From measurement to sustainability, privacy to purpose, advertisers are wrestling with a number of big challenges posed by digital channels. That’s on top of the creativity, cultural relevance and attention you need for brand growth. We believe we can deliver a more effective advertising environment. Where reporting is transparent and privacy protected. Where advertisers can be sure their money is being spent on big, beautiful creatives placed at the heart of culture – in front of people that are paying attention. On that basis, the Guardian is the right choice for your brand. Now. Find out why advertising with The Guardian works.

Source: As figures have been gathered from various sources, which use different methods to collect data, some slight discrepancies may appear across segments.
## The Guardian UK audience

<table>
<thead>
<tr>
<th>Cross-platform readers</th>
<th>Monthly print readership</th>
<th>Monthly digital readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>22.4m The Guardian</td>
<td>21.3m The Independent</td>
<td>21.1m The Guardian</td>
</tr>
<tr>
<td>18.0m The Telegraph</td>
<td>16.3m The Times</td>
<td>16.4m The Telegraph</td>
</tr>
<tr>
<td></td>
<td>2.7m The Telegraph</td>
<td>13.7m The Times</td>
</tr>
</tbody>
</table>

Source: PAMCo H1 2023
The Guardian global audience

We reach **86m** unique browsers globally each month on average.

Our top markets:
1. North America - **45m**
2. UK - **20m**
3. Europe - **11m**

Source: Google Analytics 1st Sep 2022 - 28th Feb 2023
Find your UK demographic

11.5m  
Males

10.5m  
Females

15.7m  
ABC1

6.7m  
Under 35s

15.7m  
35+

7.3m  
AB

7.7m  
£30k+CIE

8.1m  
Kids in HH

6.7m  
C2DE

9.6m  
Degree or above

17.2m  
Main shopper

7.0m  
London + SE

19.1m  
Tablet/smartphone

3.1m  
Print

4.5m  
Desktop

Source: PAMCo H1 2023
## The Guardian global audience

<table>
<thead>
<tr>
<th>Age</th>
<th>16-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27%</td>
<td>34%</td>
<td>23%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>18%</td>
<td>24%</td>
<td>22%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>31%</td>
<td>22%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>20%</td>
<td>19%</td>
<td>22%</td>
<td>20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post-graduate</th>
<th>University degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>24%</td>
</tr>
<tr>
<td>26%</td>
<td>36%</td>
</tr>
<tr>
<td>13%</td>
<td>29%</td>
</tr>
<tr>
<td>21%</td>
<td>40%</td>
</tr>
</tbody>
</table>

(* Maximum age range available)

Source: GWI Crosstab Builder (Q1 2022 - Q4 2022)
### The Guardian global audience

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th>Mid income</th>
<th>High income</th>
<th>Highest income</th>
<th>Management</th>
<th>C-Suite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>59%</td>
<td>41%</td>
<td>35%</td>
<td>37%</td>
<td>13%</td>
<td>27%</td>
<td>7%</td>
</tr>
<tr>
<td>USA</td>
<td>60%</td>
<td>40%</td>
<td>26%</td>
<td>47%</td>
<td>18%</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Global</td>
<td>60%</td>
<td>40%</td>
<td>32%</td>
<td>40%</td>
<td>15%</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>UK</td>
<td>57%</td>
<td>43%</td>
<td>30%</td>
<td>36%</td>
<td>7%</td>
<td>18%</td>
<td>5%</td>
</tr>
</tbody>
</table>

(*Maximum age range available*)

Source: GWI Crosstab Builder (Q1 2022 - Q4 2022)
A progressive audience

A progressive audience - 10.3m
45% for our monthly audience (v 41% total UK market)

45% of our monthly audience...

- Holds progressive views
- Is influential in driving change
- Is motivated by new ideas and innovation
- Feels a responsibility to shape the future
Enhance trust

No.1
Rated most accurate newsbrand by readers

2nd
Rated second-most trusted newsbrand (77% vs 78% the Times)

80%
News brands enhance online video trust effects by 80%

25%
News brands enhance online display trust effects by 25%

74%
News brands enhance social media trust effects by 74%

Source: Ofcom: News Consumption in the UK (2022); IPA Databank Study 2021
What you can buy. Right. Now.

Award-winning branded content
With our advertising partners, we create thought-provoking, funny and persuasive content that our readers love, which sits prominently on all our channels.

Brand building display
We take a “fewer, better” approach to display advertising, seamlessly integrating ads into the reader experience, which enables advertisers to achieve their brand building objectives.

Audio and video
Guardian podcasts consistently top audio charts and our documentaries win Oscars. We apply the same standards to the audio and visual content we create for advertisers.

Sponsorship
We offer advertisers the opportunity to maximise their partnerships with the Guardian through ownership of key content, which aligns both brands.

Newsletters
Newsletters are having a moment and our readers can’t get enough of them. The Guardian publishes nearly 50 newsletters globally, with more than 1.5 million unique subscribers.
What you can buy. Right. Now.

Newsletters cont.
Through our new high-impact display and sponsorship formats, clients can own our news, lifestyle and sports newsletters and put themselves at the heart of our readers’ inboxes.

First party data
We have the trust of millions of people who visit the Guardian every day and that creates billions of data interactions. When you think about the vast range of subjects and interests that the Guardian covers, it means we have an accurate understanding of how our readers behave and what they’re actually into.

Digital ad production
We have an in-house digital ad production team that provide advertisers with a creative building service for their campaign. We build and deliver a range of 12 high impact, rich media formats for our clients, including four that are exclusive to the Guardian.
What you can buy. Right. Now.

Our rate card: Digital

<table>
<thead>
<tr>
<th>Section fronts takeovers</th>
<th>Rates per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard, MPU</td>
<td>£46,000</td>
</tr>
<tr>
<td>Billboard, MPU and Skins</td>
<td>£62,500</td>
</tr>
<tr>
<td>Bespoke responsive formats</td>
<td>£80,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section fronts takeovers</th>
<th>CPM Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport, Fashion, Tech, Culture, Lifestyle, Business, Travel</td>
<td>ROA*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section fronts takeovers</th>
<th>CPM Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business, Money, Travel, Lifestyle, Technology Environment, Culture, News Sport, Media, Education, Science Run of site</td>
<td>£60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bespoke audience targeting</th>
<th>CPM Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPU, Leaderboard, DMPU, Billboard</td>
<td>ROA*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Home page take over</th>
<th>CPM Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile revealer</td>
<td>£60</td>
</tr>
<tr>
<td>Fabric standard or video</td>
<td>£90</td>
</tr>
<tr>
<td>Fabric standard, video or Parrallax takeover</td>
<td>ROA*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Home page take over</th>
<th>CPM Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>From £60</td>
</tr>
<tr>
<td>Pre-roll video</td>
<td>From £50</td>
</tr>
<tr>
<td>Outstream video</td>
<td>From £50</td>
</tr>
<tr>
<td>Video Streaming</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Home page take over</th>
<th>CPM Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Podcasts</td>
<td>ROA*</td>
</tr>
<tr>
<td>Pre-roll/Mid Roll</td>
<td></td>
</tr>
<tr>
<td>Sponsored</td>
<td></td>
</tr>
</tbody>
</table>
What you can buy. Right. Now.

Our rate card: Print

The Guardian
Cover wrap
DPS - 34x14
Full page - 34x7
Half page - 17x7
Junior page 25x4
Strip - 8x7
Quarter page - 18x4
Other sizes

G2
DPS
Full page
Half page
Other sizes

Guardian Weekly
DPS
Page

Rates per day
ROA*
£32,400
£18,000
£11,000
£9,000
£5,000
£6,000
£90 SCC

Rates per day
£14,400
£8,000
£5,000
£45 SCC

Other news sections excluding G2
Coverwrap
DPS
Page

Saturday Magazine, Observer
Magazine, Observer Food
Monthly, Feast

DPS
OBS
IFC DPS
Page
Special Positions

Rates
ROA*
£22,400
£12,600

Rates
£16,800
£18,500
£29,800
£12,600
POA
## News
- First Edition: £93,441.92
- The Guardian Headlines UK: £318,905.66
- Down to Earth: £32,521.81
- TechScape: £4,333.47
- Business Today: £22,280.72

## Lifestyle
- Inside Saturday: £2,048.90
- The Long Read: £24,035.75
- The Upside: £2,849.35
- The Guide: £6,366.43
- Word of Mouth: £5,435.69
- Film Weekly: £5,948.25
- Sleeve Notes: £3,692.63
- Bookmarks: £17,994.37
- Art Weekly: £5,826.41
- Design Review: £6,733.33
- Hear Here: £3,844.83
- Fashion Statement: £2,301.49
- Pushing Buttons: £1,236.97

## Monthly Display cost
- Leeds: £93,441.92
- Liverpool: £318,905.66
- Manchester: £32,521.81
- TechScape: £4,333.47
- Business Today: £22,280.72

## Monthly Sponsorship cost
- Leeds: £98,441.92
- Liverpool: £323,905.66
- Manchester: £73,521.81
- TechScape: £9,333.47
- Business Today: £27,280.72

## Sport
- Moving the Goalposts: £478.10
- The Fiver: £168,874.30
- The Spin: £1,587.56
- The Recap: £1,419.92
- The Breakdown: £1,626.17

## Monthly Display cost
- Leeds: £5,478.10
- Liverpool: £373,874.30
- Manchester: £5,876.56
- TechScape: £6,419.92
- Business Today: £6,626.17
Our partners

We enable our advertising partners to build progressive brands.

Case studies
Want to see some of our client work? Take a look through our case studies [here](#).
We've got the reach, influence and storytelling capabilities to put brands at the heart of progressive culture. Get in touch with us, contact details below.

Display advertising opportunities
advertising.enquiries@theguardian.com