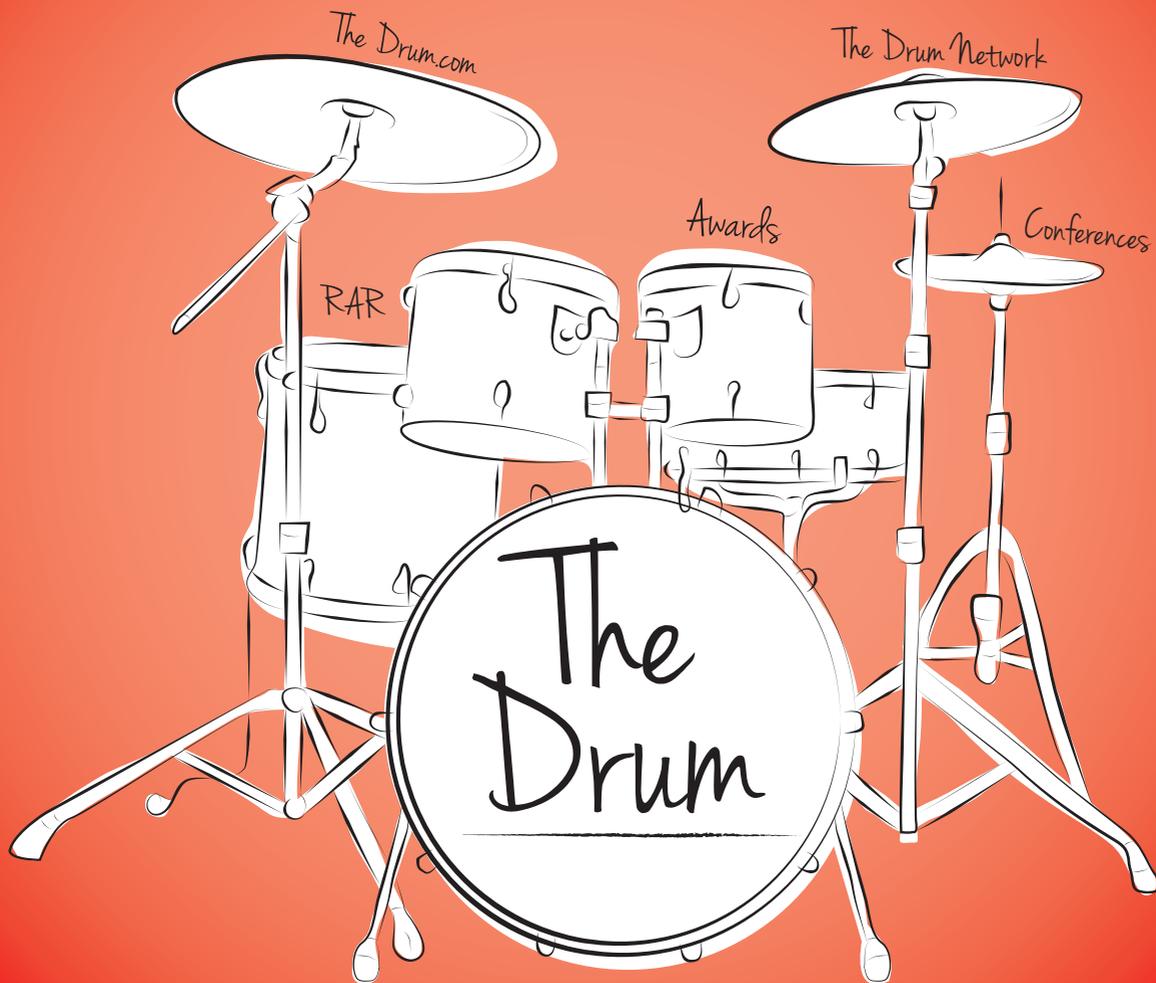


# THE DRUM<sup>®</sup> kit



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

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“The Drum has been tweaking the noses of its more established rivals for some time now in the UK. Its journey from Glasgow to London to New York is a lesson in the opportunities of the internet age. Good luck to them.”

Sir Martin Sorrell, founder and chief executive of WPP

# Contents

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03	Introduction
04	The Drum in Numbers
06	More than a website, more than a magazine
08	Our Ecosystem
10	Recommended Agency Register (RAR)
11	The Drum Network
12	Awards
13	Events
14	International Event Activation Package
15	Features
16	The Drum Works
17	Partners
18	Contact details

# Introduction

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The Drum is Europe's largest marketing media and advertising site by unique views. Recently we have been voted PPA Magazine of the Year, PPA Media Brand of the year and Editorial Team of the year

2014 was an amazing year

- Audience levels grew by 36%
- Staffing levels grew by 27%
- Revenue grew by 41%
- We launched in New York
- We won four major industry awards

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

# The Drum in numbers



**11.5 million** visits to the drum.com in 2014, with over **1.5 million** from the US, while number of visitors a month grew to an average of **850,000**

**10:** That's how many awards we won in the last 18 months, including Business Magazine of the Year, Media Brand of the Year and Editor of the Year

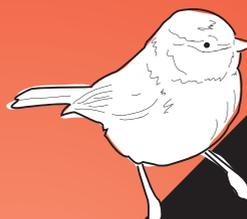


**546TH**  
biggest website in the UK and the **10,594th** biggest website in the world

121K  
Twitter followers

7.7 million

unique users during 2014, **36%** up year on year compared to 2013



17,474  
Facebook Likes

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



25  
magazines,  
+10 supplements



# More than a website, more than a magazine

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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

1,100 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.



RAR

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



*(Client)*



*(Agency)*



# Our ecosystem

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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 reporters publish over 1100 stories a month. The website runs seven days a week and thanks to the fact we have reporters based in the US and Asia as well as London and Glasgow, the sun never sets on our content.

That's why we are well on our way to be the premier global news resource for the marketing, media and advertising world and why our global audiences are growing. Around 22% of our traffic originates in the US and 10% from Asia

# Recommended Agency Register

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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

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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

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**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 Search Awards
- The Drum Dream Awards
- The Drum Network Awards
- COOH (Creative Out of Home Awards)
- Social Buzz Awards
- UK Event Awards

# Events

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

**Media Slap, 3rd April 2015**

A one-day event for publishers that will provide more answers than questions and deliver applied learning rather than more speculation

**Digital Trading Drum Circle, 29th April 2015**

These half-day events are designed to give participants a chance to learn from industry leaders but also to create an environment whereby you can bring to the table specific issues you would like to tackle.

**Agency Acceleration Day, 6th May 2015**

A day focused on addressing all of the challenges that growing agencies face, with a plethora of industry panellists

**Joy of CX, 1st October 2015**

Customer experience is the new battleground and the future of brands belongs to the gatekeepers of experience

**Brief Encounters, 4th November 2015**

Clients will explain how they like to be approached, high growth agencies will reveal their secret weapons and new business experts will expand your client attraction armor

**Disruption Day, 26th November 2015**

How are you going to disrupt your business before someone else does it for you? Join The Drum as we look at ways in which we can disrupt the way we work, rest and play

**Do It Day, TBA**

Do it day' is a movement. It's all about achieving something in a day. Something that makes the world a better place. Even if it's just your world. Scrap the committees. Cancel the meetings. And ditch the excuses. Just pick a task, put aside a day and do it!

# International event activation package



Many organisations spend a huge amount at international events such as Adweek, Cannes and DMEXCO. We can help you cut through the noise and create extra buzz around what you are doing, not only to the audience at the event but those watching the event from afar.

In 2015 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



## 2015 FEATURES LIST

DATE	FEATURES	SUPPLEMENTS
Jan 7th	New Years' Honours/Most Awarded	
Jan 21st		
Feb 4th	Digital trading	
Feb 18th		
Mar 4th	Performance	
Mar 18th		Design Census
Apr 1st	Search	
Apr 15th	Data and Analytics	
Apr 29th		
May 13th		Independent Agencies Census
May 27th		Digital Trading Awards Manifesto
June 10th		
June 24th		
July 8th	Retail/E-commerce	
July 22nd	The Drum Live issue	
Aug 5th	Mobile	
Aug 19th	Recruitment	50 Under 30
Sept 2nd		
Sept 16th		Digital Census, Digerati
Sept 30th		Mobile Top 50
Oct 14th	Search	
Oct 28th		Ad Census, Adverati
Nov 11th		
Nov 25th		RAR Top 100, Social Buzz Top 50
Dec 9th	Disruption Issue	Annual Review

# The Drum Works

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## AUDIENCE-DRIVEN CONTENT

We've got one goal - creating content your customers will love, using unrivalled audience insight and editorial expertise to create compelling brand stories. We know your market, we know your potential customers (probably personally!) and we know exactly the type of content they enjoy. We love this market, we live this industry and we want to help you create the content it deserves. Content to help you build authentic, trusted relationships with your customers to drive more business.

## PLANT YOUR SEED

Any content developed by The Drum Works is designed to be distributed across The Drum's media ecosystem – online, print and social media. Or across your owned media – your website, social media or any other marketing channel. We just want to ensure your audience receives content they love, wherever they are.

## MESSAGING DEVELOPMENT

Great content starts with a great story. Turning your company, its products and its vision into a clear, consistent message is essential.

## CULTIVATE YOUR MESSAGE

- Webinars
- Research

## GROW YOUR BRAND

- Articles, Features, Blogs
- White Papers and Ebooks
- Graphical Storytelling

## TELL YOUR OWN STORY

- Amplifying your owned media
- Case study 'showreels'

[www.thedrum.com/thedrumworks](http://www.thedrum.com/thedrumworks)

# Partners

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Partners we work with include:



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

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