

# The Sampler

The UK's home for new and experimental music events and editorial

Advertising & Media Pack May 2021

[www.thesampler.org](http://www.thesampler.org)

## Contact Us

Email: [sam.corcoran@soundandmusic.org](mailto:sam.corcoran@soundandmusic.org)

Call: [020 7749 1117](tel:02077491117)

Brought to you by **Sound and Music**

# Why advertise with us?



We are the **only UK-wide events listings platform** for new and experimental music, with a unique, dedicated and passionate audience, now also attracting listings and editorial internationally.



Reach over **50,000 followers** through our social media channels, including [@soundandmusic](#) and [@samplernews](#).



**Direct mail** to more than **6,000 recipients** through our mailing lists — **46% avg. open rate** on our main newsletter.



Promote your event, festival or venue with **banner adverts** on our platforms with **5,000 unique users** every month.



We offer **bespoke package deals + independent artist discounts** — no matter your budget, we'd love to help.



We're proudly **not-for-profit** and champion new music in all its forms: every penny you spend is used to maximise opportunities for people of all ages to create and enjoy new music, and help keep this platform free for all to use.

# Prime Placement

## Top banners

Display a prominent **top banner** on The Sampler front page, displayed prominently at the very top of the page (and bottom, for a small additional cost). Capture the eye of every one of our 5,000 unique monthly visitors and redirect them to book your event.

Size: 728 x 90px

## Tiles – Front Page

Purchase an **ad tile** on The Sampler front page, standing out amongst upcoming events

Size: 100 x 100 px



### Indicative pricing

	Tile ad	Top banner
Organisation (festival, venue etc)	£20+VAT per week £50+VAT per month	£60+VAT per week £180+VAT per month
Independent artist	£15 (incl. VAT) per week £30 (incl. VAT) per month	£30 (incl. VAT) per week £100 (incl. VAT) per month

### Top banner examples



# Direct Mail

## Newsletters and Reader Offers

Feature your content in any of Sound and Music's newsletters with a static or animated banner, or take advantage of our editorial recommendation using one of The Sampler newsletter's **Featured Event** spaces.

Alternatively, our **bespoke Reader Offer** allows you to target our subscribers with a **mailout dedicated to your event** — a great outlet for that final push!

## Pricing examples

- #1) Feature your upcoming festival as a **Highlight Event** in one of our newsletters  
Cost: From £100 + VAT (approx. 5p / subscriber) or 30% off for independent artists
- #2) **Top-banner ad** for one of our newsletters + a mention in our recommendations  
Cost: From £150 + VAT (approx. 8p / subscriber) or 30% off for independent artists
- #3) **Bespoke reader offer** – a dedicated mailout with an offer to subscribers (see left)  
Cost: £300 + VAT (approx. 15p / subscriber) or 30% off for independent artists  
*NOTE: only available on The Sampler Newsletter*

These are indicative prices and we are looking forward to discussing with you to help find a marketing solution whatever your budget or needs.



The Sampler  
READER OFFER

20% off BBC Singers, BBC Symphony Orchestra & BBC Concert Orchestra events

Various Dates, 2019 - 2020  
Barbican Centre, Silk St, Barbican, London, EC2Y 8DS  
Southbank Centre, Belvedere Road, London, SE1 8XX

Save money with a 20% discount on all tickets for concerts featuring the very best of new music from the BBC Symphony Orchestra, BBC Concert Orchestra and BBC Singers.

Main Newsletter  
4,000+ Subscribers

The Sampler Newsletter  
2,000+ Subscribers

## Additional Support

- We offer a **free bulk upload** option on The Sampler for venues, festivals, and event organisers who want to list more than 10 events in one go.

*Previous examples include BEASTfeast, We're all Bats, HCMF, Network Music Festival +++*

- We **commission** written **editorial** and **audiozine** episodes. Pitch your ideas to [Laonikos.PC@soundandmusic.org](mailto:Laonikos.PC@soundandmusic.org)

## Free options

- **List events** on [thesampler.org](https://thesampler.org) for free
- **Share** playlists, vacancies, announce upcoming releases, or write up your own opinion piece for free
- List any **opportunities**, open calls, or vacancies on the Sound and Music Opportunities page: [soundandmusic.org/opportunities](https://soundandmusic.org/opportunities)
- **Tag us** @samplernews on Twitter and we'll re-tweet!

## Discounts + Offers

- Discounts for **independent artists**
- Discounts for artists who've participated in a **Sound and Music programme** or received an Award
- **Multi-ad offers** and package deals when purchasing more than one ad at the same time.
- **Social media coverage** & takeovers to accompany your ads

## Contact us!

Whatever your project size, timescale, or budget, we can help and adjust our packages accordingly — just get in touch with our friendly team to get started!

Sam Corcoran (Communications and Sales Coordinator)

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