

CLINICAL PSYCHOLOGIST · SUNDAY TIMES BESTSELLING AUTHOR · EXPERT COMMENTATOR

# Brand & Media Fees 2026

EXPERT COMMENTARY PACKAGE

£950

For research-led brand campaigns requiring expert psychological insight and commentary.

INCLUDES

- Review and interpretation of survey findings
- Drafting of 2-3 paragraphs of expert commentary
- Up to two rounds of edits
- Use in press releases and the brand's own organic channels, including website and social media
- Paid advertising and other extended commercial usage are quoted separately.

MEDIA INTERVIEWS

Fees reflect the format and scope of the interview, preparation required and overall media commitment.

|                      |                     |        |
|----------------------|---------------------|--------|
| Print & online press | full interview      | £200   |
| Radio & podcast      | interview           | £300   |
| TV                   | remote interview    | £450   |
| Radio day            | up to five stations | £1,750 |
| Radio day            | up to ten stations  | £2,750 |

Brief follow-up calls and straightforward journalist queries are handled on a case-by-case basis. Larger interview packages, in-person appearances and studio bookings are quoted according to the brief and requirements. Radio-day fees include briefing and preparation. Travel and additional expenses are agreed separately. Broadcast series, resident-expert roles, brand ambassadorships and retainers are priced on request.

ADDITIONAL USAGE & EXCLUSIVITY

Paid advertising and extended commercial usage

Quoted according to reach, duration, placement and scope.

Category exclusivity

Quoted on request.

TERMS

Fees are exclusive of VAT where applicable. Turnaround within 48 hours may incur a 25% rush fee, agreed in advance. Revisions beyond the included two rounds are charged separately.

Commentary is provided on psychology and human behaviour, rather than product claims or endorsements.

Fees reflect my standard rates, valid for 30 days, and apply to work booked in 2026. Project scope and budget can be discussed on an individual basis.