



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 March 2021 we averaged **over 37,000** visits per month, reaching over 450,000 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 (including of these festivals) our numbers have continued to climb with young people's move to online resources in 2020.

According to Google, our readership is made up of **25% 18-24 year olds / 25% 25-34 year olds / 15% 35-44 year olds** which is from a tracking sample of 1/3 of our users. We know most of the rest are not tracked due to being 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 1,300 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. VAT is not added to the prices.

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 a footer banner ad for Voice magazine. The banner is divided into two main sections. The left section has a blue background with the Voice logo and the text "Arts Award on Voice". Below this, it says "This is the place for people taking part in Arts Award to get ideas, research and step-by-step guidance." and includes a link "DISCOVER ARTS AWARD". The right section has a pink background with the text "RESOURCES ON VOICE". Below this, it says "From careers to reviewing, to how-to's guides and training delivery, this is the one stop shop for everything that Voice has to offer." and includes a link "FIND OUT MORE".

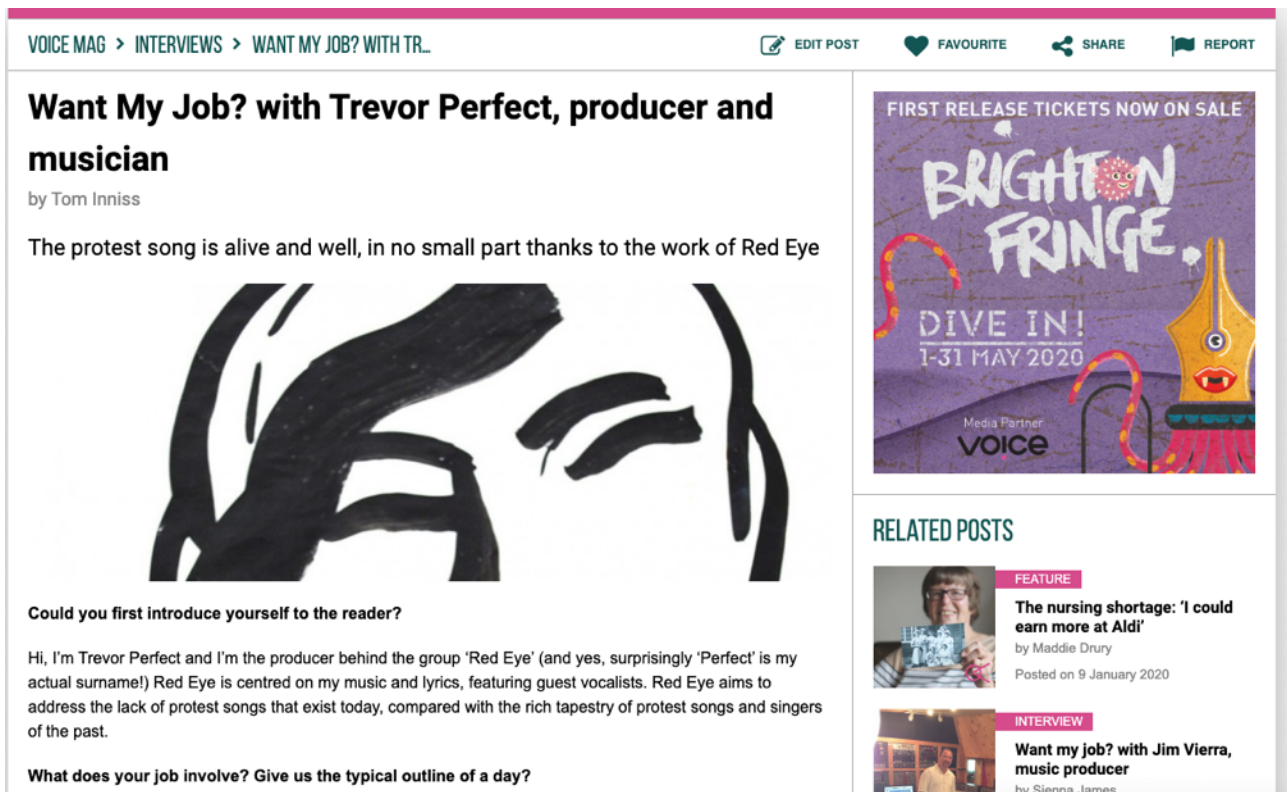
Below the banner, there are two columns of links. The left column is titled "Support our work" and includes links for "VOICE", "About", "Contact & Complaints", "Privacy", and "Terms & Conditions". The right column is titled "Become a Friend" and includes links for "MAGAZINE", "House rules", "Read the magazine", "Post to Voice", and "Advertise".

Below the links, there is a "SOCIALISE" section with icons for Facebook, Instagram, Twitter, and YouTube. To the right of this is the Voice logo.

At the bottom of the page, there are logos for "Upstart projects", "TRINITY COLLEGE LONDON", and "Supported by public funding by ARTS COUNCIL ENGLAND". Below the Upstart logo, it says "Voice is run by the charity Upstart Projects – Registered charity #1157864".

The Side Bar Ad

What size? It can be 300px wide by any usable height up to 400px.




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

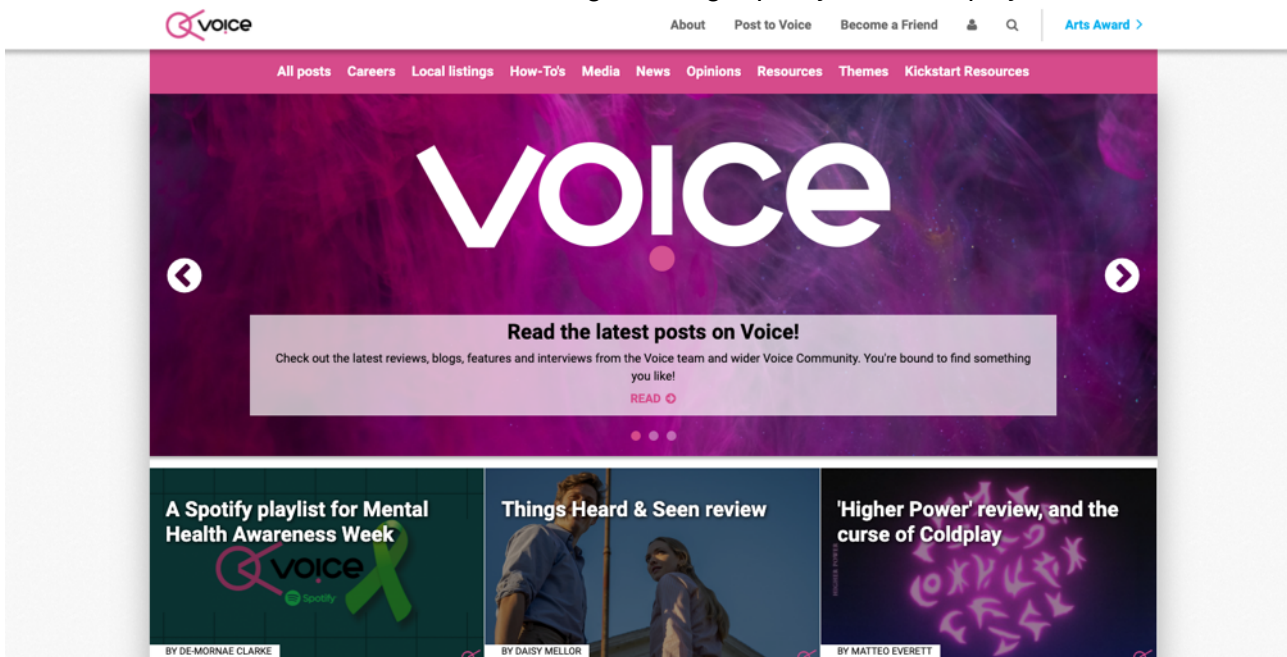
INTERVIEW

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.



VOICE

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All posts Careers Local listings How-To's Media News Opinions Resources Themes Kickstart Resources

voice

Read the latest posts on Voice!

Check out the latest reviews, blogs, features and interviews from the Voice team and wider Voice Community. You're bound to find something you like!

READ

A Spotify playlist for Mental Health Awareness Week

BY DE-MORNAE CLARKE

Things Heard & Seen review

BY DAISY MELLOR

'Higher Power' review, and the curse of Coldplay

BY MATTED EVERETT