

spiked

Brand
manager's
pack

Profile of a *spiked* reader

Influential:

spiked is read by opinion-formers and policy-makers in fields ranging from science and I.T, to education and health.

Well-travelled:

spiked readers travel widely, enjoying exotic foreign holidays, business trips and EU city breaks - 57% of them booked online.

Hard to reach:

spiked readers are experienced web users, 43% use the internet on an hourly basis while 63% use the internet as their primary source of information.

Online spenders:

51% of *spiked* readers have spent over £500 online in the past year. 83% had bought books, 52% music and 40% had bought gadgets and appliances.

Smart:

88% of *spiked* readers went to university - 51.5% are educated to postgraduate level or beyond. Over half of *spiked* readers earn over £30,000 per annum.



Keen to debate:

spiked readers see themselves as open-minded freethinkers, keen to engage and interrogate the facts from fresh angles.

***spiked* users:**

Unlike some portals, our readers visit *spiked* for content rather than to get through us to somewhere else on the web

Culturally active:

In the past 2 months, 64% have visited an art gallery or museum, 55% have been to a lecture or talk, 47% to a concert and 40% to a theatre.

Claire Fox,
Director, *Institute of Ideas*

'*spiked* is THE publication with which to interrogate and investigate today's key intellectual trends -with sharp writing, wit and verve.'

Nadine Strossen,
President,
American Civil Liberties Union

'We need more magazines like *spiked* that are prepared to go against the grain.'

Fay Weldon, Author:

'*spiked* is the intellectual's YouTube. In it you will find things you never thought of, and hoped never to know, but it's as well you now do. It links you virtually to the least boring people in the land, who are your fellow subscribers.'

Chris Yapp,
Head of Public Sector
Innovation, *Microsoft*

'In the era of the bland consensus, *spiked* has become a magnet and a source of free thought.'

Mark
Henderson,
Science Editor, *The Times*

'*spiked* is one of the few organisations of its kind that provides a forum for rigorous thinking about the role the scientific method has to play in modern life - not only in more obvious fields such as medical research, but its wider relevance to political and social issues too.'

Professor
Marcus De Sautoy,
University of Oxford

'I am amazed at how *spiked* constantly finds such innovative and stimulating ways to bring science alive for its readers. Over the years it has provided a unique forum for scientists to share their passions, inspirations and aspirations for their subject - through surveys, seminars, videos and blogs. It has helped bridge the gap between science and society, giving both sides a voice to discuss scientific issues that affect us all.'

About spiked



Mick Hume

read this

Editor of *spiked* and *Times* columnist

Why *spiked*?

spiked is an independent online phenomenon dedicated to raising the horizons of humanity by waging a culture war of words against misanthropy, priggishness, prejudice, luddism, illiberalism and irrationalism in all their ancient and modern forms.

spiked is endorsed by free-thinkers such as John Stuart Mill and Karl Marx, and hated by the narrow-minded such as Torquemada and Stalin. Or it would be, if they were lucky enough to be around to read it.

spiked is hard to pigeon-hole. Launched in 2001 as the UK's first on-line current affairs/culture magazine, *spiked* has built a growing national and international reputation for exposing fashionable myths and bursting overblown egos.

We publish ideas, argument and analysis that grabs, shocks and inspires our readers five days a week. Readers keep coming back to a site that combines the best in easily navigable web design that they won't find anywhere else.

spiked's favourite motto is 'question everything', and that attitude has attracted a growing global readership from among those dissatisfied with the mass of information they receive from elsewhere. At a time when everybody is 'first with the news', they rely on *spiked* to be first with a fresh way to make sense of it.

The screenshot shows the spiked website homepage. At the top left is the 'spiked' logo. The main header area displays the date 'Thursday 5 October 2006' and the text 'read this' in blue. A featured article by Josie Appleton is titled 'Just 17? Then forget university'. Below this are several other article teasers by James Panton, Duleep Altirajah, Neil Davenport, Rob Lyons, and Ken McLaughlin. A sidebar on the left lists various categories like 'Animals', 'British politics', and 'Environment'. At the bottom right, there is a 'Get spiked in your inbox every Friday for free. Subscribe NOW' banner and an 'INTERNS WANTED' advertisement.

HTML email adverts

Each Friday, *spiked* emails a weekly newsletter to 15,000 readers who have specifically requested it.

The number of subscribers is set to increase when the enhanced HTML format 'The Week @ *spiked*' is launched in November 2006.

As well as being directed to the best content on the web, our HTML subscribers will get exclusive, thought-leading comment from *spiked*'s editor, Mick Hume.

Two adverts will be featured prominently in each new email: an embedded banner and a skyscraper.

Embedded banner:

Specifications:

394 x 74 pixels
25 KB max
GIF/JPEG

£500

Skyscraper:

Specifications:

120 x 600 pixels
30 KB max
GIF/JPEG

£500

spiked has a lot more to offer businesses, in terms of promotion, than any other online current affairs publication. Our range of debates, surveys, seminars, conferences and day schools can deliver a dynamic platform for increasing stakeholder engagement. We have a proven track record of organising open and challenging debates that bring together academics, corporate representatives, policy makers, journalists, broadcasters, and the interested public.

A recent survey showed that 17% of *spiked* readers are academics, 13% are in the public sector, civil service and local government, 19% are in the professions and 16% work in the media, communications and publishing.

case study

spiked partners the research-based pharmaceutical company

‘What Inspired You?’ survey (Autumn 2006)



Joel Morris, Head of Media Relations, *Pfizer*:

‘*Pfizer* has recently partnered with *spiked* to find out what inspired some of the world’s top scientists to make a career out of science. The *spiked* team did a fantastic job from start to finish. They helped us come up with a beautifully simple question, extracted responses from leading thinkers in many scientific fields and presented the findings to the world in an interesting way, via *spiked* and other media. It was a pleasure to work with them and to get people thinking about how we can switch more people onto science.’

The ‘What Inspired You?’ survey produced for *Pfizer* by *spiked* incorporated responses from 134 key thinkers in science, technology and medicine - including four Nobel laureates. The survey was widely reported and discussed in publications ranging from the *Guardian* to *The Daily Telegraph*. A launch event was held at London’s *Society of Chemical Industry* on 10 October 2006 which saw a selection of survey respondents debate the significance of the survey’s findings.

Dr. Eliot Forster, Vice President of Development at *Pfizer Global Research and Development*:

‘Science is at the heart of what we do as an industry... it’s very important to engage in a dialogue about what science means to us as individuals and as scientists, but equally important is what science means to us as a society.’

By sponsoring a *spiked* debate or project, businesses, research councils and grant-awarding bodies have connected with a diverse range of opinion-formers and an international audience to discuss issues of topical importance. This is what top figures in the business world had to say about working with *spiked* on promoting corporate issues:

Vikki Leach, Corporate Communications, *O2*:

‘O2 has sponsored *spiked* to design and run a series of online debates which are open to the public to encourage free thinking around the issues that the mobile phone faces. This can be anything from privacy, health to child protection. *spiked* has led the debates and targeted a range of critical audiences to create an intelligent, yet bold debate.’

Gail Cardew, Head of Programmes, *Royal Institution of Great Britain*:

‘*Ri/spiked* events always generate new angles for discussion, because they attract such a wide variety of people.’

Mike Dolan, Executive Director, *Mobile Operators Association*:

‘*spiked* on-line provides an excellent forum for public debate on contemporary issues such as those surrounding emerging technologies and their impact on our modern society. We have been pleased to work with them in this important aspect of stakeholder engagement.’

Henrik Kiertzner, Head of Corporate Resilience, *ARUP*:

‘*spiked* is often provocative, usually thought-provoking and occasionally annoying. It gives a platform to original and unusual thinkers and is always worth reading. Its ruthlessly pragmatic and direct approach is a refreshing alternative to spin and dissimulation.’

David Taylor of *Orange*:

‘*spiked* is like an online work-out for the brain.’

Chris Godwin, Public Affairs Manager, *IBM*:

‘Hosting *spiked* events is always a pleasure, with a modern-minded, well-informed and balanced crowd.’

Advertising packages

10% discount

Bronze package

(£1350 or £450 per ad)

Prebook three adverts

Targeted adverts and campaigns can help establish brand recognition amongst policy makers. You can book your adverts across a year or target them to particular dates - providing a bridge from you to business, government or academia.

20% discount

Silver package

(£2000 or £400 per ad)

Prebook five adverts

To leap into intellectual spheres and demonstrate that your company is a smart, intelligent operation with opinions, advertise with *spiked*.

Chris Clarke, Director, *Clarke Mulder Purdie*:

‘Unlike other publications and platforms, *spiked* has unique and extensive reach into a wide range of opinion-formers across many different sectors, both public and private.’

40% discount

(£3000 or £300 per ad)

Prebook ten adverts

Gold package

Tackle difficult market issues. For maximum impact, we recommend consecutive bookings in HTML emails.

Use our capabilities, talents and insights to resolve the tangible branding dilemmas affecting your business - get YOUR message out.

Chris Clarke,
Director,
Clarke Mulder Purdie:

‘The loyalty and quality of *spiked* readers certainly marks it apart from other publications. For us, engaging with *spiked* was about ensuring that our brand was seen as inquisitive and interested in the issues shaping the big political, economic and social debates of the day.’

To discuss brand alignment or to commission a *spiked* series or event, please contact us today.

Other businesses *spiked* has recently worked with include:

Arts Council England, Bloomberg; the British Association for the Advancement of Science; the British Council; BT; Cadbury Schweppes; Cambridge University Press; the Cheltenham Science Festival; Colubris Networks; the City of London; Continuum International Publishing Group; the Dana Centre; the European Commission research project RightsWatch; EuroScience; Hill and Knowlton; IBM; INFORM; the Institute for the International Education of Students; the Institute of Psychiatry; International Policy Network; Luther Pendragon; the Medical Research Council; the Mobile Operators Association; the National Endowment for Science, Technology and the Arts; Natural Environment Research Council; Orange; O2; Pfizer; the Royal Institution of Great Britain; the Social Issues Research Centre; the Society of Chemical Industry; TechCentralStation; University of East London; the Wellcome Trust.

To book your advert, or for further information:

Emily Hill

Contact

Advertising Manager

0207 430 2358

emily.hill@spiked-online.com

For further information on sponsorship, promotions and events:

Helene Guldberg

Contact

Managing Editor

0207 737 7042

helene.guldberg@spiked-online.com