



# MEDIA PACK 2010



# EQTV & our audience

**eqtv.dj** is one of the UK's leading electronic music and club culture websites with a global reach.

The site, updated weekly, features:

- EQTV – four innovative video channels featuring exclusive interviews and live sets of the world's best DJs, club nights and music festivals
- In-depth interviews with top DJs and music producers
- Constantly updated electronic music news and reviews
- Downloadable MP3 DJ mixes
- Twitter, Facebook, YouTube, iTunes and MySpace presence

Since its launch in 2008, EQTV has interviewed some of the biggest names in the electronic music scene – including Jeff Mills, Andrew Weatherall, Justice, Fergie, Underworld, Felix Da Housecat, Beardyman, Sven Vath, Josh Wink, DJ Sneak, Luciano, Steve Bug, Christian Smith, Will Saul, Richie Hawtin, MANDY and Dubfire – and been granted unprecedented access to festivals including T In The Park, Rock Ness, The Wee Chill and Cocoon In The Park.

## Audience statistics

- 35,000 unique users per month (Jan 2010)
- Average user stay of 7 minutes
- 5,000+ subscribers to a regularly emailed newsletter
- 70% male audience
- 54% of the audience are aged 25-34
- 34% are aged 18-24



# testimonials

**DAVE CLARKE (Label owner, Soma Records/promoter, Pressure, Return To Mono)**

“For a number of years, EQ have provided an invaluable documentation of the international underground electronic dance music scene. Their dedication and ability to capture the excitement of the parties, clubs and events – with live footage and interesting interviews with the main protagonists – is second to none. The popularity of the site, both in their home city of Glasgow and much further beyond, both nationally and internationally, is a testament to this, and they are trusted by the artists, labels and managers to such an extent now that they have unrivalled access to the artists and the clubs. Long may it continue.”

**JAMES MACK (Digital press officer, Fabric, London)**

“EQ has always been a great supporter of us here at Fabric. We’re always pleased to hear from the chaps and continue the great relationship we have promoting our events and releases through EQ.”

**FERGIE (DJ/label owner Excentric Muzik)**

“EQ... well, what can I say? I can always lose a good chunk of the day on that site that’s for sure – lots of news, reviews and interviews, but it’s the EQTV section that really does the biz for me. Loads of exclusive vids featuring the top names (and me) playing and chatting all over the place. I love the Pressure footage in particular as they really capture the great atmosphere there.”

**RALF KOLLMANN (Co-owner, Mobilee Records, Berlin)**

“EQ is a great online magazine. Always up to date, perfect content selection, superb style, and it’s just inviting to read all the stories thanks to easy access from the front page. I am hip to your game!”

**BARRY REEVES (Label owner, Deep Freeze Recordings, Maxi Discs/artist, 2020 Vision)**

“EQ has consistently kept up with developments and movements within the dance music scene covering all the main players and imprints, as well as keeping an eye on more obscure and leftfield movers and shakers. And with their focus on EQTV, they have pioneered a new and powerful form of music media coverage. Top sorted EQ.”

**DJ HAL (Resident DJ, Stealth, Nottingham/artist, Intec Records)**

“Over the past few years, EQ has been at the forefront of electronic music, with quality interviews, reviews and editorial, covering all aspects of the music we love.”

**JIM HUTCHISON (Label owner, Hum+Haw)**

“EQ has been a constant purveyor of quality electronic music and dedicated supporter of underground talent and labels.”

# rate card

Four new exclusive films go online at EQTV every month. They are linked to via the home page for one month, and linked to via the EQTV1 and EQTV2 channel pages for four months, before being linked to from our repeats channel permanently. After two months of exclusive hosting on [www.eqtv.dj](http://www.eqtv.dj), edited versions of the films are uploaded to our iTunes and YouTube sites. Pre-roll, end-roll and 'in association with...' flashes are a permanent addition to our films. Long-term and ongoing advertising deals qualify for discounts.

## EQTV takeover

- 'EQTV in association with... presents...' flash on all four new exclusive EQTV films per month
- Your logo embedded in all four new exclusive EQTV films per month with link to your website
- Branding on [www.eqtv.dj](http://www.eqtv.dj) home page and all four EQTV channel pages in form of banner
- 'In association with' flash and your logo embedded in edited versions of the four films for YouTube and iTunes

**ONE MONTH:** £750  
**TWO MONTHS:** £1,350  
**THREE MONTHS:** £1,800

## Pre-roll/end-roll on EQTV films

- Pre-roll and/or end-roll footage added to any of our upcoming exclusive films
- Your logo embedded in film with link to you website
- Pre-roll/end-roll and embedded logo included in edited version of film for YouTube and iTunes

£200

## Newsletter

468x60 banner on subscriber email

£45

120x60 banner on subscriber email

£15

## Banner ads

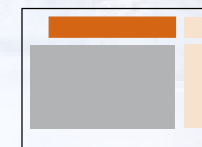
### Full Banner - 468x60

HOME PAGE

£40 for 2 weeks • £70 for 4 weeks

MENU PAGE

£30 for 2 weeks • £50 for 4 weeks



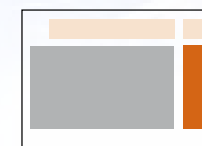
### Skyscraper - 120x600

HOME PAGE

£30 for 2 weeks • £50 for 4 weeks

MENU PAGE

£20 for 2 weeks • £35 for 4 weeks



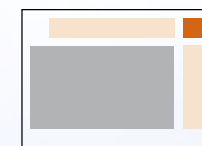
### Button - 120x60

HOME PAGE

£10 for 2 weeks • £17 for 4 weeks

MENU PAGE

£7 for 2 weeks • £10 for 4 weeks



Contact Darren on 07540 521154 or email [advertising@eq-mag.co.uk](mailto:advertising@eq-mag.co.uk) for more information

# events & media partnerships

Over the past 12 months EQ has partnered with several leading club nights, providing coverage in return for branding on event literature and websites. These events have included...

*Cocoon In The Park, Leeds*

*secretsundaze, London*

*Asylum, Leeds*

*Circoloco, Leeds*

Add EQTV to you flyers, posters and websites, and you'll receive...

- Full or skyscraper banner on our [www.eqtv.dj](http://www.eqtv.dj) home page
- Pre-event news story
- Pre-event interview
- Post-event review

We have also teamed up with labels including Breakout Audio and online stories such as Digital Doghouse.

Want us to help promote your label or website via a media partnership? Get in touch and we'll come up with a package to suit your needs.

**Contact: [rob@eqtv.dj](mailto:rob@eqtv.dj)**



# EQTV productions

EQTV Productions has been set up to offer EQTV's expertise in making and editing films to anyone who needs it. Our archives page shows you what we can do when it comes to interviews and video reviews – and on top of all that, we've created everything from feature-length documentaries to electronic press kits for record labels and club nights.

Now you can hire the EQTV production crew to film your event, interview your artists and help promote your product with an exclusive film for your website or YouTube channel, for iTunes or even on DVD. We'll get the finished film to you within a week at a price that won't break the bank.

We also have countless hours of exclusive – and unseen – footage of more than 100 DJs' sets in our archives. If you want a promo film fast – and we've got footage that suits – we can put together an exclusive short for you without even needing to set up a shoot.

Our client list includes Soma Records, BBE Records, Glasgow club night Pressure, and more – not to mention EQ, where we take care of every film in the EQTV section. We'll even upload your finished film to EQTV and to our YouTube channel if you want some extra coverage.

We know every job is different, so get in touch, let us know what you want and we'll give you a competitive quote. But here's a rough guide to our costs...

## **EVENT+INTERVIEW**

Up to 10 minutes of finished footage (two cameras): £315

*like this EQTV film: [www.eq-mag.co.uk/cocoon.html](http://www.eq-mag.co.uk/cocoon.html)*

Up to 10 minutes of finished footage (one camera): £255

## **EVENT**

Up to 10 minutes of finished footage (two cameras): £290

*like this film for Pressure: [www.pressure10.tv/jan09.html](http://www.pressure10.tv/jan09.html)*

Up to 10 minutes of finished footage (one camera): £235

## **INTERVIEW ONLY**

Up to 10 minutes of finished footage (two cameras): £220

*like this EPK for BBE: [www.youtube.com/watch?v=YjXbvskVBzY](http://www.youtube.com/watch?v=YjXbvskVBzY)*

Up to 10 minutes of finished footage (one camera): £175

Up to 10 minutes of finished footage (webcam): £140

*like this EPK-style film for EQTV: [www.eq-mag.co.uk/willsaul.html](http://www.eq-mag.co.uk/willsaul.html)*

## **EXCLUSIVE FILM FROM OUR UNSEEN ARCHIVE FOOTAGE**

Up to 5 minutes of finished footage: £70

*All finished footage is delivered in the format of your choosing, either on disc or ready for you to download from our server.*

**Contact Darren on 07540 521154 or email [advertising@eq-mag.co.uk](mailto:advertising@eq-mag.co.uk) for more information**