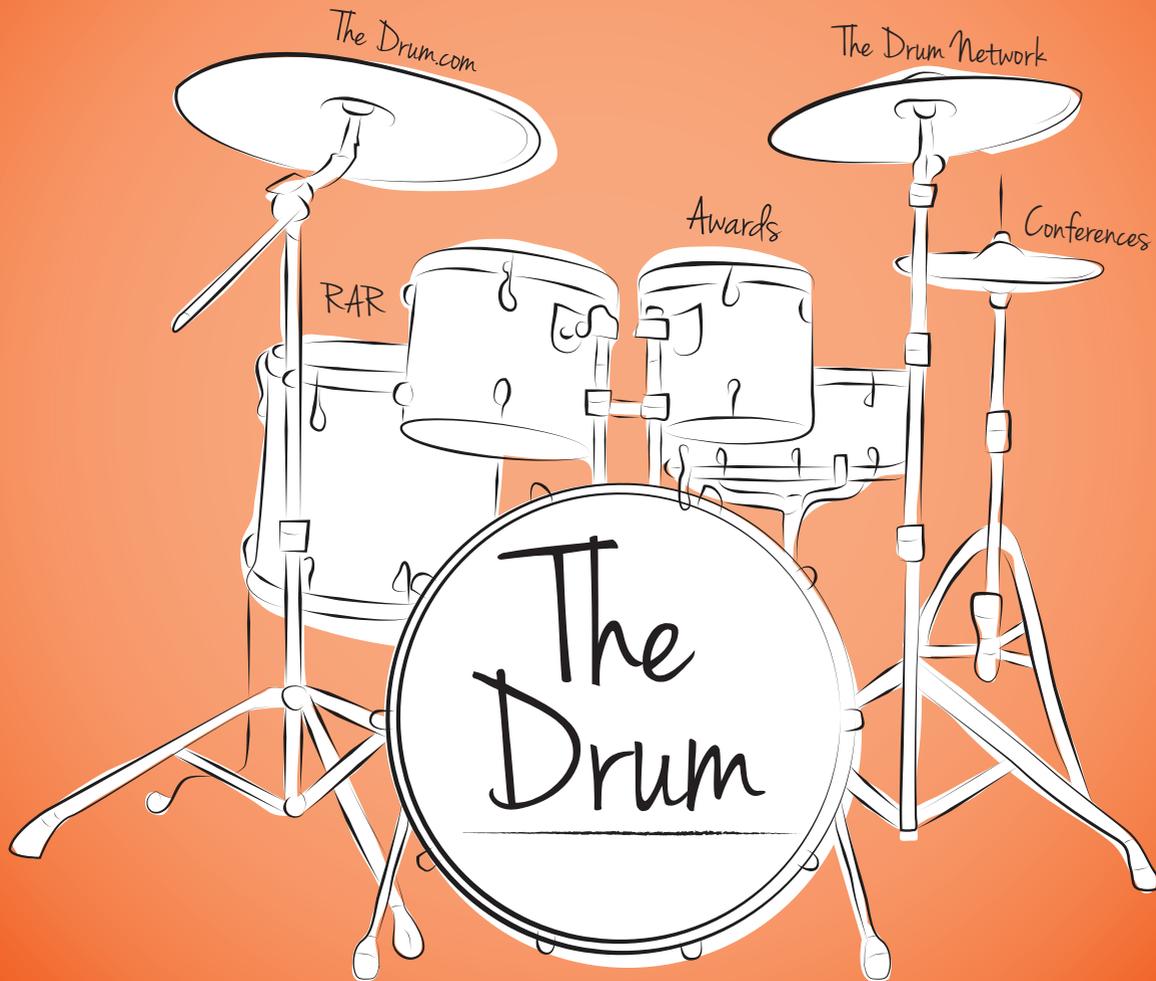


THE DRUM[®] kit



YOUR GUIDE TO THE PPA MEDIA BRAND OF THE YEAR 2013/14

Contents

- 03 Introduction
- 04 Biggest & Best
- 06 The Drum in Numbers
- 08 More than a website, more than a magazine
- 10 Our Ecosystem
- 12 Recommended Agency Register (RAR)
- 13 The Drum Network
- 14 Awards
- 15 Events
- 16 Features
- 18 Special services
- 19 Partners
- 20 Contact details



Introduction

The Drum is the UK's largest marketing website by unique views. It is also the PPA Magazine of the Year and the PPA Media Brand of the Year.

2013 was our most successful year ever:

- Revenue saw a 30% growth
- Audience grew by a massive 41%
- Staff up by 24%
- Launched a London office
- Recruited journalists, commercial, marketing and developer staff
- Invested across the board at a time when our rivals were retreating from the market

What's our secret? We believe in partnerships, in collaboration and agility. Our passion is creative thinking. And our aim is to introduce those who have great ideas to those who are seeking them.

That is why we would love to work with you to demonstrate the power of this formula and prove to you that when it comes to building profile, you can't beat The Drum.



Gordon Young
PPA Editor of the Year 2013/14

Biggest & best

- PPA Magazine of the Year
- PPA Media Brand of the Year
- PPA Editor of the Year
- PPA Magazine Design of the Year



TheDrum.com



(FIGURES: PUBLISHERS STATEMENTS FROM MEDIA KITS)

This is how they compare to The Drum on Alexa.com



(FIGURES: ALEXA JUNE 2014)

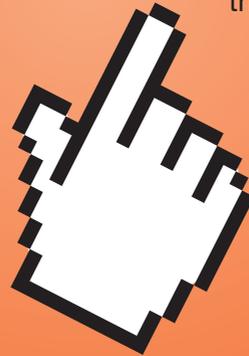
The Drum in numbers



10 million visits to the drum.com in the last 12 months, with over 1 million from the US, while number of visitors a month grew to an average of 1 million

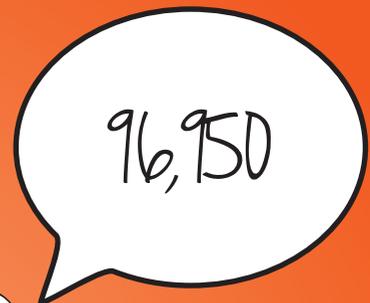
520th

biggest website in the UK and the 11,305th biggest website in the world

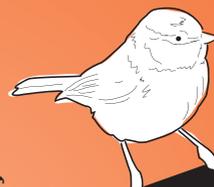


7 - That's how many awards we won last year, including Business Magazine of the Year, Media Brand of the Year and Editor of the Year

#1 media and marketing website in the UK, ahead of Haymarket's Brand Republic website and Centaur's Marketing Week and Design Week



96,950



96,950 Twitter followers

6 MILLION
unique visitors during 2013,
71 per cent up year-on-year
compared to 2012



13,554

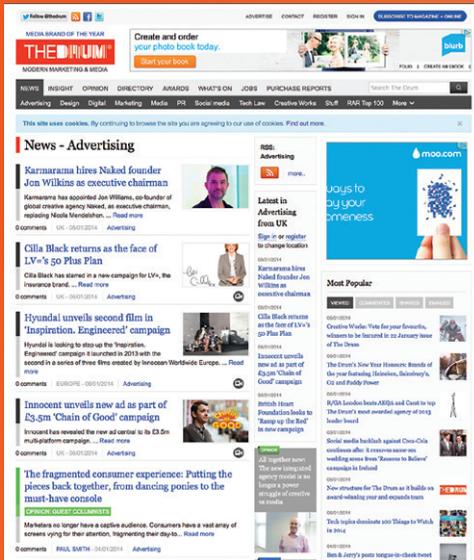
Facebook Likes



25 magazines, 17 digital media supplements, six regional reviews and six industry polls

More than a website, more than a magazine

The PPA award for Media Brand of the Year says it all. The Drum is a product of this new digital age. We engage our audience from a broad range of angles, and a variety of levels. You will find us where our audience are - whether that is online, offline, on their mobile or at a live event.



thedrum.com

1,000 stories a month published.
Largest UK-based marketing site



The Drum Network
Working to build the profile and success of agencies.



The Drum magazine
Published fortnightly; PPA
magazine of the year



RAR

Recommended Agency Register: Constantly
researches what clients think of their agencies.
Over 20,000 client references on its systems.



(Client)



(Agency)



Our ecosystem

The Drum is a vast information and knowledge ecosystem. At the centre is the website and the magazine, which draws in and then disseminates a huge amount of stories, information and data.

Our journalists publish around 1,000 stories a month. The website runs seven days a week. And thanks to the fact we have journalists in the US and Australia as well as London and Glasgow the sun never sets on The Drum empire. We are the UK's only 24/7 marketing website.

That is perhaps why we are growing our global audiences. Around 15% of our traffic, for example, comes from the US.

Recommended Agency Register

The Recommended Agencies Register (RAR) is a client facing organisation. It invites marketing departments to rate their marketing services providers. Those that achieve a certain score become part of the Recommended Register.

At the last count 20,000 clients had taken part in this process. That is 20,000 client organisations actively engaged and feeding into our ecosystem.

The quality of this data allows RAR to fulfil a key service by helping clients like Costa Coffee appoint the right suppliers.

However, it also transfers a huge amount of information back to The Drum.

For example, we publish a range of surveys - the Digital, Design and Advertising reports. Before we consider agencies for inclusion in these reports they must first be RAR registered – how could we ever recommend to our readers an agency which has not won the recommendation of its own clients?

The Drum Network

And on the other flank is The Drum Network which focusses on marketing services. Its aim is to draw on the experience of The Drum team combined with the might of The Drum's huge network of contacts to make its members more successful.

It does this by helping to raise their profile by using our channels more effectively. However, it is also about helping them become more competitive by exposing them to conference, seminar and training opportunities as well as peer-to-peer training. Our mentors are drawn from the ranks of individuals who have achieved success in their own right.

The Drum Network is all about offering practical insights and practical solutions.

It also offers great sponsorship opportunities if you are in the business of targeting fast-growing marketing service businesses.



Awards

Measuring, rating and understanding the market is a key part of what The Drum is all about.

Sharing this information helps us promote and support good practice - and helps with our agenda of introducing people in search of great ideas, with those who have these great ideas.

But it is also a way of bringing our clients and their potential customers together as well.

Across our awards and conferences we have unique and innovative sponsorship packages that allow our partners to engage their target audiences in relevant, arresting and sometimes irreverent ways.

Events The Drum is behind include:

- RAR Awards
- The Drum Digital Trading Awards
- The Drum Design Awards
- The Drum Marketing Awards
- Roses Creative Awards
- Moma (Marketing on Mobile Awards)
- Scottish Design Awards
- Online Media Awards
- Chip Shop Awards
- RAR Digital Awards
- Recruitment Business Awards
- Scottish Event Awards
- Scottish Creative Awards
- Cream Midlands
- Dadi (Drum Awards for the Digital Industries)
- The Drum Network Awards
- COOH (Creative Out of Home Awards)
- Social Buzz Awards
- UK Event Awards

Events

The Drum runs a series of innovative and challenging events across the year covering a wide variety of topics and disciplines.

The Drum Live, 9th July 2014

Join us and our entire editorial team together in one room, in one venue for one day. The mission: Real - life insights in real-time.

The Joy of CX, 16th October 2014

The future of brands belongs to the gatekeepers of experience. If business is about creating a customer, if experience is at the heart of brand perception then customer experience (CX) less about segmentation, data mining and the information that technology brings and more about what your customer feel and believe about the products & services you provide.

Brief Encounters, 11th November 2014

Join The Drum and a group of the industry's leading experts who will offer up the benefits of their insights from both a client and an agency perspective on the most effective new business strategies.

Disruption Day, 27th November 2014

This event will look at how disruptive technologies will affect your business. Can it survive in its present form? And how soon do you need to take action?

Digital Convergence, 5th March 2015

Build successful multichannel strategies that connect with customers in meaningful ways. We will be examining how the convergence of marketing silos is affecting ways that consumers buy and the implications for the ways that you can sell your brands.

Agency Acceleration, 13 & 14th May 2015

Agency leaders want their businesses to be successful, expand whilst maintaining profit, offer innovative services, attract the right mix of staff, and work with great clients. However these ambitions bring with them intricacies.

DATE	IN-MAG FEATURE	SUPPLEMENTS
Jan 8th	Most Awarded; New Year Honours	
Jan 22nd	Mobile	
Feb 5th	Branding; ECRM – email marketing	
Feb 19th	Digital Trading	
March 5th	Search	
March 19th	Performance	Design Census
April 2nd	Social media review	
April 16th	Data & Analytics	
April 30th	Mobile	Designerati
May 14th		Independent Agencies Census
May 28th		Digital Trading Review – includes DTA Manifesto
June 11th	Content Marketing	Blackwell's Britain – Bristol & Bath
June 25th		
July 9th	Creative Commonwealth; Outdoor; Birmingham	
July 23rd	Drum Live issue	
Aug 6th		Advertising Census; Paper & Print
Aug 20th	Recruitment; 30 under 30; Scotland	Amsterdam; Adverati
Sept 3rd	Retail and ecommerce	Search Top 50; Manchester; Assorted Nuts
Sept 17th	Digital Trading	Digital Census; Mobile Top 50
Oct 1st	Search; Newcastle	
Oct 15th	Performance	Digerati
Oct 29th	CX	
Nov 12th	PR and reputation management	
Nov 26th	Digital Trading	Social Buzz (Top 50)
Dec 10th	Mobile	RAR Top 100 (Outside London); Digital Adv Buyers' Guide; Girl Guides
Dec 17th	Annual Review Special Project	

Features

In 2014 The Drum will be publishing a range of special reports and features across both its offline magazine and online platforms.

They provide opportunities for:

- Sponsorship
- Branded Content
- Online and offline advertising

Special services

The Drum realizes that most of our clients are unique businesses with unique business objectives.

One size marketing packages do not fit all. We understand that you are in the business of creativity and your own marketing needs to reflect that.

That is why we are happy to sit down and tailor bespoke packages and products to suit each individual business. Through our various platforms we can pretty much guarantee we will have the audience you want to reach.

And now with The Drum Works, our in house content marketing agency we can build more ambitious programs for you. We are the only UK based marketing and media title who can offer that service for you.

These projects can incorporate all our usual platforms but also we are able to build bespoke events, create video content, produce high quality branded content or even a custom publication.

In short, if it can be done, we'll do it.

These packages can be configured in a huge variety of ways to ensure a strong online and offline presence, an opportunity to meet potential customers face to face, make massive branding statements or the chance to feed a sales lead pipeline.

Partners

Partners we work with include:



For further information and to find out how The Drum can boost your profile contact:

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Anne-Marie Sheedy, Head of Conferences
Anne-Marie.Sheedy@thedrum.com

Lynn Lester, Events Managing Director
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