
SOUNDSPHERE
MEDIA PACK 2012

SOUNDSPHERE

WWW.SOUNDSPHEREMAG.COM

WE ARE A **DEDICATED** GUIDE TO EVERYTHING ALTERNATIVE AND ROCK IN THE NORTH OF ENGLAND, WORLDWIDE AND WE'VE BEEN AT THE TOP OF OUR GAME SINCE GOING ONLINE IN SEPTEMBER 2008

Our magazine and website as platforms are original, influential, and always useful. The web and print magazine is essential reading for culture and music fans in the north of England alongside students, and artists looking for opportunity and variety. They look to the magazine and its advertising to showcase, and to recommend the best on offer and have an active interest in shopping, music, art, film, fashion, travel and new experiences.

It is these shared interests and values, together with a common love for alternative and rock music culture that draws people to the magazine, and will bring your brand to their attention.

Across each of our media platforms, we are creating an engaged reader community that will be highly receptive to your advertising as a welcome guide to their future purchases.





In short, Soundsphere is the fastest growing online magazine dedicated to everything alternative and rock in the north of England and worldwide. We have now launched a print edition. Our first publication, featuring interviews with Placebo and Gary Numan is rapidly selling out.

We are positioned as an insider's guide. We endorse, recommend, and bring to the attention of over 4,000 engaged readers, the very best shops, events, galleries, music and experiences. The magazine's ability to reach and influence this valuable audience is second to none.



We can apply the same creative design, photography, and art to your advert as you'll find in our editorial, to help your message cut through to a receptive audience and prompt action. We see and treat the advertising in our pages as providing a complementary service to our readers – highlighting the very best products, services, and experiences that fit with their lifestyle – not just something that funds our publishing dreams.

As such, we believe that your advertising should be integrated into the magazine as much as possible, making consumers more receptive to its presence, and making it work harder in the process.



WE TARGET 18 - 40 YEAR OLDS WITH A BALANCED EDITORIAL APPROACH TO INTEREST ALL. A SOUNDSPHERE MAGAZINE **READER** IS:

REBELLIOUS / CREATIVE

CURIOUS / INNOVATIVE

INTELLIGENT



WHY BE SEEN IN SOUNDSPHERE MAGAZINE? HOW CAN WE HELP YOUR SALES?

The current readership for the print magazine is:

- 4,000 readers internationally - *based on circulation of 1,000 and estimated pass-on readership of four readers per issue (applying the industry average) key areas sold (and stocked) to are Hull, Leeds, Sheffield, Manchester, London and Chicago (US). We are now available in over 150 outlets across these areas. Soundsphere magazine is also available at events and festivals in the UK including Download and Sonisphere Festival.

The current readership on our website is:

- 3,000+ Unique Visitors Per Month
- 8,000+ Page Views Per Month
- 500+ Visitors Per Day
- Our current Alexa Traffic Rank is 1,135,104

We produce: Interviews, reviews, new national and international music, arts and culture spotlights, competitions, events, blogs and articles.

SO WHETHER YOU'RE:

- After a series of straight forward adverts
- Thinking about commissioning and sponsoring an editorial supplement
- Interested in offering samples of your product through the magazine
- Needing to create buzz around an event
- Wanting to raise awareness of what you do and why you're different via an advertorial review

...get in touch for a chat about your objectives and challenge us to create a tailor-made package that works for your business.

SIGN YOUR BUSINESS UP AND ENJOY:

- Exposure on our website and magazine pages
- Reach your specific target audience easily
- Increased customer awareness
- Complete online business listing

WEBSITE ADVERTISING RATE CARD:

- 234px x 60px banner = £40 for two months
- 200px x 285px banner = £60 for two months
- 200px x 600px banner = £80 for two months

PRINT ADVERTISING RATE CARD :

- Quarter Page – £80
- Half Page – £100
- Full page – £150
- Double page spread - £200
- Inside back cover - £225
- Inside front cover - £250
- Advertorial – £300
- Advertorial (double page spread) - £350
- Agreeing to work with us for two issues means that you can have a full page for £90 in both.
- Customised packs of web and magazine advertising price on application

Notes on additional artwork: Advertising rates are based on artwork supplied. Any additional artwork or design by Soundsphere magazine is charged at £100 per advert.

ARTWORK REQUIREMENTS:

JPEGs, TIFFs, PDFs (with outlined fonts)

300dpi (high resolution images only)

CYMK

Crops and bleeds supplied where appropriate.

Please e-mail all artwork to info@spheremag.co.uk

WHY ONLINE ADS ARE BETTER THAN PRINTED ADS

In tough economic times, businesses need to know exactly what their marketing budget has achieved, beyond estimated circulation figures. Here are a few of the key reasons why online advertising is replacing many traditional offline marketing channels such as print:

- You can track it easily. Online advertising is transparent - the data speaks for itself and conversions are measurable
- You can target your perfect customer better off the back of this data
- You can reach a specific segment based on location, areas of interest and context of the online content
- You can reach a wider coverage of your audience online
- Online advertising is faster than offline - your message is sent out the moment your ad is uploaded, meaning no waiting for print or post
- You are only spending money on marketing to the people you want to sell to
- There's an immediate call to action - by clicking on your link, consumers can access more information, make a direct purchase or register for newsletters or services
- Online advertising invites communication between your business and your customers, as they can comment and leave feedback
- The web is growing exponentially whilst the circulation of print is not
- There is flexibility of paying only for qualified leads, clicks or impressions. Print ads demand payment upfront irrespective of the results
- It's cheaper than print and affords far greater return on investment

WHAT DO YOU GET?

If you advertise with Soundspheremag.com, you'll receive a number of key benefits:

- Targeted advertising: Soundspheremag.com offers a higher level of ad targeting than any print publication and many online sites. Using state of the art technology, we can align your advert to a desired audience in a specific location of your choice, ensuring better response rates.
- Time and Date specific: On Soundspheremag.com you can arrange specific times and dates for your ads to appear. This is particularly useful for seasonal trade and catching 'opportunity' customers.
- High Quality Reporting: We provide a detailed breakdown of impressions (how many times your advert is seen) and visitors to your site via Soundspheremag.com (click through rate). This information is invaluable when it comes to planning your future marketing campaigns.
- Monthly one-to-one: We want to develop long lasting relationships with our ad partners, and help you get the most from your ads. Once a month, you'll receive free, friendly advice from one of our data savvy digital team, who will work through your reports with you on an individual basis to maximise your return on investment.
- Speaking from experience: As a company consisting largely of the target 18-40 demographic, we can advise from first-hand experience on the best way to market your business to our harder-to-reach peers.

THERE'S MORE!

- Superior brand partner: Soundspheremag.com is rapidly gaining reputation as "the place to go" for the latest music news and reviews. As a modern, trusted and growing social network site, we are a perfect brand partner for your business. If people trust us, they'll trust your ads.
- No contracts tying you down: You can cancel your ad contract with us at any time; we won't make a fuss or put obstacles in the way. However, we do promise to provide consistently excellent service and results so that you'll never want to leave in the first place.
- Free Design: Our in-house creative team will create free adverts for Soundspheremag.com's monthly ad partners, ensuring you achieve the best conversion rates through first-class design.
- Best prices: Not only are our adverts more targeted and effective than print, they are also much cheaper!

AFTER THE AUDIENCE STUFF - CREATIVE, INNOVATIVE ETC...

- They're from Yorkshire, and The Midlands: Your business relies on people knowing where you are and what you do. Croon's audience consists of people in our key cities of York, Leeds, Sheffield, Manchester, Hull, and Liverpool seeking out things in their local area. This makes us an ideal platform to advertise your service.
- They're techno savvy and like to be entertained: They are never without their Smartphone mobile devices, from which they demand instant information wherever they go. They access Soundspheremag.com to keep apace of what's worth checking out around them. Your business can be on their list.
- They love going to festivals, concerts and gigs: They like to listen and see new music, but are also loyal to following their favourite artists. If your business is situated nearby a popular gig night or you sell a handy related product, make your presence known on Soundspheremag.com and increase your sales.
- They're interested in a broad selection of music, spanning a wide range of genres: On Soundspheremag.com you can target the genre most aligned to your product or service for maximum results.
- A high proportion are students and young professionals: This demographic are amongst the highest proportion of online users with money to spend. Follow the digital trend to ensure they follow your business.

FOR MORE INFORMATION, PLEASE SEE THE FOLLOWING LINKS:

