

EDM WORLD

— M A G A Z I N E —

The Heart of Electronic Dance Music

2021 Media Kit

BRAND OVERVIEW

#1 ranked & reviewed EDM magazine in the world in the Apple & Android app stores

- App Downloads
 - All-Time: 30K+ from 250 regions worldwide
- Monthly Circulation
 - App 1.5K
 - Website 29.9K
- Social Media
 - Twitter 15.3K+
 - Instagram 6.9K+
 - Facebook 4K+
- Email List
 - 12.6K+ 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

- The EDM culture has its own language: commonly using terms such as fam, PLUR, raver, and basshead
- Emojis, Gifs and Meme's to better explain thoughts, feelings, and emotions




- Activities
 - Socializing, drinking, and partying
 - Kandi making and trading
 - Designing, crafting, or curating their own festival outfits
 - Dancing (shuffling), hooping, or spinning fire
 - Gloving or flowing with a variety of LED accessories
 - Listening to EDM via Spotify, Podcasts, Radio Show's & Soundcloud
 - DJing or producing EDM
 - Photographing or doing videography at music festivals
- 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
 - Music has saved, changed, or transformed their life
 - Views EDM and the culture as a religion and way of life
 - Favorite artists and DJs are often their biggest role models
 - FOMO (fear of missing out) often not wanting to miss out on a festival
- Personality
 - Very open-minded, helpful, giving, loving, caring, accepting
 - Prefers eating tacos and pizza
 - Prefers bottled water, tequila, and energy drinks
 - 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 genres fanbase
 - Women spend more money on eye makeup, facial makeup, lipstick, and nail care than any other music genres fanbase
- Values
 - Huge into experiences and making memories as well as re-living them over and over again via videos, pictures, and articles
 - Community and connecting with new and old rave friends


- Freedom of expression is encouraged; experimental with their clothing and accessories
- Accepting of all sexual orientations: gay, straight, bisexual, lesbian, transgender
- Fast, quick, and easy access to products when making online purchases
- High-quality journalism and pays for the content they truly value
- Supports their favorite small businesses especially when an aligned charity or cause is associated
- 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 areas music scene
 - Spends their time mostly at fast food places, convenience stores, and health food stores
 - Partakes in environmentally conscious activities to protect animals and the planet



"Exclusive Cover Feature" interviews with top Electronic Dance Music producers within popular sub genres including House, Dubstep, Electro, Techno, Trap, Trance, Progressive, Hardstyle and Drum & Bass

Featured artists such as Afrojack, Hardwell, Seven Lions, Troyboi, Tritonal, Flux Pavilion, Slander, Cash Cash, YOOKiE, Martin Garrix, Tiesto, Rezz, Boris, The Chainsmokers, Ferry Corsten, San Holo, Andy C, and DJ AniMe





70+ 5 Star Ratings & Reviews

Inspiring “PLUR Stories” with fans discussing how music has saved, changed, and transformed their life. Discover real, raw, and vulnerable truths straight from fans hearts including triumphant comebacks from crippling depression, anxiety, loss, and loneliness

Encouraging stories of acceptance and equality for all races, religions, ages, backgrounds, and genders. Connections made between friends, family, and rave baes to making new festie besties



We Spread PLUR Vibes



“Festival Reviews” of top music festival such as Electric Daisy Carnival, Ultra Music Festival, Electric Zoo, Tomorrowland, Electric Forest, Lollapalooza, Bonnaroo, Nocturnal Wonderland, Something Wicked, and Shaky Beats

Also includes Okeechobee, Something Wonderful, Phoenix Lights, Lights All Night, Snowta Fest, Freaky Deaky, VELD, Das Energi, Decadence, Countdown NYE, Mad Decent, and Moonrise



Music Is Our Religion

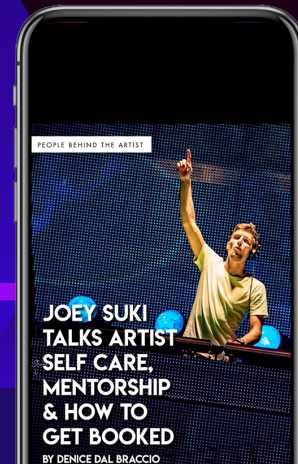


“People Behind The Artists” includes interviews with experienced music industry professionals such as Managers, Public Relations, Promoters, Record Label Execs, A&R’s, Audio Engineers, Lighting, Coaches, and Consultants

Learn how to get started working in the music industry following our experts’ roadmap to success including shortcuts to fast track your career



The #1 Electronic Dance Music Magazine App In The World

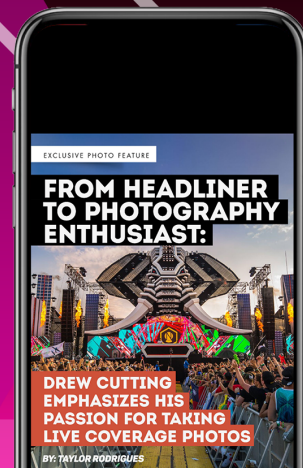


“Exclusive Photo Features” with some of the most popular music photographers in the scene today

Learn top photography tips and recommendations including the essential best cameras and gear, what it takes to get hired to photograph artists, and what it’s like shooting festivals up close and personal



Always Highlighting Talent

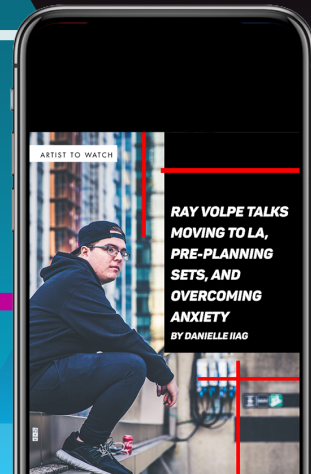


“Artists to Watch” interviews with new up and coming talent before they break into the mainstream including secrets to land an opening set at music festivals and tour with the best DJs in the world

Learn how artists build their brand, fanbase, and network within the industry to get tracks signed to major dance music labels and featured in popular Spotify playlists



All Are Welcome Here



“Must Have Apps” to connect, enhance, and use with your rave family. Create and improve your beat making skills on the go.

Discover vital apps for festival survival, how to save time and frustration when splitting hotel bookings and music inspired games



Join The EDM World Family Party

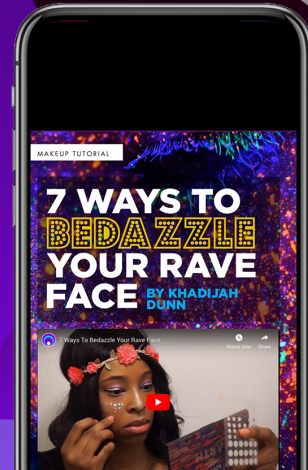


“Festival Fashion & Makeup Tutorials” for your next look to stand out from the crowd and feel confident in your body wearing unique rave wear and makeup brands

Discover the latest trends currently in style featuring high quality, sexy, functional, budget friendly outfit ideas and inspo. Get special deals and discounts on all things related to glitter, hair, makeup, kandi and accessories for your next festival



EDM Is A Way Of Life

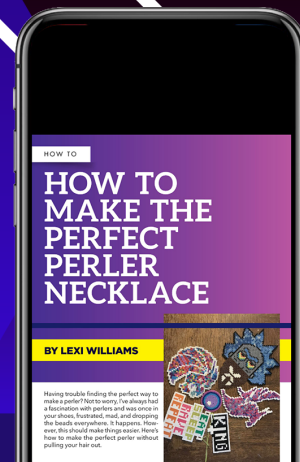


“How To & Guides” every raver needs to know for the ultimate music festival bucket list experience

Top tips to break the ice at a festival with LEDs, overcome post rave depression, repurpose old clothing for a fresh festival look, and avoid the dreaded pickpocket monsters



Download The App Today



“Opinion” articles to push the community forward in a positive direction by shining the light on where the scene has come from such as the birth of techno and the history of kandi

Health and safety tips such as how to rave and become more environmentally aware, staying healthy before, during, and after a festival, and when to seek help

Tap The GET Button Now!



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 IzZy32**
 - “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!"*



Section topics regularly featured

- PLUR Story
- Exclusive Cover Feature
- Up & Coming / Underground / Artist To Watch / Breakthrough Artist
- Headliner
- Featured Vocalist
- Must Have App
- Fashion / Must Have Accessory / Makeup Tutorial
- People Behind The Artists / Record Labels / Collectives
- Guides / How To / Travel
- Exclusive Photo Feature
- Festival Review / Event Review / New Found Love
- Featured Story / Opinion / Music Industry
- Music Production Tips / Gear / Tech
- Art / Flow Art
- Health & Safety

Additional details

- 9-11 articles per issue
- Published every 4-5 weeks
- Optimized for all tablets and smartphones (PDF & text versions available)
- Playable audio and video clip integration
- Clickable redirects to URLs



Advertising Deadlines

- All space reservations are due 5 days before you wish to publish your ad.
- All artwork is due 48 hours before you wish to publish your ad.
- All payments can be made through PayPal to denice@edmworldmagazine.com

Inside the digital app magazine pages

- Sponsored post (for any section topic)
 - 1 - 3 pages of text
 - 3 - 5 accompanying images
 - Fully designed to seamlessly blend with regular posts by including the words (Powered By) under the section topic title
 - Direct link to URL
 - Lifetime time length
 - Rate \$500
- Standard corner ad (image 300 x 250 pixels; PNG or JPG file)
 - Direct link to URL
 - The ad will be placed in one of the page corners inside the magazine
 - Lifetime time length
 - Rate \$150
- Standard full-page ad (image 768 x 1024 pixels; PDF file)
 - Direct link to URL
 - Lifetime time length
 - The first ad inside the magazine
 - Rate \$300
 - The ad appears in the middle of the magazine directly after the exclusive cover feature
 - Rate \$275
 - The last ad inside the magazine (last page)
 - Rate \$250
- Multiple (max of 4) 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
 - Lifetime time length
 - Rate \$950
- Video Ad (Standard YouTube video)
 - Direct link to your YouTube video
 - Direct link to URL
 - Shown within in the first half of the issue inside the magazine
 - Lifetime time length
 - Rate \$350

Sponsor a whole issue

- Your brand's name on the cover of a magazine issue under our header
- Full feature of your brand as a sponsored post
- The first full-page ad inside the magazine
- Lifetime time length
 - Rate \$3,000

Sponsor a whole subscribers only issue on only your brand exclusively

- A unique and rare issue only subscribers can download
- Published outside of our regular publishing schedule
- Section topics and format would not follow our current guidelines
- Great way to highlight/sell courses, training, or events for brand awareness and exposure
- Lifetime time length
 - Rate \$5,000

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 your company or offer
 - Brief description of product or service
 - Direct link to URL
 - Promotion for 30 days
 - Rate \$550

Social media blast

- Direct mention of your brand on our social media
- Direct tag to your social media page in the description
- Direct link to URL
- Lifetime time length
 - Options
 - Posted on (1) of our social media channels
 - Rate \$250
 - Posted on (2) of our social media channels
 - Rate \$350
 - Posted on (3) of our social media channels
 - Rate \$450
 - All of our social media channels + 5 min live stream video mention
 - Rate \$1,500

Email blast

- Mention your company, product, or service to our email list
- Direct link to URL
 - Options
 - An email with your product or service is an in-email ad (image 300 x 250 pixels, 600 x 300 pixels, or custom size)
 - Rate \$1,500
 - Sponsored email blast where your product or service is the only focus of the email
 - Rate \$2,000

On our website at ednworldmagazine.com

- Website post (Example: In-depth 20 Question Interview or track review)

- A sponsored blog post about your company, product, or service
 - Direct link to URL
 - Direct URL tags to your social media pages of choice
 - Optimized for SEO (search engine optimization)
 - 3 - 5 accompanying photos
 - Posted on all of our social media channels
 - Lifetime post which will never be taken down from the website/socials
 - Rate \$500
- Website homepage takeover (HPTO) - homepage only (image 3300 x 2550 pixels; JPG or PNG file)
 - A full above the fold ad about your company, product, or service
 - Direct link to URL
 - Minimum 7-day time length with an extra 7 days as a bonus on us (total of 14 days)
 - Rate \$2,500
- Website homepage takeover (HPTO) - all pages including home, about, mag issues, news, playlists (image 3300 x 2550 pixels; JPG or PNG file)
 - A full above the fold ad about your company, product, or service
 - Direct link to URL
 - Minimum 7-day time length with an extra 7 days as a bonus on us (total of 14 days)
 - Rate \$3,000
- Website half page in the left-hand column - All website posts which includes all posts listed on the news page) (image 300 x 600 pixels; JPG or PNG)
 - An ad about your company, product, or service
 - Direct link to URL
 - Minimum 7-day time length with an extra 7 days as a bonus on us (total of 14 days)
 - Rate \$250
- Website Leaderboard banner - all pages including home, about, mag issues, news, playlists (image 728 x 90 pixels; JPG or PNG)
 - An ad about your company, product, or service
 - Direct link to URL
 - Minimum 7-day time length with an extra 7 days as a bonus on us (total of 14 days)
 - Rate \$250

**For further detail on all of our advertising opportunities, special custom packages, and multiple month advertising rates, please contact Denice Dal Braccio
denice@edmworldmagazine.com**