

INTRO

ELECTRONIC SOUND

Started in 2013 as an interactive iPad-only title, Electronic Sound has steadily grown into a multi-platform brand, adding the flagship print publication to its portfolio in May 2016. At the heart of Electronic Sound is its high quality writing, married to beautiful photography and design.

With a deep understanding of electronic music's roots and a passion for its future, Electronic Sound places the music in a wider context of culture and technology. This unique blend of high calibre music journalism and lifestyle content makes it the essential new publication on the newsstand for a discerning and high quality readership.

"Electronic Sound is a great magazine with a brilliant layout and modern design which is always up to date. It really understands the heart of electronic music and its fans"

Wolfgang Flür (ex-Kraftwerk)

"All of us here at Minimal Wave adore Electronic Sound for its in-depth and unparalleled exploration into the multi-faceted world of electronic music"

Veronika Vasicka, CEO Minimal Wave Records



ELECTRONIC SOUND

AUDIENCE

Electronic Sound readers are cultivated electronic music enthusiasts who like to invest in their passions, whether by adding to their already impressive music collections or seeking out the beautiful machines that make the music they love. They tend to earn above-average incomes and are willing to spend more for better quality.

35-55

Age

80%

Male

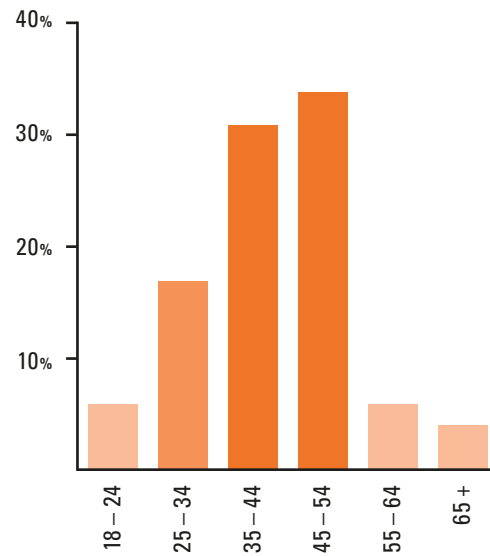
£56.4k

Ave. income

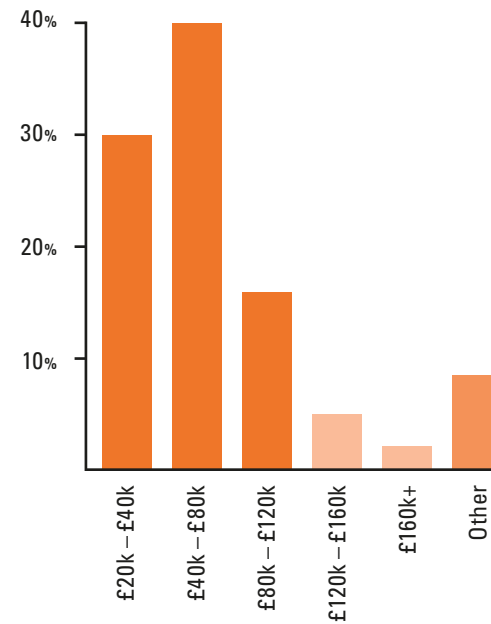
£263.12

Ave. monthly spend on music

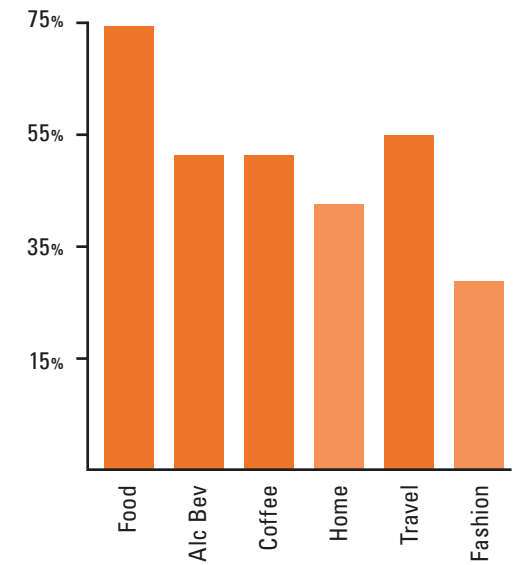
AGE



HOUSEHOLD INCOME

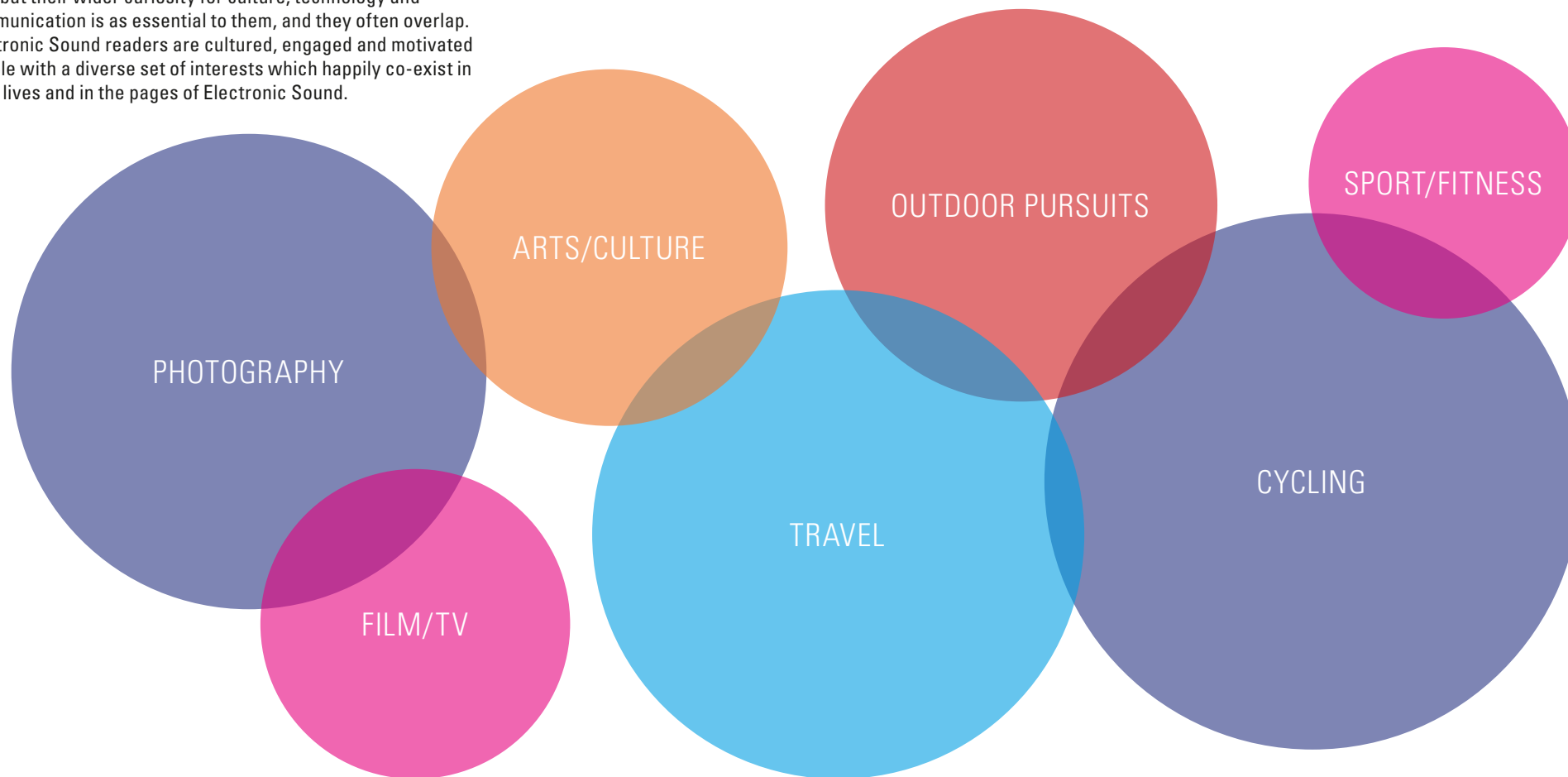


SPENDS MORE FOR BETTER QUALITY

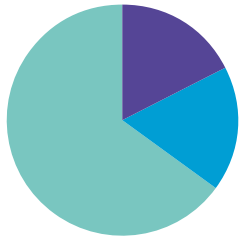


AUDIENCE INTERESTS

A passion for music is what makes an Electronic Sound reader tick, but their wider curiosity for culture, technology and communication is as essential to them, and they often overlap. Electronic Sound readers are cultured, engaged and motivated people with a diverse set of interests which happily co-exist in their lives and in the pages of Electronic Sound.



AUDIENCE SPENDING



MUSIC

RECORDS, CDS, MP3S, TAPES, DVDS, ETC

65%

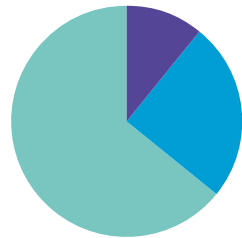
Spend around £50 a month on music

17.5%

Spend £50 - £100 a month on music

17.5%

Spend £100 or more a month on music



EVENTS

GIGS, FESTIVALS, SHOWS, TALKS, EXPOS, ETC

64%

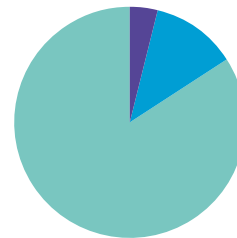
Spend around £50 a month on music events

25%

Spend £50 - £100 a month on music events

11%

Spend £100 or more a month on music events



SOFTWARE

PROGRAMS, APPS, PLUG-INS, ETC

84%

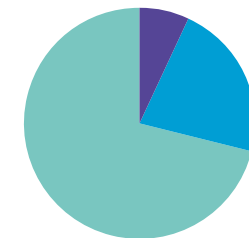
Spend around £50 a month on music software

12%

Spend £50 - £100 a month on music software

4%

Spend £100 or more a month on music software



HARDWARE

HI-FI, HEADPHONES, SYNTHS, MIDI, ETC

71%

Spend around £100 a month on music hardware

22%

Spend £100 - £500 a month on music hardware

7%

Spend £500 or more a month on music hardware

AD SPACE & RATES

Get your message to our high spending audience with a prime position in the print publication and online at www.electronicsound.co.uk with social media support.

11,000

Print Circulation

2,000

Digital Subscribers

100,000+

Social Reach

10,000+

Website Users



FULL PAGE

£1000

Print & Digital



DOUBLE PAGE SPREAD

£1700

Print & Digital



HALF PAGE

£600

Print & Digital



QUARTER PAGE

£350

Print & Digital



BACK COVER

£2000

Print & Digital



INSIDE COVER

£1500

Print & Digital

Please supply artwork as **CMYK**, high-resolution (**300dpi**) **PDF** with **3mm bleed**

Full page 210x280mm (**216x286mm** with bleed)

Spread 420x280mm (**426x286mm** with bleed)

Half Page **195x128.75mm**

Quarter Page **93.75x128.75mm**