



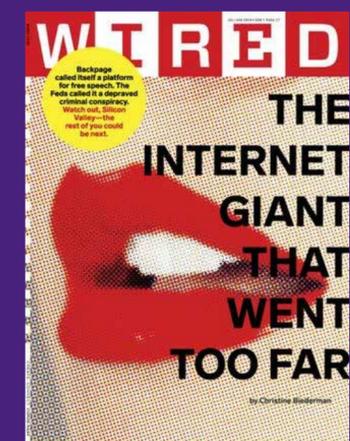
WIRED

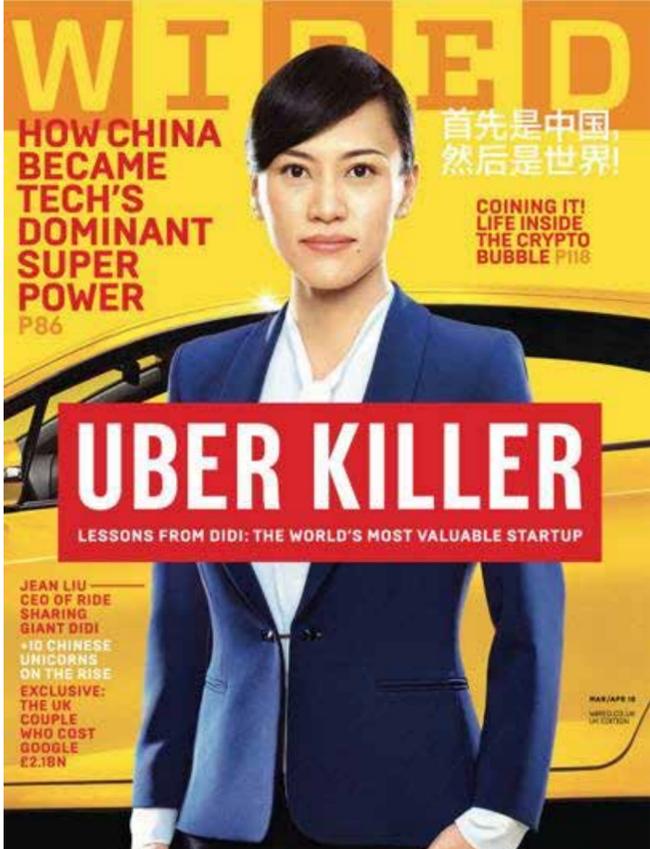
MEDIA KIT



WIRED reports on how emerging trends, ideas and technologies will change our world. Our mission is to tell the stories of the people who drive this change. WIRED has become a world-renowned, highly influential, market-leading brand that not only talks about the future, but shapes it.

WIRED's influence is felt in every industry and it has introduced many disruptive ideas to the world, amongst them: The Long Tail, Crowdsourcing and The Collaborative Economy.

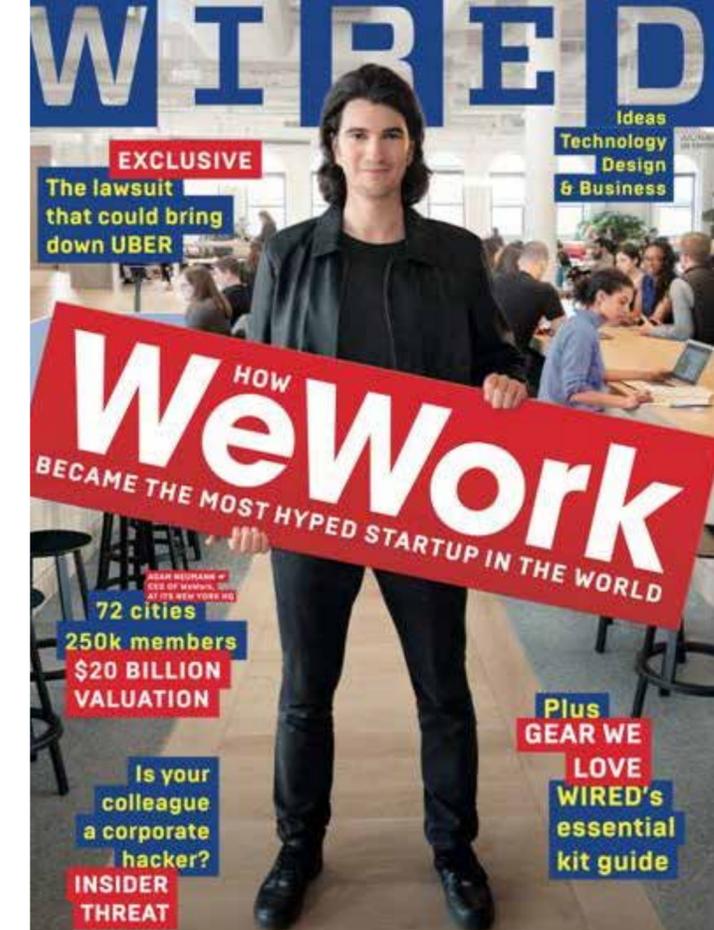


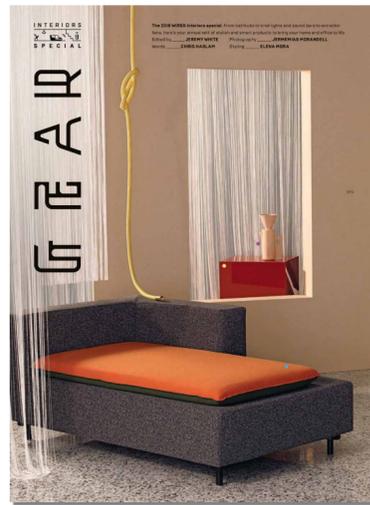


The world's most influential innovators come to WIRED for news about tomorrow. WIRED dispatches are read every week in 10 Downing Street, Steve Jobs called it "required reading" and Sir Richard Branson says, "It is always on the cutting edge." WIRED's audience are makers and changers; an influential tribe of tech-savvy and knowledge hungry entrepreneurs and investors, who are building the world of tomorrow.



As technology disrupts every sector and area of our lives, WIRED cuts through the noise to deliver insight, intelligence and information.





A unique proposition, WIRED is a compelling combination of brains and beauty. It fuses thoughtful and provocative journalism with dazzling, award-winning design. Since 2009 WIRED has won tens of awards for editorial leadership, design and digital – including Media Brand of the Year.

WIRED is the only media brand whose mission is to map change and provide the information to navigate the future, as it happens.



Left: An MRI scanner in Carhart-Harris's laboratory at Imperial College London



For some of Carhart-Harris's psilocybin-test participants, the treatment was life-changing. "Before, I was like a beetle on its back – now I'm on my feet again," reported one subject

T
HE SECOND OF THREE BROTHERS. Carhart-Harris was born near Durham in northeast England. When he was four, his family moved to Poole on the south coast. He was raised Catholic, and though he is now an atheist, traces of the altar boy remain. Psychedelics, he says, were suppressed during the 60s like a "forbidden fruit" of which knowledge was too dangerous. In his youth, Carhart-Harris was not academic. He liked PE and science, but would hide his school reports. "I remember one that started, 'Robin's behaviour gives cause for concern as he progresses into his GCSE years,'" he says. "I was a bit of a precocious raver." He was also hobbled by anxiety. Once, when asked to read aloud to his classmates, he found he couldn't breathe. He went to the University of Kent to study biochemistry but dropped out. He returned home and applied to his local university to study psychology. "I wrote this personal statement – you know what young people are like sometimes, grand and over the top – I was saying how I wanted to help people to just live and not be shackled by mental-health problems." Carhart-Harris first encountered Freud in 2004, during his masters at Brunel University London. At a seminar on "methods to access the unconscious mind," he discovered that Freud's theories

rest on a belief that the mind is like an iceberg, with the majority of its mass hidden from the view of the conscious self, which he called the "ego." He was captivated by Freud's ideas but saw that there was no empirical evidence to support them. "I thought, what is this cult if all it is is us believing?" Born in an age before computers and brain imaging, Freud had relied on blips in the system, be it slips of the tongue, compulsive patterns of behaviour or dreams. Carhart-Harris was amazed that these were still the methods espoused by his professor. Dream interpretation just seemed too kooky. Back in his room, he typed "LSD unconscious mind" into the library search engine. It returned a title from 1975, "Realms of the Human Unconscious: Observations from LSD Research" by Stanislav Grof. He took out the book and read it that same day. Something clicked: "It was like, this is fucking big. You can prove something really fundamental about the mind." Freud had said that dreaming was the "royal road" to the unconscious. Carhart-Harris felt sure the same was true of psychedelics. He began to wonder: how is the ego represented in the brain? What are the neural correlates? He felt that the obvious place to start was with a scan of someone's brain on LSD. He looked for a lab where such a thing might be possible. Carhart-Harris wrote to David Nutt, then the head of the psychopharmacology unit at Bristol University. (Nutt has since moved to Imperial.) Nutt was interested in brain circuitry and addiction and was publicly critical of drugs policy; in 2007 he lost his place on the Advisory Council on the Misuse of Drugs, a body that advises the government, over outspoken remarks. He agreed to meet. "I went along, nervous as hell," Carhart-Harris said. "I told him 'I want to study the brain on LSD, I think it could tell us a lot about Freudian principles and their biology.'" Nutt heard him out, but rejected his proposal. Then he asked if Carhart-Harris was interested in MDMA. The department was in need of a PhD student to investigate whether the drug damages the brain's serotonin systems. Carhart-Harris said that he was interested but left feeling despondent. On the way home he called his mother. She advised him to accept the offer, that it could act as a stepping stone.

1 MAGAZINE

Where it all started. WIRED in print, six issues a year.

2 DIGITAL EDITIONS

WIRED magazine on smartphone and tablet.

3 WEBSITE

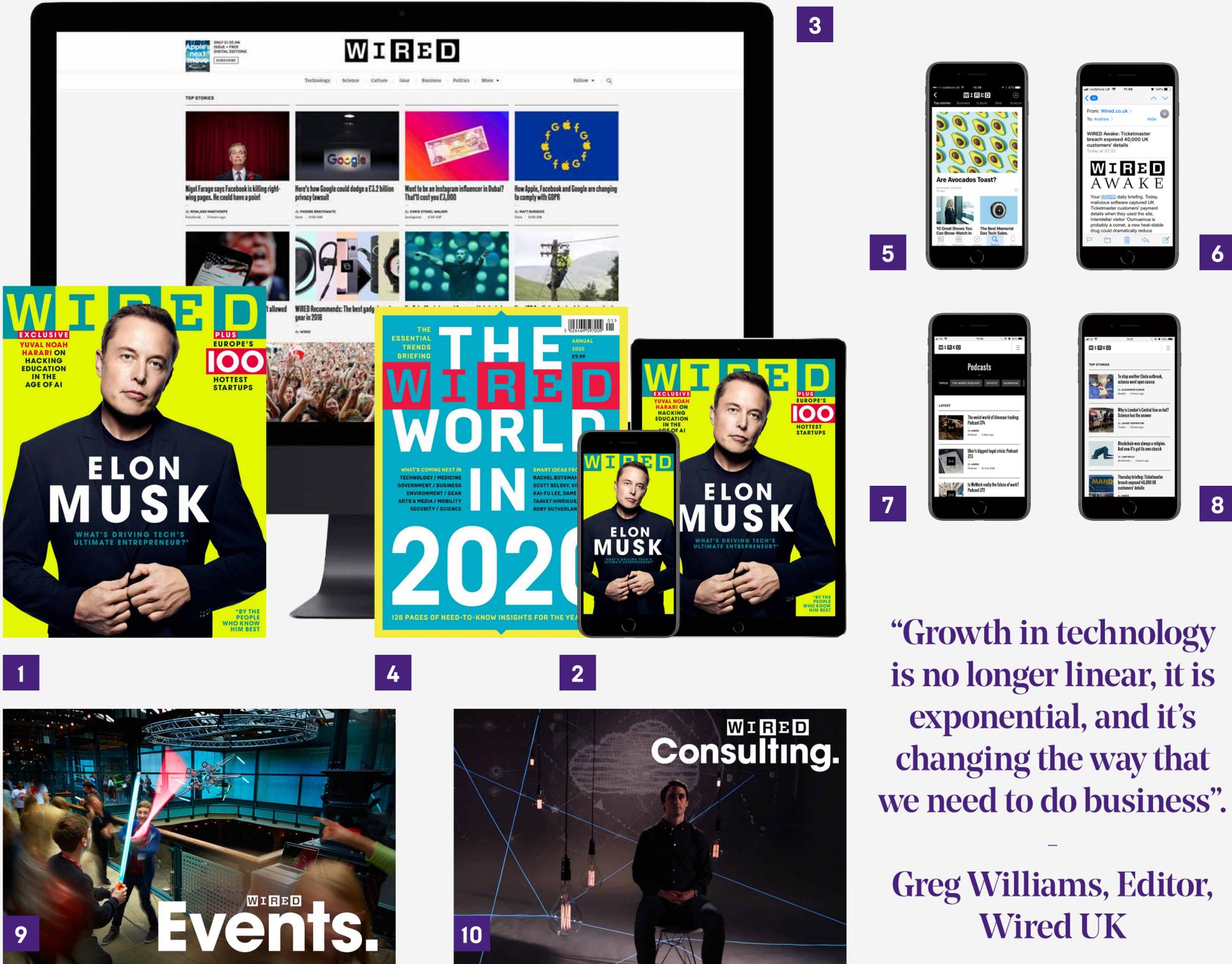
3m unique users monthly, wired.co.uk keeps you up-to-date.

4 ANNUAL

Our look ahead at the trends that will define the coming year.

5 APPLE NEWS

WIRED content available on Apple News, sponsorship opportunities available.



“Growth in technology is no longer linear, it is exponential, and it’s changing the way that we need to do business”.

Greg Williams, Editor,
Wired UK

6 THE EMAIL

WIRED’s daily news briefing, sent via email every weekday at midday.

7 PODCAST

wired.co.uk’s weekly audio guide to the WIRED world.

8 WIRED WEEKENDER

WIRED’s weekly digest containing highlights of the most interesting news.

9 EVENTS

The WIRED world brought to life – by the innovators themselves.

10 WIRED CONSULTING

Helping organisations understand the shifts in technology that are impacting business models around the world.

3,877,466

WIRED's total reach

The WIRED community is growing all the time
– via an array of social networks, through our website and events

2M

Apple News

277,000

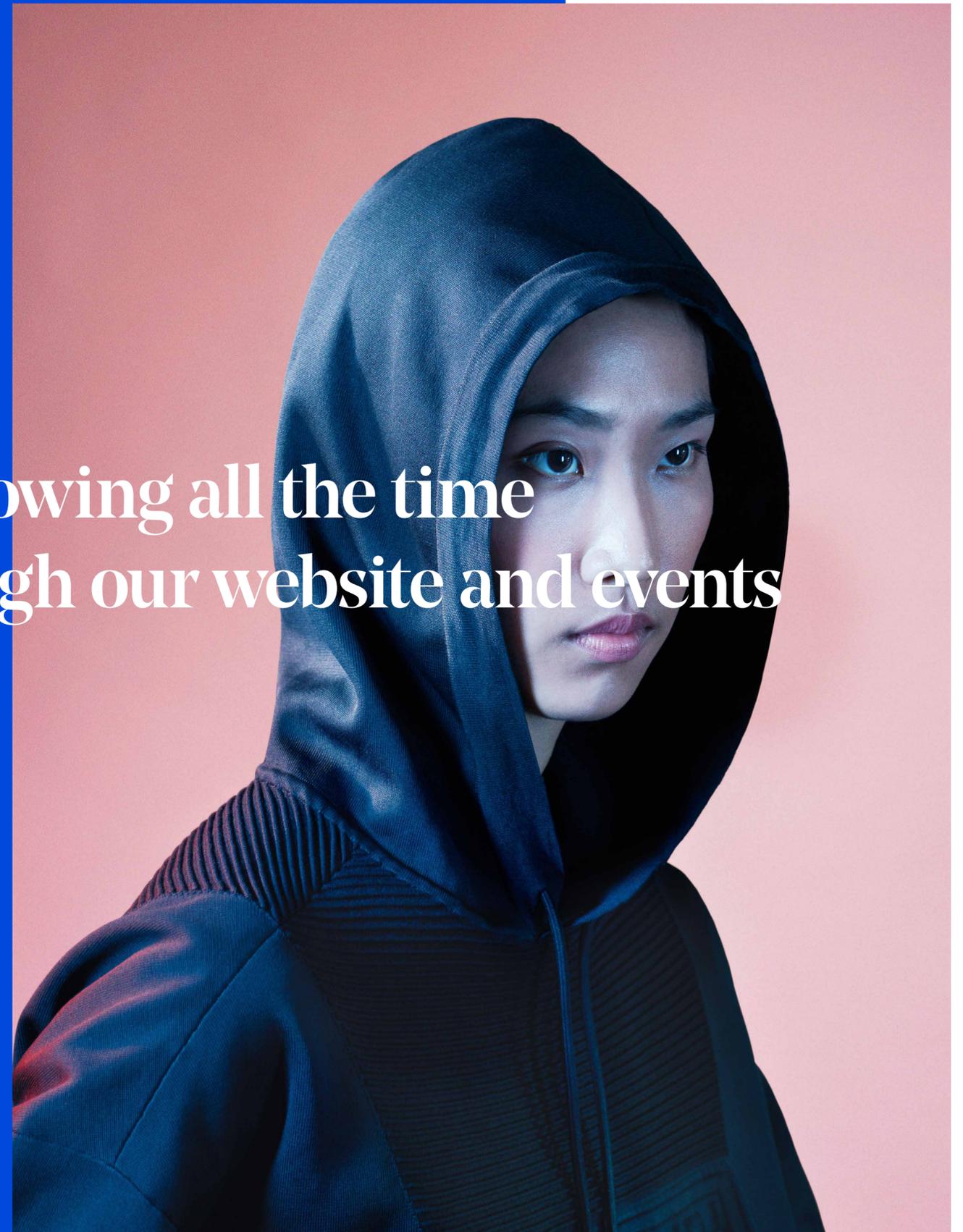
Twitter followers

118,000

Facebook 'likes'

51,000

Instagram followers



PRINT DISPLAY PAGES

Page run of paper	£10,203
Page facing matter	£11,225
Page specified position	£12,249
Page first third	£13,267

DOUBLE PAGE SPREADS

IFC Page 1 Gatefold (4 x pages)	£65,321
IFC Page 1	£32,657
1st DPS	£30,625
2nd DPS	£29,602
Opening bank DPS	£28,579
DPS First Third	£26,487
DPS specified position	£24,502
DPS Run of Paper	£20,413

Names sites (Contents, Masthead, Ed's letters & Contributors)	£14,288
Inside back cover	£14,798
Outside back cover	£16,329

PARTNERSHIPS PAGES

Single page advertorial	£12,249
Double page spread	£24,502
Creative per page	£4,082

INSERTS

Scent strips/bound inserts	on application
Tip on	on application
Loose single sheet (Machine)	£50 per '000
Loose single sheet (Hand)	£80 per '000

MECHANICAL DATA

(width x height, in mm)

Full page trim	203 x 276
Full page type	183 x 256
Full page bleed	209 x 282
Spread trim	276 x 406
Spread type	386 x 256
Spread bleed	412 x 282
1/2 page vertical trim	99 x 276
Vertical type	89 x 256
Vertical bleed	105 x 282
1/2 page horizontal trim	136 x 203
Horizontal type	183 x 126
Horizontal bleed	209 x 142

DISPLAY RATES

	Jan-Sept	Oct-Dec
Leaderboard	£16	£18
MPU	£25	£29
Doublesky	£44	£50
Billboard	£44	£50
In-content	£44	£50
Gallery interstitial	£70	£88
Native ad unit	£60	£60
Pre-roll	£45	£50
Interscroller	£45	£50
Inread	£45	£50
Minimum spend / display campaign		£3500 (gross)

SOCIAL PACKAGES

1 x Facebook	£1,000
1 x Twitter	£1,000
1 x Instagram	£2,000
1 x Instagram Carousel (5 images)	£3,000
1 x Instagram Story	£7,500
1x Dark post	£8,000
Minimum spend / social only campaigns	£15,000

NATIVE ARTICLE

Minimum spend	£25,000
[client to supply assets]	
Production	£5,000
Includes copywriting by WIRED contributor / video / image gallery / competition / traffic driving package / production of the native article page and traffic driving media	
Traffic Driving Media	£tbc
Includes native ad units @ £60cpm and can also include standard media, social posts and sponsorships]	
Social packages	
1x Facebook	£2,000
1x Twitter	£2,000
1x Instagram	£2,000
1x Facebook, 1 x Twitter, 1 x Instagram	£3,000

EMAIL

Solus Emails	£90cpm
Sponsored Newsletter	£45cpm
Wired Awake sponsorship	£8000pcm

BRANDED CONTENT

Minimum spend	£40,000
Production	Dependent on KPI's
Includes copywriting by WIRED contributor / video / image gallery / competition / traffic driving package / production of the native article page and traffic driving media	
Traffic driving media	£tbc
Includes native ad units @ £60cpm and can also include standard media, social posts and sponsorships	

APPLE NEWS SPONSORSHIP

7 day sponsorship	£2,500
45,000 estimated iAd impressions	
100% Share of Voice, all iAd Formats	
Please note: Apple report on viewed impressions only. [A viewed impression means that all four corners of the ad are in view for one second]	

HOMEPAGE TAKEOVER

wired.co.uk

7 day sponsorship £6,000

Estimated impressions per week: 45,000 page impressions / 135,000 ad impressions

Formats: 3 x responsive Home-fills

OR Billboard, Double Sky, MPU

TECHNOLOGY AND DESIGN SPONSORSHIP

wired.co.uk/technology

[Includes Design, Autopia and Gear content]

7 day sponsorship £24,000

Estimated impressions per week: 200,000 page impressions / 600,000 ad impressions.

CULTURE SPONSORSHIP

wired.co.uk/culture

[Includes gaming, social media, music and movies]

7 day sponsorship £12,000

Estimated impressions per week: 100,000 page impressions / 300,000 ad impressions.

REVIEWS SPONSORSHIP

wired.co.uk/reviews

7 day sponsorship £3,500

Estimated impressions per week: 20,000 page impressions / 60,000 ad impressions

SCIENCE SPONSORSHIP

wired.co.uk/science

[Science & Space]

7 day sponsorship £14,500

Estimated impressions per week: 120,000 page impressions / 360,000 ad impression

BUSINESS & POLITICS SPONSORSHIP

wired.co.uk/business

7 day sponsorship £9,000

75,000 estimated page impressions per week
225,000 estimated ad impressions per week

Formats for all section sponsorships

Section Homepage:

Billboard, Double Sky, MPU

Article Pages:

Billboard, Responsive In-content

OR Double Sky, MPU

ISSUE	THEME	COPY	INSERTS DEADLINE	ON SALE DUE	BOOKING DEADLINE
Mar/Apr	THE HEALTH ISSUE	9 January	22 January	6 February	2 January
May/June	QUANTUM COMPUTING AND AI	12 March	24 March	9 April	5 March
Jul/Aug	WIRED TIME Annual Watch Supplement	6 May	18 May	4 June	29 April
Sept/Oct	EUROPE'S HOTTEST STARTUPS	9 July	21 July	6 August	2 July
Nov/Dec	GEAR OF THE YEAR + WIRED DESIRED	3 Sept	15 Sept	1 Oct	27 August
WIRED WORLD	THE WIRED WORLD IN 2021	8 Oct	20 Oct	5 November	18 October
Jan/Feb	BUSINESS SPECIAL	5 November	17 November	3 December	29 October

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