



LIQUID FUNK – URBAN MUSIC MAGAZINE  
>> MEDIA INFORMATION  
>> CLUB CULTURE – DJ TECHNOLOGY

Liquid Funk Limited, PO Box 55764, London, E14 1DR

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**First Published**

1999

**Format**

Online Urban Music Magazine

**Music Genres**

Drum & Bass, Liquid Funk, Hip Hop, House and Urban Music Culture

**Readership**

Liquid Funk readers are young, predominantly male and highly enthusiastic about DJ and club culture. They regularly spend a high proportion of their money on CDs and Vinyl. They are highly interested in the latest technology from turntables to home/portable hi-fi to music making equipment. Almost all are regular club goers, willing to travel to both national and international venues to the World's most exciting clubs and bars.

For over seven years, Liquid Funk has been at the leading edge of the dance music press for Drum & Bass, covering the on going evolution of the most significant cultural phenomenon of our times.

The Liquid Funk brand is well established and regularly features the latest news, interviews, and profiles and accurately targeted towards our thousands of dedicated readers.

The online magazine is proud to be a quality, music-led publication. By viewing the site you can learn about the latest club nights and live performances from around the World, interviews with some of the hottest emerging production and DJ talent and features on the biggest Drum & Bass stars.

With its large selection of music, reviews, digital downloads, the Liquid Funk brand has set the standard for others to follow. It has also helped support new and established DJ's over the years.

For the fifth year we have had the highly successful New Talent DJ competition. Previous winners include TST, EDI, Miss Represent & Insight.

**Promotional Extras include-**

Exclusive online DJ mixes

The latest and most reliable news in the scene

DJ Competition held each year

Liquid TV – Events & exclusive Interviews

Music events featuring the most respected DJs in the scene and New Talent DJs

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## >> GENERAL

Over 150,000 unique visitors a month  
Over 250,000 Audio streams a month  
Over 120,000 Video streams a month  
40,000+ registered members on our database

## >> AUDIENCE

79% of visitors aged 16-25  
72% of visitors a male  
65% name Drum & Bass & Liquid Funk as favorite music  
75% claim to know "a lot more" about Drum & Bass than their friends








## DJs / Producers

55% of visitors are DJs  
22% of visitors are DJs at bars and clubs  
25% of visitors produce their own music

## Lifestyle

65% visit the site at least once a week  
55% attend an event every month  
65% of users listen to Hip Hop regularly 35% listen to break beat

## >> LOCATION BY COUNTRY

 United States – 25%  
 Great Britain – 35%  
 European Union – 12%  
 Germany – 3%  
 Australia – 8%  
 Canada – 5%  
 Spain – 2%  
Other – 10%

## >> MUSIC SPENDING

Audio is considered the most popular feature of the website  
65% of visitors use audio streams to decide what music to buy  
50% are willing to pay for Drum & Bass downloads  
25% of visitors have trouble finding the CD or vinyl they need

## >> EVENT ATTENDANCE

51% of visitors attend at least 2 events a month  
45% visitors agree that the events listing pages help them decide which events to attend

## >> MOBILE PHONES

30% of visitors have bought at least one ringtone  
57% of consumers buy polyphonics, whereas 37% buy real tones  
10% of visitors intend to buy one video tone in the future  
30% of visitors handsets are capable of MP3 storage and playback  
40% are prepared to buy a full-track download for their mobile phone

## >> CONTACT

advertising@liquidfunk.co.uk Telephone- +44(0)2077198298 Mobile- +44(0)7837741428

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## >> NEWSLETTER ADVERTISING

There are 6 different options available to help promote an event, product, new release etc. There are also 4 different banner options available. The alternative option is to send information in our newsletter which has 40,000 dedicated Drum & Bass members.

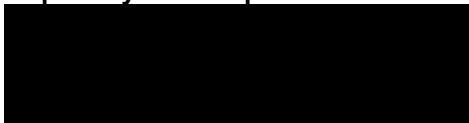
£450 per newsletter- content sent to entire database of 40,000+ members.

- 1) This could be for a music event
- 2) A press release for a new album or single record release

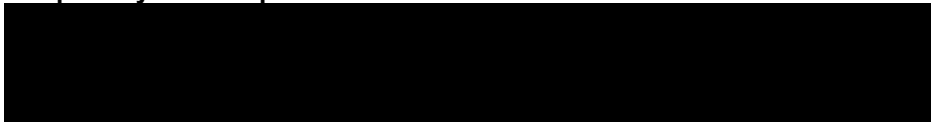
## >> BANNER ADVERTISING

Or select a banner size (actual size they will appear on the web page) please choose the one that best fits your requirements. Please note these banners will be on a automated rotation system to ensure your banner gets maximum exposure.

**Banner 1 – small – 234 x 60 pixels**  
**£5 per day or £150 per month**



**Banner 2 – standard – 468 x 60 pixels**  
**£10 per day or £300 per month**



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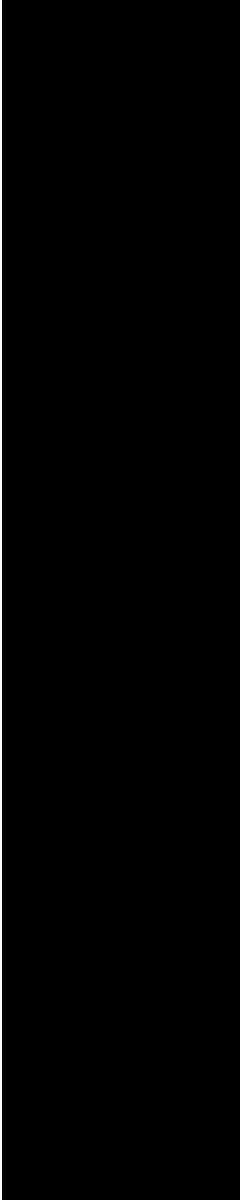
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**Banner 3 – skyscraper – 120 x 600 pixels**  
**£15 per day or £450 per month**



**Statistics** – 1.8 million unique visitors a year

**Banner impressions** – 20 + million unique banner impressions a year  
If you would like your banner on the website it should be e-mailed to us at  
[advertising@liquidfunk.co.uk](mailto:advertising@liquidfunk.co.uk)  
Please mark subject- Advertising

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**>> ADVERTISING APPLICATION FORM**

**Please complete the following details-**

Name.....  
Address.....  
Postcode.....  
City.....  
Country.....  
Telephone.....  
Fax.....  
Mobile.....  
Email.....  
Website.....  
Record Label.....

**>> BANNER ADVERTISING**

**Please place a  next to the banner/s you require-**

- Banner 1 – 234 x 60 pixels** .....
- Banner 2 – 468 x 60 pixels** .....
- Banner 3 – 120 x 600 pixels** .....

**Please state when you would like your banner to go online (dd/mm/yyyy).....**

**Please state when you would like your banner to go offline (dd/mm/yy).....**

**>> NEWSLETTER ADVERTISING**

**Please place a  next to the item you want to promote**

- Event** .....
- New single** .....
- New Album** .....
- Other** ..... **Please state content.....**

**Please state the date that you would like your promotional information to be sent out to our members (dd/mm/yyyy).....**

**Please remember to e-mail or the details you require in the Newsletter promotion.**

**Please make a cheque payable to Liquid Funk Ltd for the correct amount.**

**You can also pay online safely and securely at –  
[http://www.liquidfunk.com/liquid\\_advertising.php](http://www.liquidfunk.com/liquid_advertising.php)**

**Sign..... Print Name.....**

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