



MEDIA PACK | CREDENTIALS

2014



DJ Mag is the world's leading electronic music magazine.

With a heritage that stretches back over two decades DJ Mag grew up alongside dance music in the UK and is now the definitive global dance music media brand.

Established 1991

The world's leading EDM media brand

Licensed in ten countries worldwide

More Facebook fans than **any** music magazine worldwide

Owner of influential Top 100 DJs & Top 100 Clubs Polls.

THE BRAND



DJ MAGAZINE



DJ MAG.COM



DJ WEEKLY



EVENTS



TV



TOP 100 DJS



TOP 100 CLUBS



BEST OF BRITISH



DESTINATION ISSUES

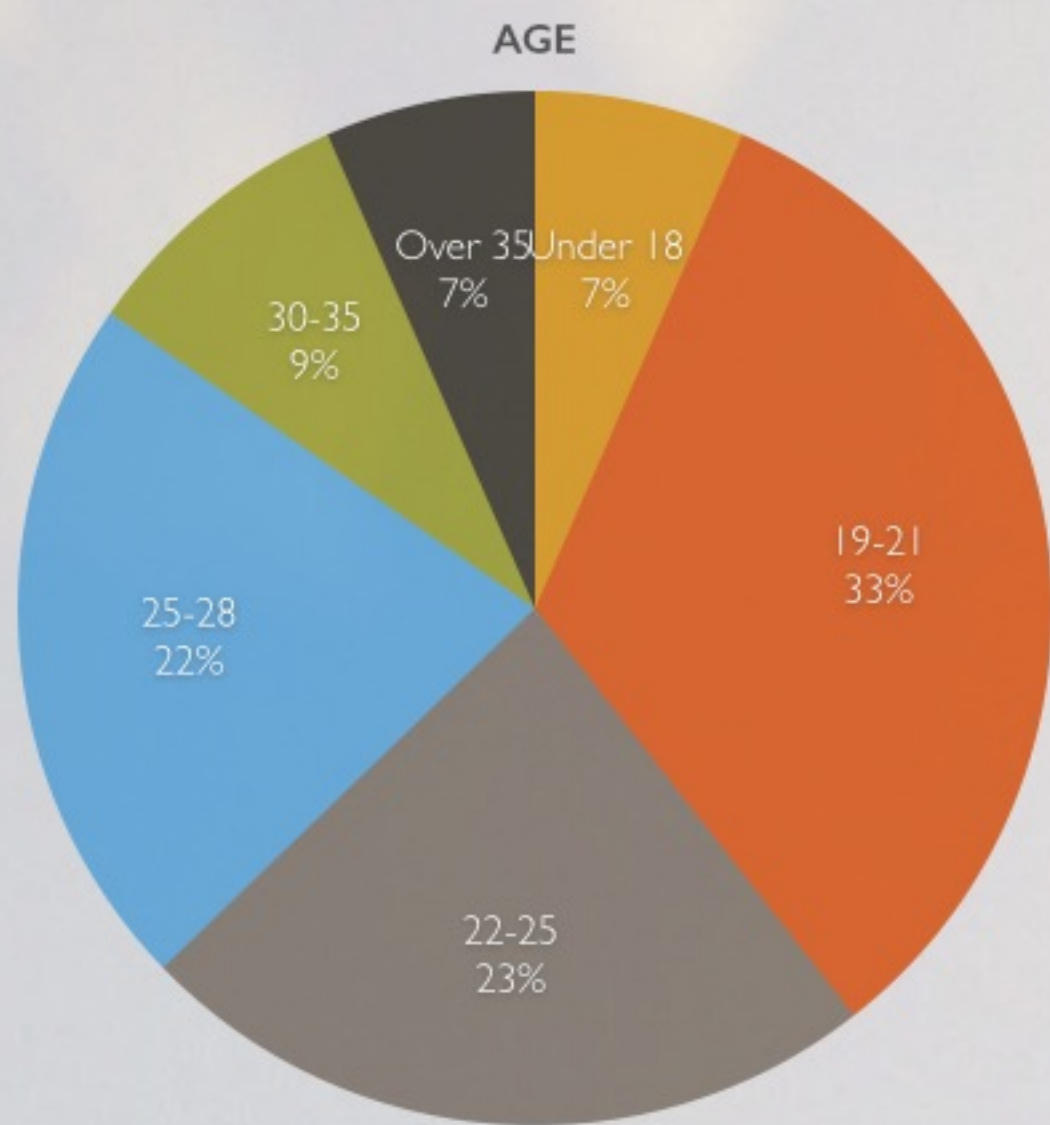


INTERNATIONAL LICENSES

READER DEMOGRAPHICS

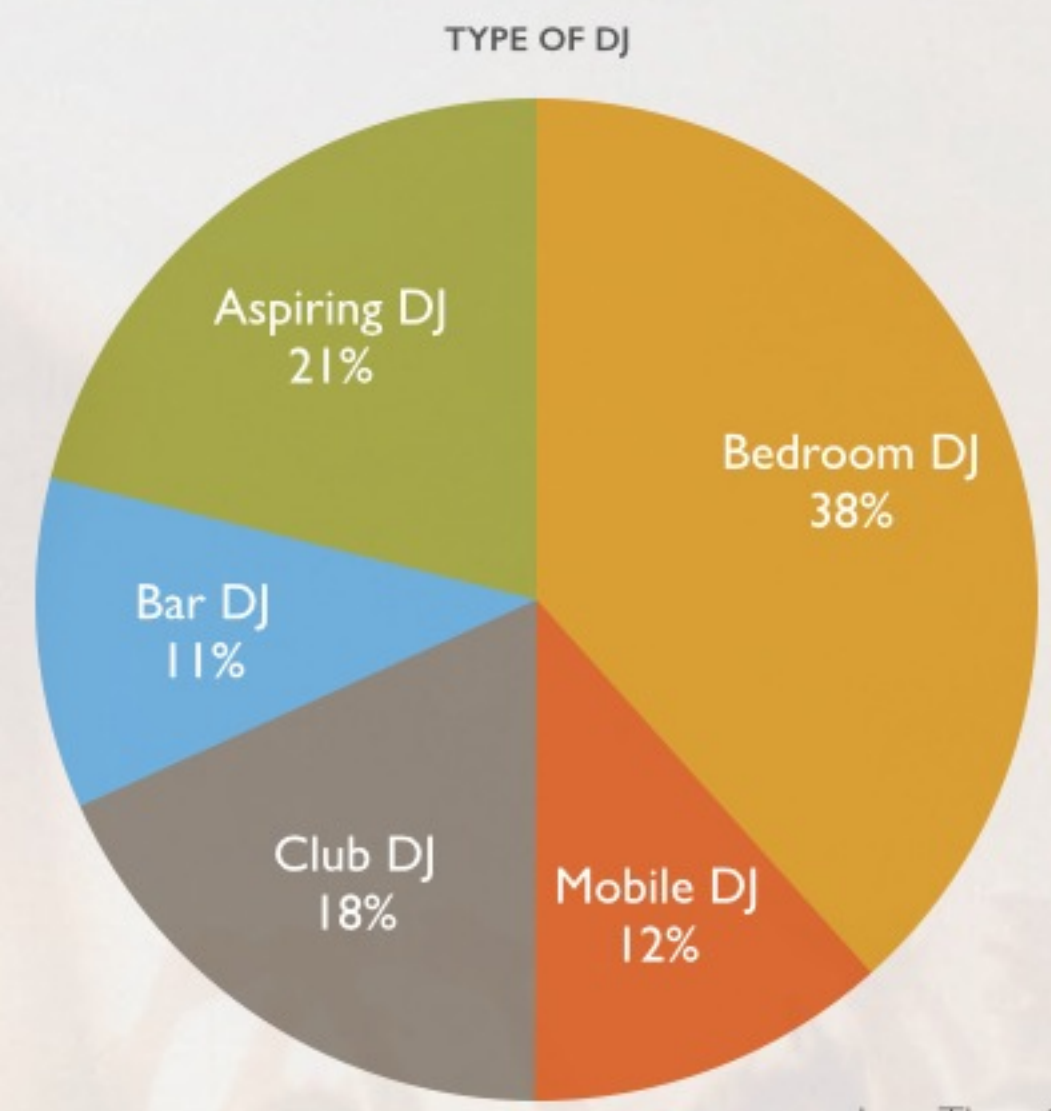
97%
Male

25.7
Average Age

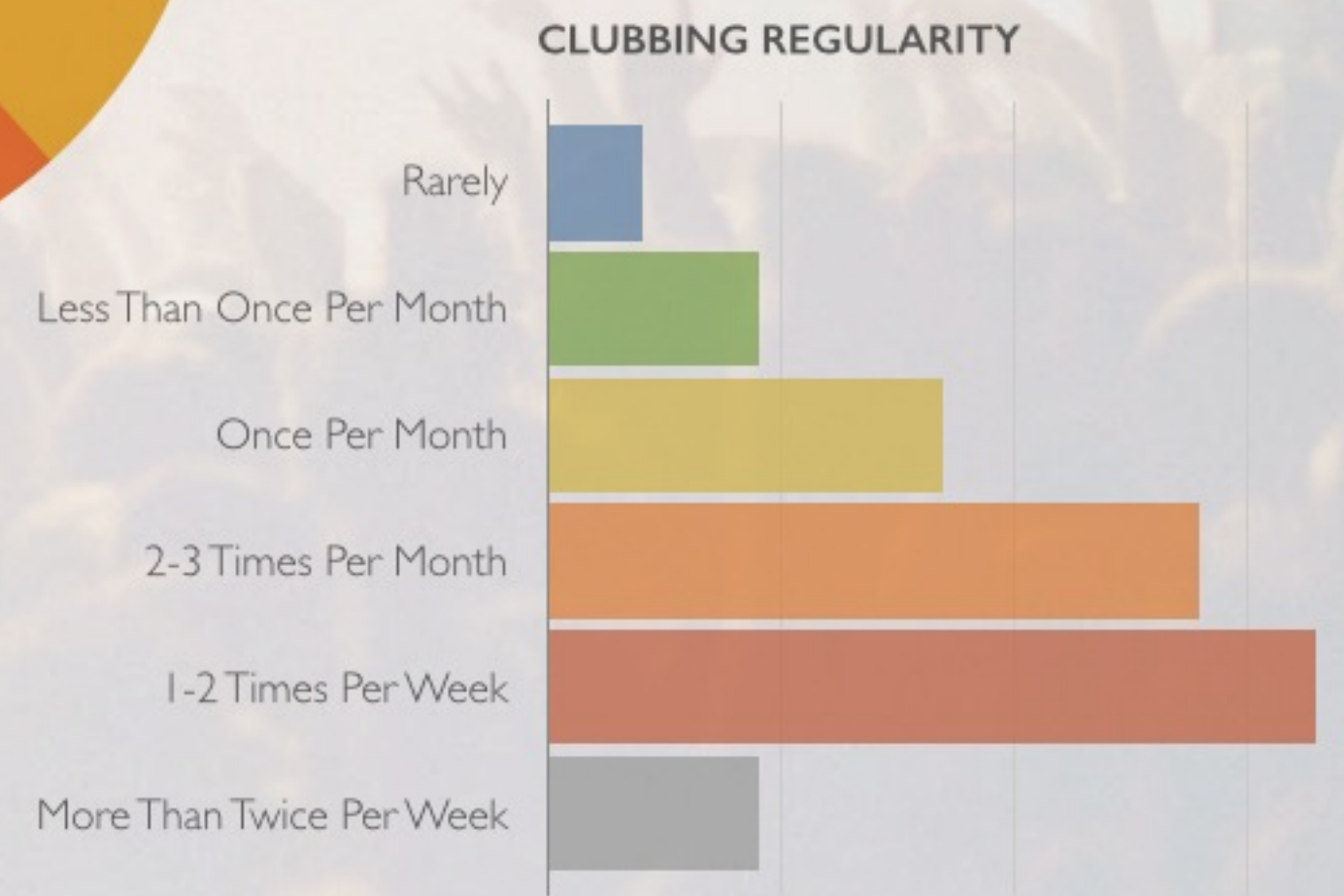


67%
Are DJs

94%
Employed or
in education.



67%
Go Clubbing
at least once
a week



CREDENTIALS

DJ MAG

35,000
Monthly UK
Print
Circulation

50,000
Projected
monthly
readership

DJMAG.COM

4
Million Page
Impressions
served per
month

500,000
Unique Users
per month

DJ WEEKLY

100,000 App
Downloads

75,000
Regular DJ
Weekly
Readers

SOCIAL
MEDIA

1.3 Million
Facebook Fans

192,000
Twitter
Followers

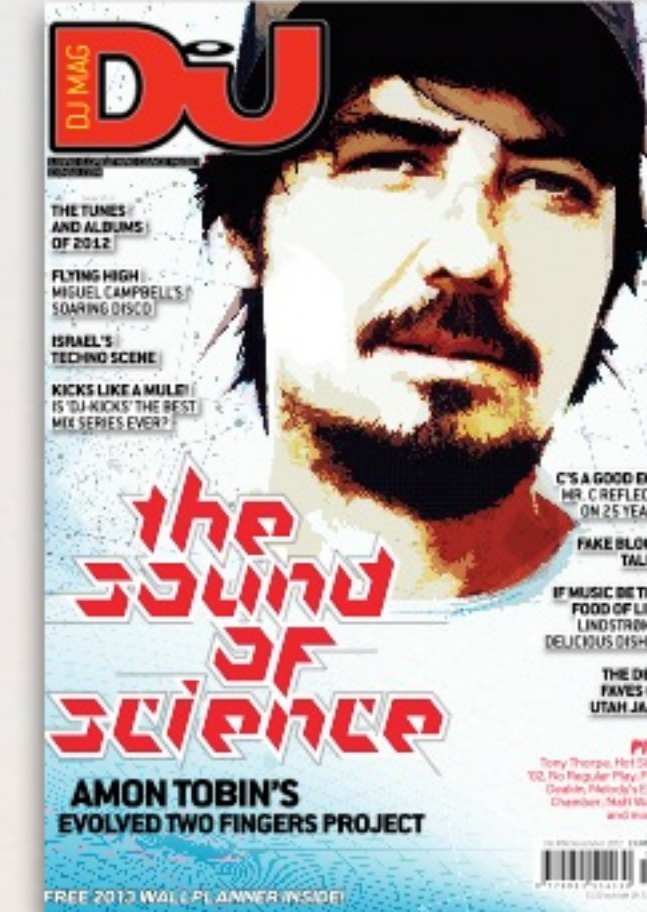
14 Million
YouTube
Views

297,000
Google+
Followers

DJ MAGAZINE

DJ Magazine is the cornerstone of the DJ Mag brand.

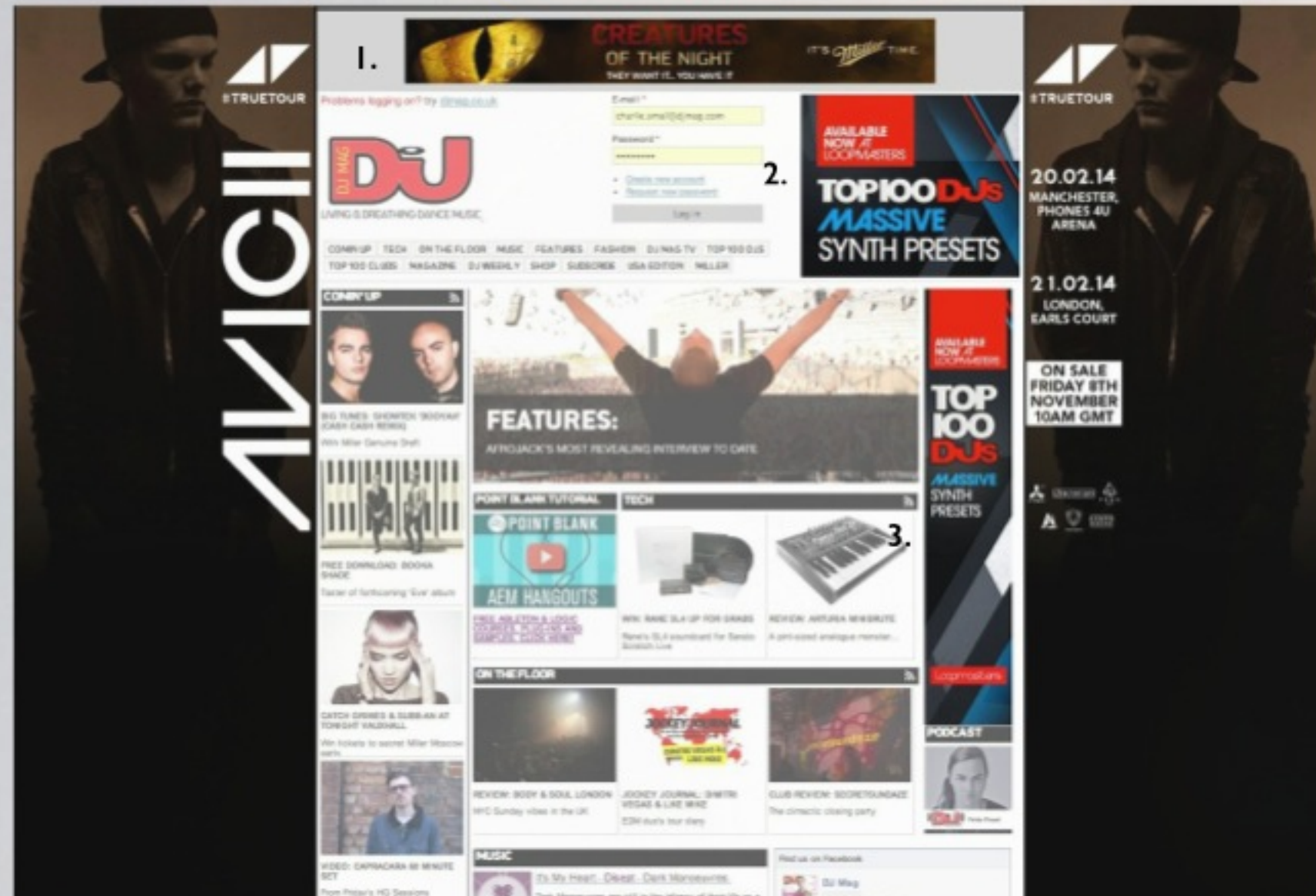
Released monthly, in print and via the DJ Mag App, DJ Mag covers the entire dance music spectrum.



STANDARD SITES	PREMIUM SITES
Double Page Spread: £4,000	IFC: £5,000
Full Page: £2,500	IBC: £5,000
Half Page: £1,500	OBC: £5,000
Quarter Page: £1,000	Further premium rates available on request. Agency commission: 10%
For more information or to make a booking, contact Heath Holmes on +44(0)20 7247 8855 or email heath@djmag.com	

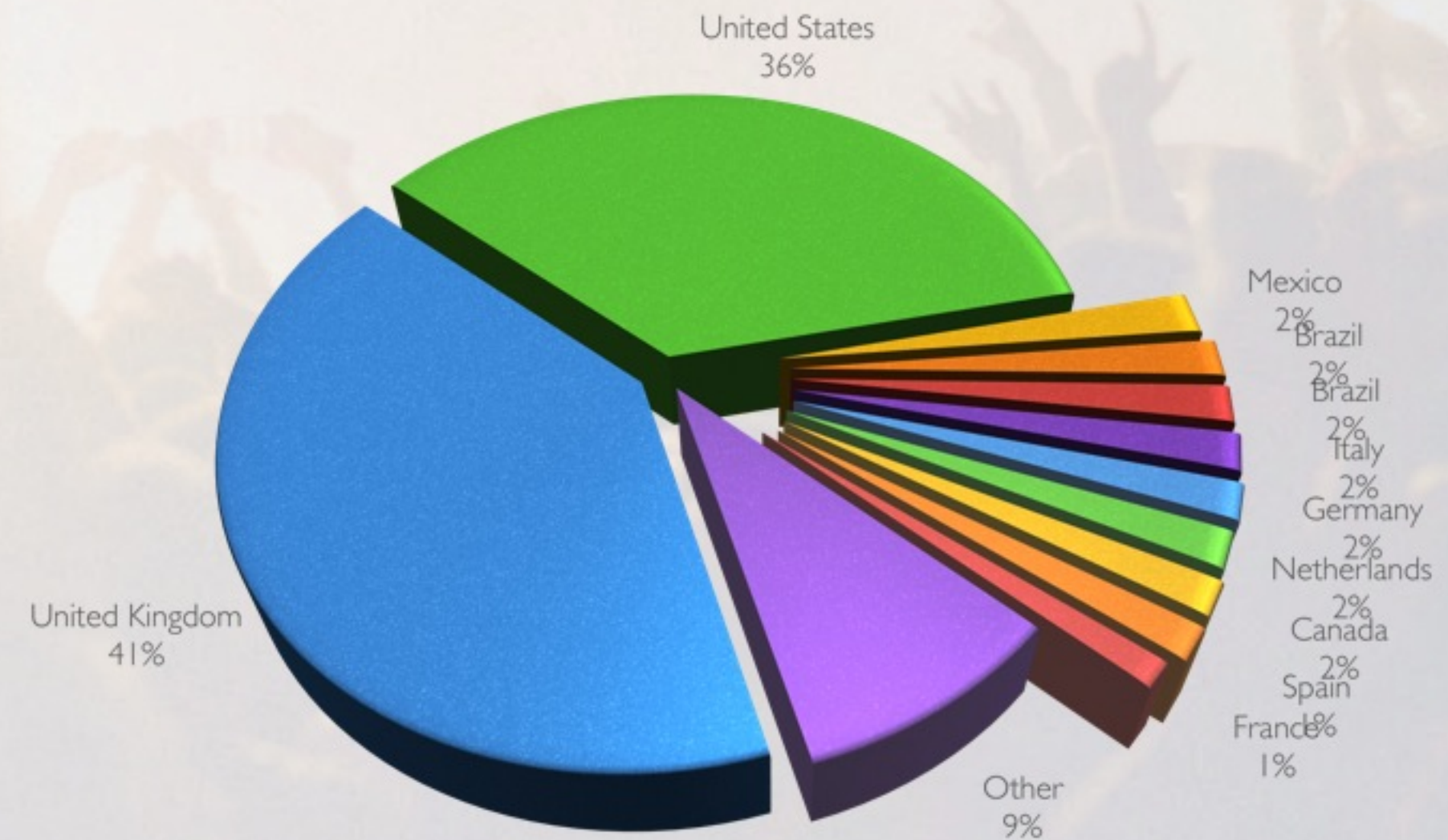
DJMAG.COM

ADVERT SITES



- 1. Leaderboard (728x90): £15 CPM
 - 2. MPU (300x250): £17 CPM
 - 3. Skyscraper (120x600): £15 CPM
 - 4. Skin: £500 per day | £2500 per week
- High impact sites available on request.
 For more information or to make a booking, contact Simon Kelly on
 +44(0)20 3582 9452 or email simon@djmag.com

Updated hourly, the world's leading dance music website - DJMAG.COM is the definitive destination for the latest dance music news, DJ profiles, music, clubs, technology and more.



GEO DEMOGRAPHICS
 ALL CAMPAIGNS CAN BE GEO TARGETED

DJ WEEKLY

DJ Weekly is the free, fun, video-led interactive magazine from DJ Mag. It is optimized for iOS and Android tablet and smartphone devices plus all web browsers.

Create truly interactive and engaging adverts using videos, graphic overlays and vibrant visual techniques to stand out from the crowd.

Full Page Static: £900

Full Page Rich Media: £1,500

Other high impact sites and sponsorship opportunities available on request

For more information or to make a booking, contact Simon Kelly on +44(0)20 3582 9452 or email simon@djmag.com



DESTINATION ISSUES

Dedicated issues focussing on the key global clubbing destinations.

Distributed free of charge in these hard-to-reach markets.



IBIZA

100,000 Copies of 2 Issues
July–September



CROATIA

20,000 Copies
June–September



MIAMI

15,000 Copies
March (Miami Music Week)

KEY PROPERTIES



With over 750,000 verified voters each year, Top 100 DJs is dance music's biggest event!

The ultimate barometer of a DJ's popularity on the global stage.

30,000 people attend the awards event and a further 250,000 watch the live stream of the results.

To discuss sponsorship opportunities, please call Heath Holmes or Simon Kelly on +44(0)203 582 9452 or email heath@djmag.com and simon@djmag.com

Top 100 Clubs is an annual poll to find the world's best nightclubs.

Globally respected and supported by the world's most famous clubs, Top 100 Clubs receives over 300,000 votes every year.



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