

# AUDIENCE BREAKDOWN



The Drum serves the global marketing industry, providing insights on all things digital, creative, advertising, and media-related via its website and magazine.

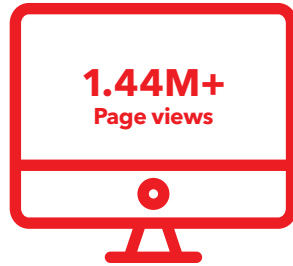
With editorial teams based in three continents, our content attracts a globally diverse audience. Of the 722k unique monthly users to thedrum.com, 59% come from Europe, 28% from the US, and 12% from Asia.

These readers join us from companies operating across the creative spectrum, including agencies, brands, publishers, and ad-tech vendors.

With an editorial proposition inspired by the belief that 'marketing can change the world', The Drum distinguishes itself from other trade titles covering similar core industries. Readers look to The Drum to learn about the latest advancements and innovations shaping the industry and the world at large.

## THEDRUM.COM:

Average Per Month:

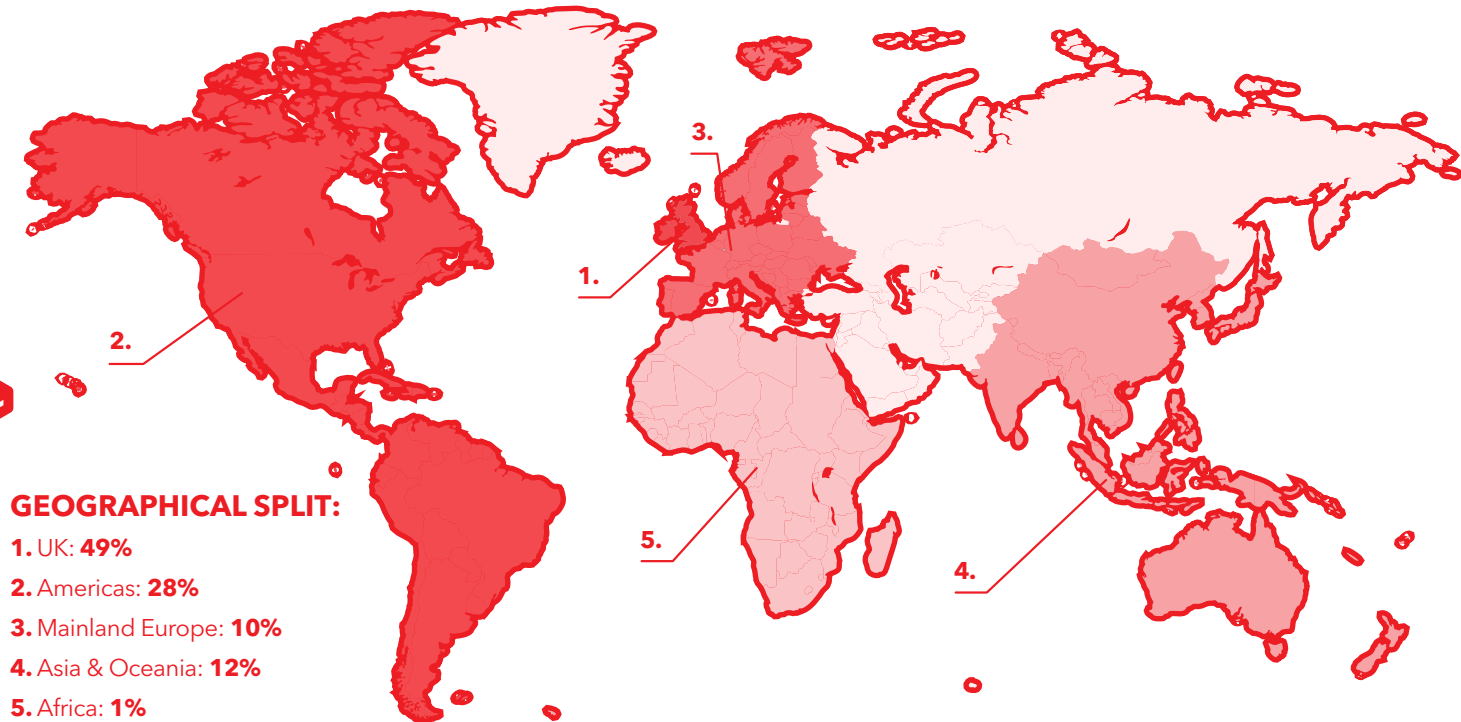
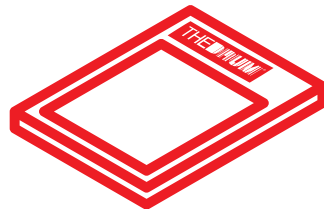


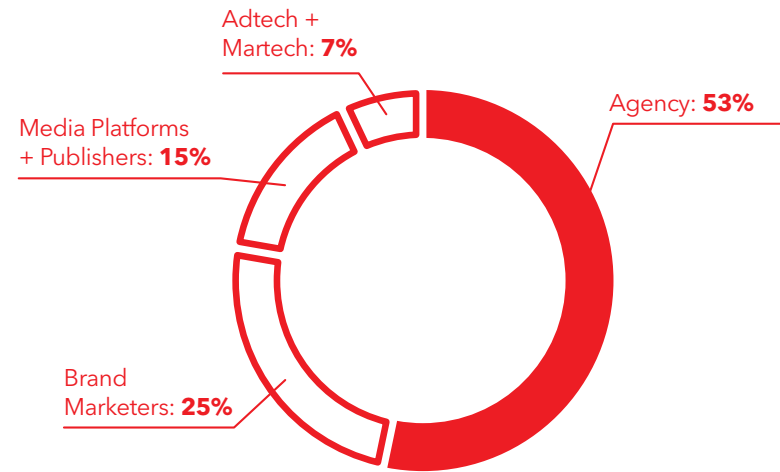
## SOCIAL:



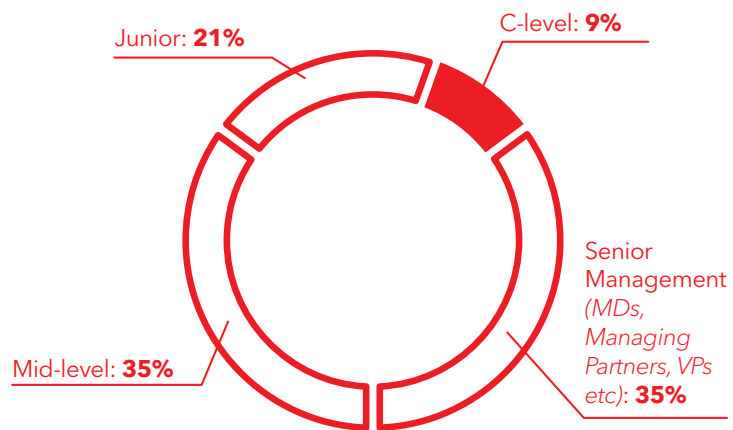
## THE DRUM MAGAZINE

Controlled circulation and subscriptions to the most influential people and companies in marketing

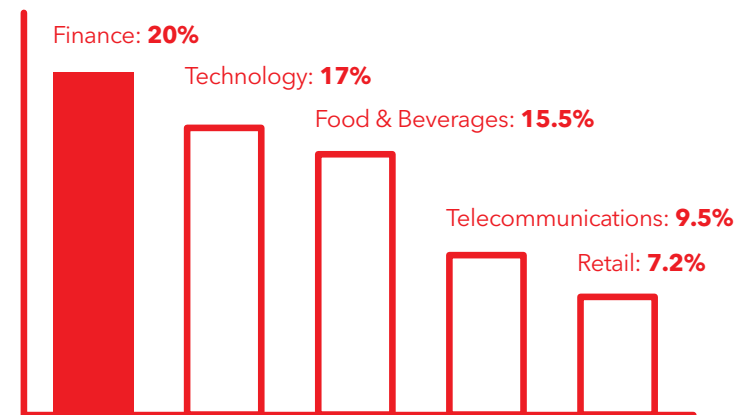




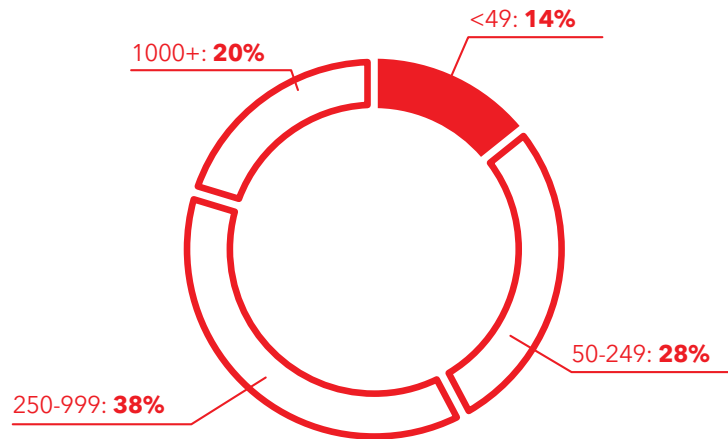
**COMPANY TYPE**



**SENIORITY SPLIT**



**TOP FIVE VERTICALS (BRAND MARKETERS)**



**COMPANY SIZE: NUMBER OF EMPLOYEES**

Visitors to **TheDrum.com** are almost three times as likely to have a household income of **£70K+**, in comparison to the average UK user.

Over **60%** of our users hold an undergraduate degree or higher.

Over **70%** of our users are under 45 years old.

**SOME OF OUR CLIENTS:**

