

# The Sampler

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

Advertising & Media Pack

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

**Contact Us**

Email: [Laonikos.PC@soundandmusic.org](mailto:Laonikos.PC@soundandmusic.org)

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 banner examples

## 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

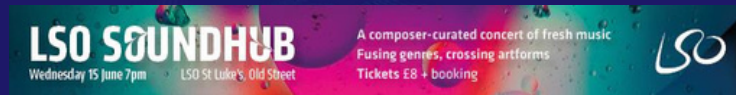
Purchase an **ad tile** on The Sampler front page, standing out amongst upcoming events

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



# 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.

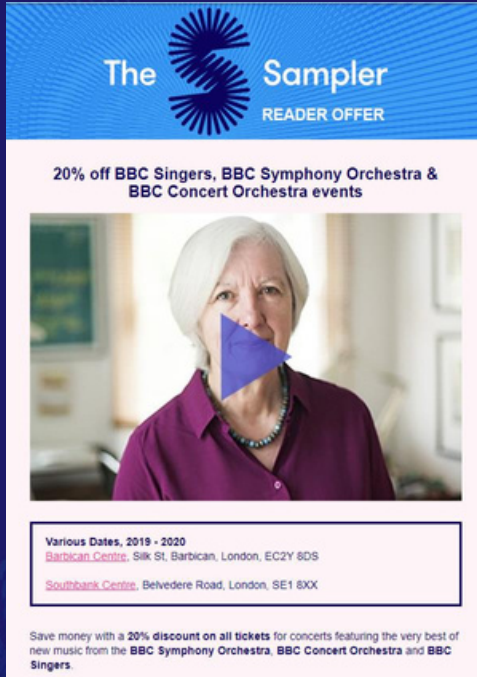
Alternatively, our **bespoke Reader Offer** allows you to target our subscribers with a **mailout dedicated to your event** — a great outlet for that final push!

## 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

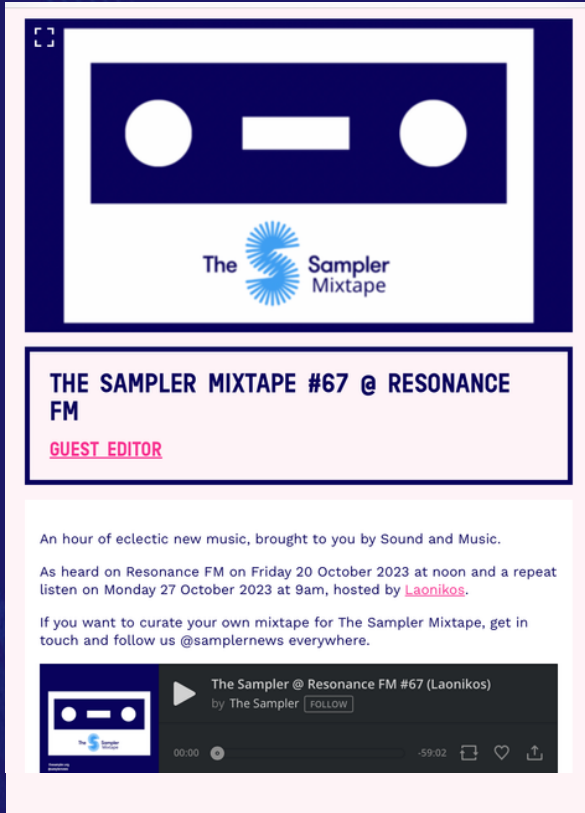
Various Dates, 2019 - 2020  
Barbican Centre, Silk St, Barbican, London, EC2Y 8DS  
Southbank Centre, Belvedere Road, London, SE1 8XX

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

# The Sampler Mixtape



The image shows a social media post for 'The Sampler Mixtape #67 @ Resonance FM'. At the top is a graphic of a cassette tape with the 'The Sampler Mixtape' logo below it. The main text reads 'THE SAMPLER MIXTAPE #67 @ RESONANCE FM' and 'GUEST EDITOR'. Below this is a short description: 'An hour of eclectic new music, brought to you by Sound and Music. As heard on Resonance FM on Friday 20 October 2023 at noon and a repeat listen on Monday 27 October 2023 at 9am, hosted by [Laonikos](#). If you want to curate your own mixtape for The Sampler Mixtape, get in touch and follow us @samplernews everywhere.' At the bottom is a video player thumbnail for 'The Sampler @ Resonance FM #67 (Laonikos) by The Sampler' with a 'FOLLOW' button and a play button.

Weekly episode  
2,000+ listeners

The **Sampler Mixtape** is a weekly hour of new music on **Resonance FM** curated and hosted by an artist or Sound and Music team member. You can listen to our latest mixtape [here](#).

Make use of our **2,000 listeners weekly listeners** across weekly broadcast on Resonance FM (Friday noon, Monday 9am repeat) **Resonance FM's website**, **The Sampler Mixcloud** and **The Sampler website**.

## Pricing examples

#1) **Short shoutout** in intro/outro (e.g., “if you’re in London this week, don’t miss [concert] at [venue] on [date] – it’s going to be a great evening”)  
—— Cost: From £150 + VAT

#2) **Shoutout + mixtape highlights** (Recent [example here](#) - shoutouts at: 00:30)  
—— Cost: From £200 + VAT

#3) **Shoutout + bespoke mixtape** featuring solely artists from your event series (Recent [example here](#))  
—— Cost: From £350+VAT

NOTE: only available on The Sampler Mixtape

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

## 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 mixtape episodes. Pitch your ideas to [Laonikos.PC@soundandmusic.org](mailto:Laonikos.PC@soundandmusic.org)

## 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

## Free options

- **List events** on [thesampler.org](http://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](http://soundandmusic.org/opportunities)
- **Tag us** @samplernews on Twitter and we'll re-tweet!

## 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!

Email: [laonikos.PC@soundandmusic.org](mailto:laonikos.PC@soundandmusic.org)