THE DRUM®

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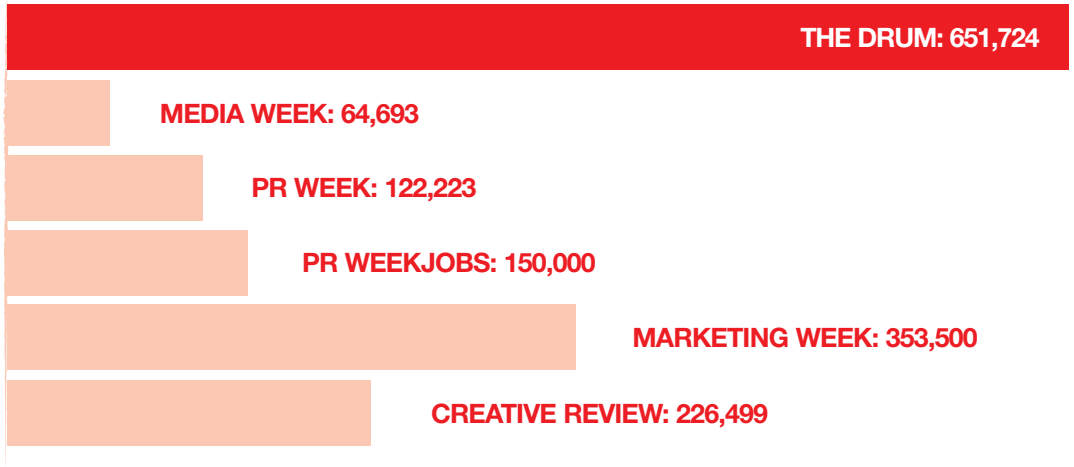
With up to 750,000 unique users a month The Drum is the UK's largest marketing website in terms of unique users and was recently voted PPA Media Brand of the Year.

VITAL STATS

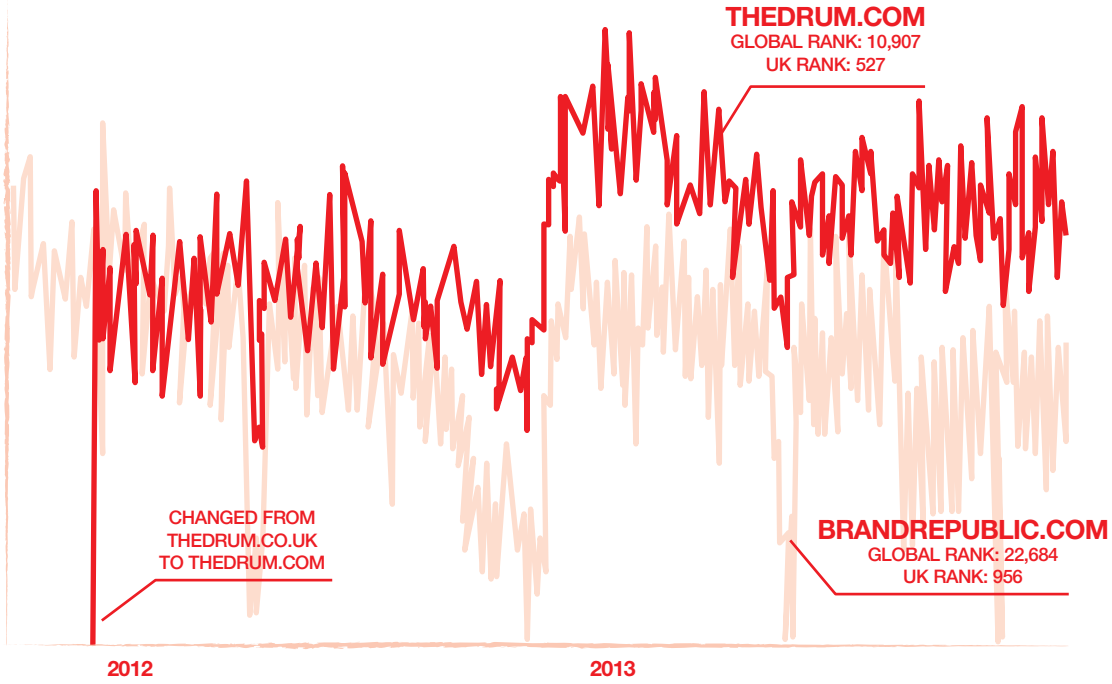
01. According to BRAD Insight in August 2013 this is how we compared to key players in the market…

02. Unfortunately, BRAD Insight does not list Brand Republic. However, this is how they compare to The Drum according to Alexa.com

01.



02.



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The Drum now covers more news than ever before; delivering essential industry information remains at the heart of what The Drum does.

The website attracts on average 1.2m* unique users a month generating over 2m page views*, as far a field as the USA and Australia.

The subscriber only section provides exclusive features, case studies, white papers `nd reports. The drum.com also offers the faculty to recieve customised news, alerts and promotion opportunities for advertisers.

ADVERTISING OPPORTUNITIES ON THE WEBSITE

We offer tailored advertising solutions to suit your needs - microsites, videos, leaderboards, advertorials, various personalised solutions, knowledge banks, e-blasts, surveys and more.

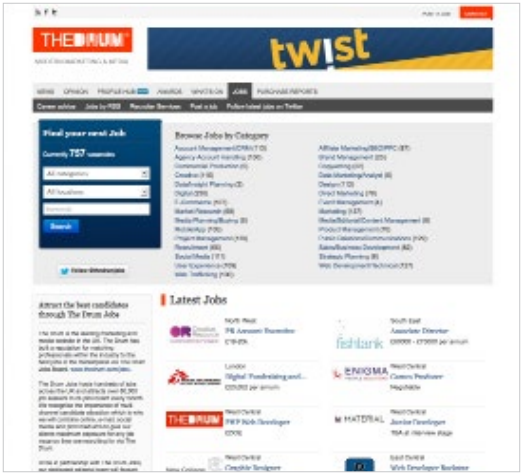
BENEFITS OF USING THEDRUM.COM AS A MARKETING PLATFORM

- Measurable results - whatever online campaigns you choose you can see, measure and track the resluts. We can report findings to suit our campaign objectives
- Numerous opportunities to generate new business leads, bulid your brand and generate traffic to your website
- Raise your profile by getting knowledge bankl coverage and solidify your authority
- Keep ahead of the game and get right in front of top decision makers in the digital, creative, design and marketing industries

For more information contact the commercial team

*Source: Google Analytics

Leaderboard



MPU

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DISPLAY ADVERTISING

Speak to us about tailored solutions that can include microsites, video, native advertising and much more. Basic rates are:

MPU	CPM	£44 + VAT
Leaderboard	CPM	£37 + VAT

HOMEPAGE TAKEOVERS

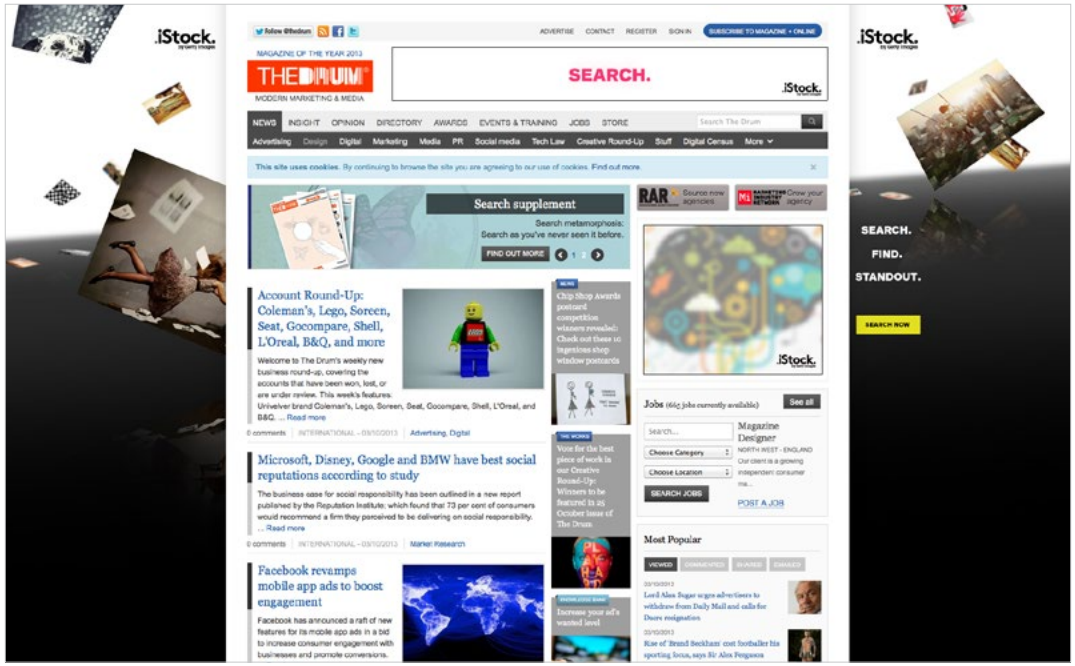
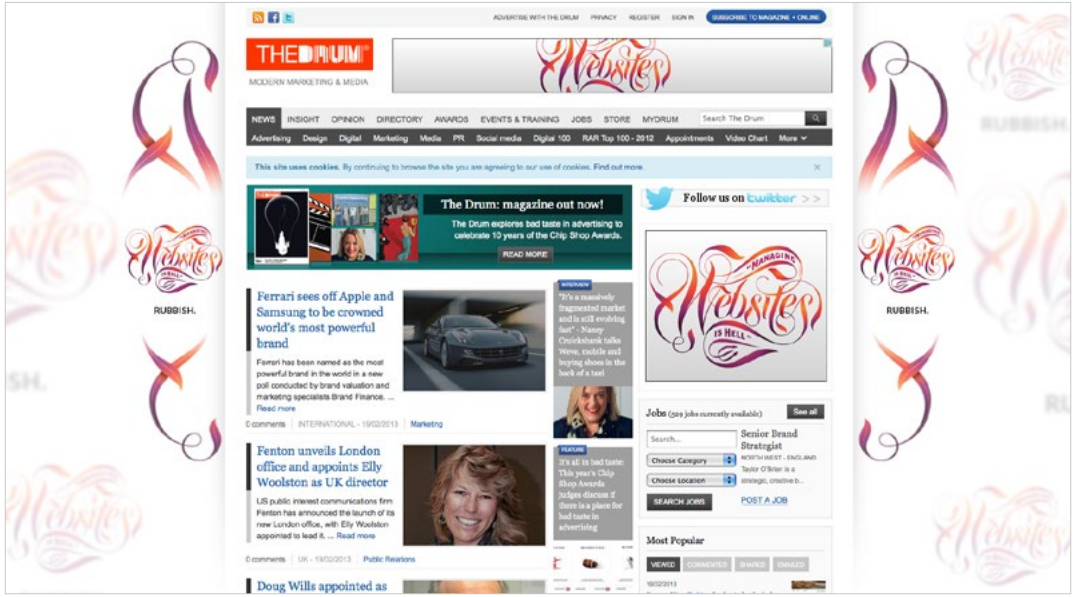
This is your chance to dominate the screens of the 30,000 unique users who visit The Drum every day. Why not consider combining this option with sponsorship of The Drum newsletter for additional impact.

HUB PAGE TAKEOVERS

These packages allow you to target users of specific areas of The Drum site that include:

- Advertising
- Design
- Digital
- Marketing
- PR
- Social Media
- Tech Law
- Creative Works

As well as having full branding within these sections sponsorship can also include ownership of sector specific weekly newsletters which relate to them.

Hub Page Takeover: £2,750 + VAT per month

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