

# The Guardian Advertising



## The Guardian Newsletters 2022



# It's boom time for newsletters

**20m**

Monthly newsletter readers in the UK

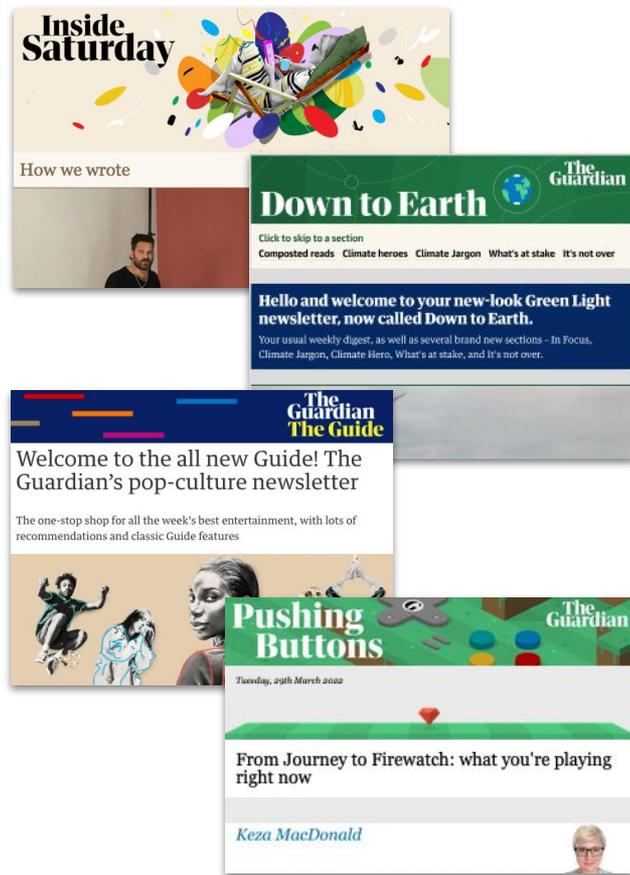
Newsletters are a “thing” again - and people can't get enough. There are now 20 million monthly newsletter readers in the UK (to put that in context, Facebook has 14 million monthly active users).

Why? In large part, the boom in newsletters has been driven by publishers and platforms tapping into the creator economy.

From Substack to Twitter's Revue, the New York Times to Vogue to the Guardian, new tools and tech mean that writers can use newsletters as a means to communicate thoughtfully and originally with their audience on a regular basis in a new format.

Just like listening to your favourite podcasters, the appeal of newsletters is like hearing from a well-informed friend.

Great newsletters are informal and insightful, leaving people with nuggets of knowledge they remember when they see the big news stories of the day, or something they'll want to pass off as their own in the pub later that night.



# The Guardian is massive in newsletters

50

Newsletters globally with 1.5 million unique subscribers

The Guardian publishes nearly 50 newsletters globally, with several million subscriptions across its complete portfolio and over a million unique subscribers.

We've launched and refreshed loads of newsletters over the past year:

[TechScope](#) a weekly newsletter from the Guardian's UK tech editor, Alex Hern

[Down to Earth](#) a weekly environment newsletter from the Guardian's top climate crisis correspondents

[Inside Saturday](#) featuring stories from the Guardian's Saturday magazine every weekend

[The Guide](#) irreverent pop-culture every Friday

[Pushing Buttons](#) a weekly update from the Guardian's video games editor, Keza MacDonald

[Hear Here](#) a curated weekly podcast newsletter

[Moving the Goalposts](#) a new women's football newsletter



# Newsletters are now as big as print

Similar to digital and print, the top reasons for reading newsletters are to stay informed (40%), get a quick update (34%) and because they are free to access (34%).

Newsletters are now as big as print for people's quick news fix, with 39% of the UK receiving their weekly news from them (vs 40% for print).

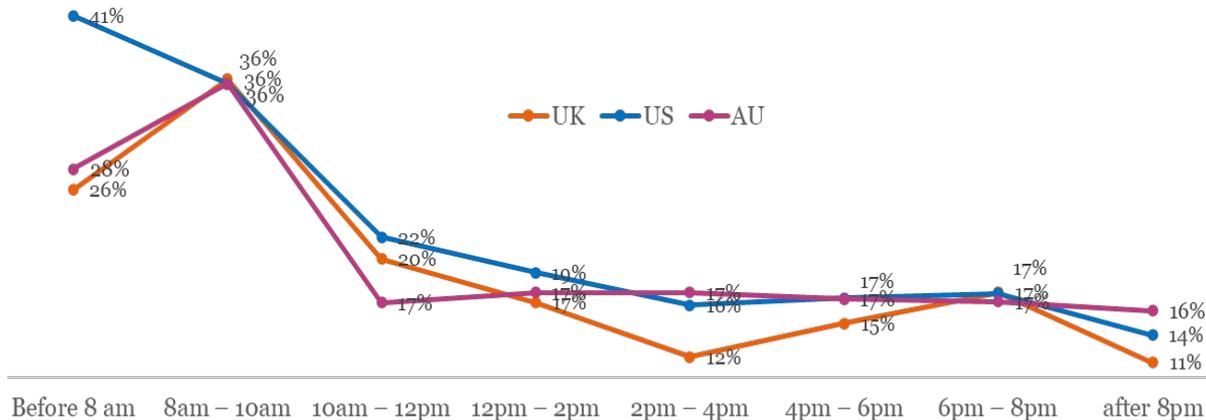
The new morning medium, newsletter opens peak at rush-hour with 36% being opened between 8 and 10am.

Receive news weekly from the following sources - nat rep view

## Newsletters



## Time of day newsletters are read



Source: Differentology and the Guardian, January 2022

Base - Nat rep sample and: UK (1989), US (1995), AU (1977)

## The benefit for brands is clear: incredible engagement

20%

of newsletter readers in our survey said they've clicked on an advert in a newsletter

With refreshed formats and renewed engagement from audiences, there are loads of benefits to advertising in newsletters:

- **Your ads pride of place**  
With 100% share of voice and 100% viewable inventory, newsletter advertising is clean and clutter free with exceptional levels of attention
- **The most engaged audience**  
The audience is self-selecting so you're reaching the most ardent of enthusiasts across everything from football to food and drink, fashion to arts and culture, tech to the environment
- **That's a more effective advertising environment**  
Newsletter ads have a higher average CTR of 0.22%, compared to the average CTR for the same ad displayed on site of 0.17%



# Reach our newsletter audience through display

Connect with our highly engaged newsletter readers through impactful display advertising.

This format consists of a responsive banner embedded within the editorial giving a brand ownership of the newsletter.

These display packages can be bought on a weekly or monthly tenancy depending on the newsletter.

## *Deliverables*

*1x client banner ad in the newsletter*



# Connect with our readers through our integrated sponsorship format

Weave your brand messaging into Guardian newsletters with our new integrated sponsorship format.

Inclusive of a responsive banner ad, supported by credit and logo and branded copy box-out with image, this sponsorship is the perfect opportunity to highlight brand messaging in a high-reach environment.

## *Deliverables*

*1x responsive banner ad*

*Supported by credit and logo*

*Branded copy box-out and accompanying image*



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# Packages



# News Opportunity

Whether it be a look at daily headlines or a deep dive into our journalism, our News newsletter package offers mass scale, attention and relevance.

Put your client at the forefront of the stories that matter and reach our trusted audience at a time when they are most engaged.

## Newsletters included

- First Edition (Daily)
- The Guardian Headlines UK (Daily)
- Down to Earth (Weekly)
- TechScope (Weekly)
- Business Today (Daily)

## Display Package £101k (usually £145k)

Own First Edition, The Guardian Headlines UK and Business Today for 1x week and Down to Earth and TechScope for the month.

## Sponsorship Package £122k (usually £175k)

\*subject to editorial approval

Own First Edition, The Guardian Headlines UK and Business Today for 1x week and Down to Earth and TechScope for the month.

## Deliverables

3.6m impressions across 1x month



# Christmas Lifestyle opportunity

With over 3.3m of our readers planning to spend more on gifting this year, there is no better partner to convince readers to shop with you this holiday season.

Our Christmas newsletter opportunity provides the perfect solution for brands to cut through the noise and stand out among competitors in an exclusive environment.

## Newsletters included

- Inside Saturday (Weekly)
- The Long Read (Weekly)
- The Upside (Weekly)
- The Guide (Weekly)
- Word of Mouth (Weekly)
- Film Weekly (Weekly)
- Sleeve Notes (Weekly)
- Bookmarks (Weekly)
- Art Weekly (Weekly)
- Design Review (Monthly)
- Hear Here (Weekly)
- Fashion Statement (Weekly)
- Pushing Buttons (Weekly)

## Display Package £57k (usually £82k)

Your client will own all Lifestyle newsletters for 1x month

## Sponsorship Package £103k (usually £147k)

Your client will own all Lifestyle newsletters for 1x month

## Deliverables

2.74m impressions across 1x month

The screenshot shows a newsletter layout with a festive banner at the top. The main headline is "From Coda to White Lotus to Sweet Bobby – here's what you loved" with a photo of Kristen Stewart. Below the photo is a caption: "KRISTEN STEWART AS DIANA, PRINCESS OF WALES IN SPENCER PHOTOGRAPH: PICTORIAL PRESS LTD/ALAMY". The text continues: "With enough 'best of 2021' lists out there, we asked readers for their favourite film, TV, albums, podcasts and books this year". A call to action reads: "Don't get the Guide delivered to your inbox? Sign up here". At the bottom, there is a byline for "Gwilym Mumford" and a short paragraph of text.

# Sport opportunity

**2022 has been a record breaking year for British Sport. With the Super League and World Cup on the horizon, there is no better time to engage with our sports fans in an intimate environment.**

Utilise our Sports opportunity to be alongside the excitement and part of the conversation off the pitch.

## Newsletters included

- Moving The Goalposts (Weekly)
- The Fiver (Daily)
- The Spin (Weekly)
- The Recap (Weekly)
- The Breakdown (Weekly)

## Display Package £51k (usually £73k)

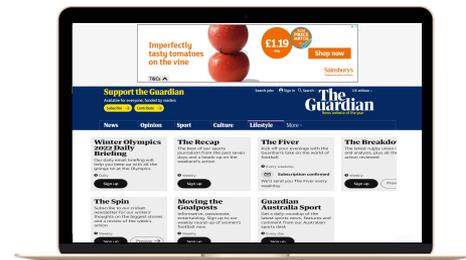
Your client will own all Sport newsletters for 1x month

## Sponsorship Package £69k (usually £98k)

Your client will own all Sport newsletters for 1x month

### Deliverables

629k impressions across 1x month



# Appendix



*“Newsletters are far more than a simple extension of our journalism ... we see them as a powerful journalistic tool to communicate thoughtfully and originally with Guardian readers on a regular basis, offering people a direct point of contact with our journalists.”*

- Toby Moses, Head of Newsletters



# The Guardian's newsletter portfolio in full

## News

- **First Edition** Archie Bland and Nimo Omer take you through the top stories and what they mean, free every weekday morning
- **The Guardian Headlines UK** A digest of the morning's main headlines emailed direct to you every week day
- **Down to Earth** The planet's most important stories. Get all the week's environment news - the good, the bad and the essential
- **TechScape** Alex Hern's weekly dive in to how technology is shaping our lives
- **Business Today** Get set for the working day – we'll point you to the all the business news and analysis you need every morning

## Sport

- **Moving The Goalposts** No topic will be too small or too big for us to cover as we deliver a weekly roundup of the wonderful world of women's football
- **The Fiver** Kick off your evenings with the Guardian's take on the world of football
- **The Spin** Subscribe to our cricket newsletter for our writers' thoughts on the biggest stories and a review of the week's action
- **The Recap** The best of our sports journalism from the past seven days and a heads-up on the weekend's action
- **The Breakdown** The latest rugby union news and analysis, plus all the week's action reviewed



# The Guardian's newsletter portfolio in full

## Lifestyle

- **Inside Saturday** The only way to get a look behind the scenes of our brand new magazine, Saturday. Sign up to get the inside story from our top writers as well as all the must-read articles and columns, delivered to your inbox every weekend
- **The Long Read** Lose yourself in a great story: from politics to psychology, food to technology, culture to crime
- **The Upside** A weekly round up of some of the good news from across the Guardian. First Edition's Archie Bland and Nimo Omer pick out some nuggets of joy to brighten up your inbox every Sunday morning
- **The Guide** Home entertainment tips delivered straight to your sofa. The best TV and box sets, games, podcasts, books and more
- **Word of Mouth** Recipes from all our star cooks, seasonal eating ideas and restaurant reviews. Get our best food writing every week
- **Film Weekly** Take a front seat at the cinema with our weekly email filled with all the latest news and all the movie action that matters
- **Sleeve Notes** Get music news, bold reviews and unexpected extras. Every genre, every era, every week
- **Bookmarks** Discover new books with our expert reviews, author interviews and top 10s. Literary delights delivered direct you
- **Art Weekly** Your weekly art world round-up, sketching out all the biggest stories, scandals and exhibitions
- **Design Review** Get a dose of creative inspiration. Expect original, sustainable ideas and reflection from designers and crafters, along with clever, beautiful products for smarter living
- **Hear Here** Your weekly guide to the best new podcasts and hidden audio gems, compiled by our culture team
- **Fashion Statement** Style with substance: smart fashion writing and inspiring shopping galleries - expect both expertise and irreverence
- **Pushing Buttons** Keza MacDonald's weekly look at the world of gaming

