

MEDIA

ADVERTISING MEDIA KIT
2019 - 2020



Jazz In Europe.com

EUROPE'S LEADING JAZZ WEB MAGAZINE

From Europe! Read Globally...

Jazz In Europe.com

EUROPE'S LEADING JAZZ WEB MAGAZINE

Since its inception in 2013, Jazz In Europe has become the leading English Language Jazz platform in Europe. With an archive of more than 1200 quality articles and new content published daily, Jazz In Europe continues to create a sustainable legacy. Our extensive, loyal, Global readership is passionate about music and jazz in particular.

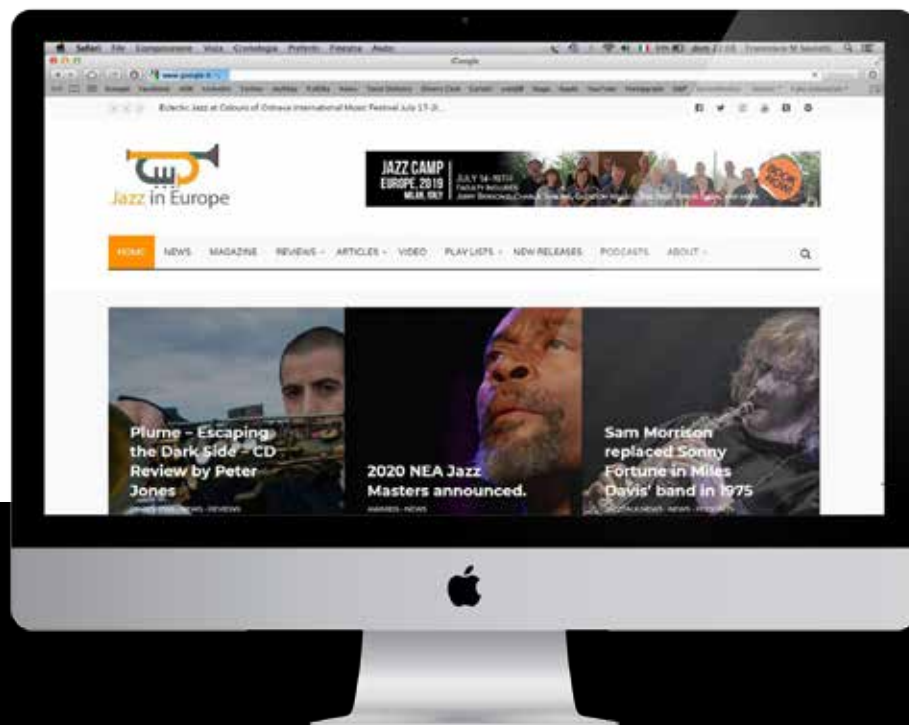
Each month more than 50,000 visitors log on to Jazz In Europe.com for their daily dose of jazz generating 200,000+ page views per month. Jazz in Europe readers are highly engaged on both our main website and our steadily growing Social Media channels. Our complimentary monthly Newsletter achieves an average open rate of over 30%.

Jazz In Europe publishes and syndicates a variety of jazz-oriented content daily and is committed to raising the awareness of jazz's cultural significance and historical legacy while actively celebrating the creative leaders of today—hence our motto “From Europe! Read Globally...”

Jazz In Europe Media offers advertisers a number of highly creative advertising and promotional opportunities across our Online, Digital and Print platforms.



Website & Social Media Info....



Jazz In Europe.com publishes daily content in the form of Jazz News, Artist Interviews, Album and Concert Reviews, New Releases and Featured Video and Podcasts. Articles on Jazz In Europe achieve on average more than 5,000 views within the first 10 days. In addition, Jazz in Europe Media has a strong Social Media footprint with an average monthly post reach of over 150,000 Facebook and Instagram users with engagement rates of over 6%. We manage a number of Twitter accounts with in total over 50,000 followers and our content consistently achieves over 250,000 impressions per month.

- Number of Unique Visitors per month 50,000+
- Number of Page Views Per Month 200,000+
- Average Page Views per session 4.2
- Average Monthly Post Reach on Facebook & Instagram 150,000+
- Average Number of Monthly Twitter Impressions 250,000+





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Digital & Print Magazine



Jazz In Europe Media produces premiere Print and Digital Magazines (iOS & Android) available on subscription and via the Jazz In Europe website as well as being available as a webzine on the Issuu.com, the worlds largest platform for Web-based publications.

Produced quarterly, the Jazz In Europe Magazine reaches more than 8,000 readers per issue. Each edition remains available for order on the Jazz In Europe website and on all digital platforms ensuring an extended shelf-life for your advertising content.

The print magazine is perfect bound (glued) and printed on high quality 115 gram matte paper with the cover on 250 gram gloss laminated paperboard. Print Advertisements are available in a number of formats, Full Page, Double Page Spread, Half Page (Portrait & Landscape) and Quarter Page (Portrait).

The Jazz In Europe Digital Magazine is fully interactive and allows advertisers to leverage streaming audio and video content. We provide direct integrated access to iTunes and the Google play store as well as high definition image gallery's allowing our advertisers to present innovative branded advertising content.



Advertising and Promotional Opportunities

Jazz In Europe Media offers the following advertising options across all of the Jazz In Europe platforms including the website, the Digital Magazine (iOS & Android) and Print editions.

- **Sidebar and Leaderboard Banner Advertisement** including our “Advertisers Gallery”.
- **Video Advertising** including (Pre-roll, Outstream and Featured Video content).
- **Advertorial content.**
- **Print and interactive advertising** in the Jazz In Europe digital magazine & print edition.
- **New Releases Showcase and playlist promotion** for Label's and Indie Artists.

Note: All forms of advertising and promotion are included in our Social Media Promotion and bi-monthly Email Blasts.

Hybrid Marketing Solutions

Jazz In Europe Media can provide advertisers with custom hybrid multiplatform campaigns. Content Marketing is one of the largest growing marketing techniques for companies and organizations of all sizes. Jazz In Europe Media and it's partners have years of experience creating engaging bespoke content for the music industry helping you expand your target audience.

Call us to learn how we can help you use content to build and grow a captive audience.



Advertising Packages

MAXIMIZE YOUR REACH WITH ONE OF OUR ADVERTISING PACKAGES.



CD RELEASE / TOUR PACKAGE

LEADERBOARD OR SIDEBAR BANNER
ADVERTORIAL ARTICLE
SOCIAL MEDIA PROMOTED POST'S
PLAYLIST PROMOTION
INCLUSION IN NEWSLETTER

€300-



FEATURED VIDEO PACKAGE

LEADERBOARD OR SIDEBAR BANNER
FEATURED VIDEO PLACEMENT
VIDEO ADVERTISEMENT
ADVERTORIAL ARTICLE
SOCIAL MEDIA PROMOTED POST'S
INCLUSION IN NEWSLETTER

€500-



NEW RELEASE SHOWCASE

NEW RELEASE PLACEMENT
SOCIAL MEDIA PROMOTION
PLAYLIST PROMOTION
INCLUSION IN NEW RELEASE E-BLAST

€75-

To assist advertisers we have developed a number of affordable and effective advertising packages that can kick start your promotion on Jazz In Europe. Whether you are an independent artist, record label or festival promoter these packages have been designed to maximize impact while remaining affordable. To discover how these packages have benefited our clients feel free to contact us and we will be happy to send you a number of real life case studies.

Pricing and Size Specifications

© Carl Hyde



Website

All banners have a persistent display. Top leaderboard & Sidebar ads enjoy run of site

Position	Size	Cost per Month
Top Leaderboard	728 x 180 pixels	€ 200
Large Leaderboard - Home Page	828 x 230 pixels	€ 180
Sidebar Skyscraper - URL	270 x 600 pixels	€ 150
Sidebar Skyscraper - Video	728 x 90 pixels	€ 200
Pop-Up Banner*	1280 x 800 pixels	€ 250
Video Advertising**	Mp4 - 1920x1080	€ 300
Advertorial Placement	N/A	€ 300

* The Pop-Up Banner can include Images, Animated GIF's or Video Content. Please contact us for specifications.

** Includes, Featured Video Placement, Pre-roll and Outstream advertisement. Prices are exclusive content production costs.

Print & Digital Magazine

Prices include placement in both the Digital and the Print editions.***

Position	Size	Cost per placement
Full Page	210 x 297 mm	€ 800
Double Page Spread	420 x 594 mm	€ 950
1/2 Page - Portrait	210 x 148 mm	€ 500
1/2 Page - Landscape	148 x 210 mm	€ 500
1/4 Page - Portrait	105 x 148 mm	€ 250

Premium Positions, Back Cover +20%, Inside Front Cover +15%, Inside Back Cover +15%

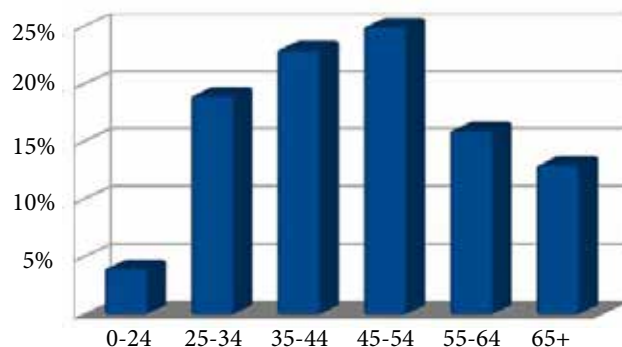
Digital Edition Page Size

Portrait	1536 x 2048 pixels
Landscape	2048 x 1536 pixels

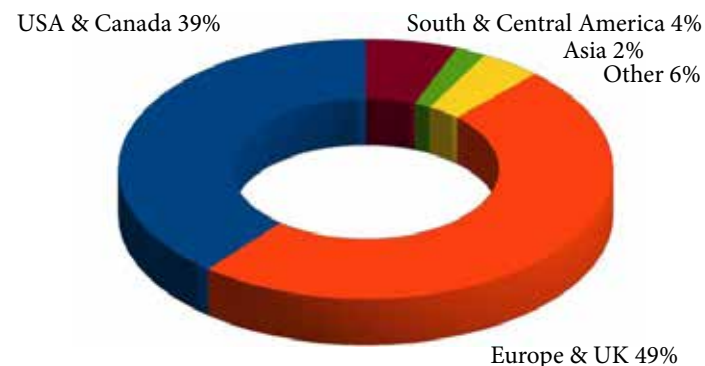
***Pricing is for image only based content. If you wish to include Rich Media content in the digital edition please contact us.

Reader Demographics

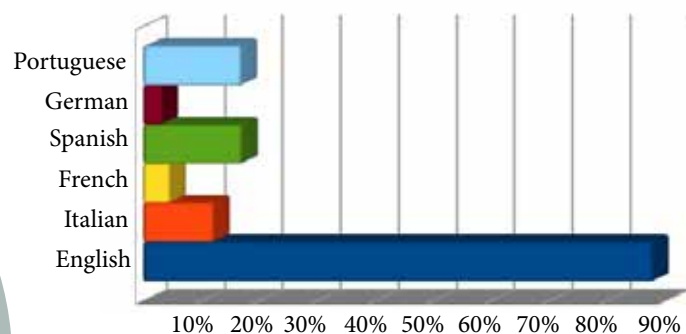
Age Dispersion in % of unique visitors



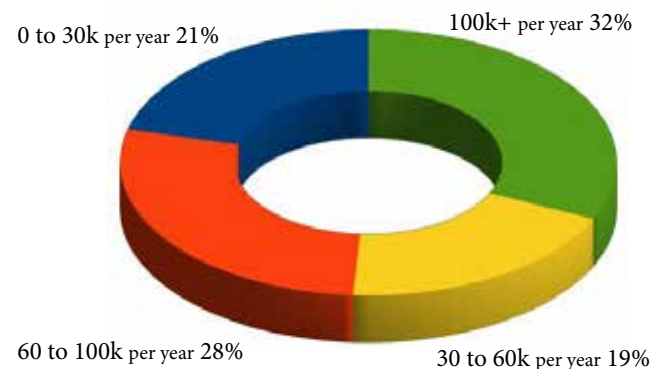
Readership by Location



Languages spoken by our readers



Readership by Household Income



Market research shows:

- Over 40% of readers have purchased 10 or more physical albums (CD/Vinyl) in the past 12 Months.
- Over 75% of readers regularly stream one or more new jazz releases each month.
- Over 80% of readers have attended jazz clubs and/or jazz festivals in the last 12 months.
- Over 60% of readers play a musical instrument.
- Over 70% of readers state that one or more members of their household are enrolled in music education.

Jazz In Europe.com

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