

NewStatesman

Mapping the 4th Industrial Revolution

Context

New Statesman & Gambica are hosting a program of activities for policy makers, business and thought leaders that aim to reframe the debate around the 4th IR. Through exclusive events and editorial features we will explore;

- Whether too much emphasis is placed on the IT aspects of Industry 4.0 at the expense of a broader view?
- What are the benefits of exploring the impacts on civil society and the physical systems that will underpin the 4th IR?
- What role will automation and the skilled jobs of the future play in shrinking the productivity gap?
- How do we plot a route to the future that benefits the economy and society as a whole?

Challenges

- Policymakers, business and thought leaders need to be educated on the scale of change at hand.
- New evangelists need to be identified and provided with a platform to debate and widen dialogue.
- The conversation needs to be repositioned away from its emphasis on IT to a more holistic and inclusive view.

Opportunity

Sponsors benefit from branding, networking and thought leadership and we are offering Gambica members an exclusive opportunity to shape and contribute this program of activities that will begin with a half day seminar in Q4 2017 and will be followed by either a special supplement or series of online features and print articles in New Statesman and Newstatesman.com in early 2018.

Objectives

- Position sponsors as expert advisors to governments and industry.
- Raise the profile of sponsors to relevant stakeholders.
- Create a platform from which to engage, educate and influence.

New Statesman Readership

The New Statesman has **170,000+ readers** in print and over **2.5m unique visitors** online winning 'consumer magazine and website of the year' in 2009, 2011 and 2012 (BSME awards). As part of our **controlled circulation** we ensure that the key opinion formers receive a copy of the New Statesman.

- 92% of FTSE 250 & 95% UK Forbes 2000 CEOs
- Every MP, MLA, MSP and Peer
- Senior civil servants in all departments of government
- Leaders of councils, CCGs and hospital trusts
- Heads of charities, turnover £10m+
- 22% are active in policy development
- Over 50 of the UK's think tanks, influencing UK and international policy decisions, including 11 of Britain's 12 leading thinktanks (according to Guardian.co.uk)

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Why the New Statesman

- 10+ year's worth of quality policy reports, with a dedicated editorial team who organise 40+ parliamentary supplements every year
- Extremely powerful brand, known for its connection to Westminster & Whitehall due to having the UK's best respected political commentators
- Depth and breadth of readership, going into every UK parliamentarians office, their influencers, departments & assistants; business leaders and local government with readers from Caroline Lucas MP to George Freeman MP

Timeline

- Sponsors to have contacted the New Statesman **before 25th August**.
- Final agreement date of **Friday 15th September**.
- Production meetings **early October**
- Seminar to be facilitated in **late November**.
- Final drafts of content **January 2018**.
- Publishing date of early **2018**.

Examples

- Spotlight on Northern Powerhouse II in partnership with **University of Manchester, ABP, MC2 & CityFibre** with George Osborne MP, Andy Burnham MP & Andrew Percy MP
- Spotlight on Skills II in partnership with **CMI, CII, RA Eng, ICE, IET, CIOB, ECITB** amongst others with Robert Halfon MP, Sir James Dyson & Angela Rayner MP
- Spotlight on Energy II in partnership with **Centrica, Ecotricity & EPSRC** amongst others with Rebecca Long-Bailey MP, Jonathan Bartley & Paul Wheelhouse MSP
- Industrial strategy: a Britain that works in partnership with **ERA Foundation** with Sir Alan Rudge, Sir Terry Morgan, Dr Adam Marshall & Mike Turner CBE
- Industry 4.0 in partnership with **HVM Catapult, Siemens & Vauxhall** with Vince Cable, Chris White MP & Terry Morgan

***If you would like to discuss sponsoring this or similar campaigns, please contact;**

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