



Soundvenue Media Kit 2020

SOUNDVENUE[®]
MEDIA

E-mail: media@soundvenue.com
Phone: (+45) 70 20 00 12

SOUNDVENUE®

**Soundvenue curate the culture, that defines our future.
We ignite the conversations, that bind us together.**

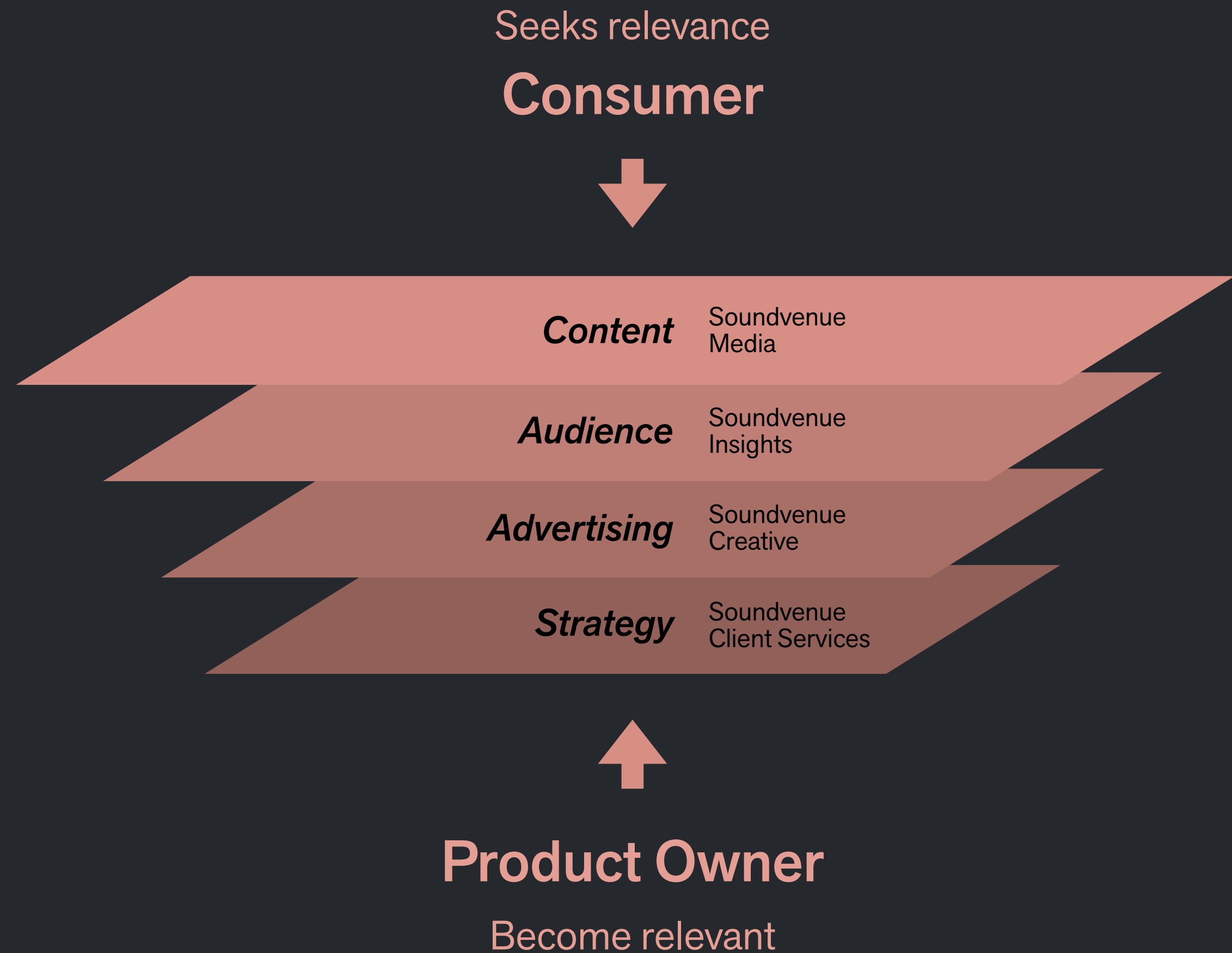
**Our goal is to make your world richer through new music, film,
fashion, and thoughtful life style. Trust us to single out the most
important, fun, and thought provoking art and entertainment and
engage in our discussion and excitement.**

SOUNDVENUE®
be inspired

A DJ with long purple hair is seen from behind, standing on a stage and performing. The DJ is wearing a dark jacket and is surrounded by a large, dense crowd of people. Many of the crowd members have their hands raised, some holding up phones to record. The scene is lit with blue and purple stage lights, creating a vibrant atmosphere. The background shows a large, modern building with a geometric facade.

– dedicated culture
since 2002

**Soundvenue Group
comprises four layers
of business which
form the journey for
either the consumer or
the product owner.**

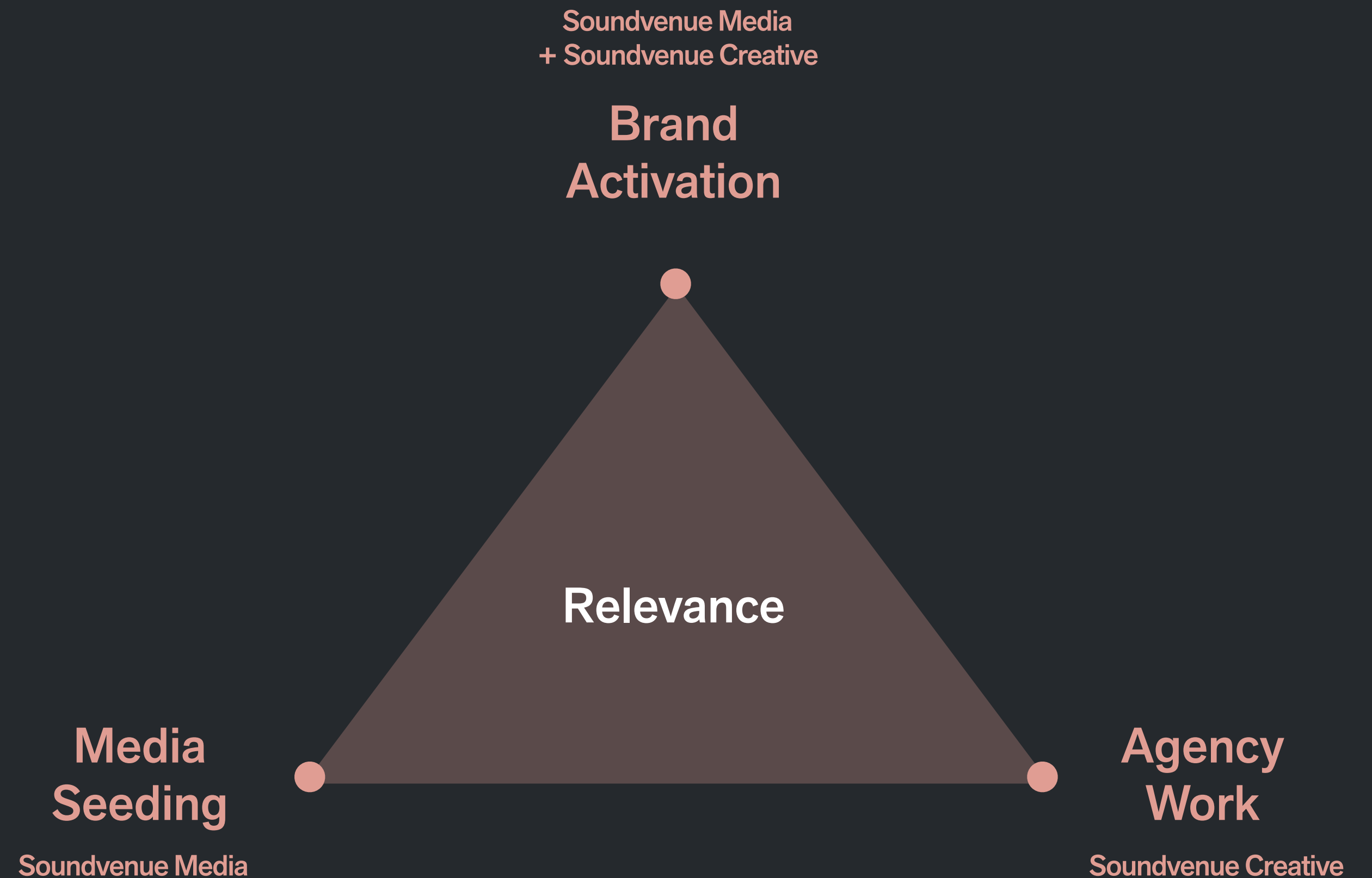


We offer three main services:

Media Seeding in the biggest and most powerful dedicated media.

Agency Work build on insights and created with care and creativity.

Brand Activation through meaningful, co-branded partnerships.



Soundvenue Group A/S 2020

**SOUNDVENUE®
GROUP**

Client Services

Senior
Client
Director

Senior
Client
Director

Senior
Client
Director

Client Planning

Client
Planning
Director

Client
Media
Coordinator

Client Insights

Senior
Data
Specialist

**SOUNDVENUE®
MEDIA**

Lead

Editor in
Chief

Music

Editor

Specialist

Film

Editor

Specialist

Fashion

Editor

Specialist

Purchase

Editor

**SOUNDVENUE®
CREATIVE**

Concept / Story

Concept
Lead

Copy
Writer

Video

Video
Lead

Video
Producer
Senior

Digital

Digital
Lead

Junior
Digital
Designer

Lead

Creative
Lead

Audience Insights

550.000 +

unique users visit
Soundvenue.com
every month

03:50 +

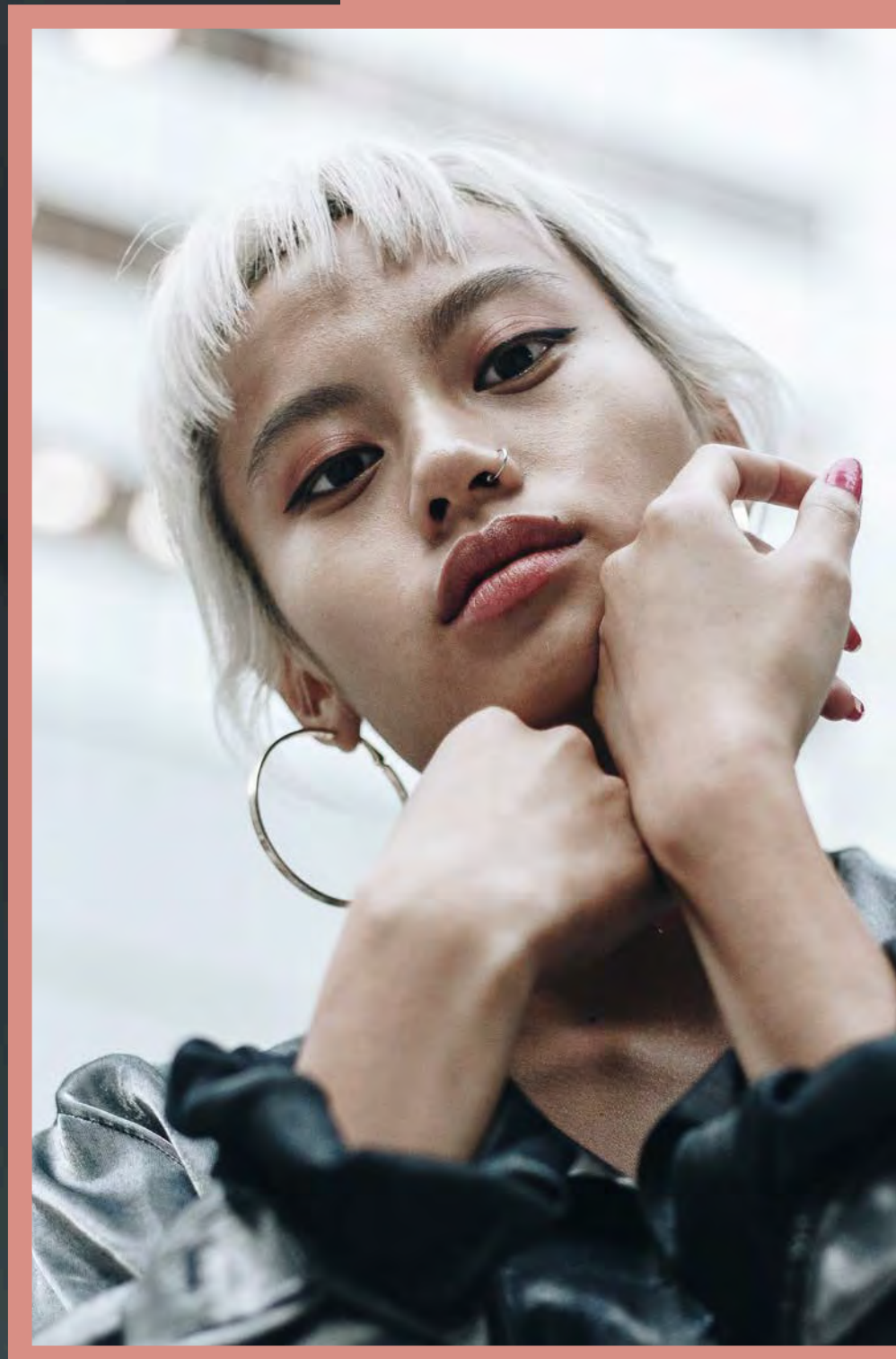
is the average time
in minutes spent
per unique user

190.000 +

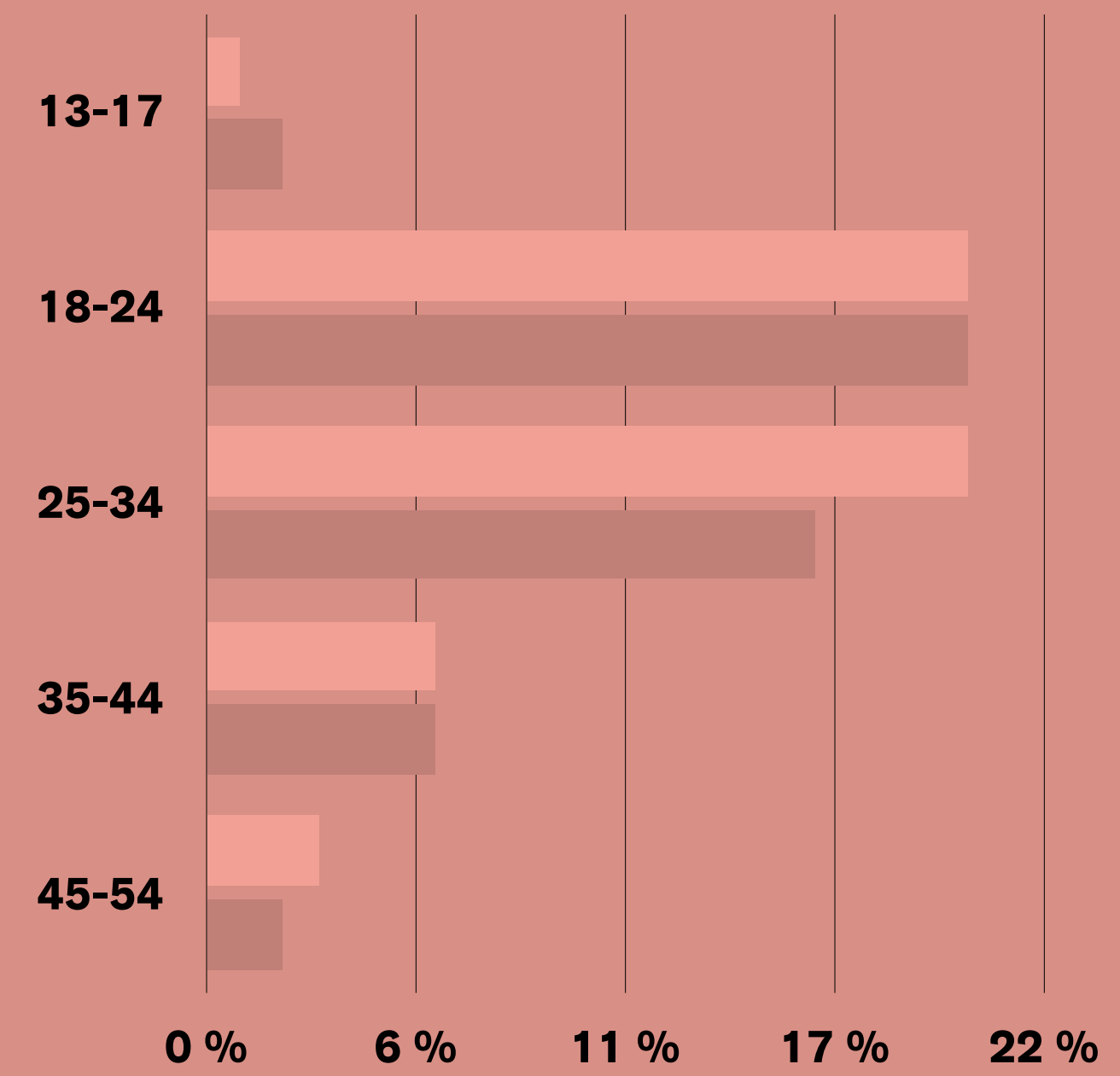
get daily updates
from Soundvenue
on social media

Soundvenue.com has an online reach of approx. 500,000 unique visitors a month. More than 75% of them are 18-35 y/o. That covers roughly 30% of the total population in this age range in Denmark. This makes Soundvenue the biggest digital media in Denmark dedicated a target audience of 18-35 y/o, and places Soundvenue.com in the top 35 of the most visited websites in Denmark.

The typical Soundvenue readers are heavy consumers of urban culture with an equal representation of men and women. They are resourceful, creative and curious young people who thrive with a vibrant, changeable lifestyle.

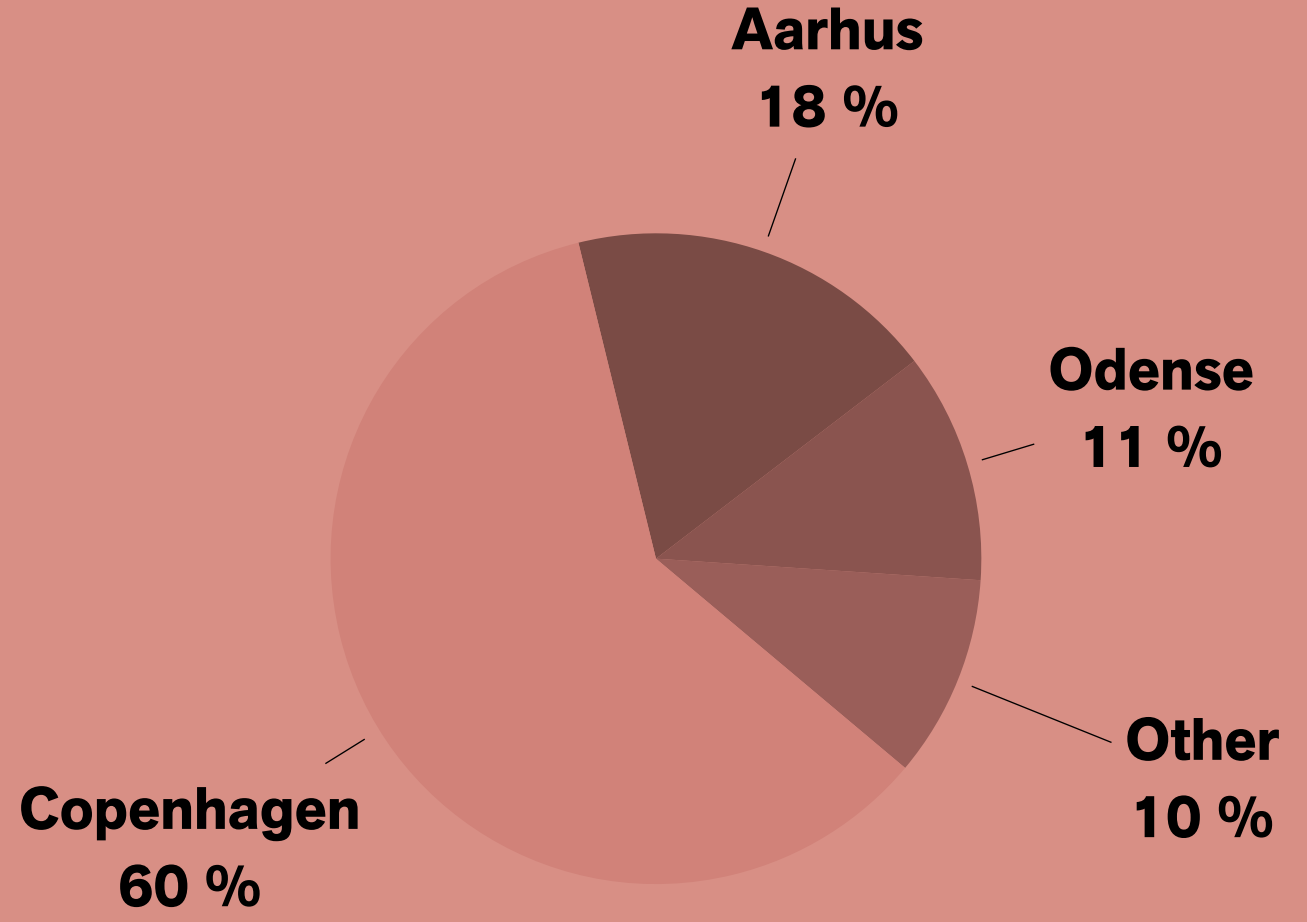


Gender & Age

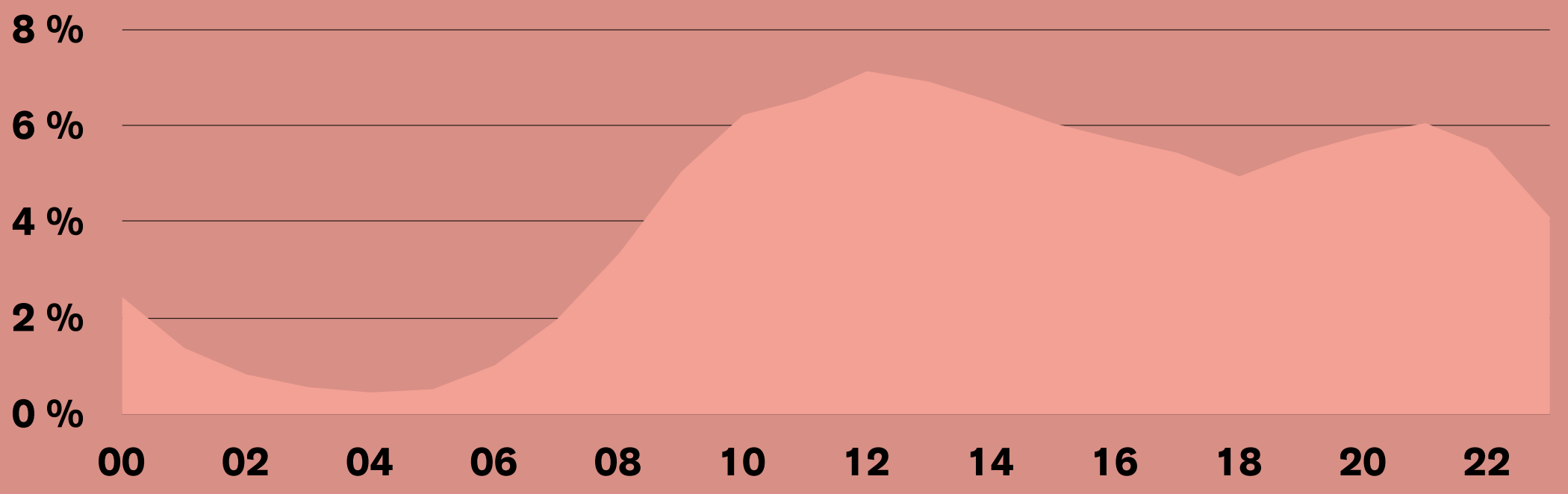


Female (53%)
Male (47%)

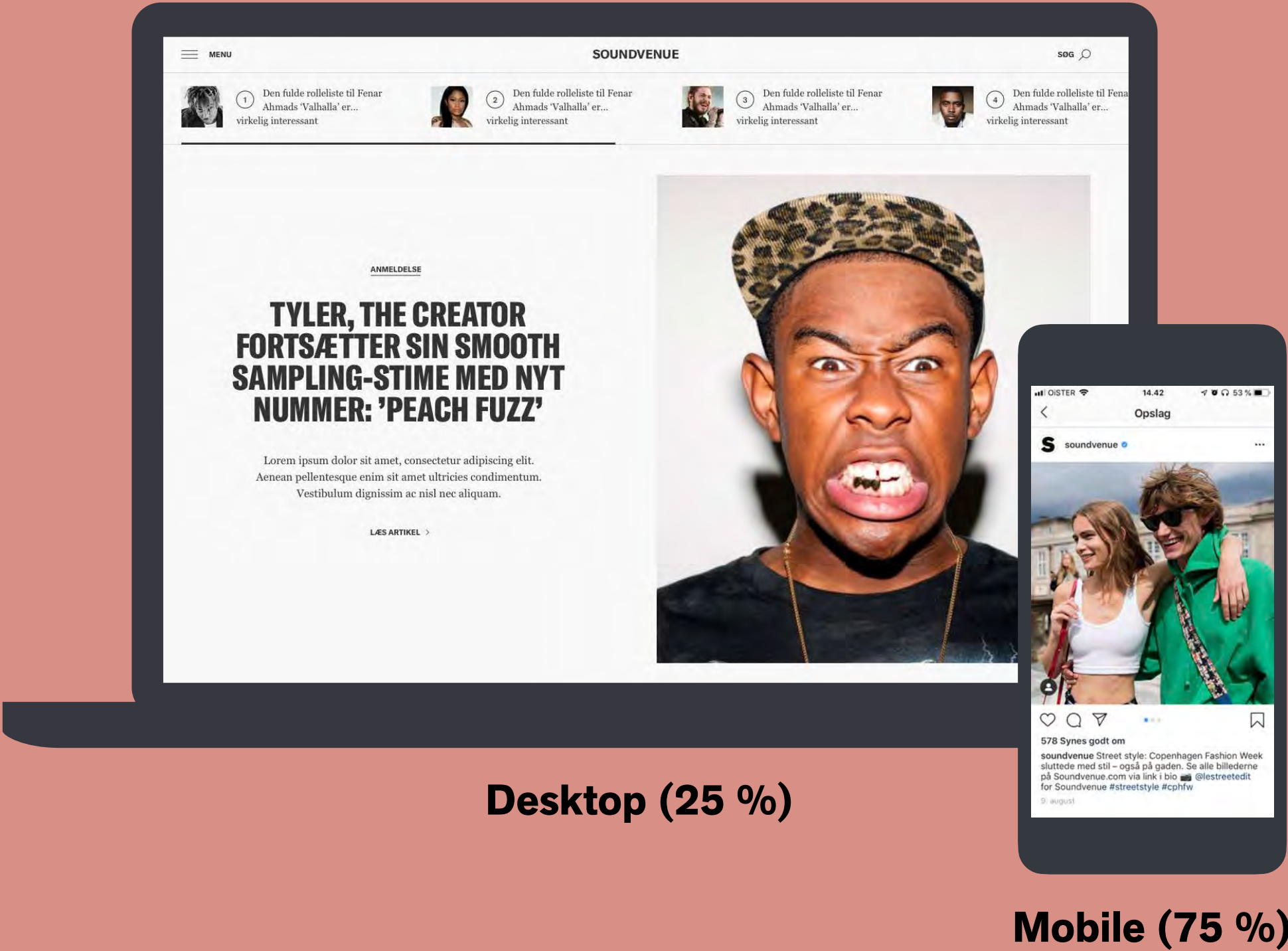
Geographic Location



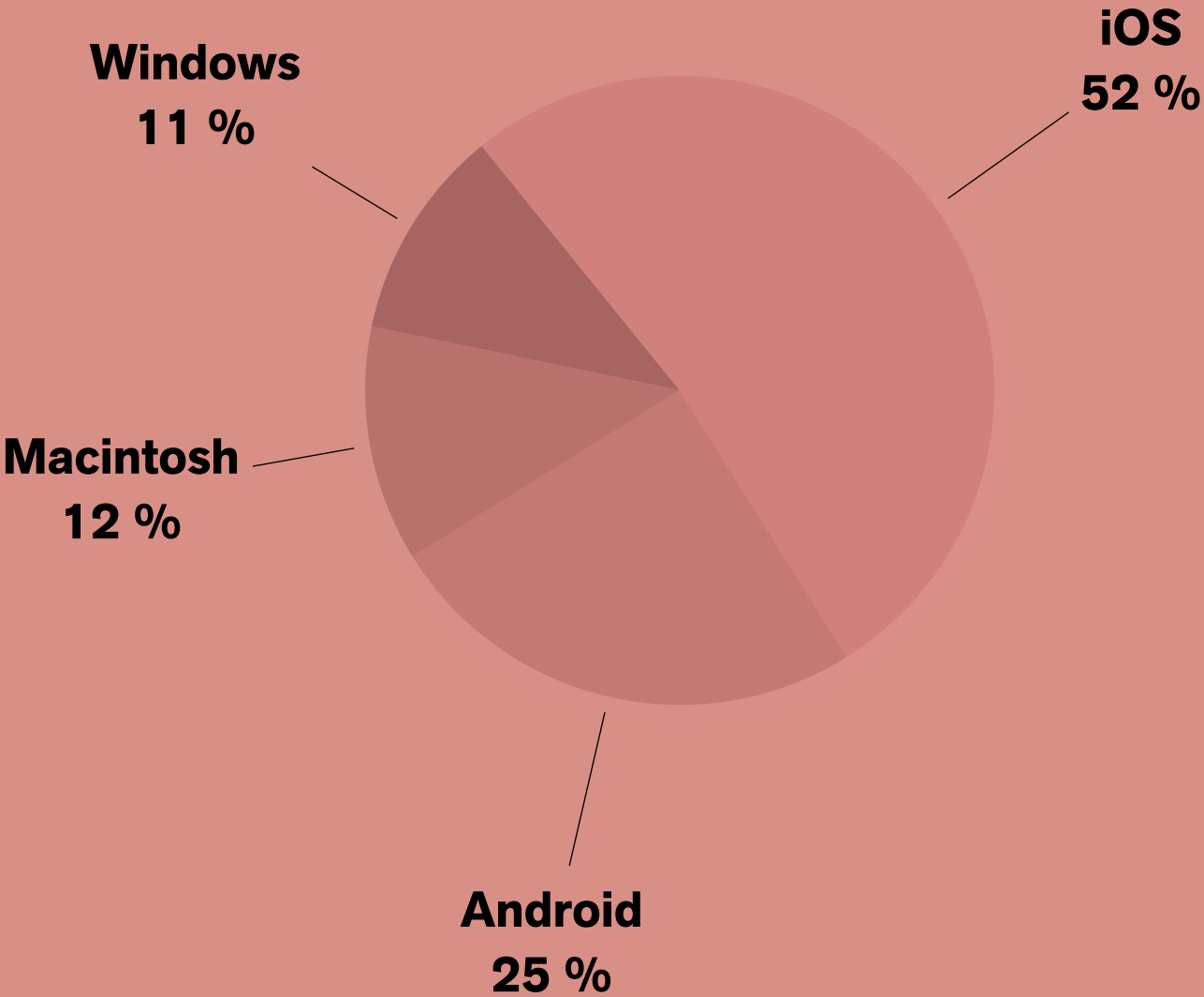
Hourly Traffic



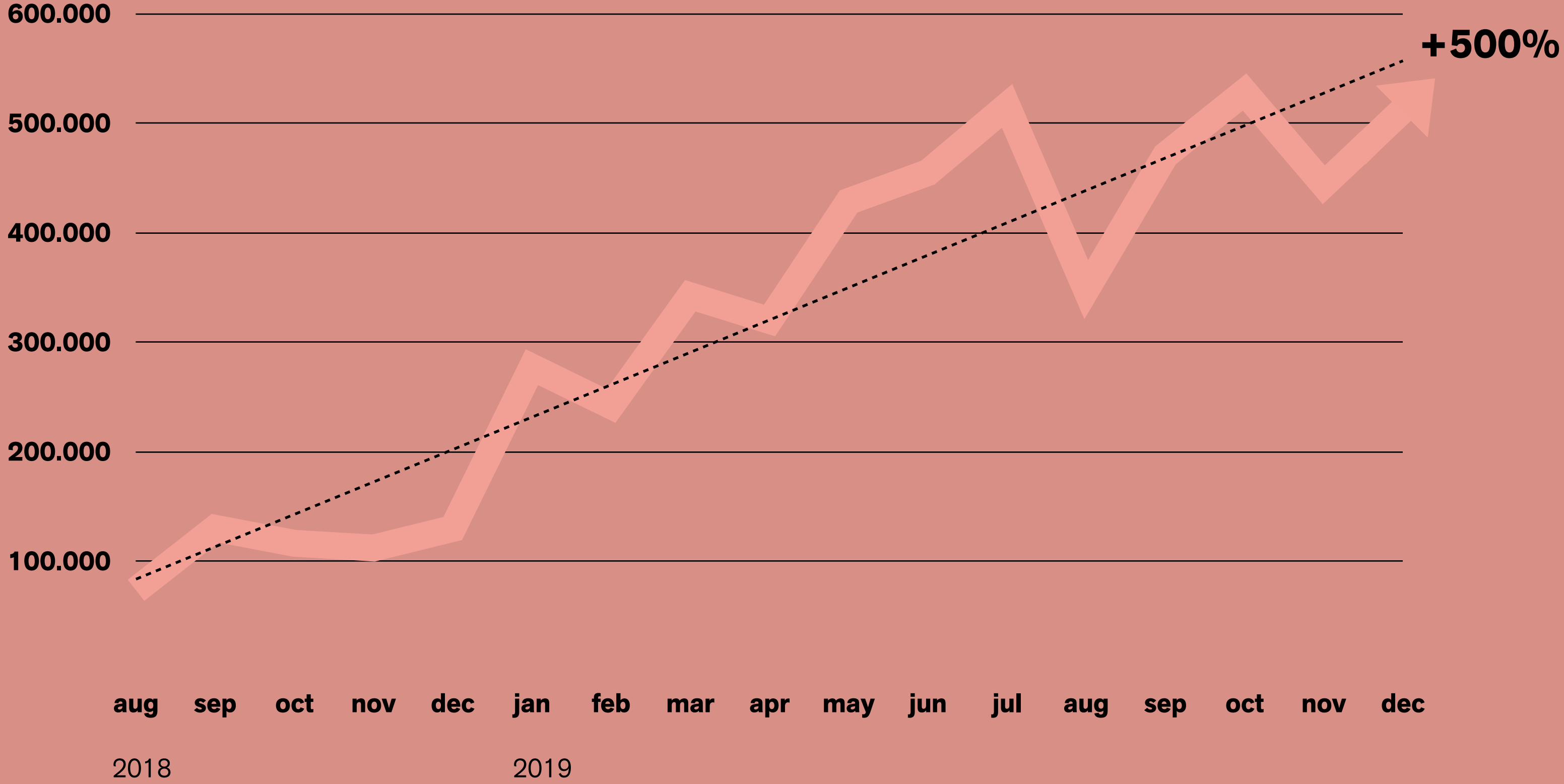
Platform division



Operating System



Development in unique users on Soundvenue.com



Rank	Publisher	Users	Pageviews	Avg. Time
30	altinget.dk	558.992	1.900.528	00:04:19
31	realityportalen.dk	557.298	5.650.732	00:03:13
32	borsen.dk	531.474	10.074.718	00:06:00
33	soundvenue.com	512.300	1.854.749	00:03:51
34	avisen.dk	460.865	1.362.497	00:02:56
...				
51	gaffa.dk	246.554	938.232	00:03:12
66	euroman.dk	166.661	511.813	00:03:17

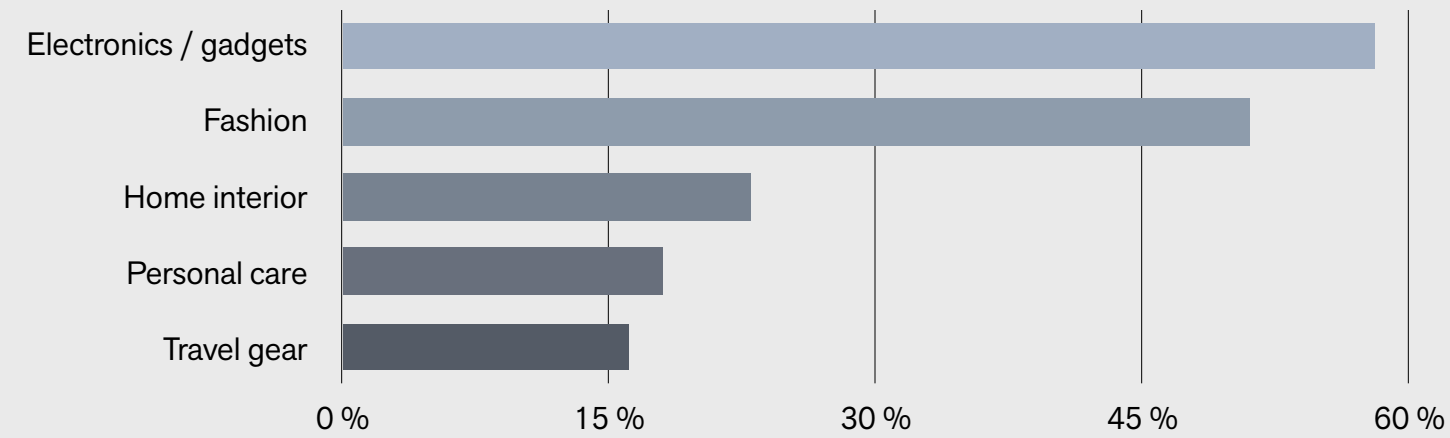
Surveys by Soundvenue Insights give information on Consumer Habits among Target Audience. For more details, contact insights@soundvenue.com.

Highest completed education	%
Primary school	11 %
Secondary Education (Gymnasium, HF, HHX, HTX)	28 %
Training and Profession	5 %
Short higher education (1-2 years)	4 %
Higher education (2-4 years)	24 %
Higher education (min. 5 years)	24 %

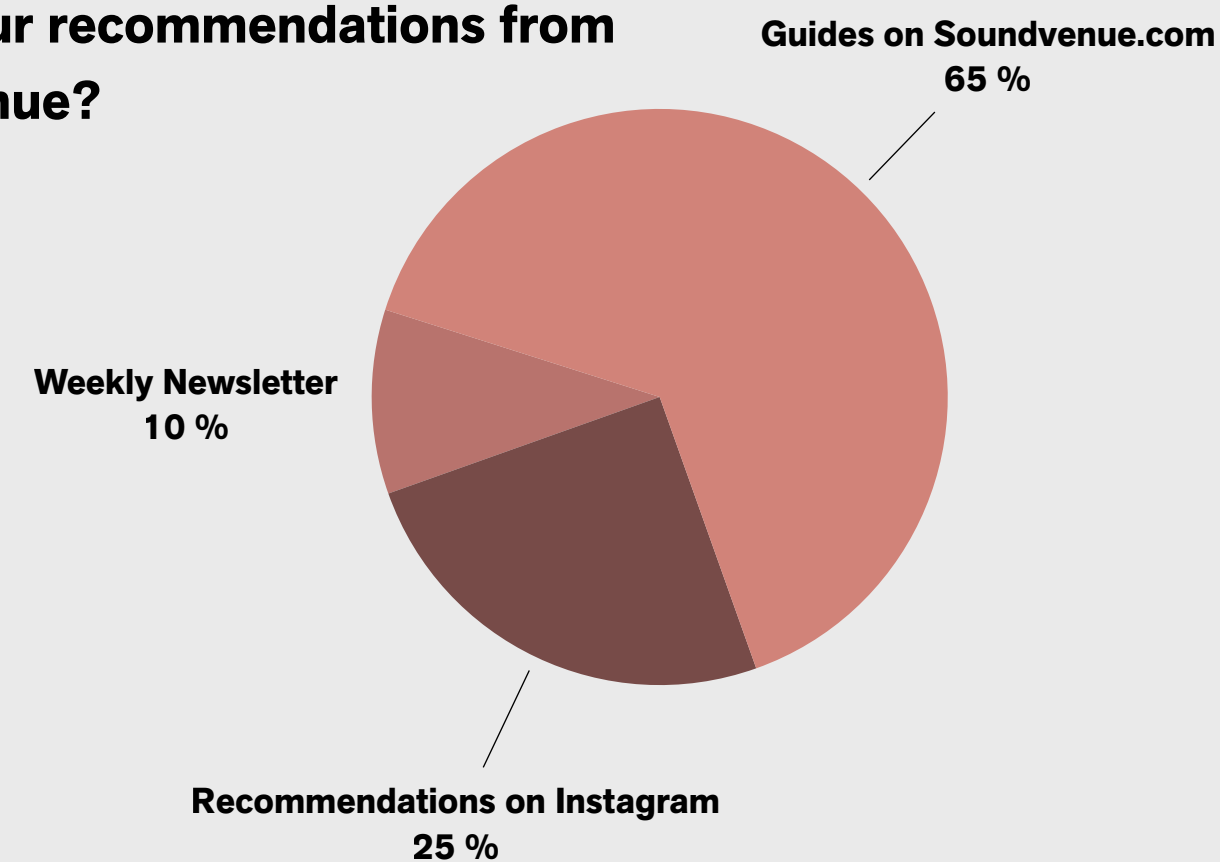
Mainly young students

Current Annual income	%
Under 100.000 kr.	31 %
100.000 - 199.999 kr.	14 %
200.000 - 299.999 kr.	8 %
300.000 - 499.999 kr.	20 %
500.000 - 599.999 kr.	4 %
More than 600.000 kr.	8 %
Respondents doesn't want to disclose	15 %

Consumer categories for which the target audience is seeking recommendations from Soundvenue?



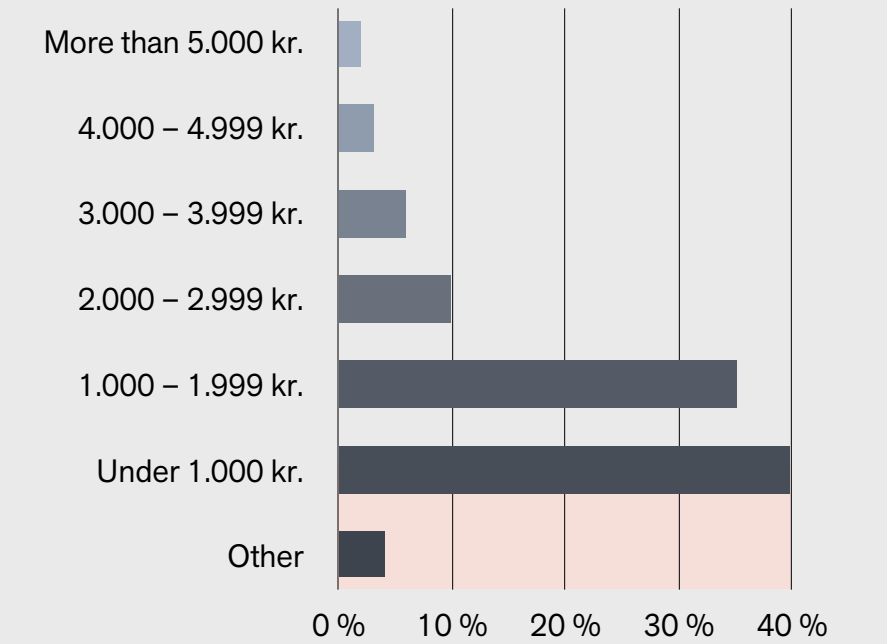
How does the target audience prefer to get your recommendations from Soundvenue?



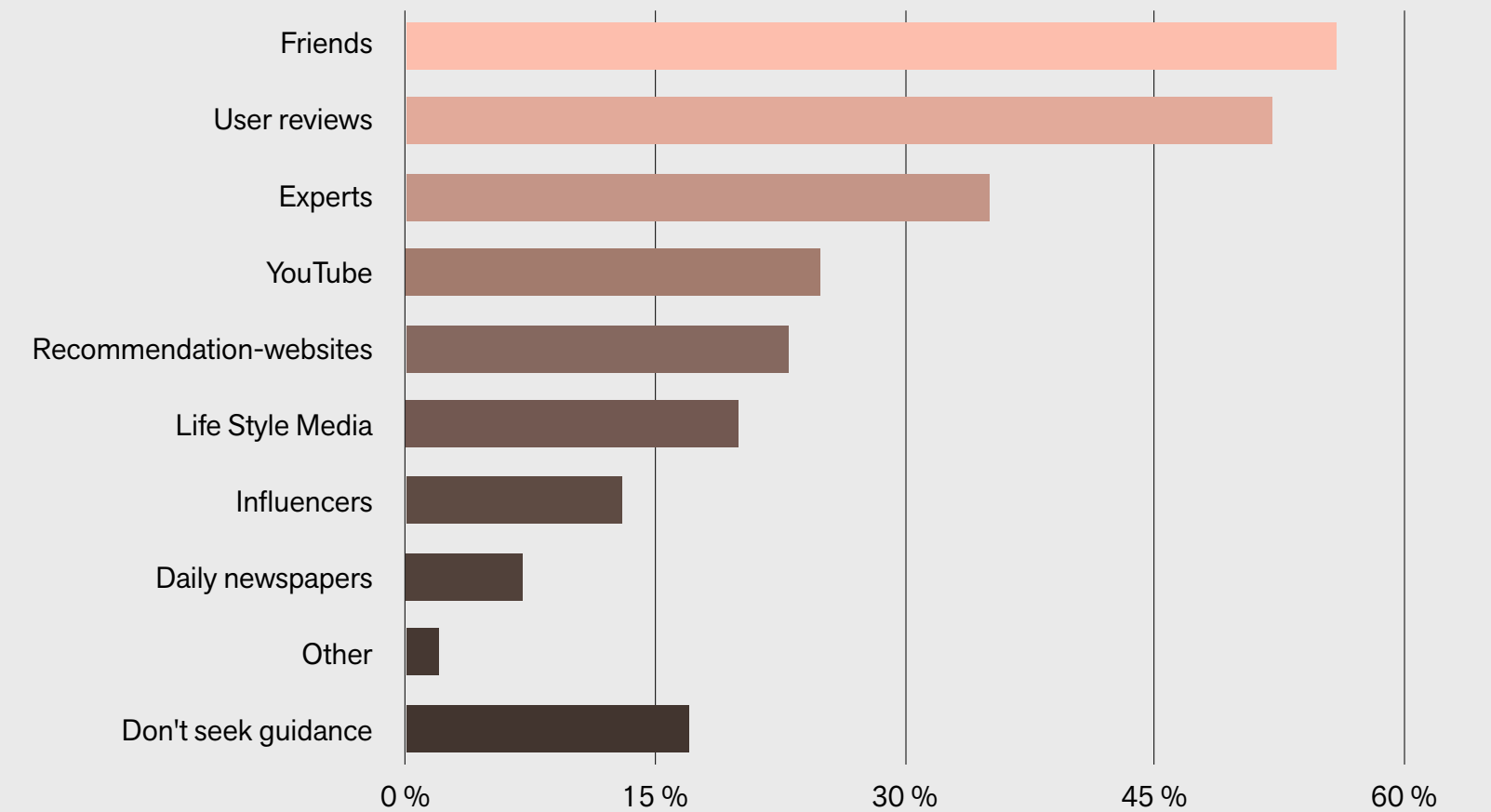
Audience metrics to consider when shopping (5 are top)

Prioritized list from 5 to 1	Value
Quality	4,1
Design and aesthetics	3,9
The price	3,8
Sustainability	3,2
Trending Items	2,7

On average, target audiences spend on clothing, tech, beauty and home furnishings on a monthly basis?

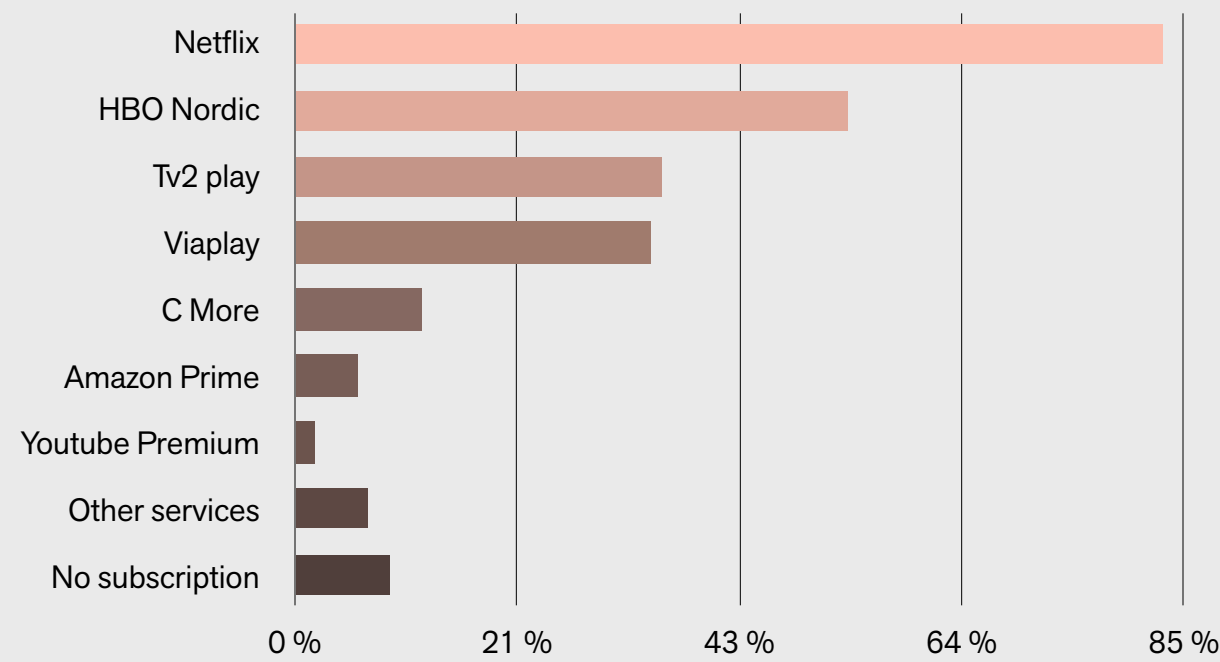


Where does the target audience look for guidance before acting

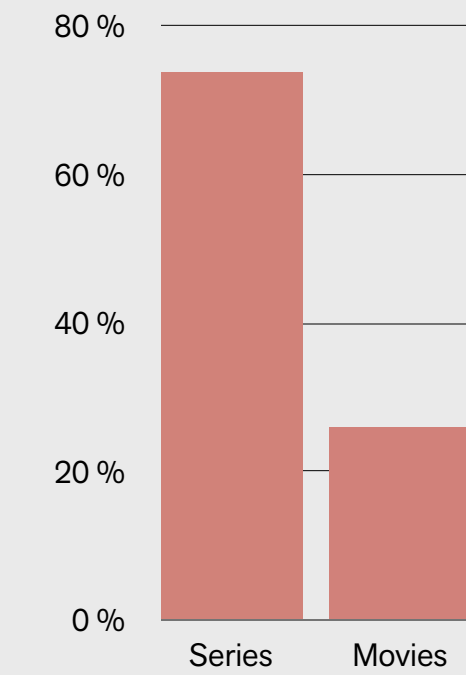


Surveys by Soundvenue Insights give information on Streaming Habits among Target Audience. For more details, contact insights@soundvenue.com.

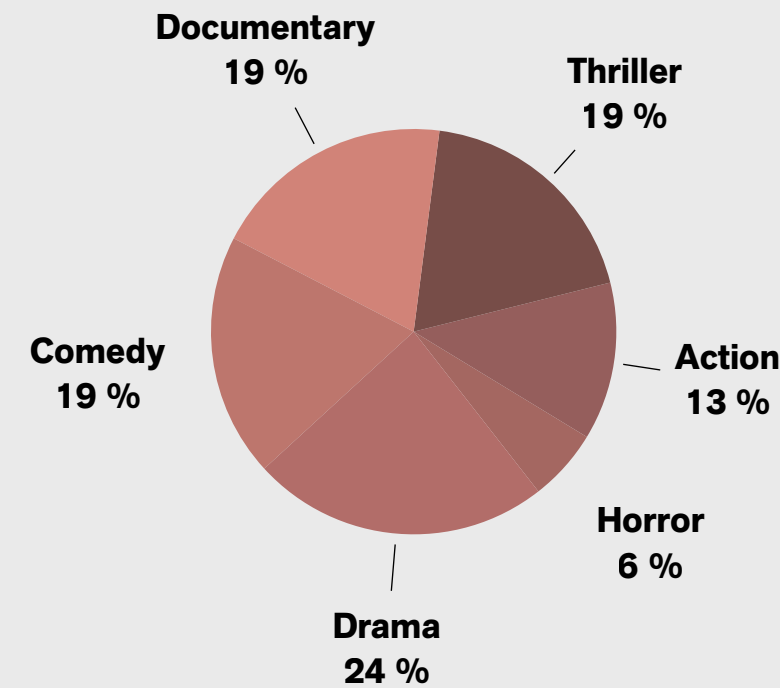
Which film and series streaming services do you subscribe to?



What do you love most about streaming?



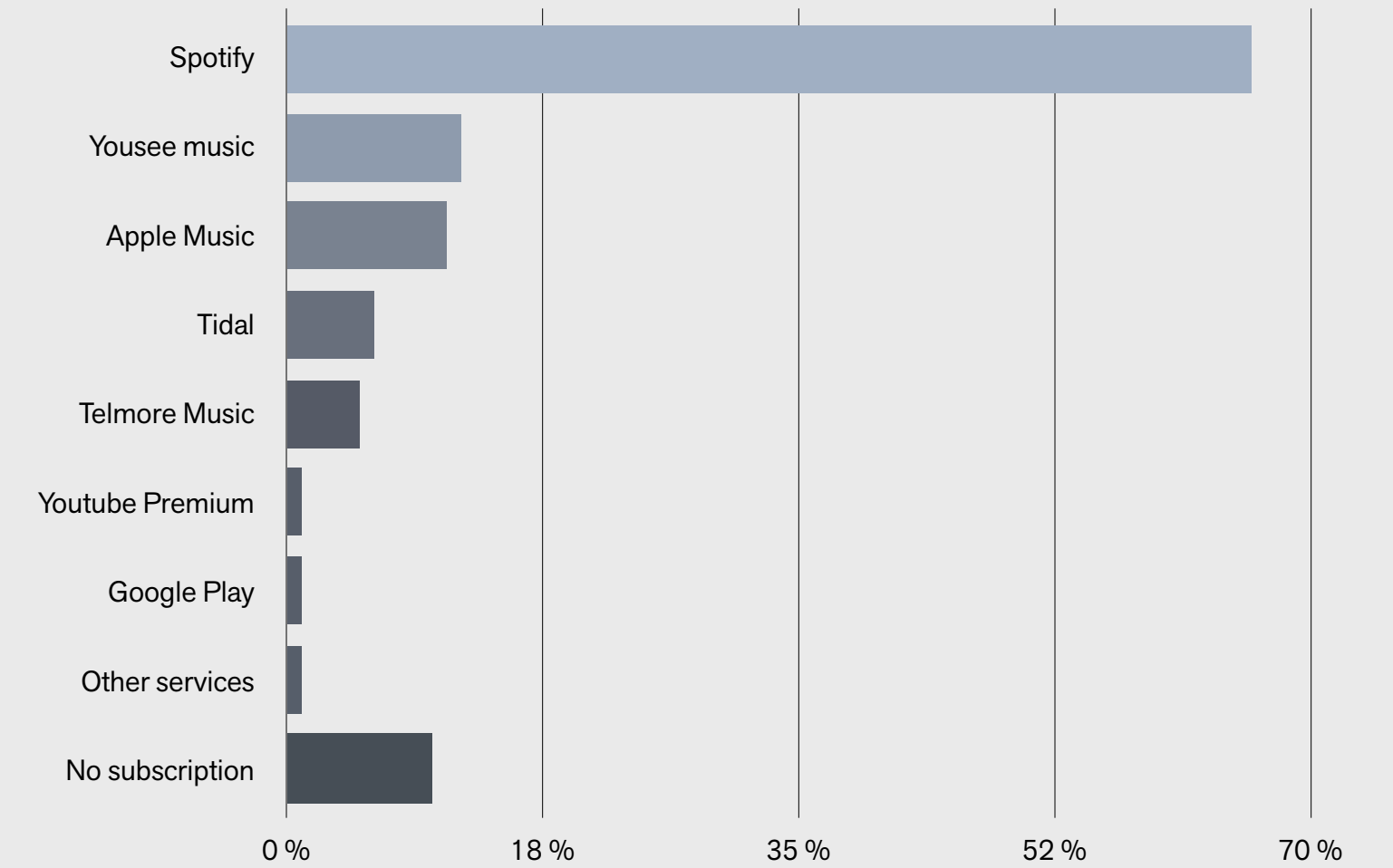
Which genres do you prefer?



Which Spotify subscription do you have?



Which music services do you subscribe to?



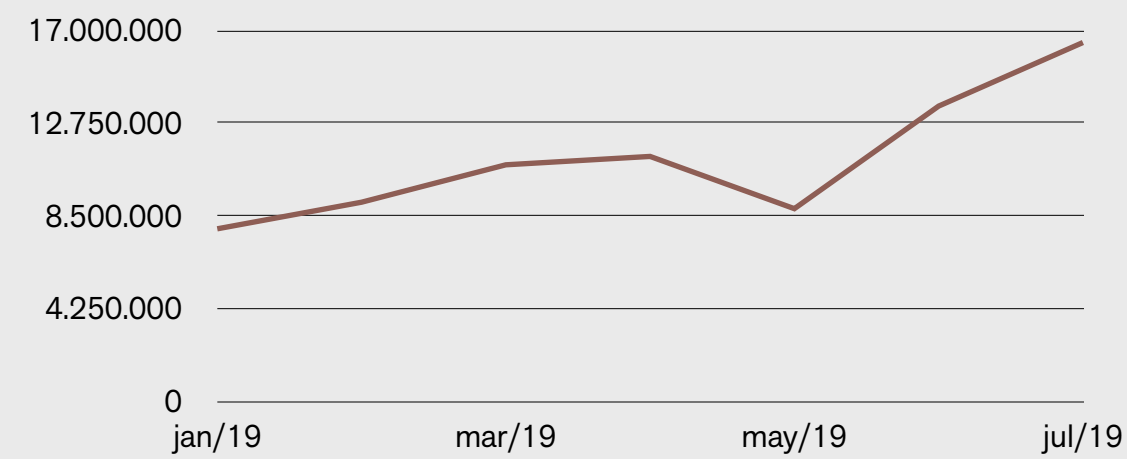
How often do you use (pay per view) VOD services?	2019	+/-
Daily	2 %	n/a
Weekly	3 %	n/a
1-3 times a month	15 %	n/a
Few times a year	40 %	n/a
Never	39 %	n/a

How often do you watch flow TV?	2019	+/-
Daily	18 %	+ 3 %
Weekly	22 %	- 2 %
1-3 times a month	20 %	+ 1 %
Few times a year	17 %	0 %
Never	23 %	- 3 %

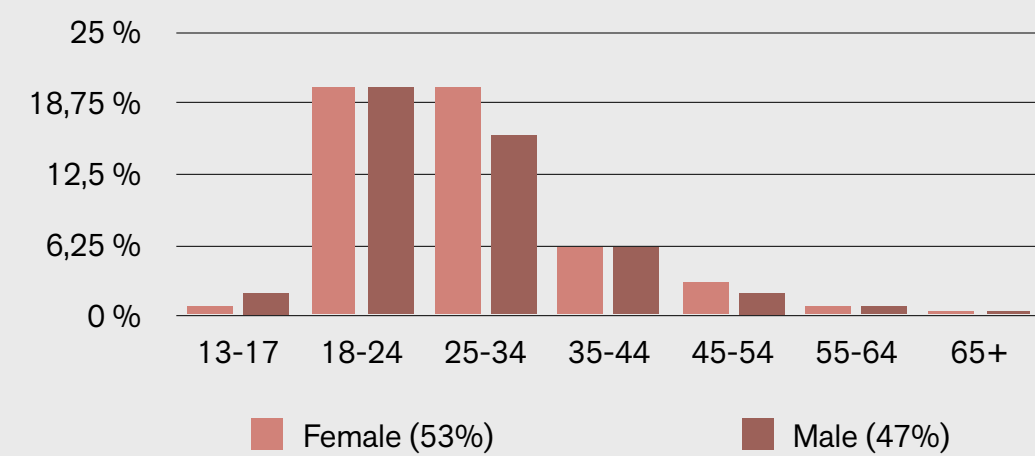
Facebook rank (end-August 2019)

Ranking	Likes
Soundvenue	121.952
Euroman	106.135
Gaffa	75.807
Costume	57.078
Eurowoman	55.518

Monthly post organic impressions (in screen)



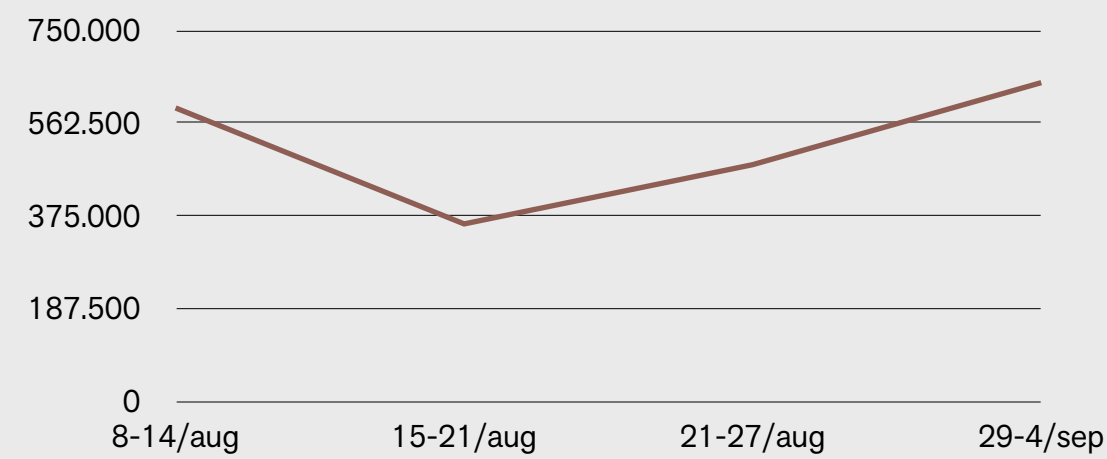
Gender and age



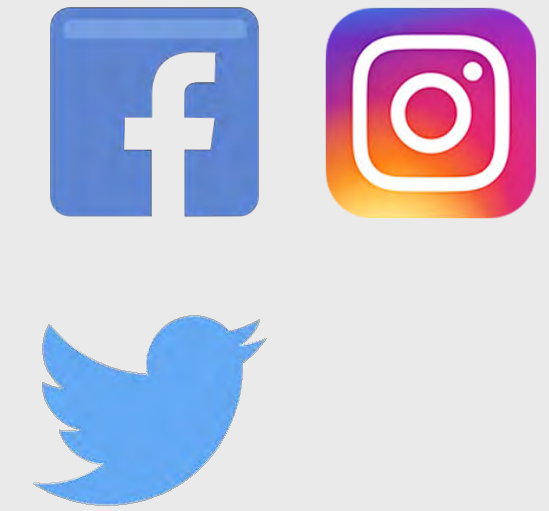
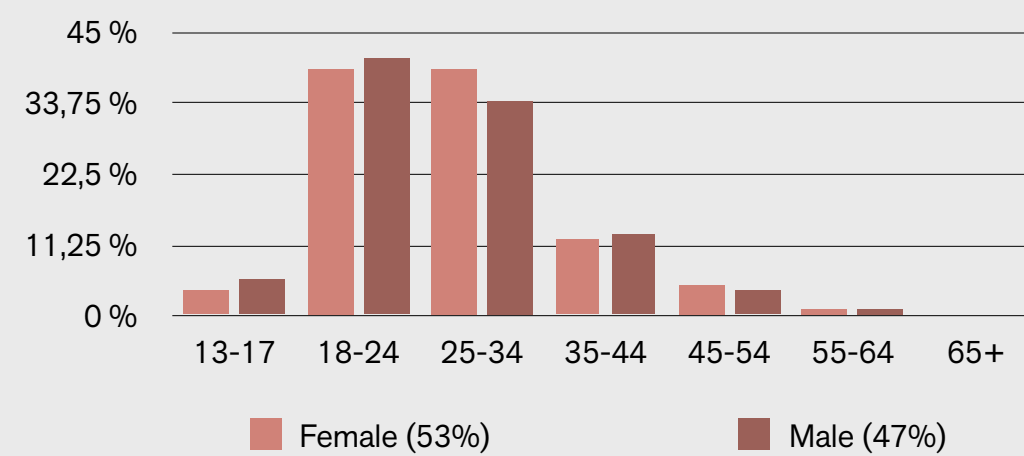
Instagram rank (end-August 2019)

Ranking	Likes
Eurowoman	94.178
Costume	92.465
Euroman	57.749
Soundvenue (incl. Purchase)	53.210
Gaffa	16.239

Weekly post organic impressions (in screen)



Gender and age



Soundvenue has an enormous reach through social media. The channels combined make Soundvenue the leading cultural media in Denmark on social media.

Advertising Solutions

10 mio. +
impressions on
Soundvenue.com
every month

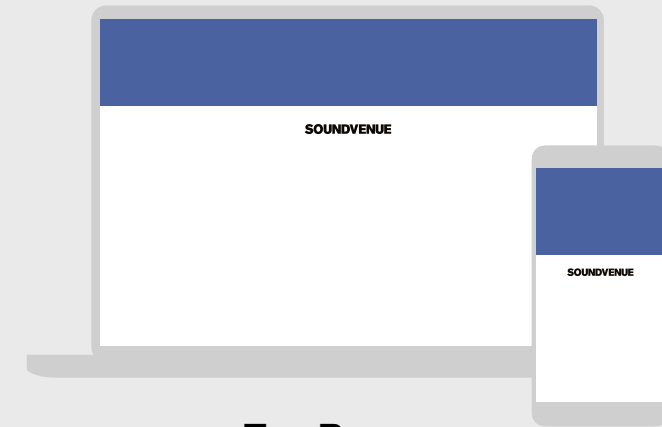
0,45%
is the average
CTR across all
media products

1 mio. +
video views
generated on
Soundvenue.com
every month

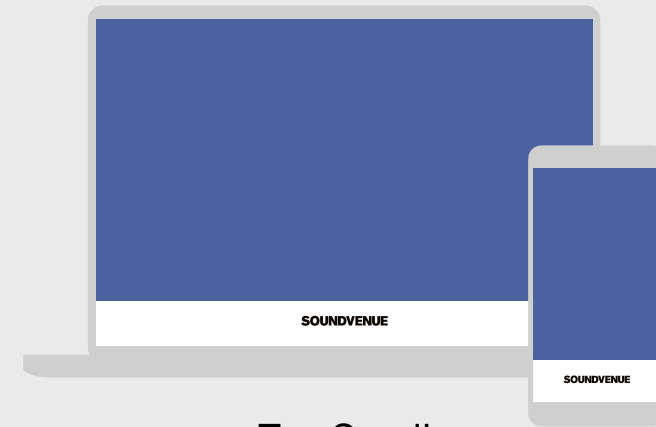
Soundvenue Media offers some of the most powerful advertising solutions in the market for 18-35 y/o in Denmark, based on our esteemed brand, large reach, and intelligent ad serving. We offer solutions on domain media and social media. Download our Media Kit 2020 for more information.

Soundvenue Client Services assist on the different formats and properties in order to fulfill your exact requirements. We usually distinguish between disciplines as branding, awareness, consideration and response.

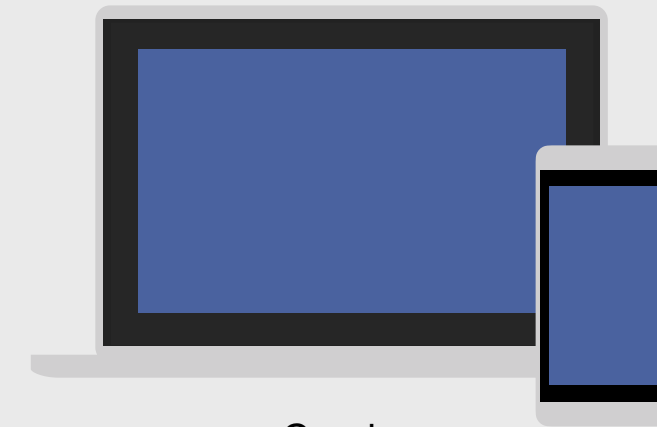
Get a quote within 15 minutes. Just contact us with your requirement and budget on quote@soundvenue.com. We also offer to take your advertising to another level with a co-branded partnership with Soundvenue. Contact client@soundvenue.com, and we will get back to you in order to begin the dialogue.



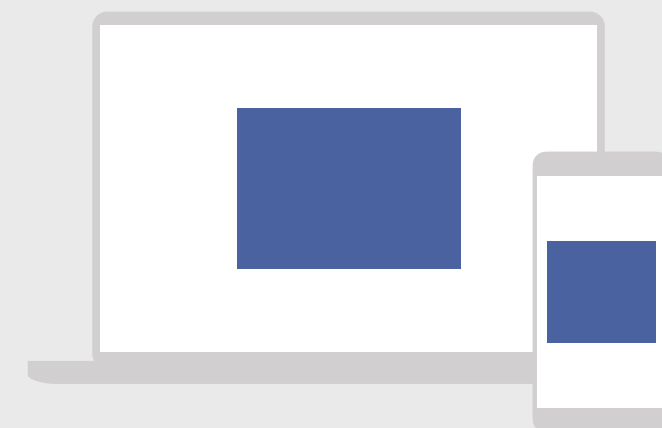
Top Banner



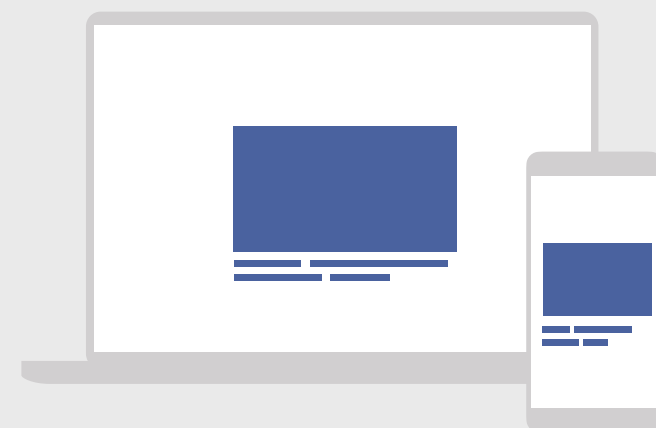
Top Scroll



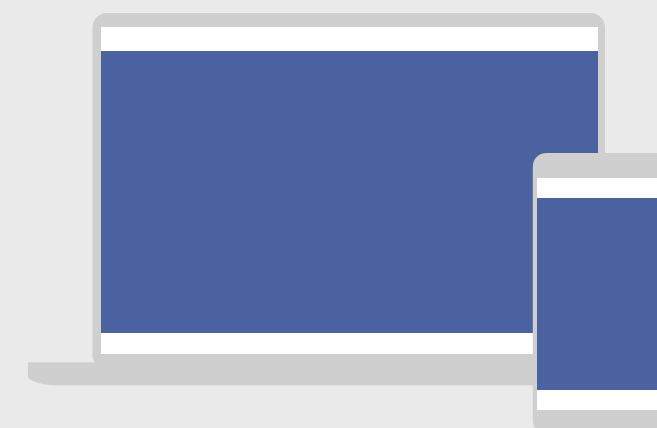
Overlay



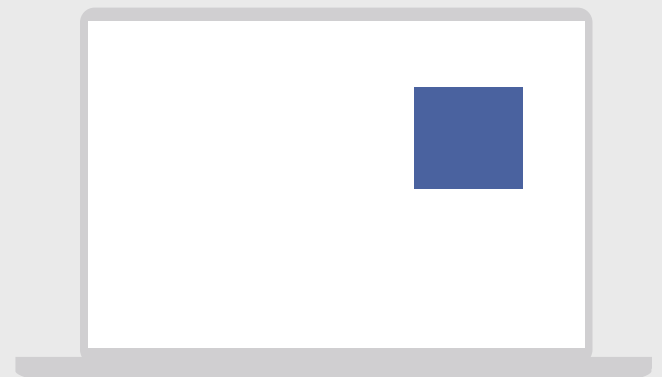
In-article Display



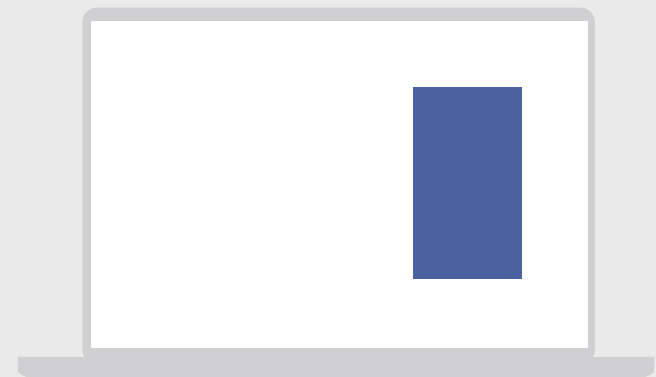
In-article Video



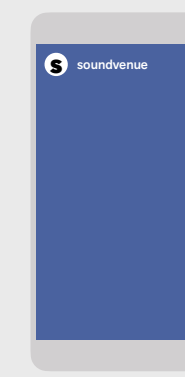
Interscroller



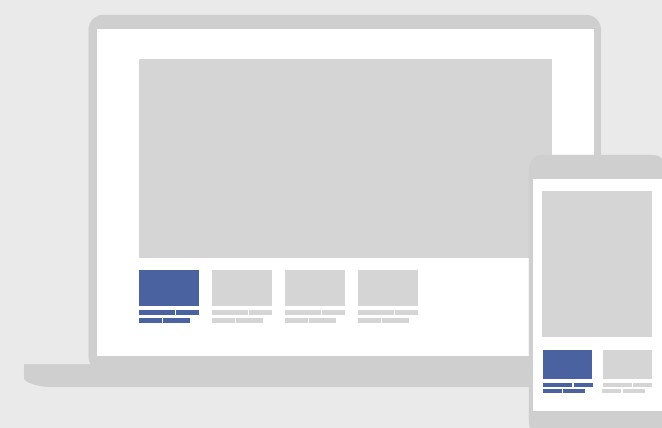
Article Sticky



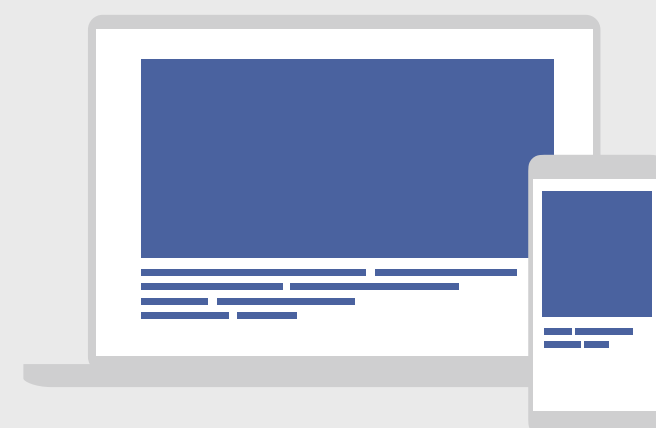
Monster Sticky



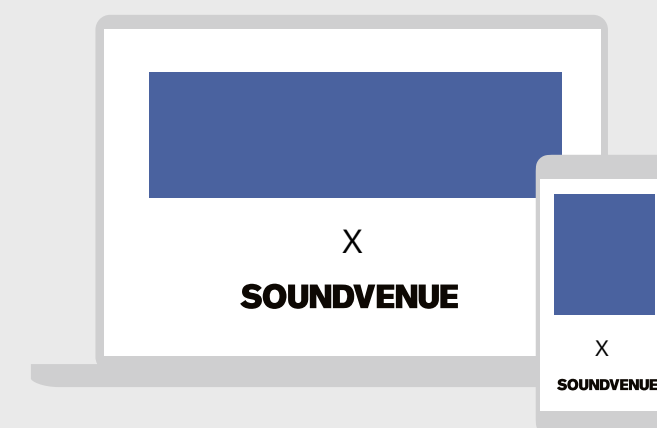
Instagram Story



Native Spot



Landing Page



Partnership

Display

Topbanner

CTR

0,35 %

CPM

60

Top Scroll

1,20 %

200

Overlay / Partly

0,90 %

200

Overlay / 70% screen

1,50 %

350

Sitcky Article Rectangle

0,25 %

60

Sticky Article Monster

0,30 %

70

In-Article Display

0,40 %

80

In-Article w. Video (*CPV)

0,60 %

135*

Interscroller

0,80 %

125

Native

CTR

CPM

Native Spot to URL

0,10 - 0,48%

55

Native Stories @ SV Instagram

0,35 %

450

Instagram Post @ SV Stories

0,35 %

450

CTR is estimated effect based on a wide average. Effect on Native Spots depends on the amount of variations made for the spot. CPM/CPV is before discount. Discount is graduated to the ordered amount. All clients are subject to the same price structure.

All prices are exclusive of VAT and valid for granted orders in January-March 2020.

Top Scroll

Product presentation

Top Scroll is a responsive premium solution for high awareness and high CTR. Comparable to a digital mega outdoor. It's usually used for image and branding campaigns as well as simple campaign communication.

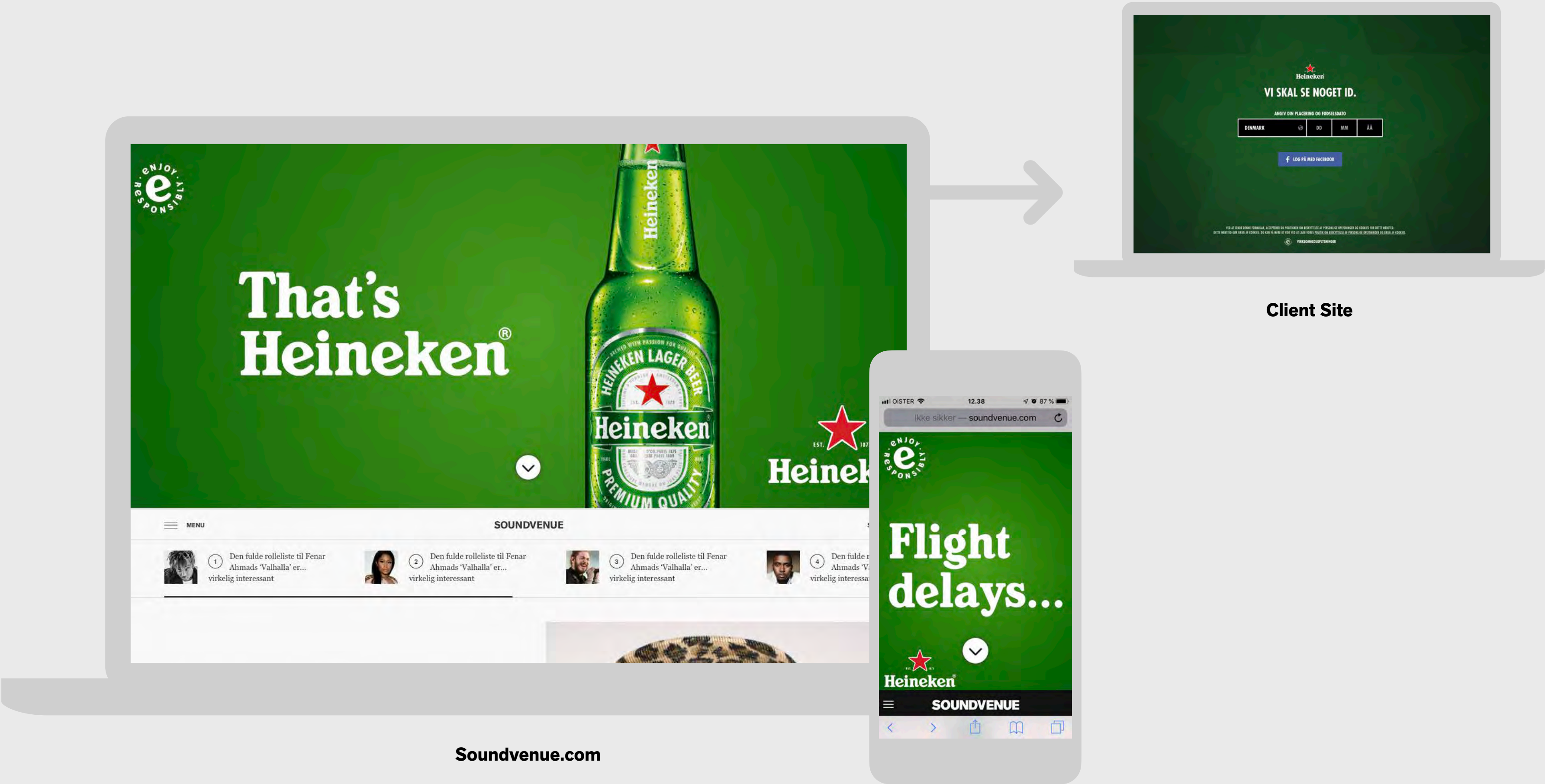
Case: 'That's Heineken'

Created by Soundvenue Creative

Challenge: Build qualified awareness to the content driven concept 'That's Heineken'.

Solution: Responsive HTML5 design. Animation on bottle and text draw attention to the copy, rolling out the conceptual point.

Reach	CTR
420.000	1,47 %



In-article Video

Product presentation

In-Article Video is an outstanding video ad-product. While reading an article the users are exposed to the video integrated in the article. The copy underneath the video sharpens the communication even further, which adds to a staggering high CTR.



Native Spot

Product presentation

Native Spots are powerful click generating ad-products. Native Spots are placed all over Soundvenue.com. It either links to a client-based landing page on Soundvenue or to the client's external URL. All copies on Native Spots are made by Soundvenue Creative.

Case 'HK Ungdom'

Created by Soundvenue Creative

Challenge: Lead traffic to client site, which is a quiz about young vs. adults.

Solution: Seeding ten different spots, where copy and image are sharp and on point, and ask the user a question, which creates curiosity leading the traffic.

Reach	CTR
635.000	0,97 %

Efter en række mindre, redegørende funktionsroller er skuespillet Katrine Greis-Rosenthal nu endelig flyvefærdig. Hendes navn står øverst på plakaten til Bille Augusts 'Lykke-Per', der får premiere på torsdag, og hvor hun som den rige, jødiske Jakobe tegner et usædvanligt stærkt kvindeportræt. Men hvad gør man, når tilbuddene vælter ind på samme tid? Hvordan vælger man så mellem karriere og familie?

Sponsoreret indhold

Test dig selv: Hvor mange point har du på voksenkontoen?

HK Ungdom

HK
HVOR MANGE VOKSENPOINT HAR DU PÅ KONTOEN?

Du kan ikke narre på dine forældres voksepointkonto og gode råd hele livet. Men hvor voksen er du i virkeligheden? Test dig selv, og find ud af, om du har fod på voksepoint - og om du kan få flere point med dine forældre eller dine mest voksne agtige venner...

START

Client Site

Test dig selv: Hvor mange point har du på voksenkontoen?

HK Ungdom

Soundvenue.com

INPUT - Soundvenues endagsfestival

Se billeder: Fuldt hus til Soundvenues nye endagsfestival INPUT

Soundvenue lancerer endagsfestivalen INPUT med fokus på kulturens næste bølge

Alt om INPUT

Landing Page

Product presentation

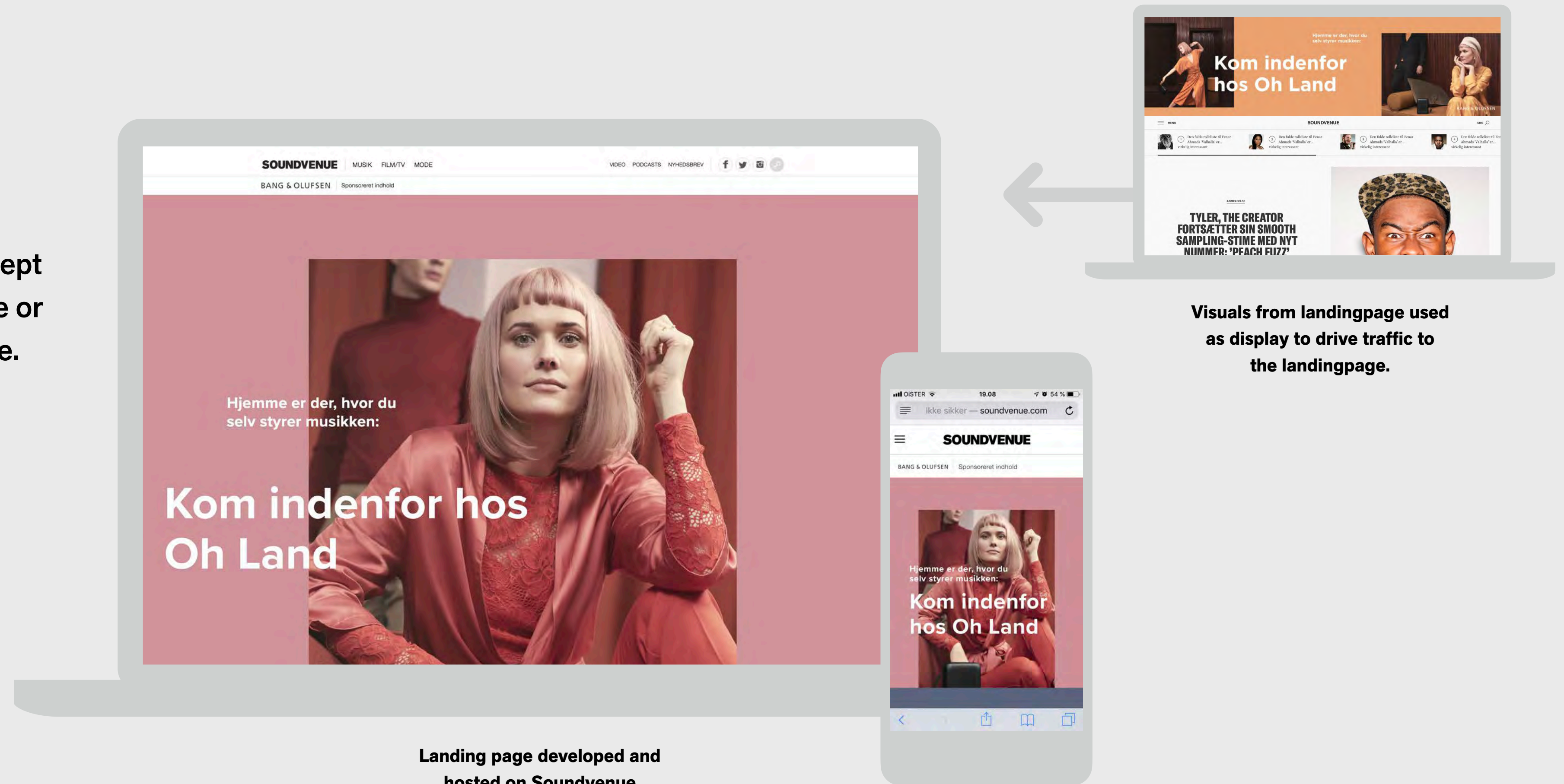
Landing Pages offer an amazing and credible link between product and audience. Soundvenue's agency Soundvenue Creative develops high impact landing pages to support the communication. Basic idea and concept either follow an overall campaign line or are developed to the specific purpose.

Case 'Bang & Olufsen Multiroom'

Challenge: Build qualified awareness that leads to consideration of B&O Multiroom.

Solution: We get 'private' access to the home of a famous Danish musician known for her creative style. This leads to a highly visual yet private driven landing page combined with product specific USP's entertaining the buying rationale.

Reach	Visits	Time Spent
600.000	25.000	3:24 min.



Visuals from landingpage used as display to drive traffic to the landingpage.

Partnership

Product presentation

A Soundvenue co-branded partnership gives a rare opportunity to create highly relevant and unique content combined with a thought out commercial integration. All partnerships are tailored to the current given requirements.

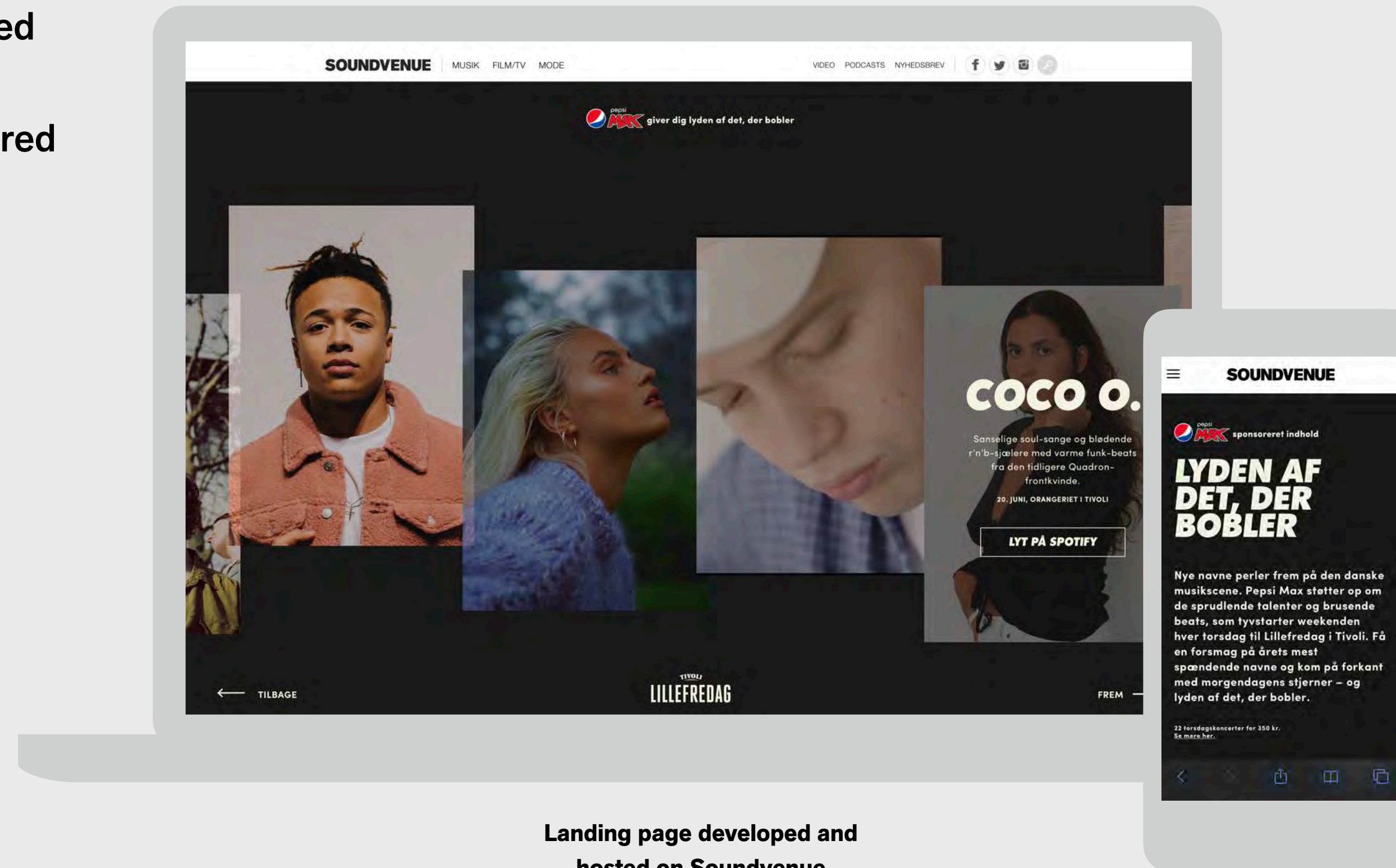
Case 'Pepsi and Tivoli'

Created by Soundvenue Media & Soundvenue Creative

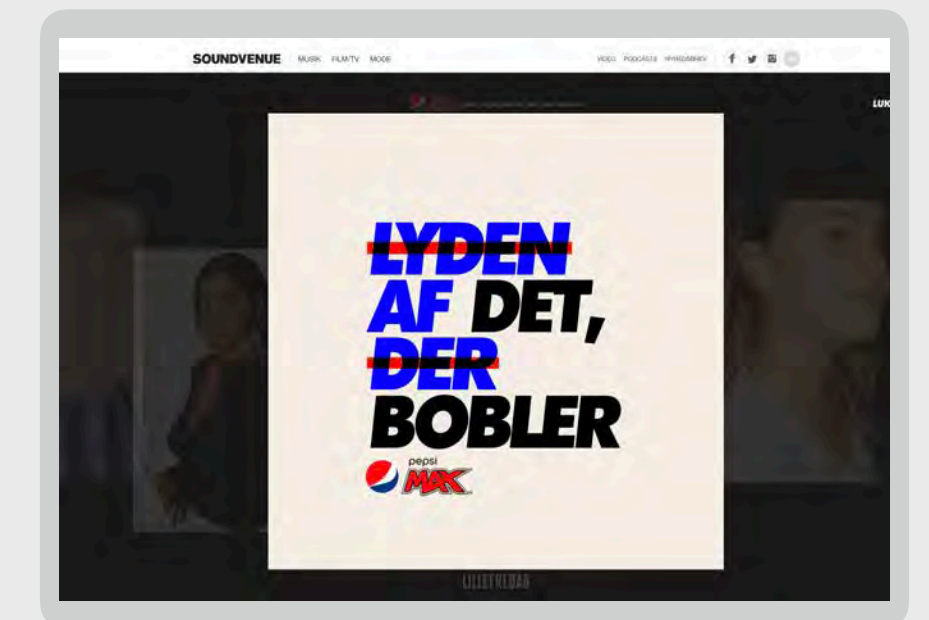
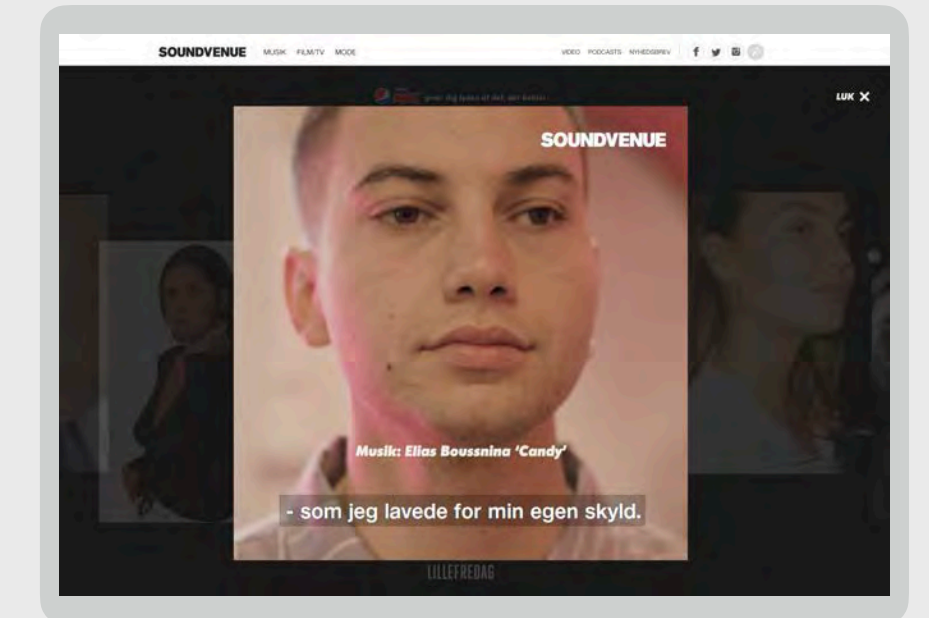
Challenge: Connect and activate a sponsorship from Pepsi and promote Tivoli's live upcoming stage Lillefredag in the target group 18-35 y/o in a period of six months.

Solution: Brought together by the concept 'The sound of what is bubbling'. Developed into a landing page and artist videos seeded from Soundvenue.com, Soundvenue's SoMe and client's own SoMe channels.

Reach	Visits	Time Spent	Video Views
700.000	30.000	2:21 min.	300.000



Landing page developed and hosted on Soundvenue



Videos made for SoMe and landing page

Video

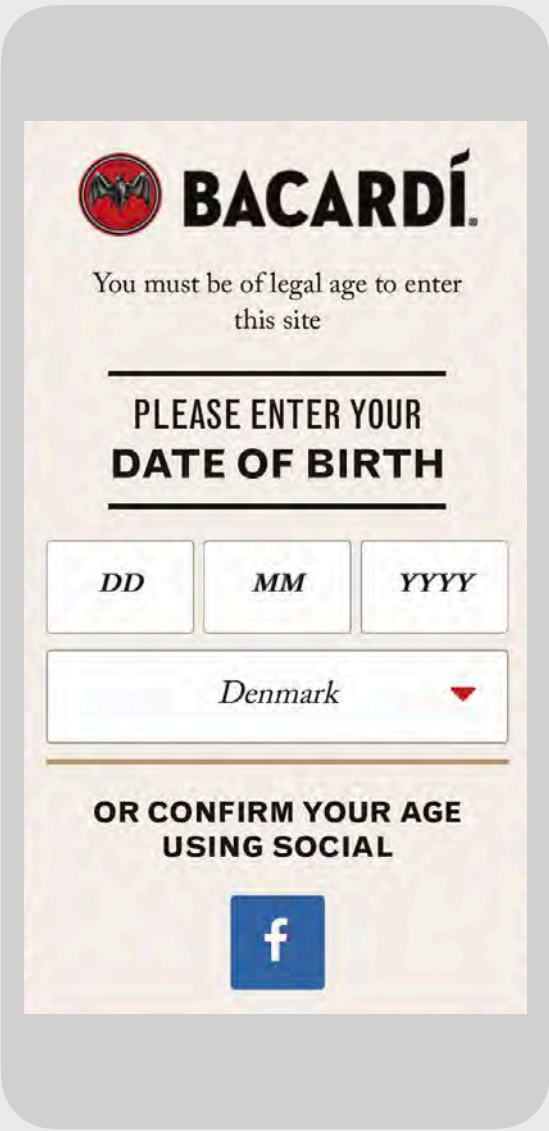
Instagram Story

Product presentation

Soundvenue offers access to its branded SoMe channels in order to get engagements and video plays on commercial content. We have very limited slots, so please ask for availability in advance.



Soundvenue Instagram Story



Client Site

Advertising Specifications

Before producing creative assets for advertising on Soundvenue, please consider the specifications and guidelines carefully. There is a huge gain in making ad material simple and yet refined in idea, communication and animation. We always recommend HTML5, when possible, for better results.

Please contact us on support@soundvenue.com for help. We typically reply within 10-20 minutes on workdays. Otherwise call (+45) 70200012.

We also offer highly qualified creative development from our agency Soundvenue Creative. Please contact us on creative@soundvenue.com, and we will get back to you.

Overlay

Specifications

Overlay comes in 75% screen and part screen. Overlay can act responsively, so it fits every screen resolution. Overlay works with either HTML5 or jpg. For better results, we recommend HTML5.

HTML5

Max. size for the zip-file is 200kb. Video can be embedded from external sources such as Vimeo. We accept both individual files for desktop and mobile as well as one combined file. Safe area does not comply to HTML5, as it is responsive.

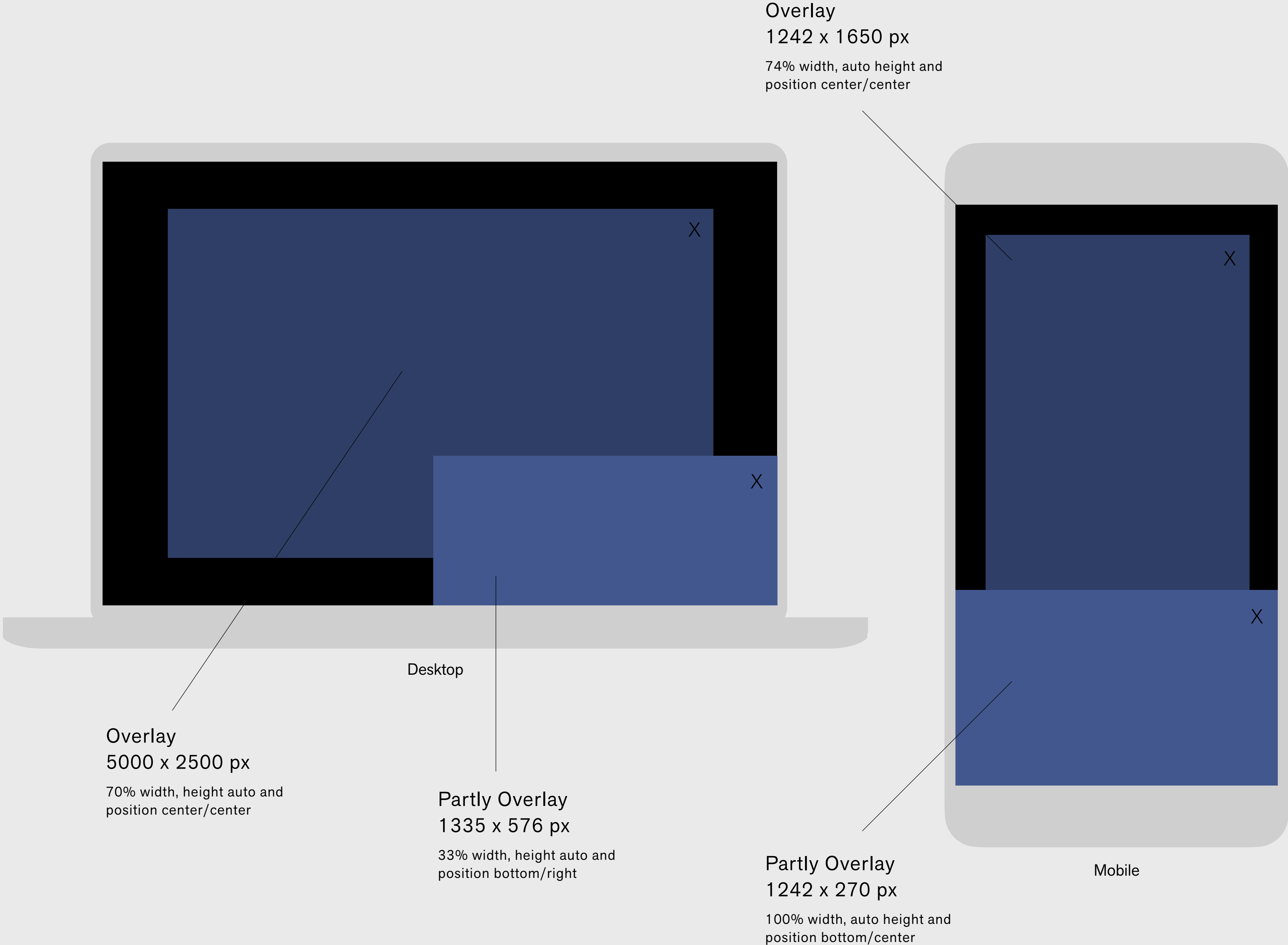
JPG

JPG makes versions for both desktop and mobile. Please be aware of safe areas (see illustration). Max. file size on desktop is 200kb and 100kb on mobile.

Sound

Must be user initiated.

Contact us at support@soundvenue.com for assistance on the specifications.



Top Scroll

Specifications

Top Scroll is responsive, so it fits every screen resolution. Top Scroll works with either HTML5 or jpg. For better results, we recommend HTML5.

HTML5

Max. size for the zip-file is 200kb. Video can be embedded from external sources such as Vimeo. Since the banner is fully clickable, no actions can be initiated on the banner.

Must be Adform compatible. We accept both individual files for desktop and mobile as well as one combined file. Safe area does not comply to HTML5, as it is responsive.

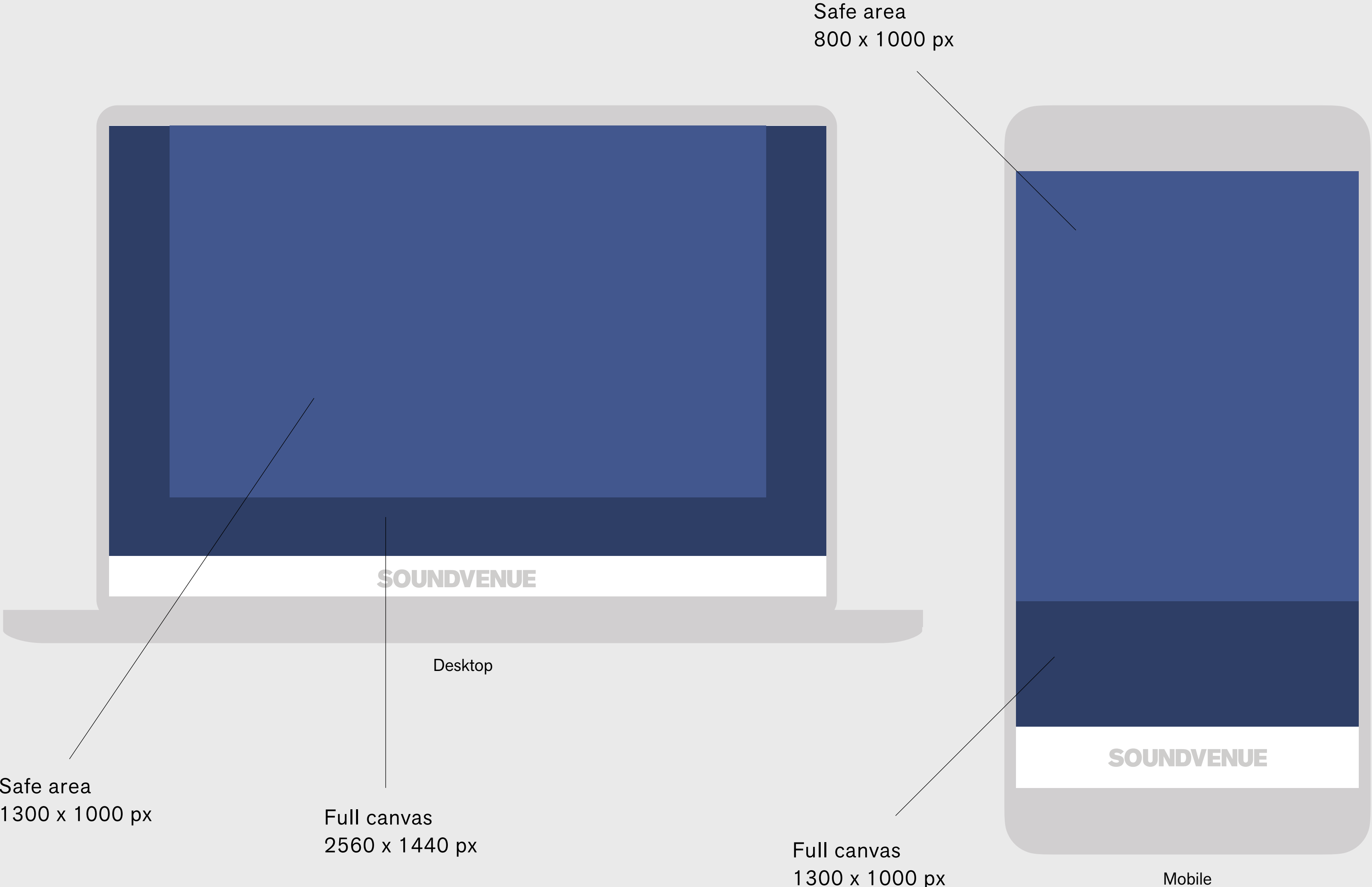
JPG

JPG makes versions for both desktop and mobile. Please be aware of safe areas (see illustration). Max. file size on desktop is 200kb and 100kb on mobile.

Sound

Must be user initiated.

Contact us at support@soundvenue.com for assistance on the specifications.



Top Banner

Specifications

Top Banner on desktop can be designed either as a leaderboard or as a larger banner. We recommend the larger banner for better results.

File formats
HTML5, jpg, png.

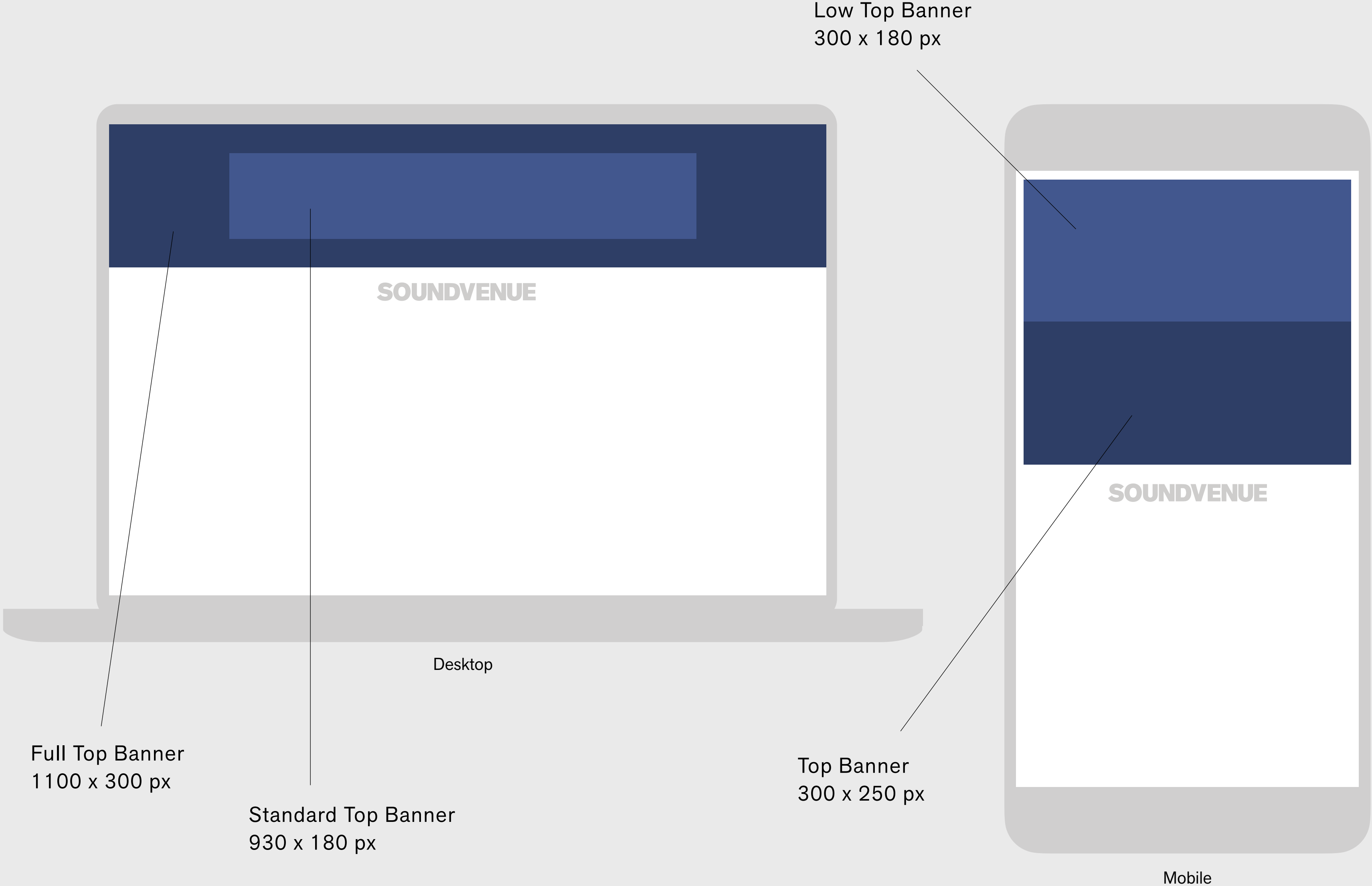
HTML5
Max. size for the zip-file is 150kb . Video can be embedded from external sources such as Vimeo.

Desktop
Max. load size: 150 kb

Mobil
Max. load size: 75 kb

Sound
Must be user initiated.

Contact us at support@soundvenue.com for assistance on the specifications.



Sticky Article Banner

Specifications

Sticky Article stays in focus when scrolling on page. The banner comes in two sizes. We recommend Monster for better effect.

File formats

HTML5, jpg, png

HTML5

Max. size for the zip-file is 150kb . Video can be embedded from external sources such as Vimeo.

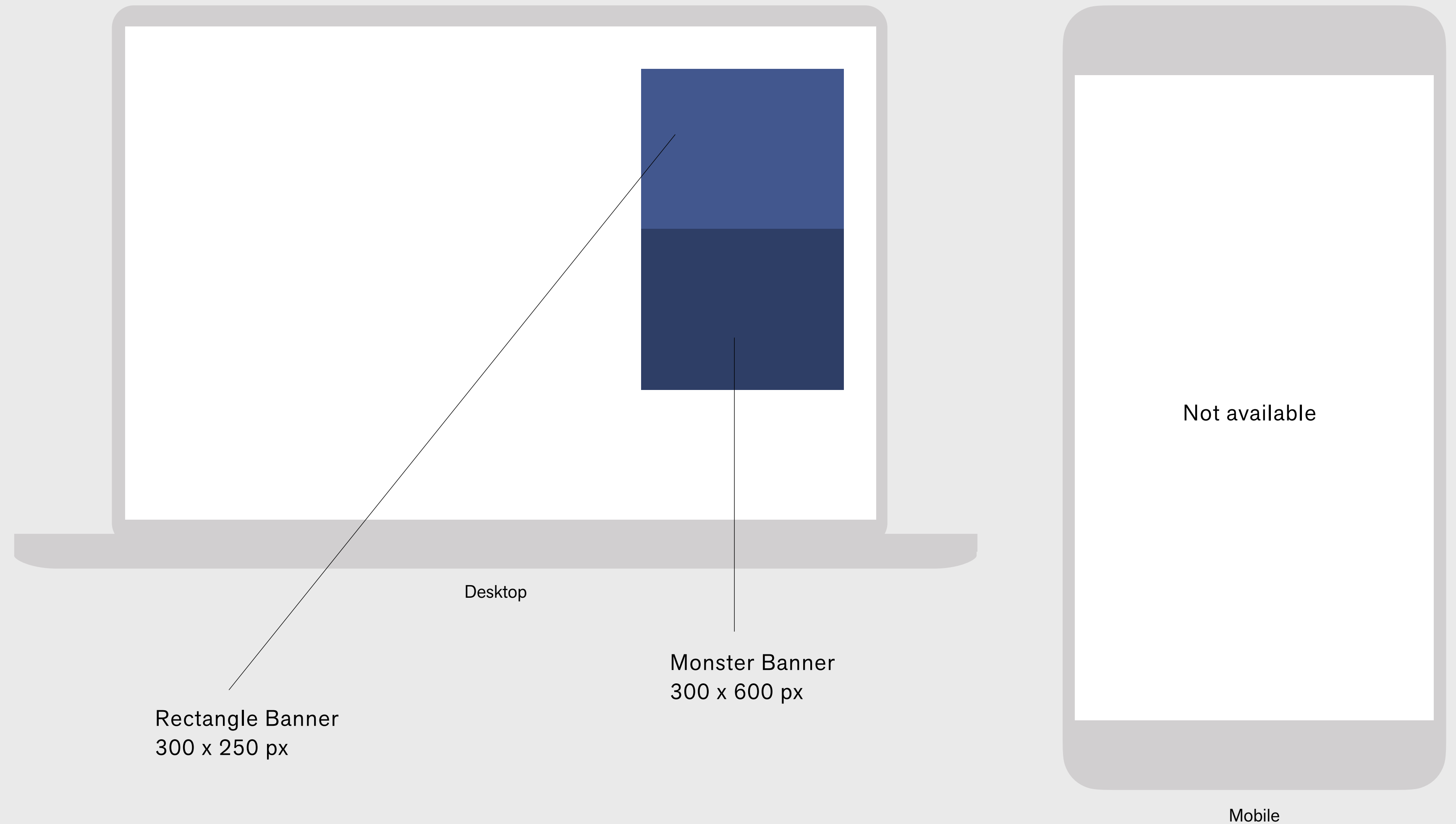
Desktop

Max. load size: 150 kb

Sound

Must be user initiated.

Contact us at support@soundvenue.com for assistance on the specifications.



Interscroller

Specifications

Interscroller is fixed to background and displays in designed gaps in articles.

File formats

HTML, jpg, png

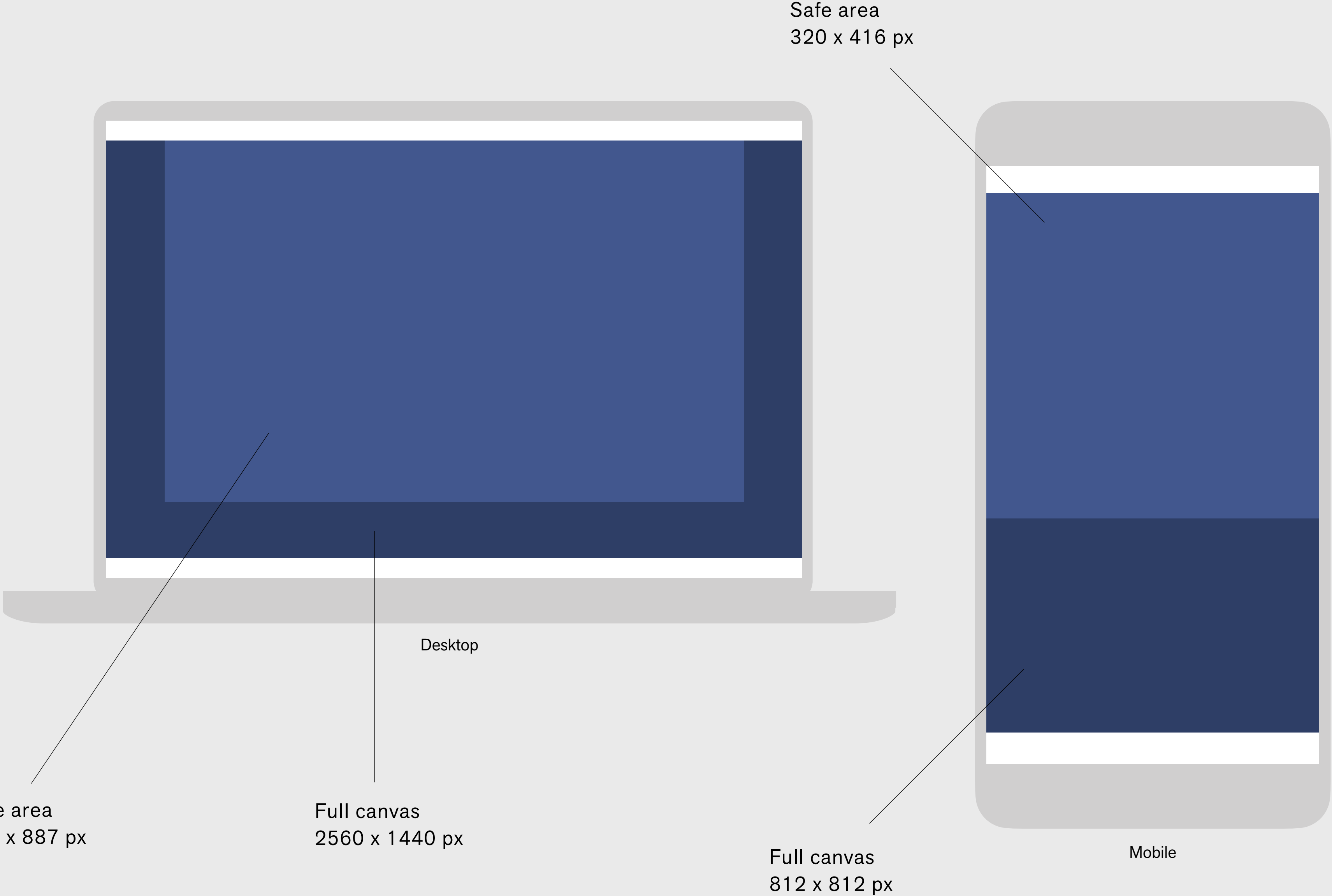
Desktop

Max load size: 200 kb

Mobil

Max load size: 100 kb

Contact us at support@soundvenue.com for assistance on the specifications.



In-article Display

Specifications

In-article Display is surrounded by content.

File formats

HTML5, jpg, png

HTML5

Max size for the zip-file is 150kb . Video can be embedded from external sources as Vimeo e.g.

Desktop

Max load size: 150 kb

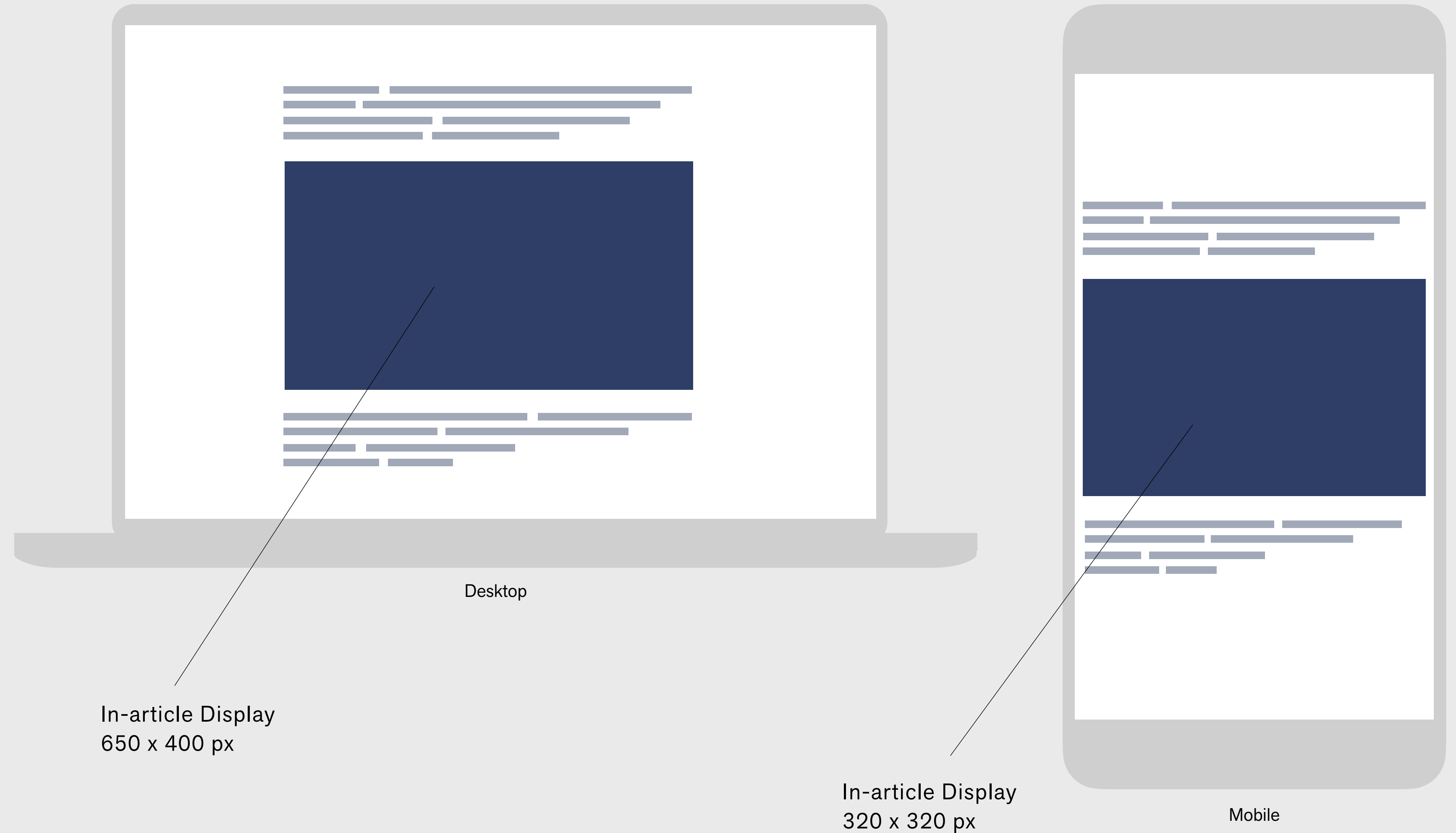
Mobil

Max load size: 75 kb

Sound

Must be user initiated.

Contact us at support@soundvenue.com for assistance on the specifications.



In-article Video

Specifications

In-article Video is surrounded by content. The measurement is video start. Copy is optional for this product. Any copy is made by Soundvenue.

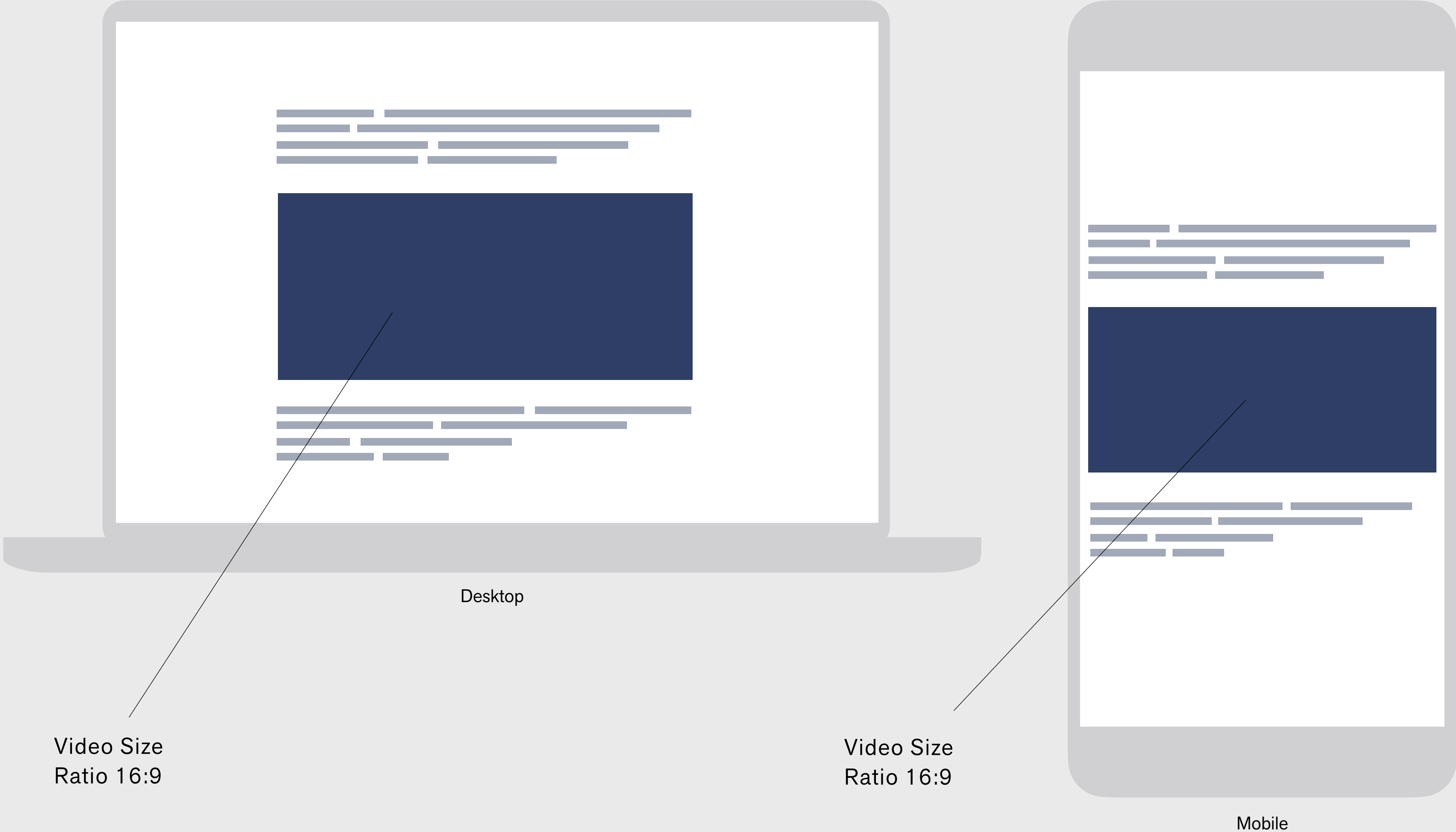
Desktop
Max load size: 200 kb

Mobil
Max load size: 100 kb

Video
File to be uploaded and work on Vimeo.

Sound
Must be user initiated.

Contact us at support@soundvenue.com for assistance on the specifications.



Video Size
Ratio 16:9

Video Size
Ratio 16:9

Mobile

Instagram Story

Specifications

Soundvenue Instagram Story connects your brand directly with a refined audience.

Images

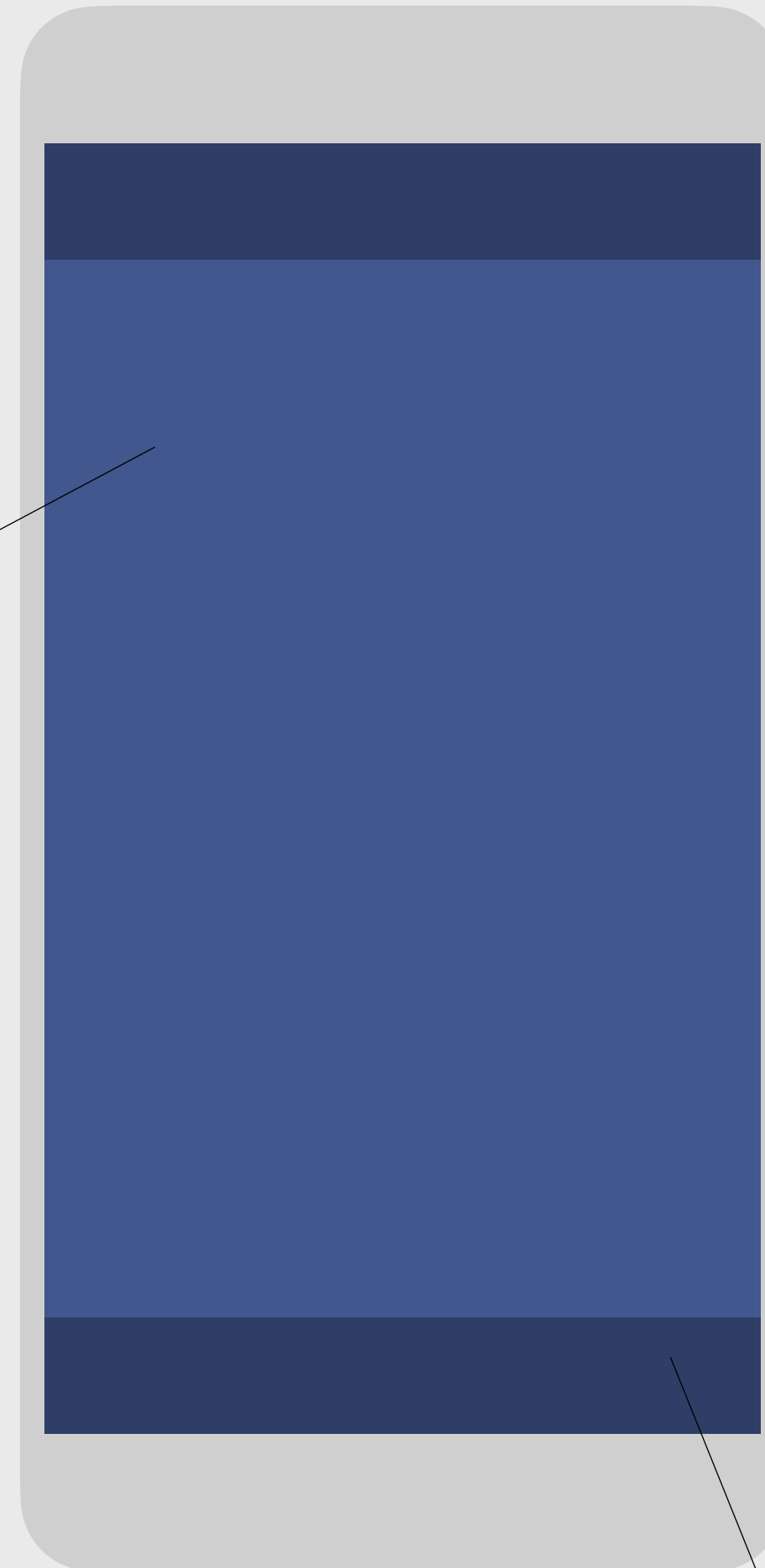
JPG or PNG, max. 30MB

Videos

Aspect ratio 9:16. MP4 or MOV, max. 150MB, max. 15 sec.

Contact us at support@soundvenue.com for assistance on the specifications.

Safe area
1080 x 1445 px



Mobile

Full canvas
1080 x 1920 px

Important information!

To allow us to publish your content, we ask you to answer these questions:

- 1. Which Instagram handle shall we tag as business partner?
(e.g. your brand profile)**
- 2. What link should we use for the 'Swipe' mechanism?
(e.g. your brand website)**

We also need you to permit Soundvenue to tag your brand as partner. You need to do this in-app:

- ▶ **Settings/indstillinger**
- ▶ **Business/virksomhed**
- ▶ **Branded content/brandet indhold**
- ▶ **Approved Business Partners**
- ▶ **Search for 'Soundvenue' + add**

SOUNDVENUE ®
be inspired

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