



# TATLER<sup>®</sup>

UK Media Kit  
**1H 2022**

CONDÉ NAST





“Tatler is a magazine about fabulous people, places and things. Who are they? Where are they? And what are they wearing? It is the chronicle of our times, art, politics, culture, fashion and intrigue.”

**RICHARD DENNEN, EDITOR**

2M

TOTAL REACH

101K

READERSHIP

78K

CIRCULATION

704K

SOCIAL FOLLOWERS

1.2M

DIGITAL UNIQUES

4.2M

MONTHLY PAGE VIEWS

Sources: PAMCo 1, 2021; Google analytics Feb-April 2021; TGI GB 2021 November; ABC Jan-Dec20

**CONDÉ NAST**



## PRINT

£172K

AVERAGE HHI

80%

ABC1

84%

FEMALE

42

AVERAGE AGE

47%

LONDON / SE

## DIGITAL

£162K

AVERAGE HHI

77%

ABC1

77%

FEMALE

46

AVERAGE AGE

40%

LONDON / SE

Sources: TGI GB 2021 November; PAMCo 1, 2021; Conde Nast Luxury Survey 2021

CONDÉ NAST





# TATLER

## BRAND HIGHLIGHTS

[THE TATLER TALKS FRANCHISE](#) now confidently spans Aesthetics, Education and Weddings. Readers book one-to-one Zoom consultations with our editors, each an expert in their respective field.

[THE TATLER ADDRESS BOOK](#) is organically gaining new categories, and particularly successful are Education (both Schools and Tutors) and High Net Worth, now renamed Advisory.

[TATLER ASKS THE EXPERTS: AESTHETIC ADVICE FROM THOSE IN THE KNOW](#) has become a regular and popular feature on the Tatler IGTV channel. The 5-8 minute long videos feature Francesca White, Tatler's Beauty and Cosmetic Surgery Guide Editor, in conversation with a skincare specialist, a leading aesthetic doctor or surgeon, asking those crucial questions every Tatler reader wants to know the answer to.

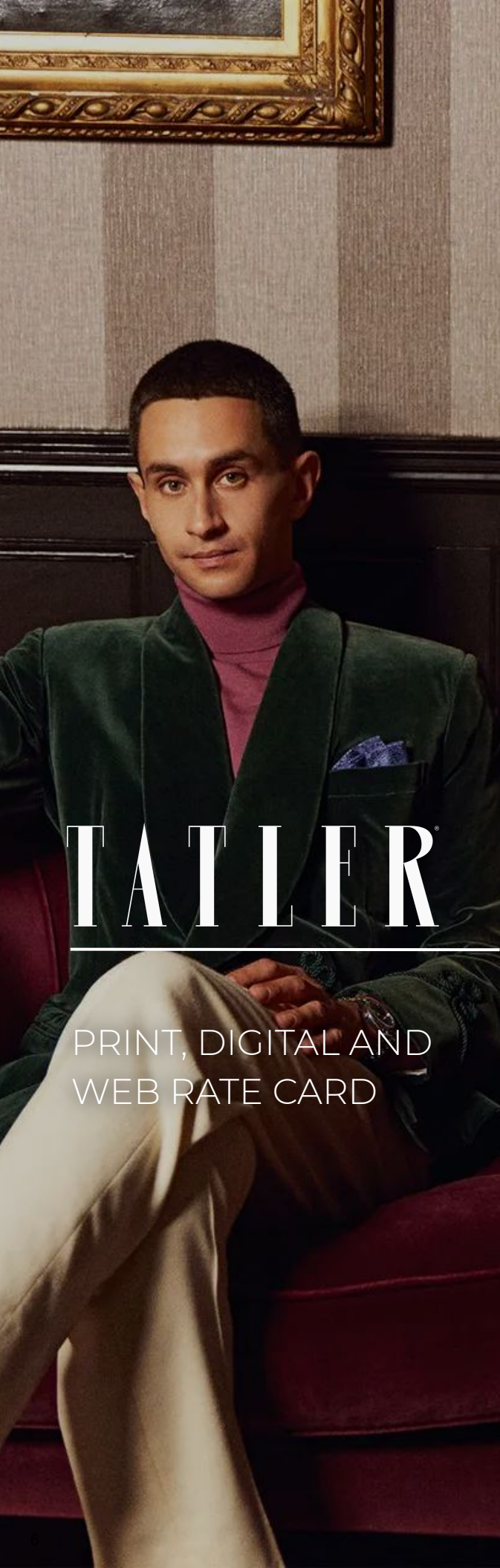
[TATLER ANNUAL GUIDES](#). Tatler is renowned for its annual guides producing 6 print supplements during the year, leading the conversation across categories - Tatler Beauty & Cosmetic Surgery Guide, Tatler Wedding Guide, Tatler Schools Guide, Tatler Spa Guide, Tatler Watches & Jewellery Guide and Tatler Travel Guide. Our curated industry guides and exclusive awards showcase our deep category expertise.

# TATLER

## PRODUCTION SCHEDULE

ON SALE DATE	COPY DEADLINE	INSERTS DUE	SUPPLEMENT
<b>FEBRUARY 2022</b>			
6 JAN 22	26 NOV 21	10 DEC 21	
<b>MARCH 2022</b>			
3 FEB 22	17 DEC 21	14 JAN 22	BEAUTY & COSMETIC SURGERY GUIDE
<b>APRIL 2022</b>			
3 MAR 22	28 JAN 22	11 FEB 22	
<b>MAY 2022</b>			
31 MAR 22	25 FEB 22	11 MAR 22	
<b>JUNE 2022</b>			
28 APR 22	23 MAR 22	6 APR 22	
<b>JULY 2022</b>			
26 MAY 22	21 APR 22	6 MAY 22	WEDDING GUIDE
<b>AUGUST 2022</b>			
30 JUN 22	25 MAY 22	10 JUN 22	
<b>SEPTEMBER 2022</b>			
28 JUL 22	24 JUN 22	8 JUL 22	
<b>OCTOBER 2022</b>			
1 SEP 22	28 JUL 22	11 AUG 22	SCHOOLS GUIDE
<b>NOVEMBER 2022</b>			
29 SEP 22	26 AUG 22	9 SEP 22	SPA GUIDE
<b>DECEMBER 2022</b>			
27 OCT 22	23 SEP 22	7 OCT 22	WATCHES & JEWELLERY GUIDE
<b>JANUARY 2023</b>			
1 DEC 22	28 OCT 22	11 NOV 22	TRAVEL GUIDE





# TATLER

PRINT, DIGITAL AND  
WEB RATE CARD

## PRINT RATES

SIZE/POSITION	RATE (£)
Page run of paper	15,667
Page specified position	20,632
Inside back cover	21,251
Outside back cover	30,342
Outside back cover gatefold	92,101
Double page spread run of paper	30,369
Double page specified position	41,375
Inside front cover spread	61,426
Inside front cover gatefold	105,192
Half page	9,157
Half page specified position	11,461

## INSERTS

Loose single-sheet inserts	POA
Scent strips	POA
Bound-in inserts and other formats	POA

## CLASSIFIED ADVERTISING

Colour per single-column centimetre (minimum five centimetres)	£124
---	------

## DIGITAL RATES

### SPONSORSHIP RATES

	RATE (£)
Homepage takeover	7,250
Society sponsorship	12,900
Style & beauty sponsorship	3,700
Schools & education sponsorship	2,220
Travel & culture sponsorship	3,600
*All rates for 7-day sponsorship	

## WEB RATES

STANDARD ADS	JAN-SEP	OCT-DEC
Billboard 970x250	44 CPM	50 CPM
Doublesky 300x600	44 CPM	50 CPM
Leaderboard 728x90	16 CPM	18 CPM
MPU 300x250	25 CPM	29 CPM
Native ad unit	60 CPM	60 CPM
Mobile interscroller	45 CPM	50 CPM
In-read	45 CPM	50 CPM

## CONTACT

**EMMA HEUSER** [emma.heuser@condenast.co.uk](mailto:emma.heuser@condenast.co.uk)

CONDÉ NAST