What's inside the WIRED Media Kit 2017

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An introduction to WIRED’s 2017 platforms

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The total WIRED network is varied and ever-growing

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Digital:
Where to find WIRED online – from digital editions, to website

Events:
The complete line-up of 2017 WIRED events
About us
An introduction to the WIRED ecosystem in 2017

Intro:
An introduction to WIRED magazine and more

Platforms:
The many ways to access our award-winning content

Reach:
An at-a-glance look at WIRED’s audience and scale

Awards:
Industry accolades won by WIRED since its launch

Schedule:
Advertising deadlines and dates

Rates:
Commercial costs for WIRED and wired.co.uk
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 become a world-renowned, highly influential, market-leading brand about the future and 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.

1 INFOPOP
58,000 commercial flight routes mapped

2 COVER
Kathleen Kennedy, President of Lucasfilm and brand manager of Star Wars franchise

3 GEAR
Polaris Batmobile-style Slingshot SL

4 PLAY
Charlie Brooker, creator of the Black Mirror series

5 FASHION
Lauren Bowker, chemist and designer
WIRED can be accessed through a wide range of platforms – from print to digital.

1 MAGAZINE
Where it all started. WIRED in print, ten issues a year

2 WEBSITE
Redesigned for 2016, wired.co.uk keeps you digitally up-to-date

3 ANNUAL
Our look ahead at the trends that will define the coming year

4 DIGITAL EDITIONS
WIRED magazine on smartphone and tablet – with extra content

5 EVENTS
The WIRED world brought to life – by the innovators themselves

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

7 WIRED AWAKE
Wired’s daily news briefing, sent via email every weekday morning

8 WIRED WEEKENDER
Wired’s weekly digest containing highlights of the most interesting news

9 APPLE NEWS
Wired content available on Apple News, sponsorship opportunities available
The WIRED community is growing all the time – via an array of social networks, through our website and events.

<table>
<thead>
<tr>
<th>REACH</th>
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<tbody>
<tr>
<td>Wired's Total reach</td>
<td>2,000,000+</td>
</tr>
<tr>
<td>Google+ followers</td>
<td>250,542</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>251,000</td>
</tr>
<tr>
<td>Facebook 'likes'</td>
<td>99,000</td>
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## About us

**AWARDS**

In five years WIRED has been awarded 21 of some of the most prestigious industry awards for design, editorial leadership and more.

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<tbody>
<tr>
<td><strong>2016</strong></td>
<td>The Drum Online Media Awards</td>
<td>DMA 2015</td>
<td>DMA2014</td>
<td>BSME</td>
<td>DMA</td>
<td>BMA</td>
<td>PPA</td>
<td>The Maggies</td>
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<td></td>
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<td>Magazine of the Year</td>
<td>Digital Magazine of the Year</td>
<td>Art Director of the Year (consumer)</td>
<td>Technology Magazine of the Year</td>
<td>Art Director of the Year (consumer)</td>
<td>Designer of the Year (consumer)</td>
<td>Best Technology Cover (June 2009)</td>
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<td>DMA 2015</td>
<td>DMA2014</td>
<td>BSME</td>
<td>DMA</td>
<td>BMA</td>
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<td>The Maggies</td>
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<td></td>
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<td>Cover of the Year</td>
<td>Technology Magazine of the Year</td>
<td>Editor of the Year</td>
<td>Magazine of the Year</td>
<td>Media Brand of the Year (consumer)</td>
<td>Designer of the Year (consumer)</td>
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<td>Lovie award</td>
<td>DMA 2015</td>
<td>DMA2014</td>
<td>D&amp;AD</td>
<td>DMA</td>
<td>Ace Awards</td>
<td>DMA</td>
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<td></td>
<td></td>
<td>Best copy writing</td>
<td>Technology Magazine of the Year</td>
<td>Award - Best Designed Magazine</td>
<td>Magazine of the Year</td>
<td>Cover of the Year</td>
<td>Award - Best Designed Magazine</td>
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<td>BSME</td>
<td>D&amp;DA</td>
<td>Ace Awards</td>
<td>D&amp;DA</td>
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<td></td>
<td>Editor of the Year, Special Interest</td>
<td>(Design &amp; Art Directors) Award - Covers</td>
<td>Gold Award for Launch of the Year</td>
<td>(Design &amp; Art Directors) Award - Covers</td>
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<td>Gold Award for Most Effective Promotional Campaign by a Smaller Magazine</td>
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# 2017 Schedule

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>COPY DEADLINE</th>
<th>INSERTS DUE</th>
<th>ON SALE</th>
<th>BOOKING DEADLINE</th>
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<tbody>
<tr>
<td>JAN/FEB</td>
<td>DISNEY SPECIAL, WITH KATHLEEN KENNEDY</td>
<td>14 Nov</td>
<td>22 Nov</td>
<td>08 Dec</td>
<td>07 Nov</td>
</tr>
<tr>
<td>MAR</td>
<td>END OF WORLD ISSUE + WIRED SECURITY COVERAGE</td>
<td>05 Jan</td>
<td>17 Jan</td>
<td>02 Feb</td>
<td>29 Dec</td>
</tr>
<tr>
<td>APR</td>
<td>SMART LIST + ENERGY SPECIAL, WIRED RETAIL COVERAGE</td>
<td>02 Feb</td>
<td>14 Feb</td>
<td>02 Mar</td>
<td>26 Jan</td>
</tr>
<tr>
<td>MAY</td>
<td>MARGRETHE VESTAGER COVER + ENTREPRENEUR FIRST FEATURE</td>
<td>09 Mar</td>
<td>21 Mar</td>
<td>06 Apr</td>
<td>02 Mar</td>
</tr>
<tr>
<td>JUN</td>
<td>HOW RUSSIA WON THE INTERNET + WIRED HEALTH EVENT COVERAGE</td>
<td>03 Apr</td>
<td>13 Apr</td>
<td>04 May</td>
<td>27 Mar</td>
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<tr>
<td>JUL/AUG</td>
<td>WIRED TIME WATCH SUPPLEMENT + 35TH AMERICAS CUP COVERAGE</td>
<td>10 May</td>
<td>22 May</td>
<td>08 Jun</td>
<td>03 May</td>
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<tr>
<td>SEPT</td>
<td>STEPHEN HAWKINS SCIENCE SPECIAL</td>
<td>06 Jul</td>
<td>18 Jul</td>
<td>03 Aug</td>
<td>29 Jun</td>
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<tr>
<td>OCT</td>
<td>DESIGN ISSUE + START UP SUPPLEMENT</td>
<td>02 Aug</td>
<td>14 Aug</td>
<td>31 Aug</td>
<td>26 Jul</td>
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<tr>
<td>NOV</td>
<td>ENTERTAINMENT ISSUE</td>
<td>07 Sep</td>
<td>19 Sep</td>
<td>05 Oct</td>
<td>31 Aug</td>
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<tr>
<td>DEC</td>
<td>GEAR OF THE YEAR GUIDE + DESIRED LUXURY SUPPLEMENT</td>
<td>05 Oct</td>
<td>17 Oct</td>
<td>02 Nov</td>
<td>28 Sep</td>
</tr>
<tr>
<td>WIRED WORLD</td>
<td>THE WIRED WORLD IN 2018</td>
<td>19 Oct</td>
<td>31 Oct</td>
<td>16 Nov</td>
<td>12 Oct</td>
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<tr>
<td>JAN/FEB 2018</td>
<td>CELEBRATING 100 ISSUE OF WIRED</td>
<td>9 Nov</td>
<td>—</td>
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<td>2 Nov</td>
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</table>
**PRINT: SIZE/POSITION**

**PAGES**
- Page run of paper: £10,203
- Page facing matter: £11,225
- Page specified position: £12,249
- Page first third: £13,267
- Names sites (Contents, Masthead, Ed’s letters, Letters & Contributors): £14,288
- Inside back cover: £14,798
- Outside back cover: £16,329

**PROMOTIONS**
- Page advertorial: £12,249
- DPS: £24,502
- Creative per page: £4,082

**INSERTS**
- Scent strips/bound inserts: rate on application
- Tip on: rate on application
- Loose single sheet (Machine): £50 per ‘000
- Loose single sheet (Hand): £80 per ‘000

**MECHANICAL DATA**
- Full page trim: 276 x 203
- Spread trim: 276 x 406
- Full page bleed: 282 x 209
- Spread bleed: 282 x 412
- Horizontal trim: 136 x 203
- Horizontal bleed: 142 x 209
- Vertical trim: 276 x 99
- Vertical bleed: 282 x 105

**DIGITAL: UNITS**

- Leaderboard (728x90): £14cpm
- MPU (300x250): £23cpm
- Billboard: £40cpm
- DoubleSky (300x600): £40cpm
- In-Content (970x90): £40cpm
- Gallery Interstitials (1000x600): £70cpm
- In-Read (640x360 up to 1920x1080): £50cpm
- Pre-Roll: £50cpm
- Native: £60cpm
- Social: £1500/post

**CONTACT DETAILS**
- **LONDON OFFICE**
  - Nick Sargent, Commercial Director
  - Rachel Reidy, Associate Publisher
  - Max Mirams, Promotions Director
  - Claire Dobson, Partnerships Director
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  - 13 Hanover Square, London W1S 1HN
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  - Fax: 020 7399 2684

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  - Tchkotoua
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  - New York 10036
  - Tel: +1 (212) 286 4250
  - Fax: +1 (212) 286 5997

NB: Live matter and type safety – Allow 10mm from trim and 13mm from bleed.

**DIGITAL: TAKEOVERS**

- Home Page: £5,500 per week
- News Section: £18,500 per week
- Reviews Section: £10,000 per week
- Technology and design: £15,000 per week
- Culture: £30,000 per week
- Science: £9,600 per week
- Business and Politics: £3,700 per week
- Vertical type: £256

**EMAIL**

- Solus Email: £90cmp
- Sponsored Newsletter: £30cmp

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The WIRED network is varied and ever-growing

Demographic: The who, what and where of the WIRED world

Audience

W I R E D

Fashion: Style and design are central to the WIRED philosophy

Tech: The physical manifestation of today's changing world

Grooming: Disruptors still need to look - and feel - good

Watches: We're fascinated by time - and the devices that tell it

Motors: From EV's and hybrids to next gen supercars

Travel: Digital communication is great, but physical transport is still critical

Gaming: Virtual reality and escapism. A digital change of scene
Audience

**WIRED**

- **Readership:** 270,285
- **Circulation:** 38
- **Average Age:** 54,094
- **Average HHI:** £114,913
- **Profile:** AB (86%), ABCI (91%)

**WIRED.CO.UK**

- **Unique Users:** 2,090,256
- **Average Age:** 46%
- **Average HHI:** £82,233
- **Profile:** AB (50%), ABCI (83%)

*London and the South East*
Style and design are central to the WIRED philosophy. In addition to the WIRED Retail event, we regularly feature fashion stories.

FASHION

I like to keep up with the latest fashions
The WIRED target audience are over six times more likely than UK average to definitely agree.

It’s important for me to be well dressed
The WIRED target audience are over two times more likely than UK average to definitely agree.

I spend a lot on clothes
The WIRED target audience are over five times more likely than UK average to definitely agree.

I have a good sense of style
The WIRED target audience are over three times more likely than UK average to definitely agree.
Audience

The physical manifestation of today’s changing world. Technology, gear and products all shot in the unmistakable WIRED style.

89% of WIRED readers share their technology knowledge with friends or family.

‘When I buy a product, style and design are as important as quality’ - WIRED’s target audience is over four times more likely than the average UK adult to definitely agree (index 443).

‘It’s important my household is equipped with the latest tech’ - WIRED’s target audience is over eight times more likely than the average UK adult to definitely agree.

76% of WIRED readers would consider themselves a trusted tech advisor amongst their group of friends.

When buying a computer/laptop, the most important factors that influence the WIRED target audience are indexed versus the average UK adult.

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Where Nasa Goes Next

What’s the best biscuit for dunking?

We use robots to settle the debate

Lego Technic, Revolution Six robot, DIY Gamer Kit

Smart fridges rated and reviewed

SuperFlex’s lightweight exosuit will put a spring in your step
Audience

GROOMING
Disruptors still need to look – and feel – good.
WIRED tracks this crucial modern sector

1 TEST
Up close and personal with the best razors

2 TEST
The best razors tested by WIRED’s product editor

3 PROMOTION
LAB SERIES has drawn from science, technology and nature to design a high performance moisturizer

4 FEATURE
The subtle science of fragrance

5 START
Jenny Tillotson is weaving scent into tech

Percentage who like to try out new grooming products

- 68% READERS
- 78% USERS

Percentage who said ‘If I liked a grooming product, I would recommend it to a friend’

- 70% READERS
- 83% USERS

“I spend a lot of money on toiletries’ The WIRED target audience are over five times more likely to definitely agree (index 561).

“When buying toiletries the brand I choose is very important to me” The WIRED target audience are over three times more likely to definitely agree (index 382).
Audience

Watches

We’re fascinated by time – and the devices which tell it

1. Time Supplement
   Our annual round-up of the most WIRED timepieces in the world

2. Gear
   Smartwatches tried and tested in the Gear product section

Percentage who plan to buy a watch in the next year.

Percentage who believe it is important they buy the best quality.

Percentage who agree ‘my watch says as much about me as my clothes’

Percentage that do extensive research before buying a watch.
From EV's and hybrids to next gen supercars

You can judge a person by the car they drive
The WIRED audience are over twice as likely than the UK average adult to agree (index 232).

'I like innovative cars'
The WIRED audience are over seven and a half times more likely than the UK average adult to definitely agree (index 741).

'I like driving'
The WIRED audience are over two and a half times more likely than the average adult to definitely agree (index 254).

WIRED's audience is over four and a half times more likely than the UK average adult to know a large amount about cars (index 478).

The WIRED audience are over four times more likely than the UK average adult to drive an average of 20,000 miles or more per year (index 443).

The WIRED audience is over four and a half times more likely than the UK average adult to know a large amount about cars (index 478).

"You can judge a person by the car they drive" The WIRED audience are over twice as likely than the UK average adult to agree (index 232).

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Audience

Digital communication is great, but physical transport is still critical

1 FEATURE
The story behind Virgin Galactic’s space venture

2 WIRED DESIRED
Pedras Salgadas Spa, Portugal. In WIRED Desired

3 START
Photography of Alberta, Canada in the Start section

4 INFOPORN
56,000 commercial flight routes mapped

5 WIRED DESIRED
Tierra Chiloe in the December Desired supplement

Proportion of WIRED readers who travel for business, travelling, on average, 12 times per year.

4.5x+

The WIRED target audience are over four and a half times more likely than the average adult to have taken seven or more holidays abroad in the last 12 months (index 473).

7.5x+

The WIRED target audience are over seven and a half times more likely than the average adult to fly in first or business class (index 776).
Virtual reality and escapism. A digital change of scene

Proportion of WIRED readers who have a games console at home.

The WIRED target audience spends, on average, double the amount of time gaming compared to the UK average and four times the amount of time playing online others.

The WIRED target audience are over 5 times more likely to have a 'large amount' of knowledge (index 538).

The WIRED target audience are over 7 times more likely to convince others about gaming. (index 739)
Magazine

What's inside – from cover to cover

Start:
News and obsessions from across the WIRED world

Gear:
The best new technology, rated and reviewed

Ideas bank:
Brain food and provocations from the WIRED network

Play:
Culture – from TV and movies, to music, design and gaming

R&D:
WIRED's showcase of extraordinary scientific research

Features:
Long-form journalism from the global WIRED team

Supplements:
Bonus content bundled in with the monthly dispatch

The Annual:
WIRED's yearly predictions for the forthcoming 12 months
The Start section is a showcase for the hottest news and obsessions from around the WIRED world. Packed with stories ranging from architecture to biotech, from startups to science, it covers the people, companies and ideas that are at the cutting edge.

1. Still life of a frozen stem cell
2. Birth Controller – Elina Berglund has created Natural Cycles, an app based alternative to the pill
3. How is tech changing the way we make music
4. Shazam requests for song recognition broken down, second by second
5. Holding Sway – How does Mexico’s newest skyscraper resist earthquakes?
6. Rwanda’s Gas Valve
Gear is where WIRED showcases the newest, most innovative and desirable products it discovers from the worlds of design, interiors, automotive and technology. It is also where our infamously hard tests are featured, giving WIRED readers the lowdown on everything from the best ice cream makers to translation apps to flying ATVs.

1. Polaris Slingshot SL Red Pearl
2. Counter Culture for your kitchen kit
3. Hoodies for hardened athletes
4. Liquid Assets – Wired quenches your thirst for innovative thinking
5. Parajet Volution3
6. Ducati Scrambler Icon
IDEAS BANK

Brain food and provocation, each month Ideas Bank gives space to writers, thinkers and innovators to write powerful, short argument pieces backed-up by data that stimulate thought the intelligent WIRED readership.

1. Let’s make moocs less meek

2. Crunching big data is no replacement for a good scientist

3. We can be primed to behave a certain way when exposed to relevant cues

4. Asia De Cuba/Wired Partnership
The cultural heartbeat of the magazine, Play explores developments in culture, identifying trends and those who set them. Offering a fresh, opinionated voice, it provides in-depth and eclectic approaches to all aspects of entertainment and lifestyle. Subjects covered include: film, TV, motoring, books, gaming and music.

1. Freestyle football champion Andrew Henderson
2. Yuri Suzuki has created the Global Modular Synth to map music of the world
3. We Happy Few turns survival into an unlikely meditation on mental health
4. Wired meets Black Mirror’s creator Charlie Booker and his producer Annabel Jones to discuss the shady side of tech
5. Wattpad’s army of enthusiastic authors don’t just write – they predict popularity
R&D focus on scientific research and scientific practice that gets us excited. It ranges from biotech to cosmology to nanomaterials to life extension to AI breakthroughs. It exposes amazing experiments, mind-blowing new findings, unheralded heroes and potentially transformative businesses. It's where WIRED readers first learn about pentaquarks, NASA missions to Pluto, mirror neurons and qubits.

1. CRISPR gene editing treatment
2. Illustrated experiment, journey to the center of the earth
3. Genetic epidemiologist Tim Spector talks food regimes and weight gain.
4. Neuroscientist Suzana Herculano-Houzel turns brains into soup to understand cognitive ability
Our features are more ambitious and longer than those in most publications - sometimes more than 6,000 words if that is what it takes to get deep into a story. We are typically looking for compelling storytelling that offers a narrative arc, conflict and people – actual people with driving emotions and real ideas.

1. **Brain Power**
   The future of artificial intelligence

2. **The Actor Evolves**
   Andy Serkis on motion capture

3. **The Wild Bunch**
   The plants that could beat starvation

4. **Meet Tom Dixon**
   One of Britain’s best known lighting and interior designers

5. **Predicting the Future of Media**
   Kevin Kelly predicts the future of the Industry

6. **The Empire is Back**
   WIRED talks to director J.J. Abrams
SUPPLEMENTS

Bonus content curated to sit alongside the monthly dispatch

1 DESIRED
The finer things in life – audio, visual, watches, motors and more

2 TIME
The annual WIRED horology supplement

3 HOTTEST STARTUPS
Charting the 100 hottest startups

4 HORIZONS
Future trends and big ideas

5 WEARABLE TECH
New for 2016 WIRED unpicks the world of wearables

6 HOME
The best products and devices to power the connected home
Each year we use data to inform our trend analysis of the coming trends which will come to define the next 12 months – and beyond.
Where to find WIRED online – from digital editions, to website

www.wired.co.uk
WIRED is available on ever-more devices from phones to tablets.

**DEVICES**

1. **APPLE IPAD MINI**
   Apple's compact tablet, now with "retina" display.

2. **APPLE IPAD**
   Apple's 10-inch version of its popular tablet.

3. **APPLE IPHONES**
   Optimised for various sizes of the Apple smartphone.

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

As part of Condé Nast, WIRED is a launch partner for Apple News.
SPONSORSHIP SECTIONS
Advertisers can sponsor the Homepage, Technology & Design, Science, Culture, Business and Reviews to align themselves with relevant content

VIDEO
Wired now has its own premium video offering with two partnership models: sponsorship, editorial and branded content

MAGAZINE
Every article from the WIRED monthly offering uploaded after the magazine's newstand release

PODCAST
The weekly audio dispatch from the wired.co.uk team. Often top of the tech podcast ratings

MORE
Upcoming events, WIRED Insider and WIRED Consulting – all part of the online experience
The current line-up of WIRED’s 2017 live events
Events

One and two-day events bringing the WIRED world to life. Join WIRED and more than 150 world-class speakers from tens of disciplines at our 2017 events. Discover the future as it happens. Tickets available from: wired.co.uk/events

Wired Health March 2017
WIRED’s one-day event exploring how new ideas, technology and innovation are disrupting the health sector, returns for its fourth year.

Wired Money May 2017
Back for a fifth year, WIRED Money is a single-day deep dive into the fascinating and fast-changing world of money, banking and finance.

Wired Security September 2017
Digital security is more important now than ever. In its second year WIRED Security will take place over a single day and feature main and startup stages.

Wired Retail October 2017
Technology is shaking up how we buy, sell, receive and consume products. WIRED Retail will explore the huge changes taking place in this sector.

Wired Tech November 2017
WIRED’s annual two-day event now enters its seventh year. Covering all aspects of the WIRED world, it brings WIRED to life with more than 50 on-stage speakers.

Next Generation November 2017
WIRED Next Generation is designed to inspire tomorrow’s innovators. The Saturday event is curated specifically for 12-18-year-olds.

Wired Energy Date TBC
Showcasing the innovation happening in the energy sector, WIRED Energy is a new exciting one-day WIRED event launching this year.

About Us
Audience
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Wired private dinners are bespoke opportunities to leverage Wired's network. The dinners are invite-only gatherings of up to 25 guests, hosted by the editor of Wired. Our editor will personally invite the attendees from their extensive network of connections – old and new. The partner will also have an allocation of invitations. Each dinner varies in theme and attendees, but always consist of hard-to-reach senior executives, innovators and influencers (whether in government, the arts, business or tech).

**Dinner Series**

1. **May 2015**
   A guest tests out a new VR headset in a technology exhibition

2. **December 2015**
   Jason Ball, Qualcomm investment director, demos new software

3. **August 2015**
   All dinners start with informal pre-dinner drinks

4. **October 2015**
   Designers Jake Dyson and Ross Lovegrove at a Vogue House dinner

5. **June 2016**
   Dinner with Wired, SAP and Intel to explore the digital era that’s changing business
1. Definitions
(a) The "Advertiser" means any person or entity booking advertising space in a CNP Publication with CNP whether as an advertising agency, brand owner, agent or advertiser.
(b) "Advertising Copy" means the advertising and promotional content (including any Sales Promotions as defined below) requested by the Advertiser to be published by CNP in one or more CNP Publications.
(c) "CNP" means The Condé Nast Publications Limited of Vogue House, Hanover Square, London, W1U 9SP.
(d) "CNP Publication" means any of the magazines published by CNP from time-to-time.
(e) "Digital Versions" means the electronic format available in an electronic format compatible with one or more handheld or tablet end-user devices such as but not limited to kindles and/or iPhones.
(f) "Premium" and "Premium Plus" advertising options mean in relation to "Premium" including but not limited to scrolling adverts, slide shows and 30 second video adverts. "Premium Plus" including but not limited to photo 360 and 60 second videos.
(g) "Production Work" means any and all technical work including, but not limited to, designing, proofing, photography, processing, printing or other work, work performed by CNP or any service provider that the Advertiser requests CNP to perform or provide from time to time.
(h) "The Publication Date" means, in relation to each version of the CNP Publication [print, Digital and PDF] the date(s) on which the relevant version comes on sale in the United Kingdom.
(i) "PDF Versions" means any version of any CNP Publication made available in a "static format" digital magazine such as Issuu, ReadE Illoco etc.
(j) "Press Date" means any CNP’s various deadline(s) for receipt of any Advertiser’s Advertising Copy, as the same may be notified by CNP to the Advertiser in respect of each instance of publication of such Advertising Copy in a conventional, print-media version of a CNP Publication, a Digital Version or a PDF Version. The Press Date shall be used to calculate all costs and charges for the publication of Advertising Copy in CNP Publications, as evidenced in the CNP Rate Card in force at the relevant time, but not including any additional fees and costs for any Production Work as described in Section 2(b) below below but being payable in addition to the Rate Card rates.
(k) "Rate Card" means the table of CNP’s Rates for the publication of Advertising Copy in CNP Publications, as evidenced in CNP’s Rate Card in force at the relevant time, for the purposes to which this these Terms & Conditions are subject to these Terms & Conditions.
(l) "Terms & Conditions" means the CNP’s obligations under the Data Protection Act 1998, as evidenced in the CNP’s Rate Card in force at the relevant time, for the purposes to which this these Terms & Conditions are subject to these Terms & Conditions.

2. Rates & costs
(a) Rates are quoted in the Rate Card exclusive of VAT and may be increased at any time upon 3 month’s written notice. Written notice for these purposes to include notice of any change in VAT. The Rates declared in the Rate Card are subject to these Terms & Conditions.
(b) In addition to the Rates, if the Advertiser requests any Production Work to be performed by CNP it shall pay CNP for the same at the cost at which quoted by CNP at the time of request, plus any additional fees and costs and sales tax at the prevailing rate, if any.
(c) All rights, including copyrights, in any recording, display, broadcast or reproduction of or in any other form, of Advertising Copy produced by CNP shall remain the property of CNP and nothing shall be deemed to be transferred to the Advertiser by CNP, whether an assignment or a licence.
(d) Advertising Copy must be complying with the "Tablet Advertising Material Specifications". (see Section 2(c) above).
(e) Early close of any Production Work then the same shall be subject to CNP’s discretion and are subject to these Terms & Conditions.

3. Orders
(a) Ads must disclose the name of their principals and nature of the advertised business, services, Sales Promotions, Digital Versions and Marketing Direct Marketing.
(b) Any technical Specifications means as defined in Section 8 of the CNP UK Publications Technical Specifications which the Advertiser wishes to request CNP to comply with. The Advertiser may use the production and technical Specifications for the purposes of publishing the advertised Advertising Copy in the relevant CNP Publication and subject to these Terms & Conditions. Where an Advertiser wishes to receive a specification from CNP of its" Technical Specifications" the Advertiser shall be subject to the limitations of agreement which (where it may grant with the Advertiser’s discretion and in the interests of the Advertiser) in its absolute discretion and in the interests of the Advertiser and the Advertiser’s advertising space at an increased rate without CNP’s written consent.

4. Production Work
(a) Advertising Copy for CNP Publication which is not compliant with the ‘Tablet Advertising Material Specifications’ may only be accepted at the discretion of CNP and in all respects with the requirements of the Data Protection Act 1998, as evidenced in the CNP’s Rate Card in force at the relevant time and in all respects with the requirements of the technical specifications. 
(b) Advertising Copy for Digital Editions will be deemed to be compliant if in print or online orientation viewable via the horizontal scrollbar. Advertising Copy which requires reformattting will be subject to an additional fee as set out in 2(b) above. Any custom Advertising Copy commissioned by CNP will not be subject to the Erikson’s, the "Premium Plus" options are approved by CNP in its absolute discretion and are subject to these Terms & Conditions. 
(c) CNP shall be under no obligation to refuse for publication any Advertising Copy which is not compliant with the technical Specifications and which is not compliant with the requirements of the Data Protection Act 1998, as evidenced in the CNP’s Rate Card in force at the relevant time. 
(d) CNP shall be under no obligation to refuse for publication any Advertising Copy which is not compliant with these Terms and Conditions. 
(e) Advertising Copy which is not compliant with the technical Specifications may only be accepted at the discretion of CNP and in all respects with the requirements of the Data Protection Act 1998, as evidenced in the CNP’s Rate Card in force at the relevant time.

5. Payment
(a) Payment shall be made within 30 days of the date of CNP’s invoice. (b) Advertisements that are not made within 30 days of the date of CNP’s invoice, the Advertiser shall pay interest under The Late Payment of Commercial Debts (Interest) Act 1998, at 8% above Bank of England base rate. 
(c) New Advertisers will be required to pay in advance for the first three insertions of Advertising Copy. 
(d) Advertisers are entitled to reject for publication any Advertising Copy which is not compliant with the technical Specifications. 
(e) The technical compliance of Advertising Copy provided by the Advertiser to CNP for publication in Digital Versions remains the responsibility of the Advertiser. CNP accepts no responsibility and shall have no liability to the Advertiser for any of the consequences (including the state of the resulting published Advertising Copy) where any materials provided to CNP do not comply with the Technical Specifications.
(f) If the Advertiser does not comply with the PDF file and digital proof of the relevant Advertising Copy by the Press Date CNP is entitled (but not obliged) to re-publish any previous Advertising Copy (including those digital versions) they wish to beAdvertising Copy to appear in. Where a CNP Publication is published in both Digital and PDF Versions, the Press Date notified otherwise by the Advertiser for CNP’s online publication of any Advertising Copy will be the relevant Publication Date. 
(g) Advertisers are required to specify in their Orders, which CNP Publication will provide with which Advertising Copy. Where CNP's obligation to publish Advertising Copy is not fulfilled by or on behalf of the Advertiser, CNP will not be liable to the Advertiser for any such error, misprint or omission to the extent attributable to the Advertiser's non-compliance with these Terms and Conditions. CNP may reject for publication any Advertising Copy which is not compliant with the Technical Specifications. 
(h) Notwithstanding the above, CNP may, in its absolute discretion and without liability, reject for publication any Advertising Copy which is not compliant with the Technical Specifications.

6. General
(a) The Advertiser accepts that the Advertiser is a principal in law and accordingly warrants that all Advertising Copy (and its constituent parts) when submitted to CNP for production and publication shall: (i) be defamatory nor unsolicited, and shall comply in all respects with the requirements of the British Code of Advertising Practice and other relevant industry guidelines, and (ii) comply with any and all relevant industry codes, and (iii) comply with any and all relevant industry codes, (iv) not violate any laws or regulations of the United Kingdom, or any other relevant industry codes. 
(b) The Advertiser warrants that they will observe their respective obligations under the Data Protection Act 1998, as evidenced in the CNP’s Rate Card in force at the relevant time.
(c) Any complaint concerning the production of advertising space for any Advertising Copy must be brought to CNP’s attention within 4 weeks of the relevant Advertiser’s publication.
(d) The Advertiser will exercise due care and prepare and publish Advertising Copy which is not compliant with the technical Specifications.
(e) Advertisers are required to disclose, or any other relevant industry codes. 
(f) The Advertiser may reject for publication any Advertising Copy which is not compliant with the Technical Specifications. 
(g) Any Advertising Copy which is not compliant with the Technical Specifications may only be accepted at the discretion of CNP and in all respects with the requirements of the Data Protection Act 1998, as evidenced in the CNP’s Rate Card in force at the relevant time.