

TOP 50

POLITICAL INFLUENCERS





Introduction

With 29 March and the Brexit deadline fast approaching, there's never been a more exciting time to cover politics – but with the media in rapid flux, who really sets the agenda?

When it comes to politics, the digital media environment continues to develop in novel, sometimes unanticipated, ways – with some serious consequences. New media have radically altered the ways in which Government institutions operate, political leaders communicate, and campaigns are fought.

While every major vote since Obama's first presidential victory in 2008 has been heralded as some kind of 'social media' event, in the UK the 2016 referendum and 2017 General Election broke new ground with alternative political voices not only loudly opposing mainstream views, but also seeming to wield genuine influence over the electoral outcomes. The work of unashamedly partisan individuals or small collectives, at least part of the appeal of this new commentariat was their distance from the Westminster bubble.

Although new media has complicated the political media system, it has by no means dismantled it. Legacy media – radio and television news programmes, even newspapers – coexist with Twitter, Facebook and Instagram. Indeed, content produced by the mainstream is fed upon by emerging influencers, increasing its reach and impact even as it is transformed under the weight of myriad digital judgements.

The Top 50 Political Influencers reflects this evolving media, including broadcasters and print journalists in addition to bloggers and other digital influencers. Those on the list include the most politically informed, those with the best contacts and membership of the right WhatsApp groups for the inside track on breaking news and the latest leaks, and those able to lead conversations across a range of social media platforms.

In these many different ways, each of the 50 has the power to shape politics in the UK – and together, they do.

Vuelio is renowned for its media rankings, with the top blog rankings, across all topics and industries, famous the world over. With in-house research teams covering both the media and political landscapes, as well as content and data feeds being analysed by proprietary algorithms, we are uniquely placed to curate this list of political influencers from the world of media.

The ranking takes into consideration a huge range of factors, including audience, engagement, industry recognition and platforms, alongside a research-led qualitative assessment.

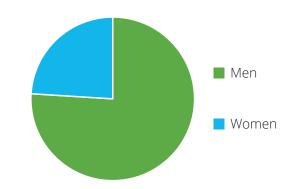


Overview

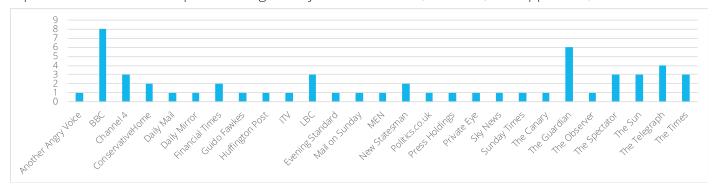
Twitter has become a key channel for political commentators, though not everyone in the Top 50 even has an account. Of those that do, it's the broadcasters who have the biggest reach and Jon Snow who tops the list.

Men dominate the list, with just 12 women in the Top 50 including the BBC's first female political editor and The Guardian's joint political editors.

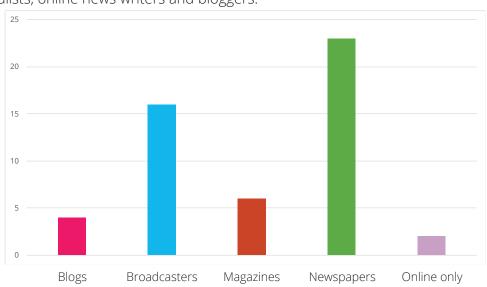




The BBC has the most staffers in the ranking (8), and it dominates the top spots. There are 29 outlets represented across the Top 50 – though many of those ranked, write for, and appear on, dozens more.



Newspaper journalists make up almost half the list, followed by broadcaster journalists and presenters, magazine journalists, online news writers and bloggers.









Laura Kuenssberg Political Editor BBC News @bbclaurak

Laura Kuenssberg started her reporting career in local news, before becoming a national reporter for Daily Politics in 2003. In 2009 she became the BBC's chief political correspondent, and was particularly prominent during the 2010 election.

In 2011 she moved to ITV News to become business editor, before rejoining the BBC in 2014 to work at Newsnight. In 2015 she was made the corporation's political editor, the first woman to land the role in the BBC's history. In the same year, she won the Political Studies Association Broadcaster of the Year Award and was named Journalist of the Year at the British Journalism Awards in 2016.

Her profile has led to her receiving targeted online abuse, and she recently revealed she has considered quitting social media as a result.



Andrew Marr Presenter BBC @AndrewMarr9

Andrew Marr is one of the BBC's most recognisable political presenters and commentators. Marr is the long-standing host of the BBC's flagship political programme, The Andrew Marr Show (formerly Sunday AM). In this role, he has interviewed countless major UK political figures, including former Prime Minister David Cameron and current PM Theresa May.

Marr has shaped the political debate for several years, presenting the show since 2005 despite time away in 2013 following a stroke.

As former editor of The Independent and former political editor at the BBC, Marr holds significant stature in UK politics and is considered central to the BBC's political broadcasting.







Andrew Neil
Presenter/Chairman
BBC/Press Holdings
@afneil

Andrew Neil is well known for presenting Daily Politics, which was rebranded as Politics Live, and This Week, along with live political event coverage. Neil is known for his direct interview style and challenging inconsistencies. He was chosen by the BBC to interview the leaders of the major political parties before last year's General Election, which was indicative of his position at the broadcaster and his wide-reaching influence.

Alongside his work for the BBC, he holds various other roles including chairman of the group that owns the Spectator and was previously British editor of the Economist. Neil also has links to the Murdoch empire – he was was editor of The Sunday Times from 1983 to 1994, and was also executive chairman of Sky Television.

Neil has grown a new following online, partly thanks to his Twitter arguments with high profile figures such as Caroline Lucas and Owen Jones.



Robert Peston
Political Editor
ITV
@Peston

Robert Peston is best known as ITV's political editor and host of the weekly political talk show Peston. In 2018, the show moved from Sunday mornings – when the other main broadcasters air their political flagships – to Wednesday evening. This allows it to follow up the day's PMQs session.

Peston was previously business editor and economics editor for BBC News. His reporting on the Northern Rock crisis in 2007, during which the bank sought financial help from the Bank of England, made him known to a wider audience and earnt him the Royal Television Society's Television Journalism Award for Scoop of the Year.

He has also written for a number of publications, including The Independent, the Financial Times, The Spectator, The Daily Telegraph, The Sunday Times, and the New Statesman.







George Osborne
Editor
Evening Standard
@George_Osborne

George Osborne has been editor of the Evening Standard since May 2017 and stepped down as MP for Tatton, after 16 years, at the June 2017 Election. Osborne served as Chancellor of the Exchequer under David Cameron from 2010 to 2016. Shortly after controversially being appointed editor of the London Evening Standard, Osborne dropped 'London' from the title, signalling the paper's ambition to increase its national and international influence.

Osborne has used his position to criticise Prime Minister Theresa May and her leadership of the Conservative Party, which many have suggested is revenge for his sacking as Chancellor. Since becoming editor, Osborne has managed to maintain the Evening Standard's circulation, while nearly every other national paper has declined.



Tom Newton Dunn
Political Editor
The Sun
@tnewtondunn

Tom Newton Dunn has spent nine years as political editor of The Sun. He now regularly appears on BBC and Sky News and is also one of the hosts of BBC Radio 4's The Week in Westminster. His exclusive interview with President Trump in July 2018 made headlines across the world after the President opened up about his thoughts on Brexit.

Newton Dunn is widely regarded as one of the most informed journalists in the industry and has established himself as a top commentator in British politics. In 2015, he won the Politics Journalism award at the annual British Journalism Awards after revealing the details behind the 'Plebgate' scandal three years on from the incident.







Faisal Islam
Political Editor
Sky News
@faisalislam

Faisal Islam has been the political editor of Sky News since 2014. On 6 November, it was announced that he had been appointed as the new economics editor at the BBC. He is due to take up this position in January 2019.

Islam has previously occupied the roles of economics correspondent at The Observer and economics editor at Channel 4 News. He has received numerous awards for his work, including his exposé of struggling Icelandic banks in 2009 and his interview with David Cameron in 2017.



Paul Staines
Editor and Owner
Guido Fawkes
@GuidoFawkes

Better known as Guido Fawkes, Paul Staines has established himself from outside the mainstream to become a huge force in Westminster. Staines' site is the first port of call for political scandal and he remains unmatched in the blogosphere for breaking stories and influencing the news cycle. His own personal politics are no secret and those who oppose his views get a particularly hard time on the site.

With content based on rumour and insider knowledge, Guido is the place to go for breaking stories before they hit the mainstream press. He is also a sure bet for an old video of an MP contradicting themselves or saying something they shouldn't have.







Geordie Greig Editor Daily Mail

Former Evening Standard editor Greig had been in the chair at the Mail on Sunday since 2012 when he was appointed to succeed Paul Dacre as editor of the Daily Mail in September last year. His impact on the tone of the paper's political – and in particular, Brexit – coverage has been immediate, reversing the paper's militant leave position and rehabilitating exiled expert voices.

As Greig continues to soften the Mail's approach, the question remains whether his paper will wield the same influence over Middle England as his predecessor's, when Dacre's ability to shape the social and political agenda led to him being described as 'the greatest editor of his generation'.



Boris Johnson
Columnist
The Telegraph
@BorisJohnson

One of the most recognisable politicians in the country, the former Mayor of London and Foreign Secretary is now expressing his point of view from the backbenches and his column in The Telegraph, where he arguably has more influence. Johnson is a journalist by trade and was previously editor of The Spectator.

Johnson is still considered by many to be the main threat to the Prime Minister's authority and control in the Conservative Party. Johnson's influence was seen during the Brexit referendum, when there was great anticipation over which side he would support – though his choice of 'Leave' was unsurprising to those familiar with his column, which is often critical of the EU. His recent 'sell-out' appearance at the Conservative Party Conference was perhaps the clearest sign of the power he wields among Tories.



Heather Stewart
Political Editor
The Guardian
@GuardianHeather

Heather Stewart has been political editor of The Guardian since 2016, sharing the role with Anushka Asthana until November 2018. Stewart has worked for the Guardian News & Media group since 2001. After spending a year as a researcher at the Treasury, she joined the group's economics team as a reporter, later becoming The Observer's business editor and then its economics editor.

The Guardian is one of the few mainstream left-wing national newspapers and is also one of the most popular papers online.

UPDATE: Stewart's position has been revised to reflect that she is no longer sharing the role.





Anushka Asthana Host, Today in Focus The Guardian @GuardianAnushka

joining The Guardian in 2016, including stints as policy editor and deputy news editor at The Observer (during which time she won the Lawrence Stern Fellowship and worked for the Washington Post for three months); chief political correspondent at The Times; and senior political correspondent for Sky News. She has also written two reports for

Until November 2018, Asthana was joint political editor at The Guardian, which her ranking reflects.

Mumsnet and Ipsos MORI on women and politics.

Update: Asthana's position has been revised to reflect her new role.



Nick Robinson Journalist and Presenter **BBC** @bbcnickrobinson

Nick Robinson is a major BBC journalist and presenter, and former political editor of the BBC and ITV. He has also authored two books on UK politics. Robinson has been at the heart of the BBC's television and radio political coverage since 1999, apart from a short spell working for ITV from 2002 to 2005.

Recognised as an effective interviewer with a confrontational style, Robinson is a mainstay of the BBC's political reporting, working as a presenter on the prominent Radio 4 Today Programme and hosting the BBC podcast Political Thinking.



Matt Chorley Editor of Red Box The Times @MattChorley

Matt Chorley is editor of The Times' political newsletter, Red Box. The newsletter has thousands of recipients, and it has become essential reading for those who want to know about the goings-on in Westminster. Before joining The Times, he worked for the Mail Online, PA, and the Independent on Sunday.

Despite stepping down as chair of the Press Gallery, Chorley remains an influential figure in political media.

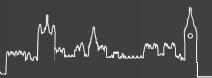


Tim Shipman Political Editor The Sunday Times @ShippersUnbound

Tim Shipman specialises in British and American political and international relations, and has covered five British general elections and three US elections. Shipman previously worked at the Daily Mail as political correspondent and deputy political editor. He also worked at The Sunday Telegraph and Sunday Express.

Shipman's book, All Out War, which covers the events leading up to the EU referendum, is a Sunday Times Bestseller and was shortlisted for the Orwell Prize 2017.







16

Jon Snow Presenter Channel 4 News @jonsnowC4

The lead man and longest-running presenter of Channel 4 News, Snow has been on screens for over 30 years and has seen his influence and relevance increase over time. Despite numerous accusations of bias, Snow gets big interviews with big guests and benefits from the diverse remit of the channel.

Snow often reports and presents from the destination of breaking stories, showing a close connection with the stories he presents. Snow has become a staple when it comes to British political news, and in many ways a cult figure for his presenting style and persona.



17

Fraser Nelson
Editor
The Spectator
@FraserNelson

Nelson has been editor of The Spectator magazine since 2008 and is a member of the advisory board of the Centre for Social Justice and the Centre for Policy Studies. He previously wrote for The Times, The Scotsman, News of the World and the Evening Standard.

In 2013, he was named by the Evening Standard as one of the most influential journalists working in London and, in the same year, won the British Society of Magazine Editors, Editors' Editor of the Year award and the British Press Award's Political Journalist of the Year award.



18
Owen Jones

Columnist
The Guardian
@OwenJones84

Owen Jones is a well-known political commentator and left-wing activist. He has a substantial social media following and makes regular TV appearances. He is a vocal supporter of Jeremy Corbyn.

Before his career as a journalist, Jones worked as a trade union lobbyist and as a researcher for John McDonnell. After writing for The Independent, he is now a columnist at The Guardian and New Statesman and has authored several books, including *Chavs*, which explores the stereotypes of the British working class, and *The Establishment*.



19

Cathy Newman
Presenter/Writer
Channel 4/The Telegraph
@cathynewman

Cathy Newman is a longstanding presenter for Channel 4 News having joined in 2006. Newman is a formidable interviewer and one of the most recognisable faces in the UK media. The full interview she had with the Canadian Clinical Psychologist, Professor Jordan B Peterson, garnered international media attention and currently has 11.5 million views on YouTube.

Newman has also attracted a lot of attention for her criticism of her own employer ITN, after its gender pay gap was revealed. Alongside presenting Channel 4 News, Newman also writes for The Telegraph.







20

Sam Coates

Deputy Political Editor

The Times

@SamCoatesTimes



21

Harry Cole
Deputy Political Editor
Mail On Sunday
@MrHarryCole

Sam Coates is the deputy political editor at The Times and a well-known member of the parliamentary lobby, having initially joined The Times as a graduate trainee in 2000. After a short spell working at the Washington Post, Coates joined The Times lobby team in 2005 and has been a driving force behind the paper's political output ever since.

Not only is Coates pivotal to The Times' parliamentary coverage, he regularly presents BBC Radio 4's A Week in Westminster, as well as working as a commentator for Sky.

Harry Cole continues his rise through the ranks of political journalism. He first came to prominence at Guido Fawkes before moving to The Sun. It was there he became a staple in political circles, regularly being one of the first to comment on breaking news.

Recently appointed deputy political editor at the Mail on Sunday, he is one to watch in this new, more powerful, position.





Gordon Rayner
Political Editor
The Daily Telegraph
@gordonrayner

Prior to his appointment as political editor last year, Rayner had been the paper's chief reporter. It was in this role he worked on the expenses scandal, one of the biggest political scoops of recent years.

Under his tenure, The Daily Telegraph has continued to break stories, with a particular focus on Brexit developments, and regularly revealed the latest thinking of Tory Brexiteers.



23

lain Dale
Presenter and Commentator
LBC
@lainDale

Dale is the well-known LBC radio host, formerly covering the drivetime show, as well as presenting the weekly LBC podcast, For the Many. A key commentator on British politics, Dale frequently appears on UK news channels, and also runs a personal blog.





Michael Crick
Political Correspondent
Channel 4 News
@MichaelLCrick

As a founding member of the Channel 4 News team and having previously worked for Newsnight, Crick's influence in political journalism is undeniable, with a reputation for investigative journalism and breaking stories.

Crick spent 21 years at Newsnight and won many awards for his investigative journalism. Crick was chosen as specialist Journalist of the Year at the Royal Television Society's television journalism awards in both 2014 and 2018









James O'Brien Pesenter LBC @mrjamesob

One of the most well-known radio presenters in the country, O'Brien provides variety to LBC's offering and is a counterbalance to many of the station's other well-known hosts including Nick Ferrari, Iain Dale and Nigel Farage.

O'Brien is also very adept at getting content to go viral and is a prominent 'Remain' voice in the Brexit debate.



Nigel Farage
Presenter
LBC
@Nigel_Farage

It is worth asking if the referendum on the UK's membership of the EU would have taken place if it was not for Nigel Farage. He has been presenting on LBC for nearly two years, which has allowed him to stay relevant after his original purpose had been fulfilled. Farage has also become the de facto voice of Brexit and is often asked for comment on the latest Brexit news.





Dan Hodges Columnist Mail On Sunday @DPJHodges

Dan Hodges had a column at The Daily Telegraph, and has also written for The Guardian, New Statesman, The Times and The Spectator. In 2013, Hodges was called 'David Cameron's new favourite columnist' by James Forsyth, political editor of The Spectator. He is a former member of the Labour Party and is known for his Blairite views and his criticism of Jeremy Corbyn. Hodges left the Labour Party in 2015, calling Corbyn 'the Left's Enoch Powell'.





lan Hislop Editor/Panellist Private Eye/Have I Got News For You

lan Hislop joined Private Eye after graduating from Oxford in 1981, having previously contributed to the magazine, and became its editor five years later. His time at the magazine has resulted in him gaining the epithet, 'the most-sued man in Britain'. Alongside his work for Private Eye, Hislop has been one of the panellists on Have I Got News For You since the satirical programme launched in 1990.



Kevin Maguire Associate Editor Daily Mirror @Kevin_Maguire

Kevin Maguire has previously worked for The Guardian and The Telegraph and frequently contributes to Sky News and the BBC.

He is responsible for coining the term 'awkward squad' to describe the emergence of socialist trade unionists during the early years of New Labour.

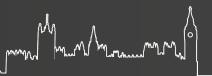




Mark Wallace Executive Editor ConservativeHome @wallaceme

Alongside role his at Wallace ConservativeHome, is the author of a fortnightly column on Brexit for the i paper and has also written for The Guardian, The Observer, The Daily Telegraph, Times, and the Financial Times. Wallace previously worked at The Freedom Association, a libertarian and Eurosceptic campaign organisation. is a co-founder of Better Off Out, a cross-party movement advocating for the UK's exit from the EU.









Paul Waugh Executive Editor for Politics HuffPost UK @paulwaugh

Paul Waugh is known for his Waugh Zone, an overview of the five biggest political stories each day. Waugh also interviews key players at the party conferences. He wrote for the Evening Standard and The Independent before going to HuffPost UK to take control of their political reporting. He has been in this position since 2015.



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Carole Cadwalladr Journalist The Guardian/Observer @carolecadwalla

Cadwalladr is a high-profile journalist and investigative reporter, who recently rose to prominence for her work on campaign funding in the EU referendum. Cadwalladr's investigation into the Cambridge Analytica scandal earned her the Orwell Prize for Journalism in June 2018.





John Humphrys Presenter BBC

Humphrys is the voice of Radio 4's Today Programme, which means he has a pivotal role in setting each day's political agenda. Despite being widely criticised for his interview style, salary and opinions, Humphrys remains an integral party of the BBC's political coverage.





Mishal Husain
Presenter
BBC
@MishalHusainBBC

Alongside Humphrys, Husain has a key role in setting the political agenda for the day, which makes her one of the most listened-to voices in Westminster. Her interviews and discussions are considered to be far more inquisitive than Humphrys' and she is a likely contender to be the future lead host of the Today Programme.



35

Daniel Finkelstein Journalist The Times @Dannythefink

Finkelstein is a long-standing columnist for The Times, a member of the House of Lords and former chairman of the influential right-wing Policy Exchange thinktank.

Finkelstein was previously executive editor of The Times and is now associate editor. He is also a regular columnist in The Jewish Chronicle.





George Parker Political Editor Financial Times @GeorgeWParker

The Financial Times is a true success story of digital paywalls as it boasts over 900,000 paid subscribers. Parker heads up the publication's political coverage, which is considered integral to this valuable content. Parker is also considered one of the most-informed Brexit journalists in the country.









Thomas G. Clark
Founder
Another Angry Voice
@Angry_Voice

The man behind Another Angry Voice has developed a knack of getting content to go viral on Facebook, with his videos regularly achieving over five million views. He was considered to be the most viral political writer on Facebook during the 2017 General Election. Clark is the embodiment of the changing political media landscape, and is proof that not everyone consumes their political news through traditional channels.



lontgomerie

Tim Montgomerie Founder ConservativeHome @montie

Montgomerie has worked closely with numerous senior Tory party figures and was the former chief of staff to lain Duncan Smith during his short tenure as leader of the party. He was described by The Observer in 2012 as 'one of the most influential Tories outside the cabinet'.





George Eaton Deputy Editor New Statesman @georgeeaton

Eaton was previously the political editor of New Statesman before his promotion to deputy editor in December 2018. He has featured in numerous debating panels for various news stations including BBC News, Sky News and RT. He recently released a biography of Mayor of London Sadiq Khan.





Isabel Hardman
Assistant Editor
The Spectator
@IsabelHardman

Isabel Hardman is a political journalist and assistant editor of The Spectator, where she is in charge of the Coffee House blog. She also writes a weekly column for The Daily Telegraph and presents the BBC Radio 4 programme 'The Week in Westminster'. Hardman's book, 'Why We Get the Wrong Politicians', was published in September 2018.





Christopher Hope Chief Political Correspondent Daily Telegraph @christopherhope

As chief political correspondent of the Telegraph, Chope provides daily political insight. He covers a broad range of political topics and is known for reporting exclusives, including John Bercow being reported to the House of Commons standards committee and Nigel Farage being snubbed for a knighthood.

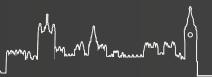




Stephen Bush Political Editor New Statesman @stephenkb

Bush is a rising figure in political journalism, focusing mainly on Labour Party politics and the Labour leader's office. As a key New Statesman writer, Bush has drawn praise for his work on Labour leader Jeremy Corbyn.









Kerry-Anne Mendoza Editor-in-Chief The Canary @TheMendozaWoman

As editor-in-chief of one of the UK's most prominent political blogs, Mendoza is in a very powerful position. The Canary's traffic regularly outperforms more established news outlets, which is largely down to Mendoza. In 2017 Mendoza appeared on Question Time and last year The Canary backed #BoycottTheGuardian, demonstrating the new audience the blog represents, unfettered by tradition.



ard olitical Corresponde

Jim Pickard Chief Political Correspondent Financial Times @PickardJE

Financial Times journalist since 1999, Pickard was part of the team that founded FT Westminster in 2007. When the FT won Newspaper of the Year at the 2018 Press Awards, the judges particularly noted its Brexit coverage, which Pickard is instrumental Pickard's reporting also proved indispensable when the outsourcing giant Carillion collapsed, with a Twitter thread he published when the news broke going viral, aided by the number one political influencer, Laura Kuenessberg.





James Forsyth
Political Editor/Columnist
The Spectator/The Sun
@JGForsyth

In both roles, James Forsyth's writing has become essential reading for anyone wishing to understand the goings-on in the Government and the Conservative Party. As Politico noted last year, Forsyth is one half of a Westminster 'power couple', as his wife, Allegra Stratton, is ITV News's national editor.





Sarah Smith
BBC Scotland Editor/Presenter
BBC
@BBCsarahsmith

Sarah Smith's profile has risen over the last couple of years. She became Scotland editor in the run-up to the Scottish Independence Referendum and, more recently, was named as Andrew Neil's replacement as the presenter of Sunday Politics. Smith will be one to watch in the future as more opportunities are likely to fall her way.



Polly Toynbee Columnist The Guardian @pollytoynbee

Toynbee was previously political and social commentator for The Guardian and has also been the BBC's Social Affairs Editor and a columnist for The Independent. She stood for the Social Democratic Party in Lewisham East in 1983, and now broadly supports the Labour Party, while being critical of Jeremy Corbyn.





Amelia Gentleman Reporter The Guardian @ameliagentleman

Amelia Gentleman has a reputation for writing on social policy, including migration, prisons and poverty. Her work in these areas led to her winning the Orwell Prize for journalism in 2012 and the Specialist Journalist of the Year at the 2017 Press Awards.









Jennifer Williams
Politics and Investigations Editor
Manchester Evening News
@JenWilliamsMEN

Williams gained widespread attention for her work on exposing how widespread the use of the drug 'spice' has become among those in society who are at their most vulnerable, for which she was nominated for the Orwell Prize for Exposing Britain's Social Evils. Williams has also attracted attention for her coverage of Northern Rail and the impact of local and national issues on Manchester.





lan Dunt Editor Politics.co.uk @lanDunt

lan Dunt has become increasingly known for his sceptical commentary on Brexit, writing the book *Brexit: What the hell happens next?*, and combining his role as editor of Politics.co.uk with co-hosting the Remainiacs podcast.

Dunt is also a regular contributor to other outlets, including The Guardian, New Statesman and Prospect, and regularly appears as a political guest on radio and TV.

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