



THE
SPEAR'S 500
TRAVEL GUIDE 2019

THE SPEAR'S 500 TRAVEL GUIDE 2019

We are expanding our authoritative *Spear's* 500 to include our stand-alone *Spear's* Travel Guide supplement, a guide to the very best travel operators, hotels, villas, chalets, and other travel services around the world.

The *Spear's* 500 Travel Guide will include the very best and most essential travel services, including private aviation, yacht brokers, HNW insurance, and property rental specialist suppliers, along with the most exotic car rental agencies, whether you want a new supercar (or classic car) for your holiday in the United States or on the Cote D'Azur.

We have used our *Spear's* intelligence network to include the very best villas and ski chalets for rent, the best luxury hotels, the best boutique hotels, the best villa agencies, the best HNW travel agents, and the best specialist tour operators to make any visit abroad all the more exclusive and bespoke. From cultural tours to ecotourism, from adventure and wilderness experiences to military and battlefield tours, from cruises to wine tourism, from safaris to golf resorts, our guide explores the niche interests that are most likely to whet the appetites of HNW travellers.

The *Spear's* 500 Travel Guide will be published as a glossy coffee-table supplement with the January/February issue of *Spear's* that is sent to the private homes and offices of the wealthiest families in the UK, as well as being distributed through BA First Class and Business Class lounges over six months.



All entrant profiles and travel companies can also be accessed 24 hours a day (no paywall) through the dedicated *Spear's* 500 website that is the required online reference guide 'bible' for Europe's wealthy and discerning high-flyers and their families – shown by the thousands of people that visit the *Spear's* website for information each day.



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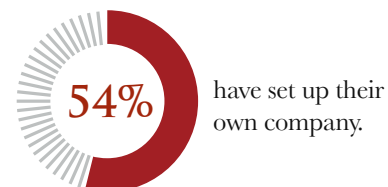
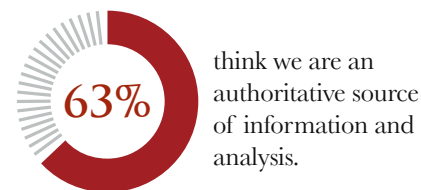
Circulation

Described by GQ as the 'Bible of the banking fraternity', with its own wit and outlook, *Spear's* reaches the affluent financial services community, including the bankers, lawyers and family offices who advise the wealthy. Through awards, dinners and seminars, *Spear's* is uniquely placed to connect luxury brands to this exclusive and elusive audience. Our Wealth Management Awards annually attract 500 of London's wealthiest and most influential people.

Spear's Readers

Spear's **62,000** readers are some of the wealthiest in the history of media.

The average *Spear's* reader has a net worth (excluding primary residence) of **£5.5 million (\$8.8 million)** and an average annual income of **£780,000**.



Some of the clients we worked with on the *Spear's* 500 Travel Guide 2018:

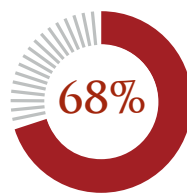


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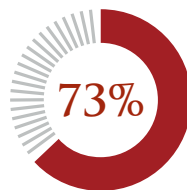
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Spear's Travel Guide Statistics

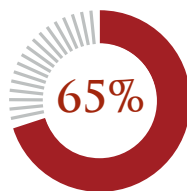
The high spending *Spear's* audience will reserve top suites, event space, spas, private dinners, and concierge services at top resorts



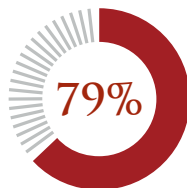
have selected a hotel or resort seen in *Spear's*



used a hotel/resort for meetings or events, spending an average of **£32,916**



stayed in hotel for leisure in the past year, spending an average of **£17,160**



have stayed at a spa, spending an average of **£9,600**

Spear's readers fly abroad **13** times each year for both business and leisure, minimum 3 times of which are long haul

Spear's Travel and Spa supplement categories:

HNW travel insurance providers
HNW travel agents and tour operators
HNW golf travel agents and tour operators
Safari tour operators
Safari camps and lodges
Luxury ski chalet rentals
Ski safaris

CRUISES

Luxury ocean cruises
Expedition cruises
Scenic nature cruises
Ships with sails
River cruises
Yacht cruises
Sea safaris

Private train tours
Spear's hotel selection
Spear's private islands selection
Spear's golf hotels and resorts
Spear's chalet selection
Spear's spa selection
Luxury hotels & resorts

Luxury house rentals international
Luxury house rentals UK
Fractional Ownership/Travel Clubs
Exotic Car Rental
Ecotourism
Glamping

AVIATION

Private jet charter and rental
Aviation lawyers
Aviation finance

YACHTS

Yacht brokers
Yacht designers
Yacht advisory
Superyacht lawyers
Superyacht finance providers



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Spear's 500 Travel Guide Supplement Packages

PLATINUM : £7,950

- Expanded 550-600 word entry with 2 photo/s/image, within the relevant section - uploaded online at <http://500.spearswms.com/travel>
- A photo/image, email address, map, LinkedIn link included on your online profile
- A double page spread supporting advertisement (will be positioned at the front of the guide)
- Contact details incorporated within the entry (website, email, phone number)
- The *Spear's* 500 Travel Guide 2019 digital icon for your email signature
- Four copies of the *Spear's* 500 Travel Guide (RRP £95)
- One SOV Billboard or Double MPU banner on <http://500.spearswms.com/travel> for 2019
- A year's subscription to *Spear's* Magazine



GOLD : £4,950

- Expanded 450-500 word entry with a photo/s, image, within the relevant section - uploaded online at <http://500.spearswms.com/travel>
- A photo/image, email address, map, LinkedIn link included on your online profile
- A full page supporting advertisement (can be positioned within the relevant section or it will be a right hand page within the guide)
- Contact details incorporated within the entry (website, email, phone number)
- The *Spear's* 500 Travel Guide 2019 digital icon for your email signature
- Two copies of the *Spear's* 500 Travel Guide (RRP £95)
- One SOV MPU banner on <http://500.spearswms.com/travel> for 2019
- A year's subscription to *Spear's* Magazine



SILVER : £3,600

- Expanded 350-400 word entry with a photo/s, image, within the relevant section - uploaded online at www.spearswms.com/travel500
- A photo/image, email address, map, LinkedIn link included on your online profile
- A half page supporting advertisement (can be positioned within the relevant section)
- Contact details incorporated within the entry (website, email, phone number)
- The *Spear's* 500 Travel 2019 digital icon for your email signature
- Two copies of the *Spear's* 500 Travel Guide (RRP £95)
- A year's subscription to *Spear's* Magazine

BRONZE : £1,850

- Expanded 300 word entry with a photo/image in the directory and online at www.spearswms.com/travel500
- Contact details incorporated within the entry (website, email, phone number)
- The *Spear's* 500 Travel 2019 digital icon for your email signature
- One copy of the *Spear's* 500 Guide Travel (RRP £95)
- A year's subscription to *Spear's* Magazine

Advertising options:

Full page advertisement:	£3,000
Double page spread advertisement:	£5,000
Inside front cover:	£8,000
Inside back cover:	£8,000



“*Spear’s* is for anybody who wants to make money - and keep it ”

Elizabeth Hurley

“My favourite magazine”

Sir Terence Conran

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CITY A.M.

THE  TIMES



WEALTHY OUT TO PLAY FOR SPEAR'S AWARDS

Daily Mail

PS THERE may be mixed emotions when supermarket tycoon Lord Sainsbury next sits around the dinner table with his daughter Fran. This week both were shortlisted at the *Spear's* magazine awards as philanthropist of the year, held at art dealer's Phillips de Pury. But it was Fran, 34, who walked off with the gong for what judges called bringing a 'breath of fresh air' to the charity business in her work with the Indigo Trust, which she founded in 1999 and makes grants to African technology projects. A former policy wonk at the Cabinet Office, Fran says: 'I think father will be pleased I have a career in philanthropy and that I am taking it seriously.'

London
Evening
Standard



● A plush-as-you'd-expect do at the Saatchi Gallery for the *Spear's* Wealth Management Awards on Monday, Charlie Hoffman of HSBC carted off the Private Banker of the Year gong.

The award for Most Innovative International Financial Centre (or country most adept at making it easy for you to domicile your millions

without awful burdens like high taxes) went to Liechtenstein, not much known among the general public other than the answer to pub quiz questions. We suspect the tiny state didn't get to have the highest GDP per capita because of its famous local cuisine or being (apparently) the world's largest exporter of false teeth.

London
Evening
Standard

How to *Spear* the super-rich

LONDON'S REPUTATION as a haven for the mega-rich received a further boost last night with the inaugural hosting of William Cash's *Spear's* Wealth Management Survey awards ceremony at Sotheby's in Bond Street. Dubbed Europe's answer to *Forbes* the quarterly magazine is so exclusive you can only buy it if your bank balance stretches to £5 million and it is aimed at footballers to oligarchs.

Among the prize winners were Zac Goldsmith who won Green Entrepreneur of the Year "by a long way", Arpad Busson, former squeeze of Elle Macpherson, saw his organisation Ark scoop Charity of the Year — which he received enthusiastically. Bamford, the company behind JCBs and more recently Daylesford Organic, won Family Business of the Year.

As the evening progressed and gongs were dishd out the night began to take on the feel of an Oscars ceremony for London's movers and shakers.

Marcus Gregson won Lifetime Achievement for Outstanding Contribution to Wealth Management, and duly gave a touching appraisal of William Cash. He said: "He reminds me of my granddaughters — such



Charity king: Arki Busson

maturity in such tender years." Gregson drew the loudest cheer of the night when he added: "I think London is going to be a spiffing place for years to come."

Among the crowd were Lords Weinberg and Palumbo and assorted chiefs of the hedge fund scene.

Londoner's
Diary

The Moon and more than sixpence

TO THE Savoy, where *Spear's* held its annual Wealth Management Awards last night, Richard Branson was named Philanthropist of the Year, a fitting win given the lunar setting of the ceremony's programme, on which we spotted an astronaut distributing a copy of the Standard, right. Former tax lawyer



Martyn Gower, executor of Princess Diana's will, won the Lifetime Achievement Award. During that brush with

fame, Gower was asked by *The Lawyer* magazine about the press hounding him. "They are very much living for the immediate moment," he said. "To the extent that they are intellectually lazy in actually going back and checking information." We hope Gower's role as *Spear's* legal columnist has changed his opinion.