

THE DRUM®



The Drum's Media
Partnership Programme



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TAKING YOUR EVENT TO THE HEART OF MARKETING

Are you planning a major event? The Drum can help you build its profile through our Media Partnership programme. It could give you access to:

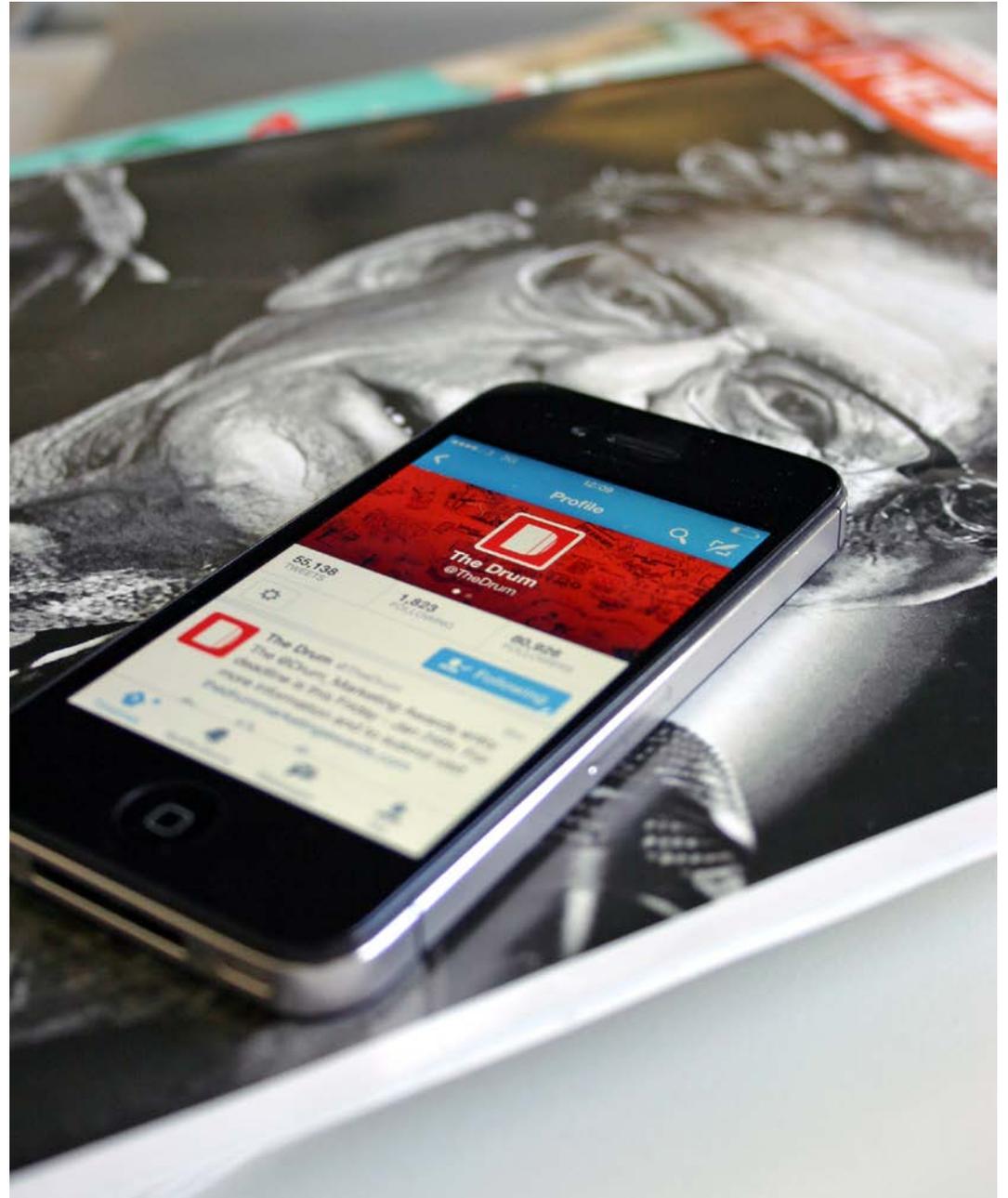
- 750,000 unique monthly online users
- 80,000 Twitter followers
- 16,000 email newsletter subscribers
- And the pages of the PPA Magazine of the Year

Our partnership is designed to help you reach your objectives in terms of delegates, entry fees and the aspirations of your sponsors.

However, The Drum has to carefully assess each partnership to ensure it is in sync with the demands of our readership.

If your event is successfully accepted on to our media partnership programme you could benefit from three main aspects.

- 1) The Drum will endorse your projects - which in its own right will serve as a recognisable quality mark for the media and marketing industry and your potential sponsors alike. You will be able to use our logo across all your literature and collateral.
- 2) The editor of The Drum will be fully briefed on your event - and will consider deploying editorial resource to make sure it is reported on. This aspect however, cannot be guaranteed as the editorial team remains independent and decisions can be affected by a wide range of variables such as what other stories may be emerging on any given day.
- 3) You will be offered a range of commercial options to guarantee a minimum level of coverage (more often than not this is more than surpassed if the editorial team can offer independent coverage).





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GUARANTEED COVERAGE

There are two packages designed to ensure that:

- 1) We can guarantee a certain level of coverage
- 2) You have complete control over the timing of that coverage

Package 1

- The right to use The Drum logo as part of your event
- Enhanced profile on home page of The Drum's what's on section
- Branded content feature which can be used to launch your event. This will be integrated into The Drum's main news feed and will be supported by Tweets.
- This item, together with links to your event website will also feature on The Drum's other key social media channels such as Facebook and LinkedIn.
- Banner advertising on The Drum newsletter - with link to your page.
- Leader board advertising at www.thedrum.com (40,000 impressions).
- Branded content article or full page advertisement in The Drum magazine
- Key account manager within The Drum to coordinate this activity

Total investment £5,727





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Package 2

- The right to use The Drum logo as part of your event
- Enhanced profile of your event on The Drum's what's on section
- Four branded content articles on The Drum website - dealing with launch, speaker programme, content and so on.
- Blogs will be promoted via The Drum Twitter feed and other social media channels
- Banner ad for five days on the Drum newsletter, with links to your website
- A bespoke solus eshot to The Drum email database (up to 1000 contacts).
- Leader board advert on the www.thedrum.com
- One full page advertisement or branded content article in The Drum magazine
- Key account management support

Total investment £7,789

The Drum takes the view that each partnership is unique. We are able to tailor each package to suit the specific objectives of the event. We are happy to discuss this once your event has qualified for our partnership programme.

The Drum can also offer content production should you require support in terms of preparing branded content for the blogs, or even video.

For more information contact the [commercial team](#)

