

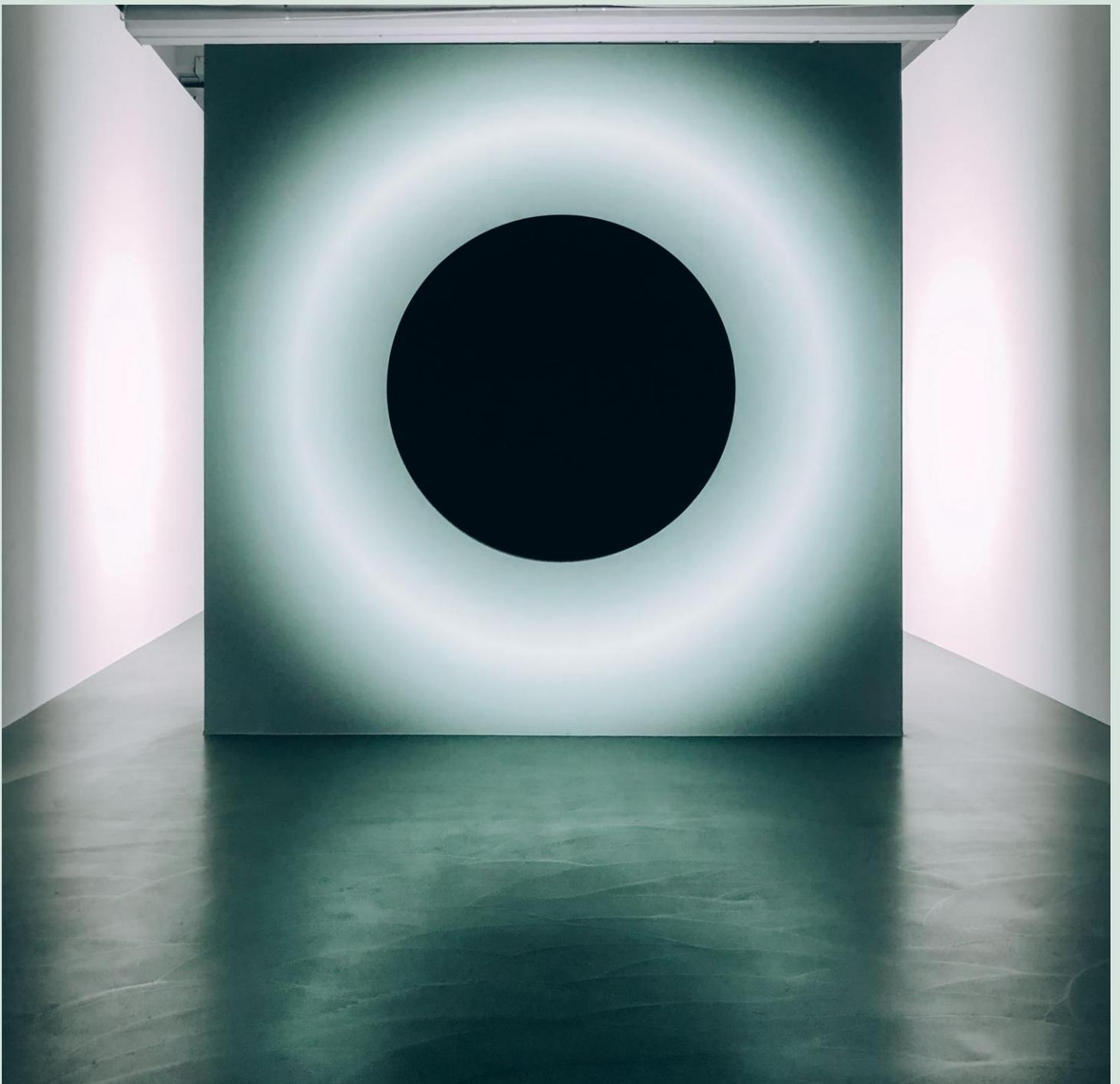
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THE NEW STATESMAN

# Spotlight

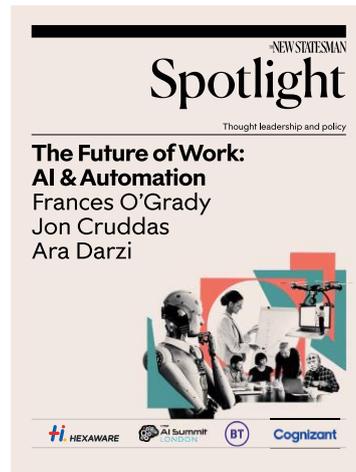
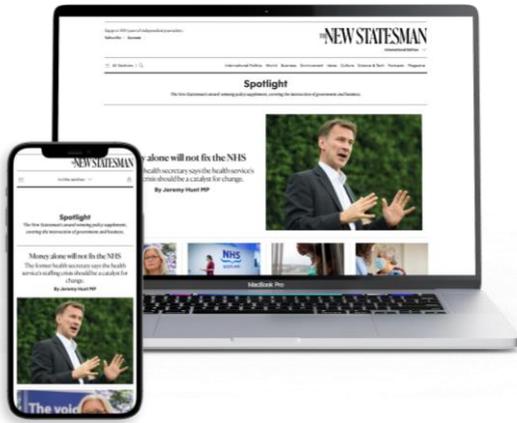
Thought leadership and policy

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# Public Sector Tech: Developing a 21<sup>st</sup> century state

March 2022



Covid-19 has accelerated the rate of digital adoption across Whitehall. From the technical development work behind the furlough scheme, to data analytics tools to predict demand on the NHS, innovation has underpinned the pandemic response. In February 2022, the *New Statesman* will be launching a digital and print content programme, with an exclusive online section dedicated to the subject matter, hosting all editorial and partnered features, podcasts, videos and data charts, as well as publishing a printed Spotlight supplement, bound into the magazine. The programme will focus on how government departments and public sector organisations can continue to harness the benefits of cutting-edge technologies as the UK emerges from the pandemic. Featuring ministers, senior civil servants and government technology leaders, this series will focus on the most significant digital challenges and opportunities facing the public sector today.

Spotlight reports have unparalleled access to the highest levels of government and industry. They have featured interviews and contributions from government ministers, key MPs, and industry leaders. Contributors have included the former Great Britain and Northern Ireland PM Tony Blair, the Microsoft president Brad Smith, former Australian PM Julia Gillard, National Cyber Security Centre (NCSC) CEO Lindy Cameron, then Digital and Culture Secretaries Oliver Dowden and Jeremy Wright, President of the CBI Lord Baron Bilimoria and Labour Shadow Minister for Science, Research & Digital Chi Onwurah.

### Our editorial team has put together a provisional list of topics to be discussed, which include:

- Exclusive, in-depth analysis of policy from government ministers, shadow ministers, and experts;
- How better use of patient data could transform British healthcare;
- Analysis of measures to improve public sector procurement practices;
- Reporting on the EU's efforts to develop a European cloud computing platform;
- An inside look at the courts digitisation programme;
- The latest developments on the government's new Chief Digital and Data Office;
- Reporting on leading digital government initiatives from around the world.

### Contributors we will approach for interviews and op-eds include:

- **Simon Case**, Cabinet Secretary and Head of the Civil Service;
- **Baroness Susan Williams**, Minister of State, Home Office;
- **Holly Lynch MP**, Shadow Minister for Immigration;
- **Joanna Davinson**, executive director, Chief Digital and Data Office
- **Alex Chisholm**, chief operating officer, the Civil Service
- **Martha Lane Fox**, co-founder of the Government Digital Service;
- **Tom Read**, CEO of the Government Digital Service
- **Matthew Gould**, CEO, NHSX

## Audience

The New Statesman has 150,000+ readers in print and 2m+ unique users per month. Our audience includes:

- Every MP and Peer, as well as MLAs, MSPs and AMs
- 92% of FTSE 100 and 95% UK Forbes 2000 CEOs
- Senior political assistants, advisors and researchers
- Senior civil servants across departments
- Local government council leaders and CEOs

250,000+ monthly downloads over two podcast feeds

- 87% average listen-through
- #1 politics podcast - Apple podcast charts, Aug 21
- Winner: Best Politics Podcast - Publisher Podcast Awards 2021

185,000+ weekly newsletter subscribers

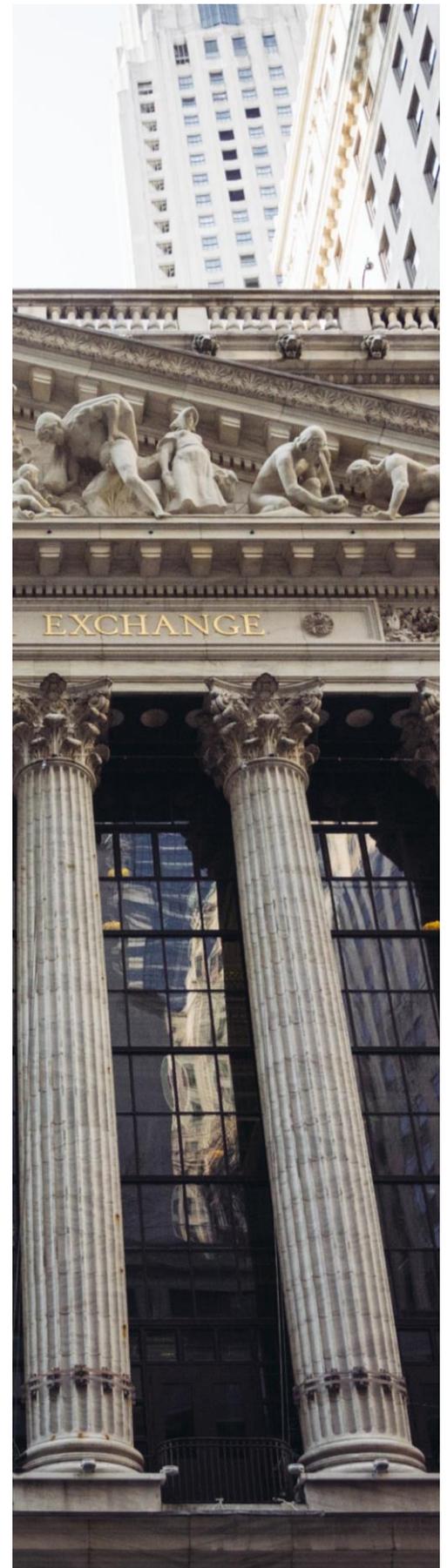
- Opened and read throughout Whitehall and even in Downing Street.
- 1,500 contacts with email addresses of parliament.uk, conservatives.com, labour.org, hmtreasury or gov.uk.

## Packages

- Features can be interviews, opinion pieces (ghost-written if necessary), vox pops.
- Opportunity to link to videos or white papers.
- Typical length is 900 words.

## Benefits for Partners

- Increased visibility for your organisation and the specific messages that you wish to convey, in front of key business leaders, policymakers and influencers.
- Enhanced brand association, working with a credible, trusted and respected publication.
- Create highly engaging content, with use of our editorial assistance and expert insight into how best to communicate with our audience.
- Achieve maximised audience outreach, by using multiple channels – digital, print, podcast – and amplification via mechanisms such as newsletters.



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# Pricing

Core and multi-channel offerings are available.

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## Multi-channel

- Two x online features on the *Public Sector Technology* Spotlight hub
  - One week of podcast advertising on all feeds (30-sec, client or producer-read)
  - One week of advertising on all newsletters
  - One x two page print feature in corresponding supplement
  - One x full page advert in supplement
  - 100k billboard banner advertising across relevant categories and editorial
  - Editorial assistance included
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Cost £25,000+VAT

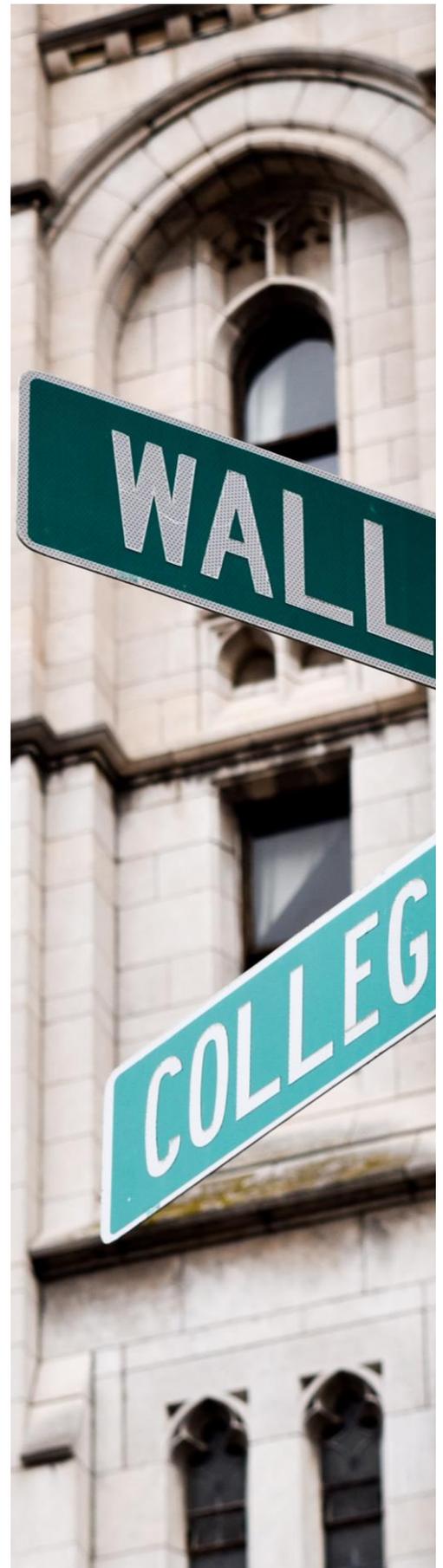
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## Core

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  - Editorial assistance included
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Cost £15,000+VAT

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The New Statesman's award-winning policy supplement, providing the latest insight from the fields of artificial intelligence, biotechnology, cybersecurity, regional development, healthcare, and transport.

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