

# MusicWeek

## The Music Week Playlist sponsorship package

- Want to target tastemakers at Radio, Music Television and the Music Print Press?
- Want tastemakers at retail to be passionate about your service?
- Want to associate your business with the hottest tracks as championed by Music Week's Talent Editor?

Reach out to over 13,000 Music Industry Professionals every week online and over 6,000 Music Industry Professionals in print by sponsoring the Music Week Playlist

The screenshot displays the MusicWeek Playlist website for Wednesday, December 10, 2008. It features a navigation bar with 'PLACE YOUR BRANDING HERE' and 'PROMOTE YOUR MESSAGE HERE'. The main content area includes several music track listings with artist names, album titles, and brief descriptions. A 'News' section is also visible, featuring articles like 'Superstar acts deliver new albums in early 2009' and 'U2 lead Q's great expectations'. The interface is clean and professional, with a clear focus on music industry content.

Digital branding can have a click through to a page you can power

The Music Week Playlist showcases the ten tracks to listen out for as compiled by our Talent Editor on a weekly basis online and through the printed version of Music Week. The interactivity of the online service allows the user to find out about the artist and listen to the track in full. This service is very important to anyone at Radio, TV, Music Press and Retailers looking for new music to champion. Sponsorship of this service ensures your branding and message can be placed in front of tastemakers within the music sector. This can help you ensure these tastemakers understand and effectively promote your message to music lovers around the globe.

"Sponsoring the Music Week Playlist was a perfect match for Datz as a new company, the Playlist helped us establish a level of visibility and standing within the industry, indicating a support for the existing market place. Music Week an established and reputable name in it's own right is on the top of the list for us to work with when it comes to advertising. The Playlist also helped associate us with the unsigned, up and coming and the what's hot in new music which was central to what Datz was doing at the time with Datz.com/expose"

Holly Davis - Datz

PACKAGE	FREQUENCY	RATE
Full branded Sponsorship	1 Month	£7,000 (per month)
	3 Months	£6,500 (per month)
	6 Months	£5,750 (per month)
	12 months	Call to discuss

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United Business Media