



Advertise on Voice

Who are we?

Voice is an online magazine aimed at 16-25 year olds who love arts and culture. We are a team of editors and media creators who train young commentators.

Voice in numbers

In the year to July 2020 we averaged **over 32,000** visits per month, reaching over 390,000 visits.

During festival months such as for Brighton Fringe (where we are the Youth Media Partner) and for Edinburgh Fringe we are typically even busier. Despite less live activity coverage our numbers have continued to climb with young people's move to online resources in 2020.

Our readership is made up of **16% 18-24 year olds / 29% 25-34 year olds / 17% 35-44 year olds** with most of the rest under 18. Based on registered users who provide a DOB, 73% are under 35.

We have over 5,200 registered users – a number that keeps growing even when we delete old inactive users to keep our site current. These users posted over 1,400 posts in the year alone.

Our audience

Our audience is made up of arts institutions, young creatives and fellow arts charities. During busy periods such as the Brighton Fringe and Edinburgh Fringe, we see a rise in new visitors with specific interests in theatre, comedy and performance. We regularly run Google Ads Campaigns to tie in with particular interests and draw a more specifically focused readership. We can discuss appropriate times of year for specific art forms or ads, depending on the audience you're looking for.

Ad Opportunities

Our ads are either full width banners, which sit on the footer of every page (including the homepage) or sidebar ads which will sit on article pages. Each price is +VAT.

Exclusive advertising, two weeks - £249

Your adverts will show on both the banner ad and side bar ad space for two weeks. This includes a rotating feature on our top image slider of the homepage with a link to a post hosted on our website. Continue the ads on rotation with others for 2 more weeks for an extra £50.

Banner ad, exclusive two weeks - £149

For two weeks, your advert will show on the banner every time.

Banner ad, rotation two weeks - £49

For two weeks, your advert will be shown in rotation with up to 2 other ads.

Side bar ad, exclusive two weeks - £149

For two weeks, your advert will show on the side bar every time.

Side bar ad, rotation two week - £49

For two weeks, your advert will show on the side bar in rotation with up to 2 other ads.

Special rates for Arts Award Supporters and charities

We offer deals for Arts Award Supporter organisations and registered charities across all of our ad packages. We can tailor a package to your needs and provide individual rates.

Not just advertising...

Our ads work best when also supported by interviews, events, opportunities or features on the magazine, which we can also promote via social media and our newsletter for you.

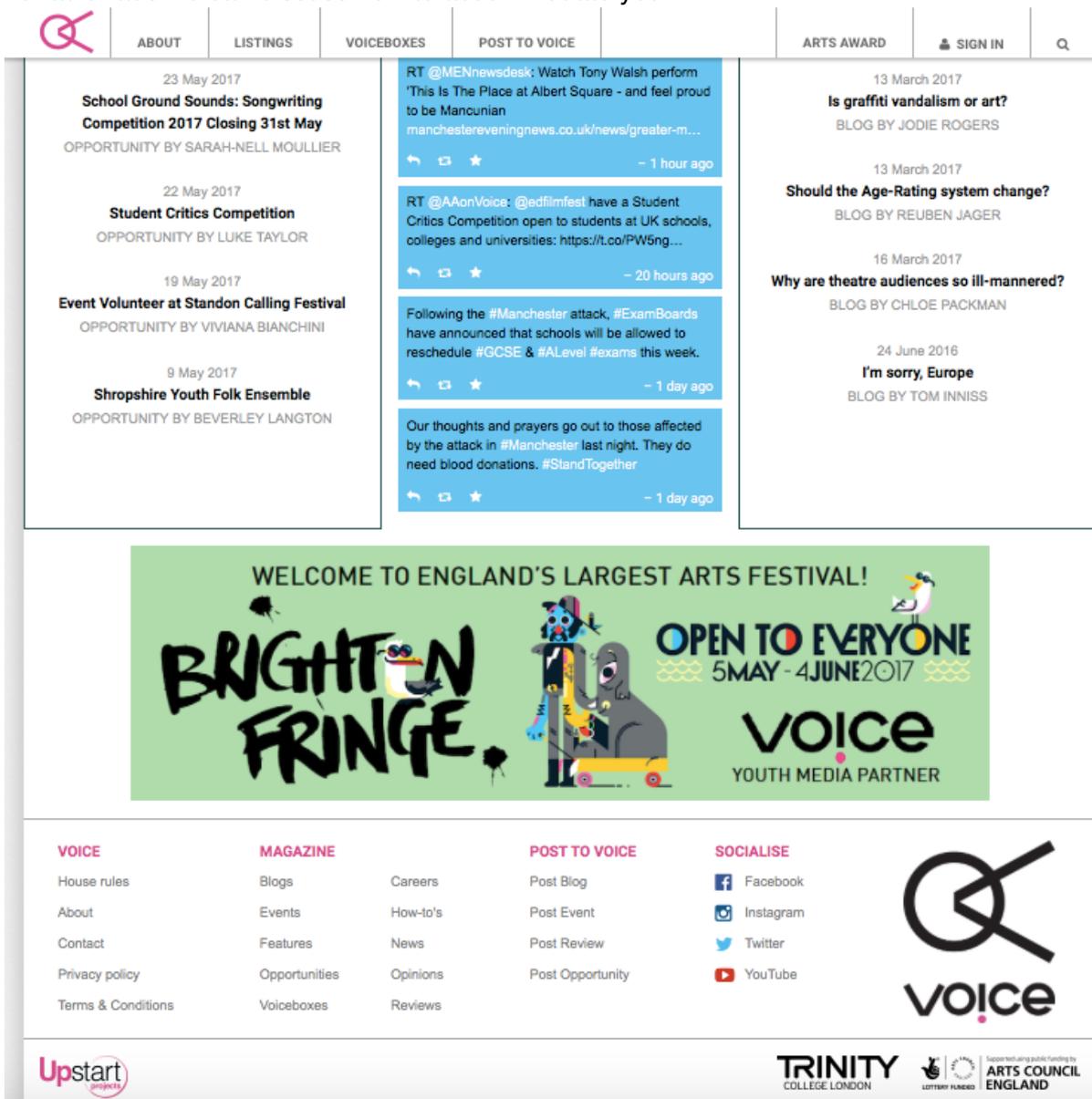
For all advertising enquiries, please contact ads@voicemag.uk

Examples of ads in situ

The Footer Banner Ad

What size? It can be 1000px wide by any height up to 300px.

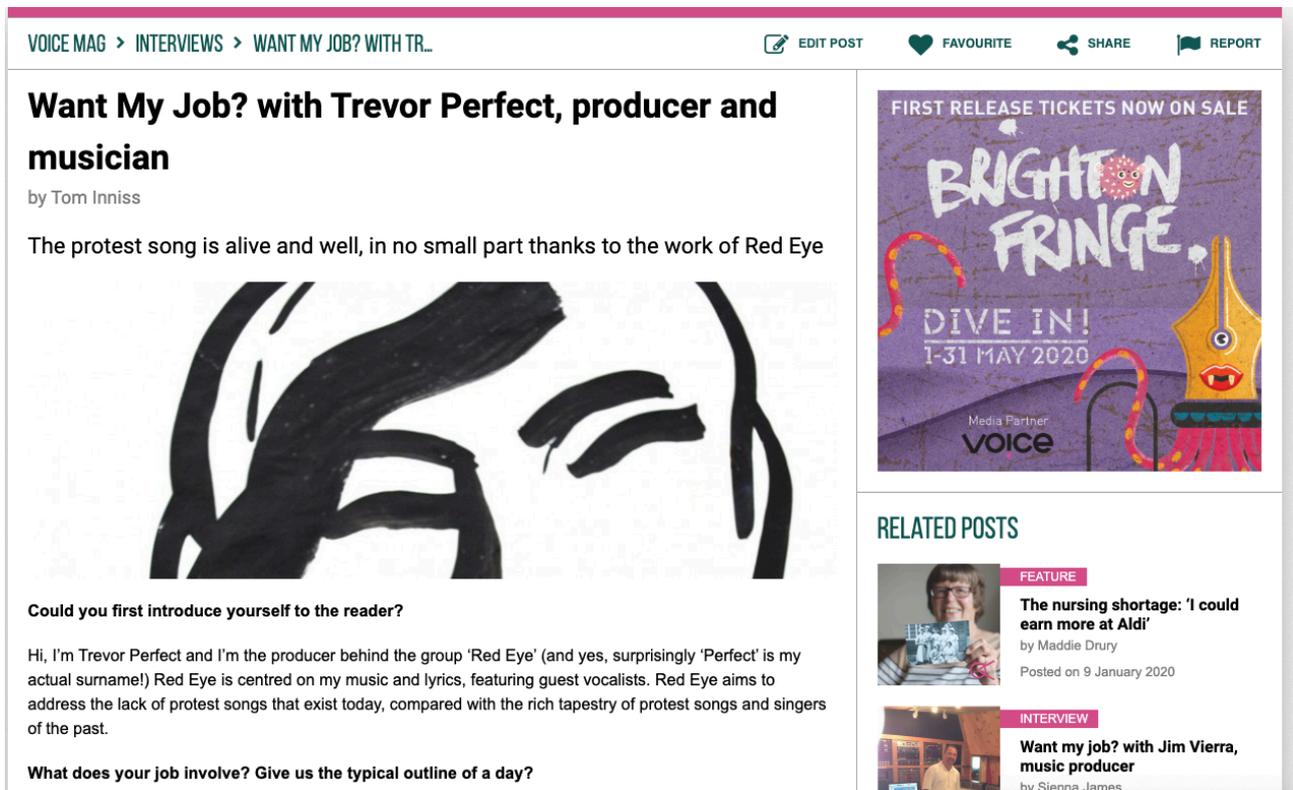
For taller ads we can discuss how to accommodate you.



The screenshot shows the VOICE website interface. At the top, there is a navigation bar with links: ABOUT, LISTINGS, VOICEBOXES, POST TO VOICE, ARTS AWARD, SIGN IN, and a search icon. The main content area is divided into three columns. The left column features four opportunity listings: 'School Ground Sounds: Songwriting Competition 2017 Closing 31st May', 'Student Critics Competition', 'Event Volunteer at Standon Calling Festival', and 'Shropshire Youth Folk Ensemble'. The middle column displays three social media-style posts with text and timestamps. The right column shows three blog posts: 'Is graffiti vandalism or art?', 'Should the Age-Rating system change?', and 'Why are theatre audiences so ill-mannered?'. Below the main content is a large green banner for 'BRIGHTON FRINGE' with the text 'WELCOME TO ENGLAND'S LARGEST ARTS FESTIVAL!', 'OPEN TO EVERYONE 5 MAY - 4 JUNE 2017', and 'VOICE YOUTH MEDIA PARTNER'. The footer contains a grid of links under categories: VOICE, MAGAZINE, POST TO VOICE, and SOCIALISE. It also features logos for Upstart projects, Trinity College London, and Arts Council England.

The Side Bar Ad

What size? It can be 300px wide by any usable height up to 500px.



VOICE MAG > INTERVIEWS > WANT MY JOB? WITH TR...

EDIT POST FAVOURITE SHARE REPORT

Want My Job? with Trevor Perfect, producer and musician

by Tom Inniss

The protest song is alive and well, in no small part thanks to the work of Red Eye



Could you first introduce yourself to the reader?

Hi, I'm Trevor Perfect and I'm the producer behind the group 'Red Eye' (and yes, surprisingly 'Perfect' is my actual surname!) Red Eye is centred on my music and lyrics, featuring guest vocalists. Red Eye aims to address the lack of protest songs that exist today, compared with the rich tapestry of protest songs and singers of the past.

What does your job involve? Give us the typical outline of a day?

FIRST RELEASE TICKETS NOW ON SALE

BRIGHTON FRINGE

DIVE IN! 1-31 MAY 2020

Media Partner VOICE

RELATED POSTS

FEATURE

The nursing shortage: 'I could earn more at Aldi'

by Maddie Drury

Posted on 9 January 2020

INTERVIEW

Want my job? with Jim Vierra, music producer

by Sienna James

The Homepage key feature banner

What size? Firstly, bare in mind that this will be linking to an advertorial, event or opportunity on our site. It will have our logo over the middle & some introductory text like you see in the below screenshot. So the image should be striking and allow the elements on top to be visible. Ideally the image would be: 2000px wide by 720px tall. We will halve this for display; but the 50% reduction is what enables us to show the image in a high quality on HD displays.



ABOUT LISTINGS VOICEBOXES POST TO VOICE ARTS AWARD SIGN IN Q

Culture Dance Film & Media Literature Music Technology Theatre & Performance Visual Arts Careers How-To's News Opinions Reviews More



Opinion: A victory for progressive politics

Little might actually change but yesterday's vote was a huge achievement for progressive politics.

READ

EU citizens could require ID cards under Government Brexit proposals

BY TOM INNIS

30 JUNE 2017

Everything is Possible Review, York Theatre Royal

BY MADDIE DRURY

30 JUNE 2017

Conservative Government reach £1bn deal with DUP

BY TOM INNIS

28 JUNE 2017