



**Fally
rag**

Media Pack:
Advertising with the Arts & Culture Journal

www.fallyrag.com

Why advertise on Fallyrag?

Advertise to an audience of creatively-minded 18-35 year olds.

Fallyrag draws an audience of over 27,000 visitors every month and we're growing!

If you would like to take advantage of our unrivalled audience demographic for the arts then please fill out the online form (www.fallyrag.com/advertising.php) or fill out the order request form in this pack. One of our team will get in touch with you to discuss your campaign requirements.

Fallyrag is a daily source of inspiration for creatives in the United Kingdom and beyond.

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A little about us

A short history

Fallyrag - The Online Arts & Culture Journal - is a virtual creative space that has showcased unknown and established artistic talent from across a range of mediums since 2008. The goal of Fallyrag is to provide its audience with an eclectic mix of styles and artists, enabling inspiration and new talent to bubble to the fore. A mix of features, profiles and interviews delve into the motivations, aspirations and techniques of artists, promoting creative threads as a way in which both artist and audience can interact and develop new ideas.

These mediums include contemporary art, photography, design and illustration; wherein all words and imagery can be accessed free in the Fallyrag Archive. In a time where mix-media projects are increasingly emerging at the forefront of the creative wave, Fallyrag's uniquely designed and built website is an interactive tool by which these projects have a platform from which to launch and evolve.

In 2009, Fallyrag went through a redesign and expansion and the decision was taken to include regular writers to keep abreast of current cultural changes. Both editor, Rob Dickins and Art Director, Jon Morse, write regular blogs alongside Dan McKerrell, Lucy Boyd and Daniel Cadwallader. The writers cover a variety of topics, including the arts, music, film, theatre and broadly cultural news; whilst also retaining the creative buzz through words. These voices have had a huge impact in giving extra form to Fallyrag, without the normal editorial constraints of mainstream media.

Another recent addition to writing and news in Fallyrag has been the 'News, Reviews and Events' column. Covering exhibitions, reviews of new music releases and all the latest on the best of the summer arts festivals, the column has quickly become an important hub for our audience of creatives to keep abreast of the most vibrant happenings and exciting new projects. Ultimately, as a creative, collaborative project, Fallyrag has become an important internet hub, through which artistic traffic travels and, whilst still retaining a growing core of daily readers, manages to seamlessly marry the underground and the mainstream arts worlds.

Audience Demographics

Who's going on Fallyrag?

Fallyrag is an important outlet for new and established artists to show their latest work to a growing community. Every feature can be commented on meaning that Fallyrag is used to gain valuable feedback on experimental pieces and maturing work and ensures our readers keep coming back.

male / female

60% / 40%

age

90% 18-35 years

traffic

80% UK - 20% rest of world

page views

over 27,000 per month

Top 10 Countries

United Kingdom
United States
Italy
Australia
France
Canada
Spain
Germany
Netherlands
Thailand

Top 10 Cities

London
Manchester
Milton Keynes
Brighton
Reading
Birmingham
Sheffield
Bristol
Maidenhead
Falmouth

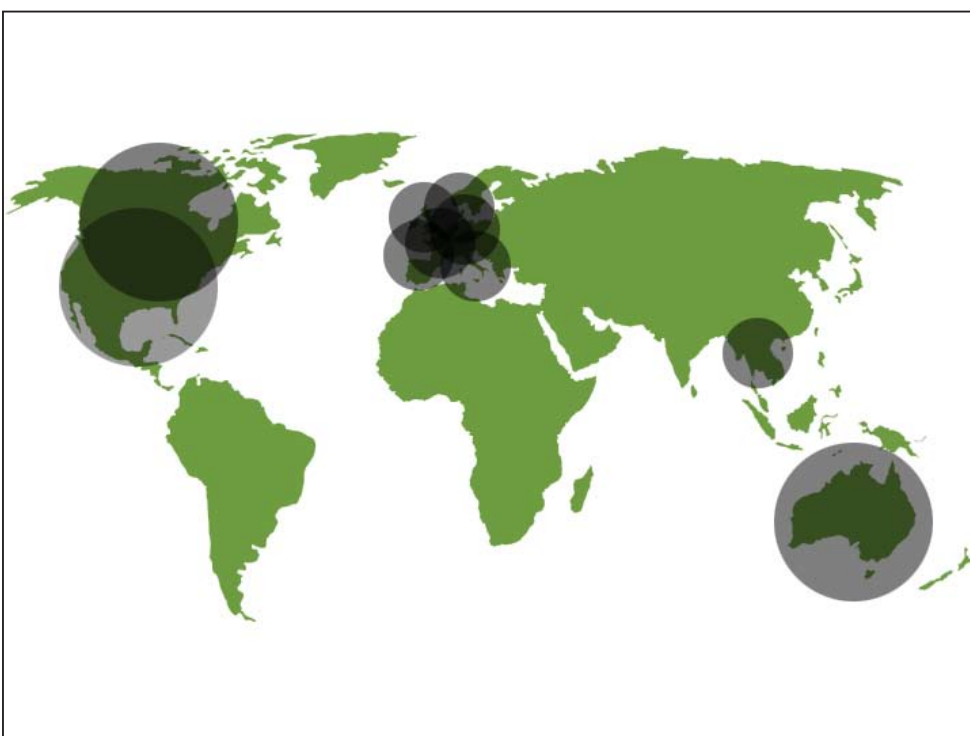
Fallyrag Global

United Kingdom & Rest of the World



Top 10 cities in the UK

London
Manchester
Milton Keynes
Brighton
Reading
Birmingham
Sheffield
Bristol
Maidenhead
Falmouth

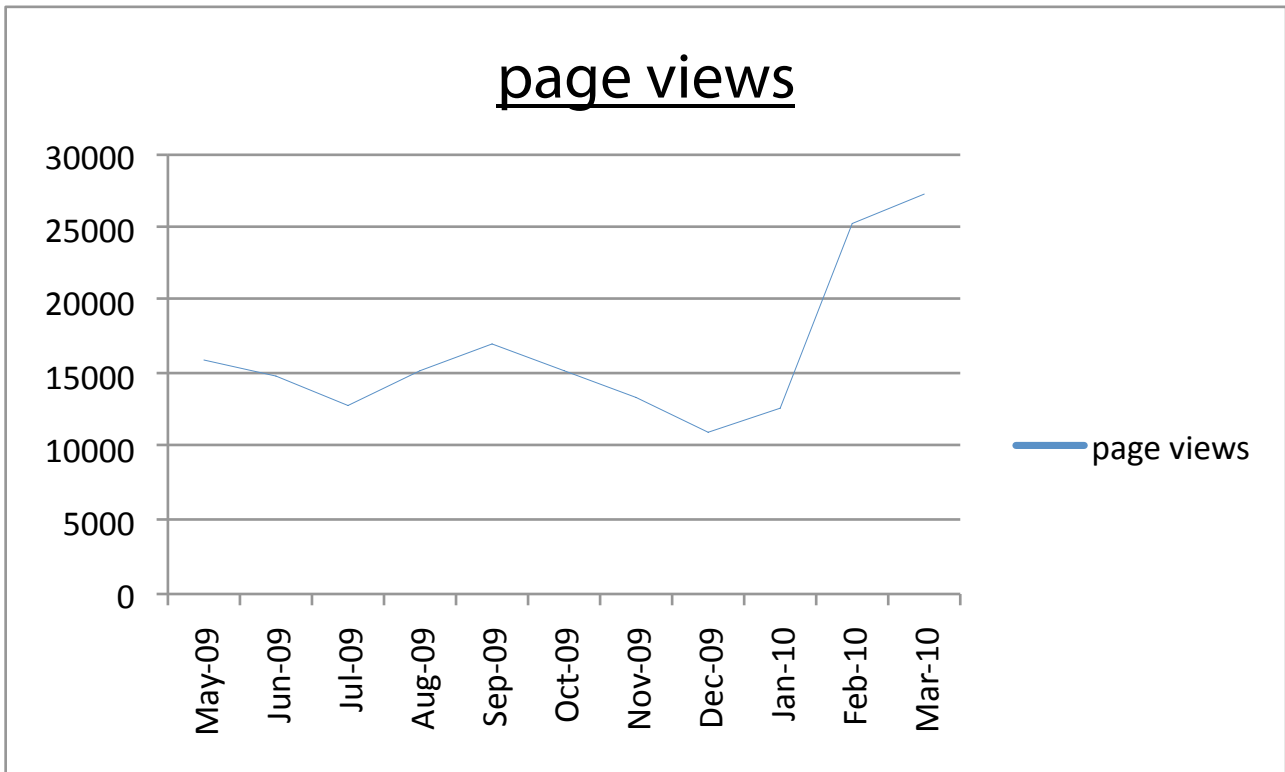


Top 10 countries

United Kingdom
United States
Italy
Australia
France
Canada
Spain
Germany
Netherlands
Thailand

Website Statistics

Page views and unique visitors 2009 - 2010



Rate card

banner dimensions and prices

Banner prices

	Banner size (pixels)	1 month	2 months	3 months	6 months
1. leaderboard	728 x 90	£50	£95	£140	£275
2. medium	300 x 250	£35	£65	£95	£185
3. medium	300 x 250	£20	£35	£50	£100
4. medium	300 x 250	£20	£35	£50	£100

Have your advert designed by Jigsaw Designs for an extra £25 per advert.



Order Request form

Name

Organisation

Telephone no.

Email Address:

Please tick the banner space and duration of ad campaign.

	1 month	2 month	3 months	6 months	advert design
1. leaderboard	<input type="checkbox"/> (£50)	<input type="checkbox"/> (£95)	<input type="checkbox"/> (£140)	<input type="checkbox"/> (£275)	<input type="checkbox"/> (£25)
2. medium	<input type="checkbox"/> (£35)	<input type="checkbox"/> (£65)	<input type="checkbox"/> (£95)	<input type="checkbox"/> (£185)	<input type="checkbox"/> (£25)
3. medium	<input type="checkbox"/> (£20)	<input type="checkbox"/> (£35)	<input type="checkbox"/> (£50)	<input type="checkbox"/> (£100)	<input type="checkbox"/> (£25)
4. medium	<input type="checkbox"/> (£20)	<input type="checkbox"/> (£35)	<input type="checkbox"/> (£50)	<input type="checkbox"/> (£100)	<input type="checkbox"/> (£25)

Order Total: £

Please send you order request form to:

Fallyrag - The Arts & Culture Journal, 41 Westway, Raynes Park, London, SW20 9LX

On receipt one of our team will contact you to confirm you selection and arrange a campaign start date.

Contact

Contact the team

For any questions or queries regarding your order please contact the Fallyrag team or email media@fallyrag.com to request a call-back. We will endeavour to contact you within 24 hours of your request.



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Jon Morse: +44 (0)7921 319 758



media@fallyrag.com



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