



TATLER[®]

UK Media Kit
2021

CONDÉ NAST



“Having admired the way Tatler has covered British society over the past three centuries, I am thrilled to continue that success story. The Tatler I edit will access an even wider world, featuring arresting and impossibly glamorous fashion and lifestyle”

RICHARD DENNEN, EDITOR

TATLER

2M
TOTAL REACH

102K
READERSHIP

78K
CIRCULATION

695K
SOCIAL FOLLOWERS

1.2M
DIGITAL UNIQUES

4.2M
MONTHLY PAGE VIEWS

Sources: PAMCo 4, 2020; Google analytics Nov20-Jan21; ABC Jan-Dec20

CONDÉ NAST



PRINT

£148K

AVERAGE HHI

93%

ABC1

83%

FEMALE

46

AVERAGE AGE

64%

LONDON / SE

DIGITAL

£185K

AVERAGE HHI

74%

ABC1

65%

FEMALE

53

AVERAGE AGE

39%

LONDON / SE

TATLER®

AUDIENCE
INSIGHTS

Sources: PAMCo 4, 2020; Conde Nast Luxury Survey 2019

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TATLER

BRAND HIGHLIGHTS

[MARCH TATLER](#) garnered extensive press coverage of its cover stars, Lady Amelia and Lady Eliza Spencer, the 28-year-old twin nieces of the late Diana, Princess of Wales.

[TATLER'S BEAUTY & COSMETIC SURGERY GUIDE](#), edited by Francesca White and published with the March issue, defied all business challenges thrown up by the pandemic to become our biggest Guide yet.

[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 VIRTUAL COOKING COURSE](#) in partnership with Learning with Experts - the Tatler Menu - offers a unique opportunity to cook at home with Britain's best chefs, explaining how to prepare Michelin-starred dishes at home.

[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.

[VIRTUAL CONVERSATIONS](#) have become regular and popular features for Tatler. Following the success of the IGTV Tatler Spa Awards, Schools Awards and Travel Awards, which have attracted more than 10,000 views between them, the annual Beauty & Cosmetic Surgery Guide was launched with a virtual conversation between Francesca White, Tatler's Beauty and Cosmetic Surgery Guide Editor, and Lily Worcester, Tatler's Beauty and Lifestyle Editor.



TATLER

PRODUCTION SCHEDULE

ON SALE DATE	COPY DEADLINE	INSERTS DUE	SUPPLEMENT
FEBRUARY 2021			
4 JAN 21	27 NOV 20	11 DEC 20	
MARCH 2021			
1 FEB 21	17 DEC 20	12 JAN 21	BEAUTY & COSMETIC SURGERY GUIDE
APRIL 2021			
4 MAR 21	29 JAN 21	12 FEB 21	
MAY 2021			
1 APR 21	26 FEB 21	12 MAR 21	
JUNE 2021			
29 APR 21	25 MAR 21	9 APR 21	
JULY 2021			
27 MAY 21	23 APR 21	7 MAY 21	WEDDING GUIDE
AUGUST 2021			
1 JUL 21	28 MAY 21	11 JUN 21	
SEPTEMBER 2021			
29 JUL 21	25 JUN 21	9 JUL 21	GYM AWARDS
OCTOBER 2021			
2 SEP 21	29 JUL 21	12 AUG 21	BEAUTY AWARDS & SCHOOLS GUIDE
NOVEMBER 2021			
30 SEP 21	27 AUG 21	10 SEP 21	SPA GUIDE
DECEMBER 2021			
28 OCT 21	24 SEP 21	8 OCT 21	WATCHES & JEWELLERY
JANUARY 2022			
2 DEC 21	29 OCT 21	12 NOV 21	TRAVEL GUIDE



TATLER

PRINT, DIGITAL AND WEB RATE CARD

PRINT RATES

SIZE/POSITION	RATE (£)
Page run of paper	15,211
Page specified position	20,031
Inside back cover	20,632
Outside back cover	29,458
Outside back cover gatefold	89,418
Double page spread run of paper	29,484
Double page specified position	40,170
Inside front cover spread	59,637
Inside front cover gatefold	102,128
Half page	8,890
Half page specified position	11,461
Quarter page	4,606
Quarter page specified position	6,427

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
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DIGITAL RATES

SPONSORSHIP RATES

	RATE (£)
Homepage takeover	7,250
Society sponsorship	12,900
Style & beauty sponsorship	4,400
Schools & education sponsorship	2,300
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-content	44 CPM	50 CPM
Gallery interstitial	70 CPM	88 CPM
In-read	45 CPM	50 CPM

CONTACT

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