Amplify your stakeholder messaging in 2024
Politics.co.uk is the UK’s leading online-only political publication, read by MPs, journalists and political aficionados.

First appearing online in 2004, Politics.co.uk celebrates its 20th birthday in 2024.

For two decades we have delivered commentary on the news stories of the day from our offices in the Houses of Parliament, while providing authoritative briefings on the issues that matter.

In fact, we were the first online-only publication to be admitted into the exclusive parliamentary press gallery.

We are proud to have provided opportunities to some excellent emerging writers, most notably Ian Dunt, who has gone on to publish several books.

Our editorial team is currently lead by the forensically analytical Josh Self.
Politics.co.uk is a vital outlet for organisations looking to influence policymakers and opinion leaders, especially in a General Election year.

Our quality readership and the high esteem in which the brand is held make it a crucial avenue for securing your campaign objectives.

Politics.co.uk is used by:

- Companies seeking to flag their contribution to the UK economy, corporate and social responsibility promotion, and environmental initiatives around net zero.

- Associations, charities and campaign groups seeking to influence public and political stakeholder opinion.
Our clients
Politics.co.uk – key facts

By numbers

100K Monthly visitors
55K Followers on X
10K Newsletter subscribers

Audience
Our audience is drawn from three key areas

1. Key decision makers + UK Policymakers
   - MPs, special advisors (SpAds), civil servants, government buyers

2. Influencers
   - Journalists, campaigners and lobbyists, third sector workers.
   - Parliamentary researchers, academics

3. Informed Millennials
   - Educated politically informed adults (Newsnight and Question Time viewers), passionate about politics and the big issues of the day.

Browsing interests
Our readers are more likely to visit websites in the following categories than average:

- Global warming 6x
- Government 12x
- Business 3x
- Environment 4x
- Science 2x
- Education 2x
- News 1.5x
Political stakeholder engagement

More than 100 @parliament email addresses on our mailing list

16% of MPs regularly access Politics.co.uk

Weekly article contributions by MPs
Political stakeholder engagement

Followed by 125+ MPs on X
Politics.co.uk offers a range of display opportunities, including:

**Outstream video**
- In-article players
- Pop-over players

**Standard display**
- Leaderboards
- Half page
- MPUs
- Mobile leaderboards

**Impactful takeovers**
- Ensure your messaging isn’t missed with high impact placements
- Home page and site-wide takeovers available
Newsletter sponsorship

Be featured prominently across our range of weekly newsletters: Politics@lunch, the Week in Review and the Sunday Spotlight.

Our newsletters reach 10K individuals daily.
Spotlight provides high visibility for video advertising across the website and in the Politics.co.uk newsletters. During 2024 the Spotlight slot will be used to help promote clients’ election manifesto videos as well as regular policy and campaign content.

Spotlight is a month-long campaign that kicks off by utilising the high visibility Spotlight slot on the website and in the newsletter for the first week. There is only Spotlight slot available per week, on a first-come, first served basis.

**Case studies**

**NACRO**
*Cell. Street. Repeat*

- 30,000 video plays
- 26% completion rate
- 50% engagement rate

**Hospice UK**
*Dying Matters*

- 30,000 video plays
- 49s average view time
- 225 clicks
Dispatch is the creative arm of Politics.co.uk, specialising in motion graphic and advertising banner design.

**Motion graphics manifesto video**
Achieve greater reach for your election manifesto or programme for government, with a motion graphics video that's yours to share across your social media channels, to use on your website, as well as at events and in meetings.

All manifesto videos created by Dispatch will be promoted on Politics.co.uk, and Spotlight promotion packages are also available.

**Tailored manifesto video**
A tailored manifesto video is the true way of rising above the noise and standing out from the crowd. With a tailored manifesto video, we inject local data and information into a templated video to create bespoke versions at various geographical levels.

**Advertising design**
If you want to run an ad campaign on Politics.co.uk but lack the creative, then Dispatch can help by designing and creating it for you.
Content partnerships

Partner Articles

Partner Articles are one-off paid articles that appear in stream with standard Politics.co.uk editorial content to help boost their credibility and readership. We also share Partner Articles on our social media feeds and they remain in our Sponsored section on the front page after publication.
Opinion Formers

In addition to the free Opinion Former, Politics.co.uk offers two levels of paid Opinion Former services.

**Opinion Former Gold**

Over and above the free version, Gold subscribers get:

- 2x advertorials on the website per year, included in the newsletter
- ALL press releases published (as opposed to editorial discretion), in Gold slots and included in the newsletter
- 10% discount on content created by Dispatch

**Opinion Former Platinum Partner**

Same as Opinion Former Gold, plus:

- One of only 10 platinum partners - logo featured on the front page
- 4x advertorials on the website per year and included in the newsletter
- 1x Spotlight slot per year
- 1x Newsletter sponsorships per year
- 10% discount on content created by Dispatch
Rate card
Client direct rates

Creative rates

**Motion graphics manifesto video creation**

<table>
<thead>
<tr>
<th>Length</th>
<th>Rate (+VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 minute</td>
<td>£4,900</td>
</tr>
<tr>
<td>1.5 minutes</td>
<td>£5,800</td>
</tr>
<tr>
<td>2 minutes</td>
<td>£6,400</td>
</tr>
<tr>
<td>Featured Manifesto promotion for Dispatch customers</td>
<td>£1,250</td>
</tr>
</tbody>
</table>

**Tailored video creation**

Starts from £8,900 + VAT
Advertising creative design

| Advert design | £750 per day
Price dependent on complexity of design and number of creative sizes. |

Opinion Formers

| Opinion Former - Gold | £1,450+VAT (annual subscription) |
| Opinion Former – Platinum Partner | £3,450+VAT (annual subscription) |
For more information on Politics.co.uk advertising options contact:

**Audrey Carvin**  
Account Manager

- **Email**: audrey.carvin@politics.co.uk
- **Phone**: 07568 299750