

MEDIA KIT

Partnerships and Advertising



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OVERVIEW/

Established in 1991 - We create the moments that people live for.

We are a multimedia entertainment business based in London with a nightclub, worldwide events operation, music publishing business, fitness studio and co-working offices.

As pioneers of dance music, we are the heartbeat for generations of clubbers and music fans, spanning continents and genres.

ministryofsound.com is the accessible side of the underground. Our editorial website is led by music and club culture, but includes; fashion, tech and entertainment.

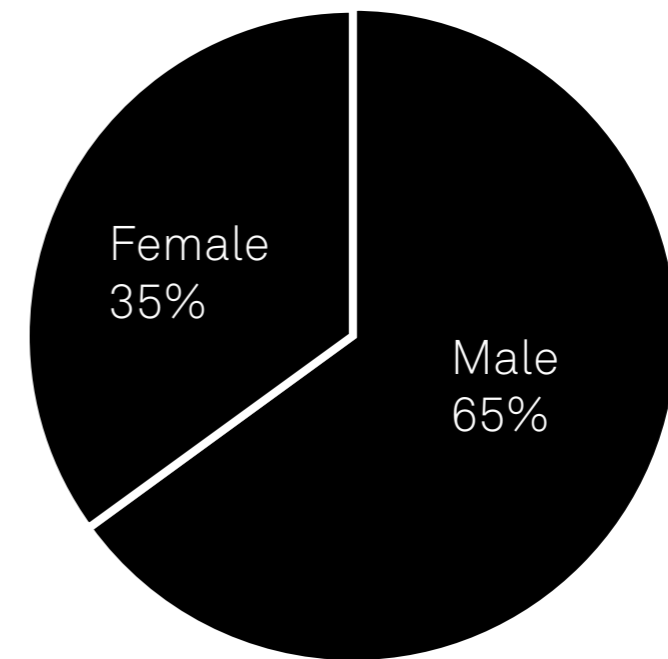
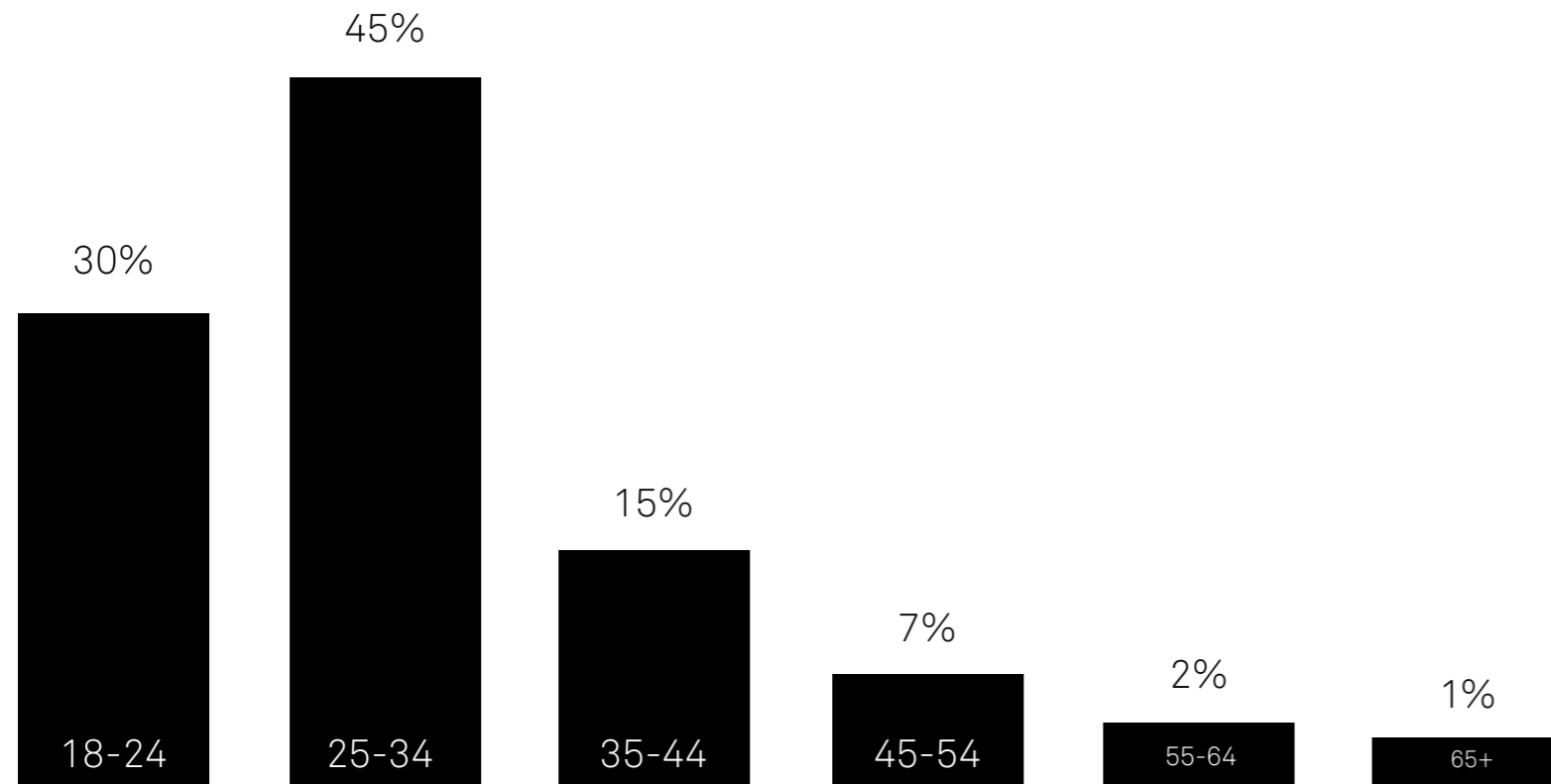
club.ministryofsound.com is our nightclub website promoting events and selling tickets.



AUDIENCE/



A global, multi-cultural, highly engaged and knowledgeable community:
65% male, 35% female with primary age groups 25-34 (45%) 18-24 (30%).



**Opinion leaders / Music & tech nuts /
Entertainment junkies / Clubbers &
festival goers / Independent / Free
spirited / Style seekers**

DIGITAL REACH/

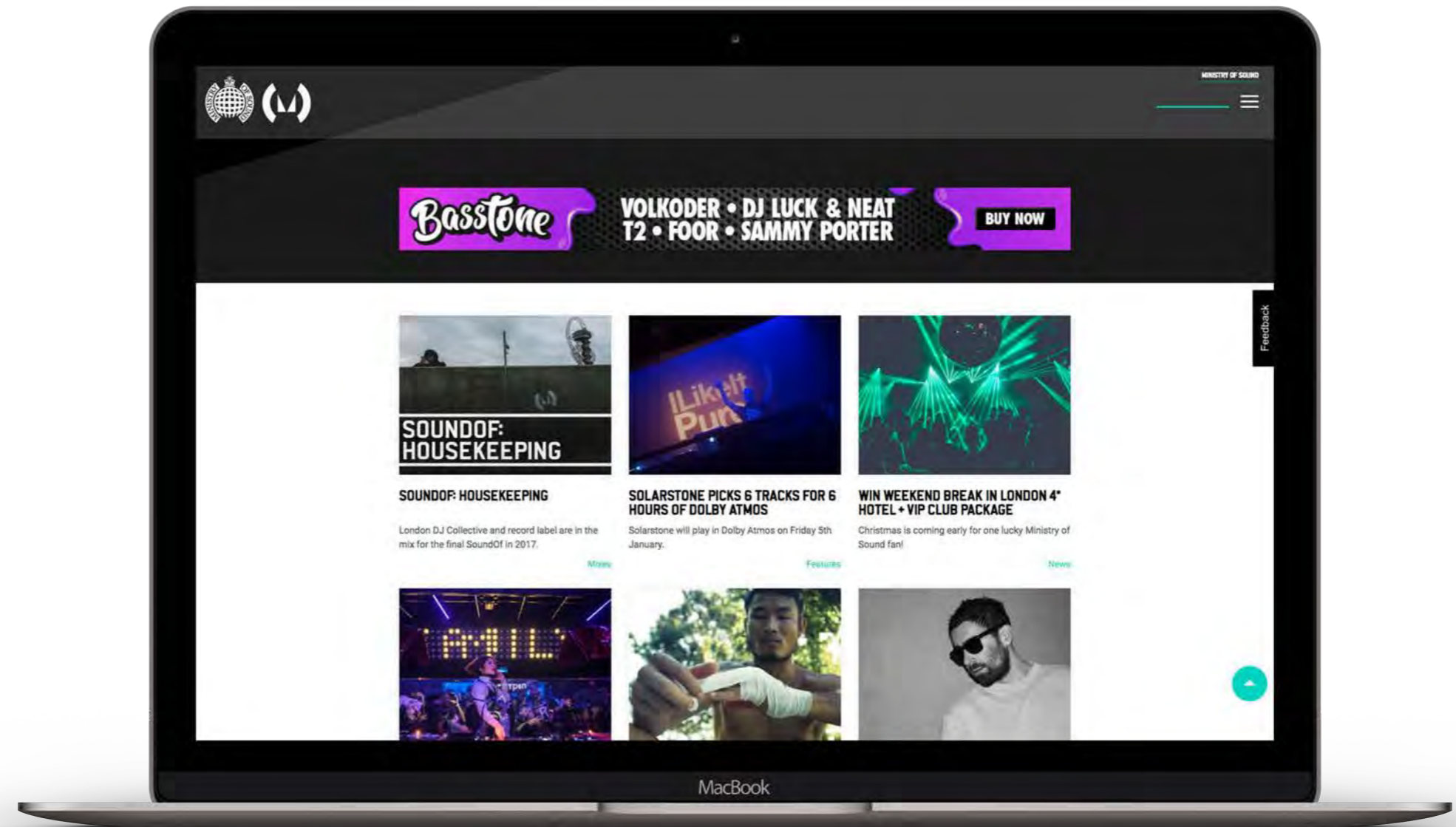
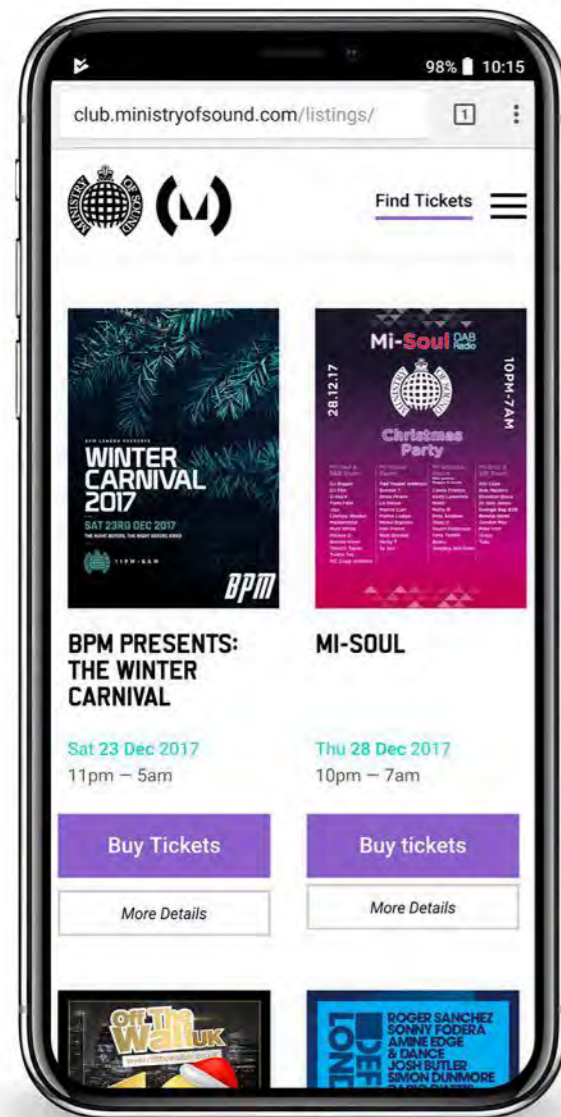


ministryofsound.com and club.ministryofsound.com:

120k users per month
150k sessions per month
500k page views per month

Average dwell time per session: 2 minutes

Traffic: 65% mobile/tablet, 35% desktop



We generate significant engagement around our social media platforms that can be utilised to promote campaigns:

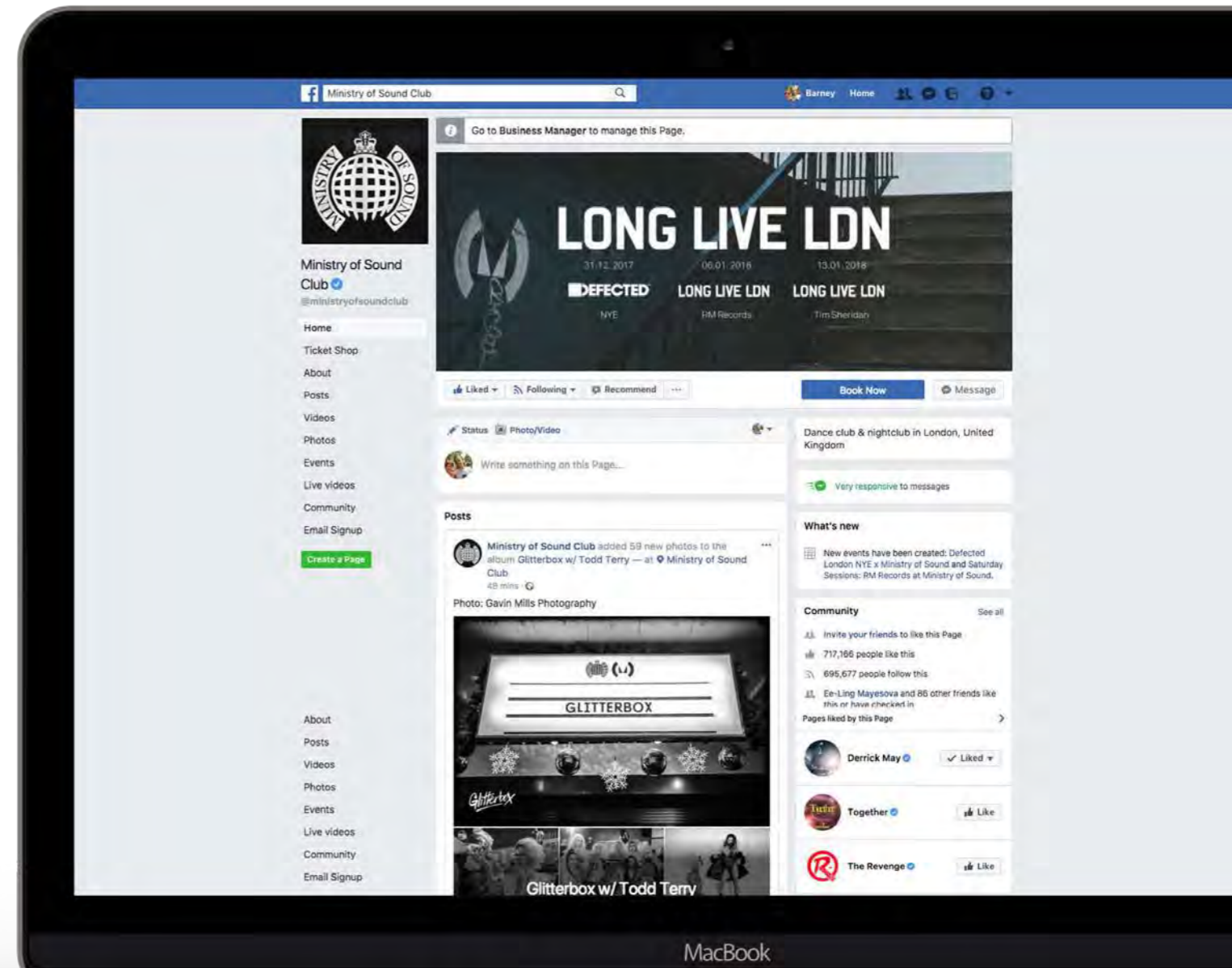
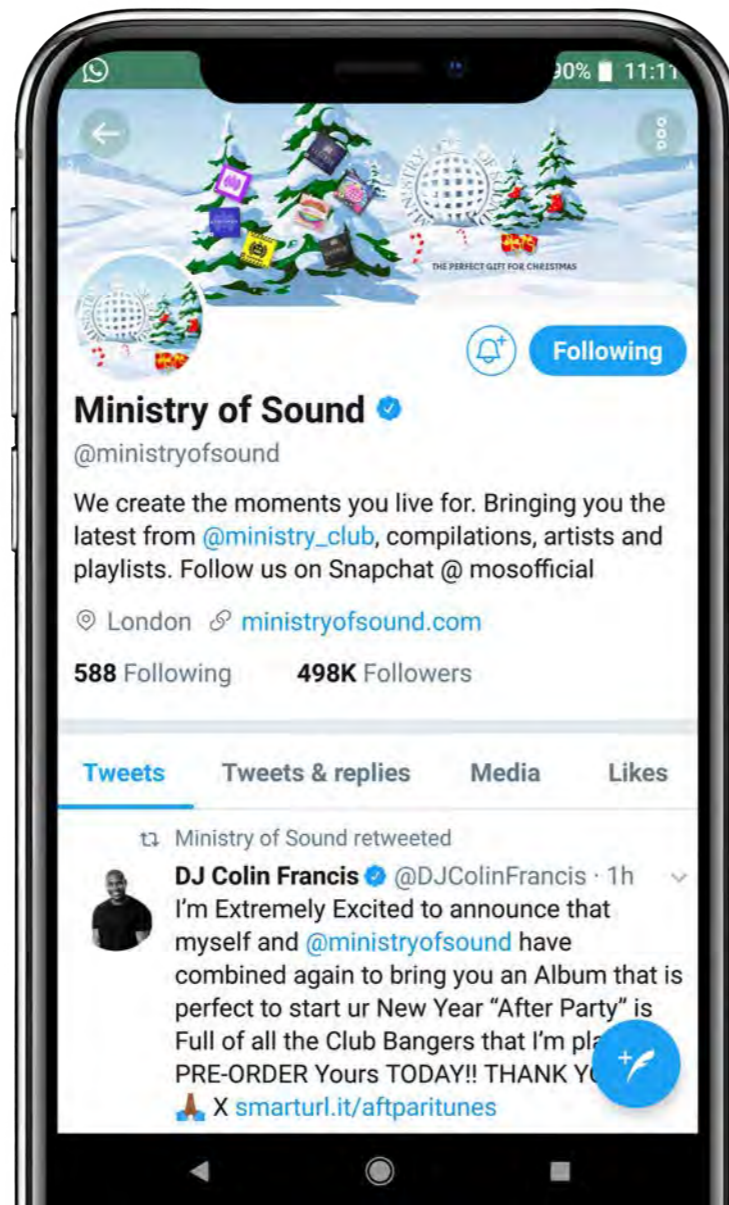
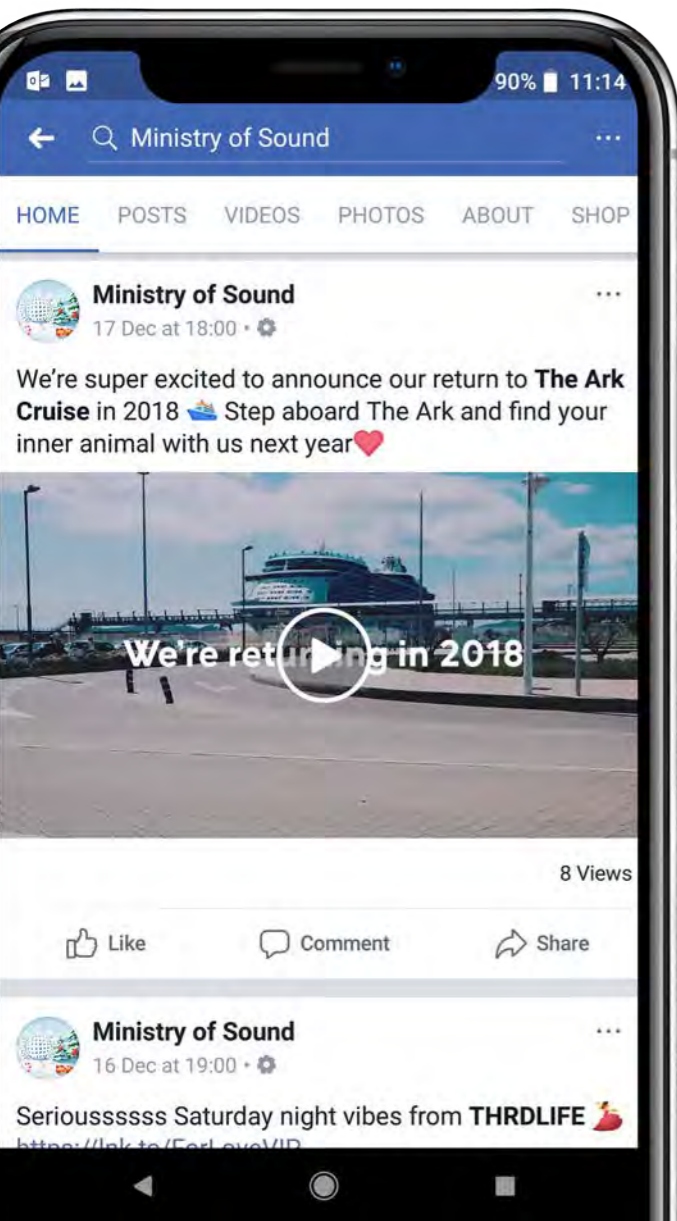
Our current Facebook reach is **8 million users per month**

Facebook:

1.2 million likes & followers (MoS)

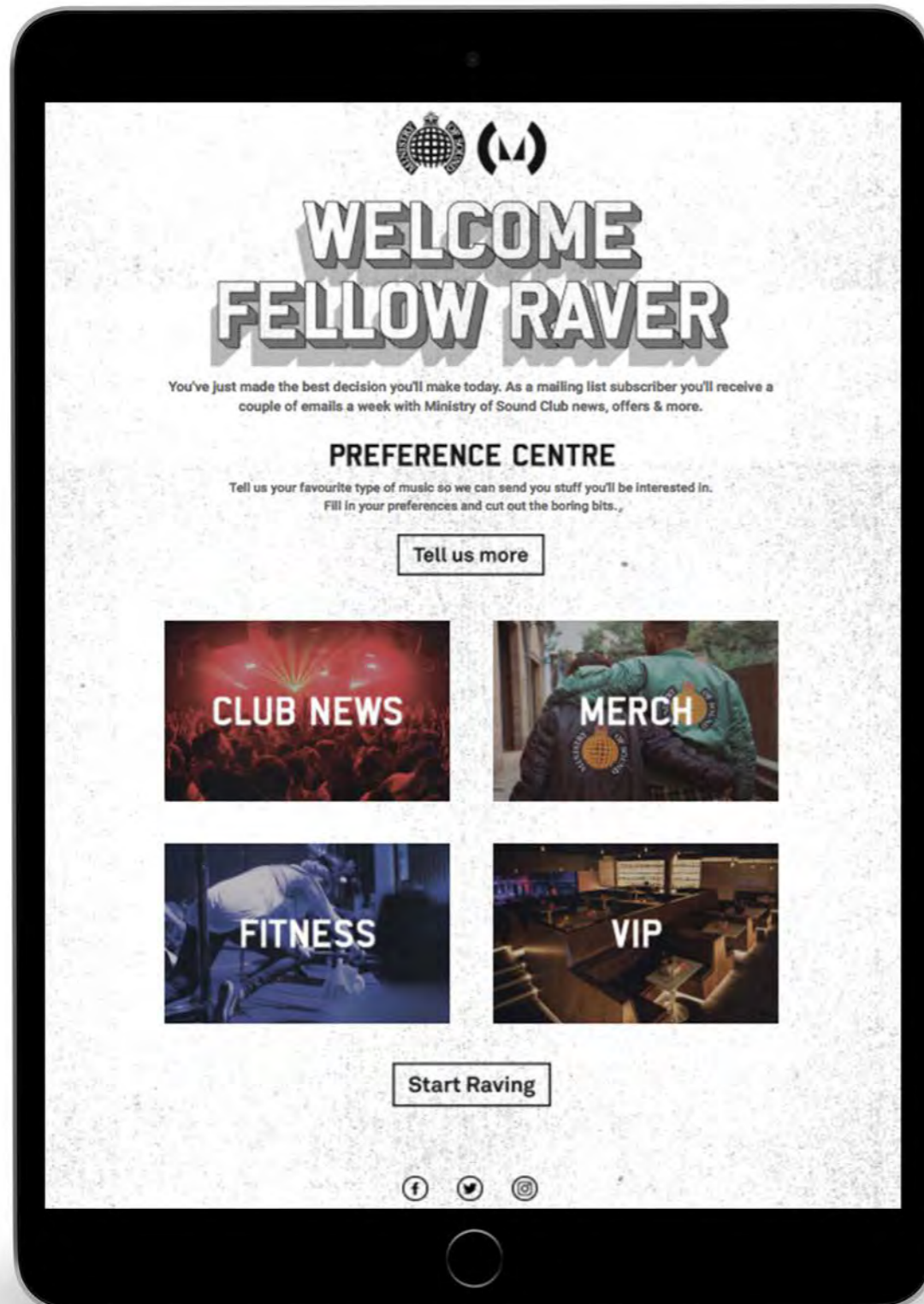
720k likes & followers (MoS Club)

Twitter: **500k followers**, YouTube: **600k subscribers**
and Instagram: **68k followers**



Email: 70k subscribers

Segmented into 11 dance genres with a 20% average open rate



COMMERCIAL OPPORTUNITIES/



WHAT WE CAN OFFER YOU

Native content

Run of site display (banners, leaderboards, MPUs)

Skins/Homepage takeovers

Social media reach

Branded video content

Sponsored content/sponsored article series

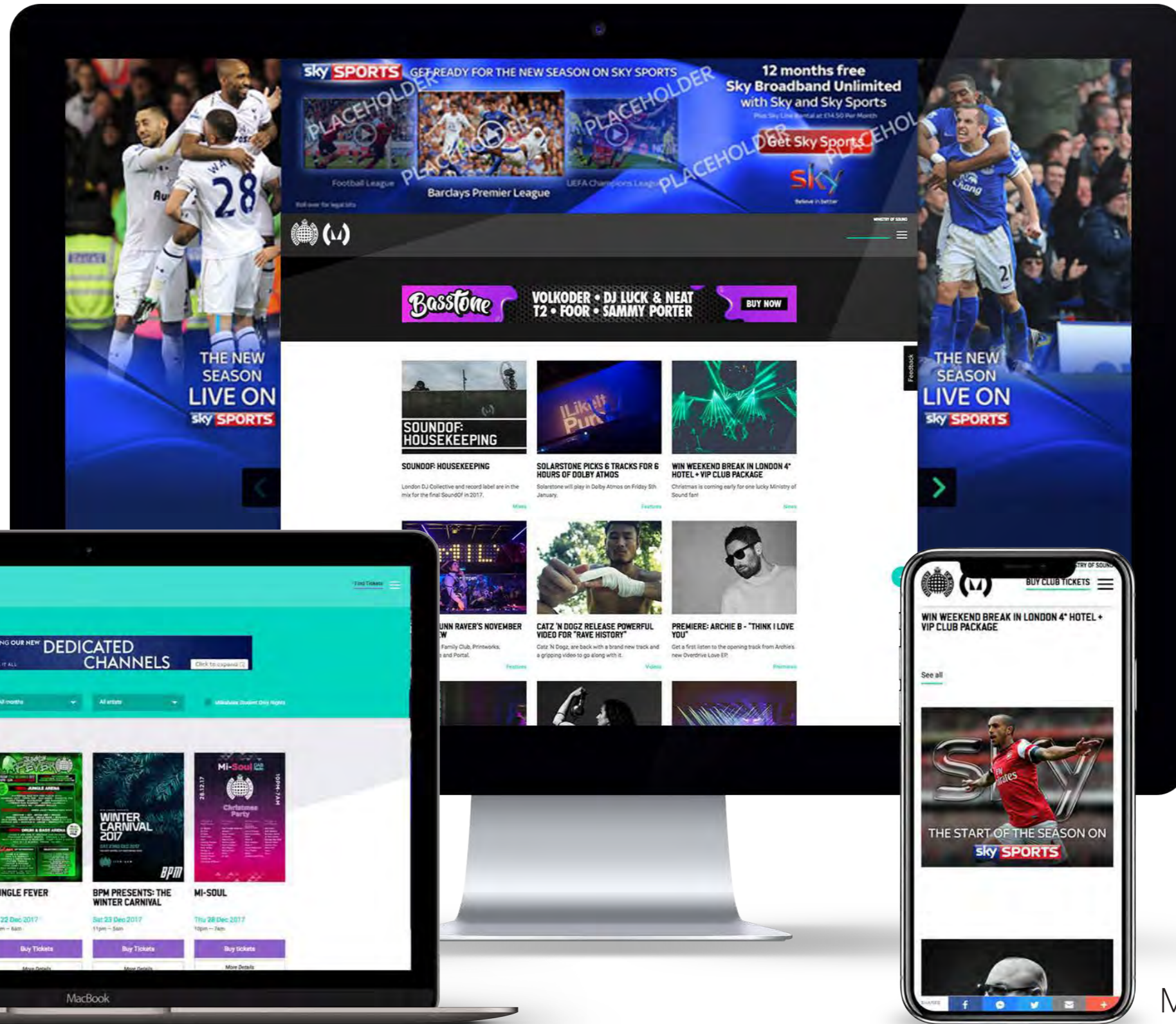
Competitions

Instagram/Snapchat takeovers

Advertising space on weekly newsletters

Sky Sports Takeover example

Leaderboard
example



MPU

RATE CARD

Display advertising from **£20 CPM**

Online advertorials w/ social reach from **£1500**

Emails from **£30 CPM**

SPECIFICATIONS

Ad unit article - 800 words minimum

Super Leaderboard - 970 x 250 px, Leaderboard - 970 x 90 px, Mobile Leaderboard - 970 x 250 px

Double MPU - 300 x 600 px, MPU - 300 x 250 px

Homepage Takeovers - **Spec on request**

May be supplied as **jpeg, gif or html 5.**

TALK TO US

George Miller

Media Sales

gmiller@ministryofsound.com

07377 816 643

0203 411 4884