

# Giggle Beats is...

Comedy in the North | [gigglebeats.co.uk](http://gigglebeats.co.uk)



A regional comedy platform, offering a wide range of online content covering all aspects of the comedy industry. Giggle Beats is regarded as one of the most respected sources of comedy news, features and reviews on the web, and, as the only publisher providing a voice on the burgeoning stand-up scene in the North of England, is ideally placed to reach your target audience.

## What we can provide you

Targeting the 21-34 market, Giggle Beats gives you direct access to active, socially-aware comedy fans, specifically those in the cultural districts of Newcastle, Leeds and Manchester. Giggle Beats' visitors are professionals with cash - and they are keen to spend it.

## Who we've worked with

Giggle Beats has delivered advertising campaigns for a number of local, national and international organisations.

**BRANDS:** BBC, UKTV, ITV, Dave, Costa Coffee.

**COMEDY LABELS & MANAGEMENT:** Avalon, Off the Kerb, Chambers Management, PBJ, Invisible Dot, Dawn Sedgwick, United Agents, RBM, Comic Voice, CKP, Objective.

**PROMOTERS:** Phil McIntyre, Brett Vincent, Bound and Gagged, Mick Perrin, GSOH Comedy, Get Comedy, Ditto Productions, Live Nation, Gag Reflex, Highlight, Mirth Control, The Grinning Idiot, Silly Billies.

**VENUES:** Underbelly, Royal Albert Hall, Bloomsbury Theatre, Soho Theatre, Assembly, Just the Tonic, The Caves, Laughing Horse, Gilded Balloon, Sunderland Empire, Pleasance, PBH, The Tron, The Stand.

**PUBLIC RELATIONS:** Impressive, Bex Colwell, Get Involved, Will Wood, Flick Morris, Claire Walker, Gaby Gerrard, Amanda Emery, Neil Reading, Marissa Burgess.

## Rate card

BANNER TYPE	SEPTEMBER TO JUNE	JULY/AUGUST
Leaderboard	£2cpm (cost per thousand views)	£4cpm
MPU/Skyscraper	£1cpm	£2cpm
Standard banner	£1cpm	£2cpm
Newsletter sponsor	£25 (per issue)	£25
Bespoke ad campaign	Email for details	Email for details

## Additional services

Giggle Beats offers a free design service for all advertisers who pay in full within 24 hours of agreement. A sponsorship package is also available and includes above the fold advertising, sponsored social networking posts and credible editorial.

## Contact

To discuss your advertising requirements, please call Andrew Dipper on 07916 426 206 or email us: [advertise@gigglebeats.co.uk](mailto:advertise@gigglebeats.co.uk).

## Terms and conditions

- You will have 28 days after release date to pay unless otherwise agreed.
- Late payments are subject to a 5% administration fee.
- All invoicing is electronic unless otherwise stated.
- A discount of 10% is available for swift payment.

## The stats...

- 29,000 visitors per month, with 100,000 page views
- Gender appeal: 58% male 42% female
- Social networking promotion to 6000+ friends/followers
- 70% U.K based users 26% U.S 4% other
- New site design to launch in June 2014, with dedicated Edinburgh Fringe area