Most time spent with a quality newsbrand in UK

Average minutes per visitor

26mins

The Guardian

25mins

Times

11mins

Telegraph

6mins

Independent

Source: comScore Dec 2017, Average minutes per visitor /month

Awards

Digiday Publisher of the year 2018

IPA best cross media owner 2017

British Journalism Awards 2017

Comment Journalism 2017

Sports Journalism 2017

Marketing Society Brave

Brand of the Year 2017

Mediaweek Awards 2017

Gold Media Owner Idea - Launch

Source: IPA Databank study 2017

The power of newsbrands

10x

Lumen research proved that online Guardian ads had up to 10 times human attention than competitors

47%

Campaigns using newsbrands are 47% more likely to deliver market share growth

The Guardian

Our UK audience profile



Gender

47%

male

53%

female

Age

38%

Under 35

20%

35 to 44

20%

45 to 54

13%

55 to 64

8%

65 to 74

3%

75+

Education

11%

University
Postgraduate Degree

9%

Professionally
qualified

Occupation

7%

Director/Senior
Official/Senior
Manager

21%

Middle
Manager/Senior
Executive

Income brackets

72%

ABC1

28%

C2DE



Our global audience profile



Gender

63%
male

37%
female

Age

27%
16 to 24

35%
25 to 34

21%
35 to 44

12%
45 to 54

5%
55 to 64

Education

48%
University degree

18%
Postgraduate degree

Occupation

10%
Company Owner/CEO/CFO/
Chairman/President/MD

3%
Director

14%
Senior Manager

5%
Qualified Professional
(Doctor/Lawyer/
Solicitor/
Accountant/
Architect etc)

Income brackets

36%
Mid 50%

29%
Top 25%

52%
have children in
the household

22%
regularly travel
abroad for business

1 in 3
Nearly 1 in 3
global Guardian
readers are in the
top 25% income
bracket



A truly international audience



Global audience figures

6.1m

Guardian
Culture

5.4m

Guardian
Sport

4.4m

Guardian
Life & Style

2.9m

Guardian
Football

2.2m

Guardian
Business

2.1m

Guardian
Film

1.7m

Guardian
Technology

1.4m

Guardian
Travel

849k

Guardian
Fashion

Source: Google Analytics Jan - June 2018 monthly averages

Top 10 markets

39.2m

United Kingdom

2.2m

Germany

1.7m

France

2m

Ireland

1.3m

Italy

38m

United States

6m

Canada

6.1m

India

1.3m

Netherlands

8m

Australia

Source: Google analytics Aug 2018

Digital

Taking over our homepage Rates

Billboard and MPU	£16,000
Billboard, MPU and skins	£62,500
Bespoke responsive formats	£62,500

Section front takeovers Rates

Sport, Fashion, Tech, Culture, Lifestyle, Business, Travel	ROA*
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Contextual targeting MPUs and Leaderboards Rates

Business, Money, Travel	£60
Lifestyle, Technology, Environment, Culture	£55
News, Sport, Media, Education, Science	£50
Run of site	£20

Contextual targeting DMPUs and Billboards Rates

Business, Money, Travel	£70
Lifestyle, Technology, Environment, Culture	£65
News, Sport, Media, Education, Science	£60
Run of site	£30

Bespoke audience targeting Rates

MPU, Leaderboard, DMPU, Billboard	ROA
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Exclusive (native) Rates

Mobile Reveal	£60
Fabric (standard or video)	£90
Fabric (standard, video or parrallax) takeover	ROA
Focus	£60
Frame	£60

Guardian + minimum campaign spend 10K Rates

Video +	From £15
Response +	From £2.50

Print

The Guardian Rates

Coverwrap	ROA*
DPS - 34X14	£32,400
Full Page - 34x7	£18,000
Half Page - 17x7	£11,000
Junior Page - 25x4	£9,000
Strip - 8x7	£5,000
Quarter Page - 18x4	£6,000
Other sizes	£90 SCC

G2 Rates

DPS	£14,400
Page	£8,000
Half page	£5,000
All other sizes	£45 SCC

Other news sections excluding G2 Rates

Coverwrap	ROA
DPS	£22,400
Page	£12,600

Guardian Weekend, The Guide, Observer Magazine, Observer Food Monthly, Feast Rates

DPS	£17,000
OBC	£12,000
IFC	£12,000
Page	£9,000
Special positions	ROA

Our specifications



We've got a variety of ad formats to suit your purpose across print and digital. For a full rundown of what's on offer, click below:

Find out more

Print [click here for specs and delivery](#)

Digital [click here](#)

Talk to us

We can get your message in front of the engaged global audience that matters to you. Get in touch, we'd love to hear from you.

Email

Global international.advertising@theguardian.com

UK investment.team@theguardian.com