

#### Who are we?

Voice is an online magazine aimed at 16-25 year olds who love arts and culture. We are a team of editors and media creators who train young commentators.

#### Voice in numbers

In the year to March 2023 we averaged **over 213,000** page visits per month, reaching over **656,000** visits.

During festival months such as for Brighton Fringe (where we are the Youth Media Partner) and for Edinburgh Fringe we are typically even busier.

We have over 7800 registered users on Voice and based on registered users who provide a DOB, 69% are under 30 with 55% of those identifying as Female and 45% identifying as Male.

With over 10,000 pieces of content including 2500+ blogs, 3500+ reviews, 1400+ interviews and 160+ How To guides our online magazine covers a range of expertise and topics.

## Our audience

Our audience is made up of arts institutions, young creatives and fellow arts charities. During busy periods such as the Brighton Fringe and Edinburgh Fringe, we see a rise in new visitors with specific interests in theatre, comedy and performance. We regularly run Google Ads Campaigns to tie in with particular interests and draw a more specifically focused readership. We can discuss appropriate times of year for specific art forms or ads, depending on the audience you're looking for.

# **Ad Opportunities**

Our ads are either full width banners, which sit on the footer of every page (including the homepage) or sidebar ads which will sit on article pages. VAT is not added to the prices.

#### Exclusive advertising, two weeks - £249

Your adverts will show on both the banner ad and side bar ad space for two weeks. This includes a rotating feature on our top image slider of the homepage with a link to a post hosted on our website. Continue the ads on rotation with others for 2 more weeks for an extra £50.

### Banner ad, exclusive two weeks - £149

For two weeks, your advert will show on the banner every time.

### Banner ad, rotation two weeks - £49

For two weeks, your advert will be shown in rotation with up to 2 other ads.

## Side bar ad, exclusive two weeks - £149

For two weeks, your advert will show on the side bar every time.

#### Side bar ad, rotation two week - £49

For two weeks, your advert will show on the side bar in rotation with up to 2 other ads.

## **Special rates for Arts Award Supporters and charities**

We offer deals for Arts Award Supporter organisations and registered charities across all of our ad packages. We can tailor a package to your needs and provide individual rates.

Not just advertising...



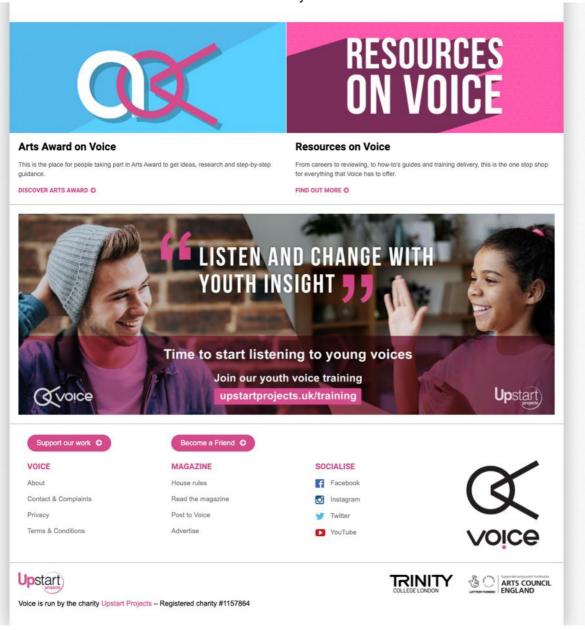
Our ads work best when also supported by interviews, events, opportunities or features on the magazine, which we can also promote via social media and our newsletter for you.

For all advertising enquiries, please contact ads@voicemag.uk

# **Examples of ads in situ**

# The Footer Banner Ad

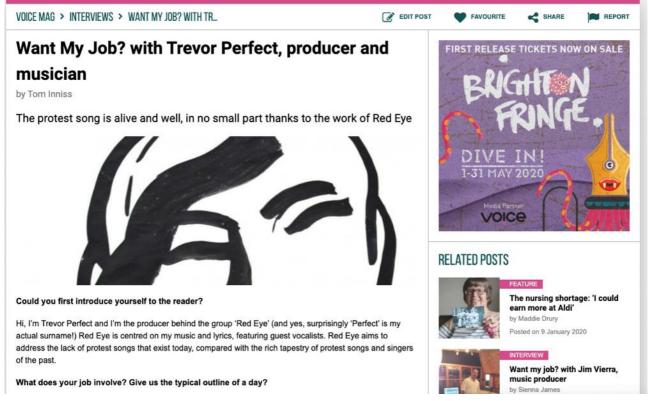
What size? It can be 1000px wide by any height up to 300px. For taller ads we can discuss how to accommodate you.



### The Side Bar Ad

What size? It can be 300px wide by any usable height up to 400px.





# The Homepage key feature banner

What size? Firstly, bare in mind that this will be linking to an advertorial, event or opportunity on our site. It will have our logo over the middle & some introductory text like you see in the below screenshot. So the image should be striking and allow the elements on top to be visible. Ideally the image would be: 2000px wide by 720px tall. We will halve this for display; but the 50% reduction is what enables us to show the image in a high quality on HD displays.

