

MusicWeek

Media Information 2010

**Music Week is the leading business title for the
UK Music Industry.**

This Media Information contains:

- Music Week - Overview
- Circulation
- Musicweek.com
- Music Week Events
- Music Week Directory
- Relevant Information for your Industry Sector (Optional)
- Advertising Rates

MusicWeek

Overview

The Perfect Partner for your Industry

- The essential provider of music & business information to the UK music industry & international markets for more than 40 years.
- An unparalleled mix of news, analysis, opinion, charts & other data.
- The must-read for professionals across every sector of the UK & international music, media and retail business.
- 100% paid for - 20% newstand, 80% subscription.

Every week:

- A one-stop shop, giving readers an intelligent analysis of all the key events of the past week including the stories and individuals behind the news.
- **Datafile** section includes over 30 charts tracking the emergence of new music from initial promotion to tastemakers, through its rise up the airplay charts, to its arrival in the sales charts. Data supplied by **Music Week**, the **Official UK Chart Company** and **Music Control**.
- Regular news and features covering all industry sectors.
- Busy classified section.
- Supported by the industry standard Music Week Directory.

Special Features:

Throughout the year we publish regular features dedicated to specific sectors of our diverse music industry including:

- Pro Audio
- Manufacturing
- Distribution
- Publishers
- Retail Services
- Media
- PR & Pluggers
- Genre Features including Jazz, Classical and R&B and Dance

Music Week, the leading UK business title, provides unparalleled coverage of the music industry.

MusicWeek

Circulation

Music Week's Circulation is 5,962 ABC audit July 2008 to June 2009. It's pass-on readership is at least 3 giving a total readership of almost 17,886.

*International readership: Music Week is also read by thousands of executives in 64 countries throughout the world.

Who reads Music Week?

- **RECORD COMPANIES**

- **MUSIC PUBLISHERS**

- **ARTIST MANAGEMENT**

From A&R through to marketing and promotion, Music Week reaches all the key executives in these sectors of the industry.

- **RETAIL Physical and digital**

Virgin Retail, HMV, MVC, WHSmith.

Virtually all the independent music retailers in the WHSmith, Asda, Tesco and Sainsbury's, iTunes, emusic.

- **MEDIA**

- Programmers and key executives at all 260+ music radio stations in the UK and overseas.
- Programmers and key executives at all TV stations that carry music related content.
- Editors and journalists at all key music publications.
- All key PR and promotions executives.

- **INDUSTRY SUPPLIERS/ORGANISATIONS**

- Pressers & duplicators, sleeve/label printers, art studios, accountants, lawyers, business management, official organisations & libraries.

- **LIVE & STUDIO SERVICES**

- Venues, booking agents/promoters, merchandisers, studios, production facilities, producers & engineers, pro-audio equipment manufacturers.

- **OTHERS**

- Other professionals related to the music industry

Source: Music Week Subscriptions Analysis 2007

Breakdown

- **32% of circulation**
1907 subscribers
5720 readers
- **25% of circulation**
1490 subscribers
4475 readers
- **15% of circulation**
895 subscribers
2680 readers
- **14% of circulation**
835 subscribers
2500 readers
- **9% of circulation**
540 subscribers
1600 readers
- **5% of circulation**
300 subscribers
1200 readers

MusicWeek.com

www.musicweek.com

The site

- Launched in July 2003 as a subscriber access only area. The site is divided into 9 areas: News, Features, Airplay, Exposure, Sales Charts, New Releases, Directory, Jobs & Subscriptions.
- **News** - Breaking news online is published up-to-the-minute and then covered in-depth in print the following week.
- **Features** - uploaded each week.
- **Archives** - The archive of key news stories goes back to 2000 and an evergrowing range of features for research and analysis has been made available.
- **Airplay, Exposure, Sales Charts** - All 38 UK sales and airplay charts are available by 7pm every Sunday: an invaluable tool for retailers and record labels.
- **New Releases** - the website is the most comprehensive source of specific current artist and release information available for the UK music industry allowing users to search by artist and label across all databases.
- **Music Week Directory** - this is the only online directory of its kind, mirroring its print equivalent but updated as and when details change throughout the year. It also includes a flexible search facility. (e.g. by company name, industry sector).
- **Recruitment** - Open to non-subscribers includes all of the week's jobs from the print equivalent. This is included in the classified advertising rate.
- **Subscriptions** - Open to non-subscribers, it details the benefits of subscribing - the magazine, website and print directory. Would-be subscribers can then connect to our subscriptions company, Tower.

Traffic

Musicweek.com has generated a loyal user base among Music Week subscribers.

- Password protected subscriber access i.e 7,000 subscribers.
- 300,000 page impressions per month.
- Average page views per visitor: 6
- 89.9% of users say it is "useful" or "very useful".
- 45,000 unique users per month.

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The Music Week Daily E Newsletter

The Music Week Daily is sent out to over 10,000 subscribers with a daily open rate of over 25%. This is the most up to date music business news service from the news desk of Music Week magazine.

Music Week Digital Editions

Music Week also produces weekly and monthly digital newsletters to cover special areas of the business and have the same subscriber and open rate of the daily newsletter.

The A&R Newsletter

Get the inside track on what is happening in the world of music making, from the latest signing information to updates on who is working with who in the studio.

The Live Newsletter

This monthly e-newsletter will update you on all the key developments in the live sector, as well as offering guest opinions and gossip.

The Music Week Playlist

The ten tracks - both signed and unsigned - that everyone is talking about, complete with audio/video.

- Musicweek.com gives you access to the key decision makers and influencers when the news happens.
- The Music Week digital newsletters are requested and have quickly become the first choice for the leaders in A&R, Live and who are interested in what are the latest tunes to be played.

MusicWeek

Events

Music Week organises a key event providing companies with a plethora of sponsorship opportunities to specific music industry sectors.

Music Week Awards

- The Music Week Awards celebrate the achievement of companies and individuals working in the UK music industry. With a history dating back over more than 25 years, the Music Week Awards now attracts an audience of over 1500 record industry executives. The Music Week Awards is the industry's opportunity to celebrate its own achievements over the past year. The event, which takes place at the Grosvenor House Hotel, offers the perfect promotional environment for any company wanting to influence the leading light in the UK music industry.

Tailor Made Events

Music Week is a part of UBM who is one of the leaders in the International Conference and Event business. We can tailor make a specific project for your purpose and so please let us quote for any pending opportunities you may have in the future.

MusicWeek

Music Week Directory

The respected Music Week Directory provides the vital link between the buyers and sellers in the UK music industry. Its comprehensive listing of companies in all aspects of the business, broken down into clear sections, makes it an essential reference tool for executives throughout the industry.

The Directory lists over 8,500 companies in over 60 industry sectors including the following:

- Retail
- Record Companies
- Publishers
- Pressers & Duplicators
- Distributors
- Business Services
- Media
- PR & Promotion
- Live
- Recording Studios

At £40 this is an essential tool for professionals working in the music industry. The directory has also been launched as a standalone free-to-access web resource with a menu of exciting promotional opportunities.

Advertising

The Directory provides you with a relevant and primed customer base to promote your company to for the whole year round.

- Why advertise in the Music Week Directory?
- Enjoy year-long exposure to your target market
- Make it easier for the UK music industry to find you
- Stand out from your direct competitors with enhanced entries
- Build your new sales leads by reaching a wider audience
- Benefit from a highly cost-effective marketing opportunity
- Be assured of the directory's credibility through association with the UK music industry's number one publication, Music Week.