

EDM WORLD

— M A G A Z I N E —

The Heart of Electronic Dance Music

2017 Media Kit

BRAND OVERVIEW

#1 ranked & reviewed EDM magazine in the app store

#1 in Apple Newsstands Music & Movies category (fluctuates daily but usually in the top 1-5 spots when a new issue comes out)

- Downloads
 - All Time: 22.6K+ from 250 countries / regions worldwide
 - Last 90 Days: 900+
 - YTD: 4.3K+
- Social Media
 - Twitter 15.3K+
 - Instagram 7K+
 - Facebook 3.4K+
 - Snapchat 3K+
- Website
 - 73K+ visitors per year
- Email List
 - 1.2K+ opt-in subscribers

DEMOGRAPHICS

Male 60% / Female 40%

- Age
 - Millennials 18-24 33%, 25-34 67%
- Location
 - Major US Cities: New York City, Los Angeles, Chicago, Brooklyn, Miami
- Income
 - Personal Income - 25K - 74K
 - Household Income - 75K - 100K
- Educational Background
 - Some College

- Relationship Status
 - Single, no children
- Languages
 - English
 - Spanish
 - Cultural community has it's own language: commonly using terms such as fam, PLUR, raver, and basshead
 - Emojis to better explain thoughts, feelings, and emotions




- Activities
 - Socializing, drinking, and partying
 - Kandi making and trading
 - Designing and crafting their own festival outfits
 - Shuffling and learning new dancing styles
 - Listening to EDM via podcasts, Soundcloud & Spotify
- Attitudes
 - PLUR (Peace, Love, Unity, Respect)
 - Most passionate music fans are into Electronic Dance Music over any other music genre
 - EDM is their escape from school, life, and work
 - Views EDM and the culture as a religion
 - Favorite artists and DJs are often their biggest role models
- Personality
 - Very open minded, helpful, giving, loving, caring, accepting
 - Prefers eating tacos and pizza
 - Prefers bottled water and tequila
 - Uses Amazon Prime and Netflix
 - Shares their life and favorite people, places, and things on social media daily
 - Buys more razors, contraceptives, hair conditioner, deodorant, and men's toiletries than any other music genre's fanbase
 - Women spend more money on eye makeup, facial makeup, lipstick, and nail care than any other music genre's fanbase
- Values
 - Huge into experiences and making memories as well as reliving them over and over via videos and pictures
 - Freedom of expression is encouraged; experimental with their clothing and accessories

- Accepting of all sexual orientations: gay, straight, bisexual, lesbian, transgender
- Lifestyles
 - Attends multiple club shows and festivals a year
 - Willing to travel long distances via plane or long car ride to attend new events and experience a different area's music scene
 - Spends their time mostly at fast food places, convenience stores, and health food stores

CONTENT

GO BEHIND THE SCENES OF THE MUSIC INDUSTRY WITH EXCLUSIVE EDM ARTIST & COMPANY INTERVIEWS

EXCLUSIVE INTERVIEW



Marketing Director Rafi Leibowitz On All The Reasons Why

EXPERIENCING THE GROOVE CRUISE IS A MUST

By Andrew Lazar and Melissa Mallin

Over 23,000 lives have been changed forever by an oceanic experience unlike anything on Earth. From humble beginnings in 2004, with a group of only 125 friends, has grown into something extraordinary - the world's largest floating dance music festival. With as many as 50 plus world renowned artists setting sail at any given time, the Groove Cruise is between a 72 to 96-hour, non-stop experience, comprised of four straight days of beach and pool parties, as well as themed extravaganzas and onboard events that rival the best dance music festivals in the world. Plus, it's the only music cruise that sets sail every year from both coasts of the United States. EDM World Magazine was given the chance to sit down with Marketing Director, Rafi Leibowitz, to pick his brain about the evolution and future of The Groove Cruise.

DISCOVER NEW DJs AND MUSIC FOR YOUR PLAYLISTS

EXCLUSIVE INTERVIEW

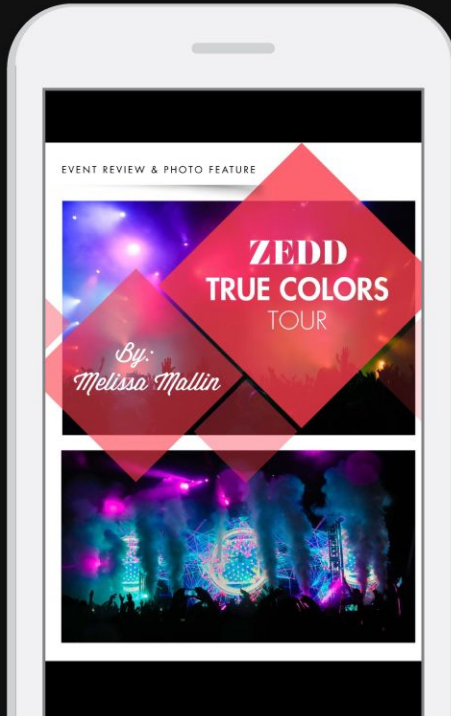


ENTER TRAP HEAVEN WITH

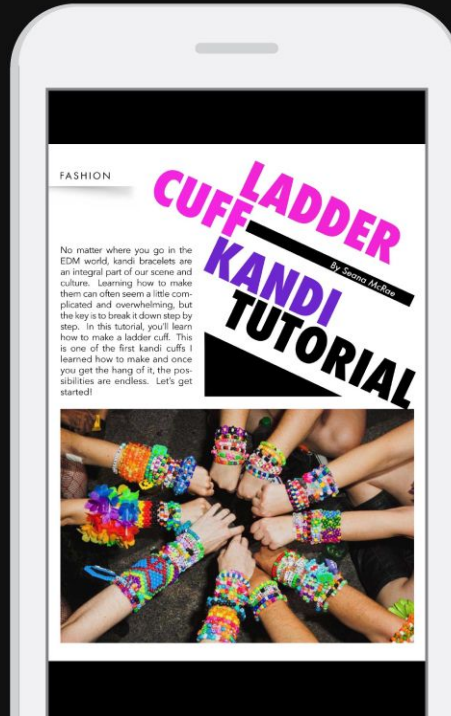
SLANDER

By Denice Dal Braccio

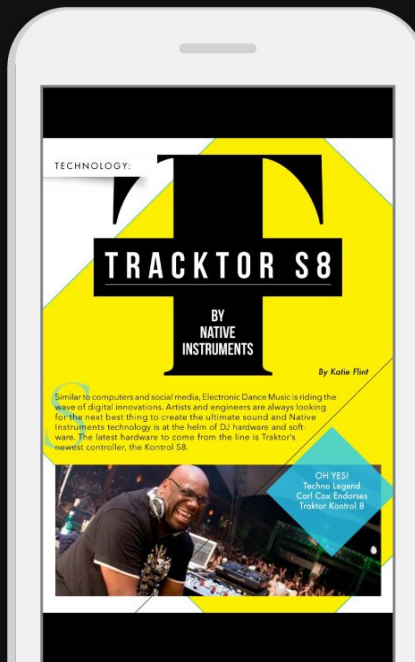
GET AN INSIDE LOOK AT TOP FESTIVALS AND SHOWS



UNCOVER TRENDS IN EDM CULTURE, FASHION, AND LIFESTYLE



GET TIPS FROM INDUSTRY EXPERTS ON TOOLS, GEAR, AND SOFTWARE





REVIEWS

Top 5 star reviews on the app store

- ★★★★★ **Must have app for any EDM lover by KaterynaG**
 - *“EDM World Magazine is really awesome for anyone who loves EDM, including fans, musicians, or anyone involved in the industry. It has so many interesting and insightful DJ interviews, and is a really interactive magazine within the app. I can watch videos, listen to tracks, and explore different links within. It's an experience! I really feel in tune with the EDM culture when I read the different issues, and definitely feel it is worth the \$\$\$. Check it out!”*
- ★★★★★ **Best app ever! by EDMraverlover**
 - *“This app has so many cool features-artist interviews, fashion advice, tech articles, etc.; this is a must have app for any EDM lover. You will not be disappointed!”*
- ★★★★★ **Best source for edm by Nysportsguy13**
 - *“This is the best app that I found related to EDM. A must have for this type of music.”*
- ★★★★★ **LOVE by lzZy32**
 - *“A little taste of everything that I love about electronic music is featured in this fun and informative mag! SOO happy to have stumbled upon it.”*
- ★★★★★ **Literally Everything I've Been Asking For! by Imsoschweet!**
 - *“I am a HUGE EDM fan and I have been looking for a magazine that truly understands what EDM is all about. Everything in this magazine seems to be positive, uplifting, and HONEST. There isn't a bunch of bashing and criticizing. They really care about the EDM community. I LOVE THIS PUBLICATION and I can't wait to see what else they have in store!”*



EDITORIAL CALENDAR

Section topics

- PLUR Story
- Exclusive Cover Interview
- Up & Coming / Underground / Artist To Watch
- Headliner / Artist Interview
- Featured Vocalist
- Must Have App

- Fashion / Art
- People Behind The Artists
- Guides / How To
- Exclusive Photo Feature
- Festival Review / Event Review / New Found Love
- Featured Story / Opinion / Music Industry
- Music Production Gear / Technology / Tips

Additional details

- 9-12 articles per issue
- Published every 4-6 weeks
- Optimized for tablets and smartphones (PDF & text versions available)
- Playable audio and video clip integration
- Clickable redirects to URLs

Advertising deadlines

- Approved ad copy is due 30 days prior to publication
- Approved images are due 15 days prior to publication



Inside the magazine pages

- Sponsored post (for any section topic)
 - 1 - 3 pages of text
 - 3 - 5 accompanying images
 - Fully designed to seamlessly blend with non sponsored posts by including the words (Powered By) under the section topic title
 - Direct link to URL
- Standard full page ad (image 768 x 1024 pixels; PDF file)
 - Direct link to URL
 - First ad shown inside the magazine
 - Ad shown in the middle of the magazine
 - Last ad shown inside the magazine (last page)
- Multiple full page ad spread (image 768 x 1024 pixels; PDF file)
 - Direct links to multiple URLs
 - Your choice where the ad is shown inside the magazine
 - Pages can be placed together or separated throughout the issue

Inside the app, but not inside the magazine pages

- The “more screen” identified with a + sign (image 72 x 72 pixel; JPG or PNG file)
 - Image of logo / product
 - Title of company or offer
 - Brief description of product or service
 - Direct link to URL

Email blast

- Mention of your company, product, or service in our Friday email newsletter
- Direct link to URL

For further detail on all of our advertising opportunities, special packages, and multiple month advertising rates, please contact our Advertising Manager.

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