



ADVERTISING **MEDIA KIT**

Increase your brands reach with the most talked about & fastest growing resource for production professionals in the live event industry

GET STARTED



USER

DEMOGRAPHICS

Male 69%
Female 29%



30% 25-34
years old

71% 18-44
years old



85% U.S.
7% Canada
4% UK

55% use
mobile to
access the
website





EMAIL STATISTICS



Email List
32,000+

*Industry Avg. 27,000



Open Rate
28%

*Industry Avg: 15.6%

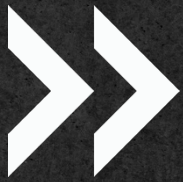


List CTR
3%

*Industry Avg: 1.7%



TourReady has built the largest email database in the industry – over 32,000 unique names in less than 8 months. Now you have the opportunity to reach the widest possible audience of people who matter most.



EMAIL ADVERTISING

Email Ad Specs

- »» Email sent to over 32,000 unique email addresses
- »» 2 sponsored ads per email blast
 - 1 banner ad
 - 1 featured content ad
- »» \$1,500 per email
 - *Industry standard \$2,500+ per email
 - \$1,250 per email 3 mo. commitment
 - \$1,000 per email 6 mo. commitment
 - \$800 per email 1 year commitment



WHAT'S NEW

@TOURREADY

SEPT. 16 2015

SPONSORED

Your Powerful
CAMPAIGN
TEXT HERE
Lorum ipsum Dummy text

Click Here

www.yoururl.com



OVER 8,000 CREW HAVE SIGNED UP. HAVE YOU?

Don't get left behind! Sign up for TourReady if you haven't already. We have some **MAJOR** announcements coming very soon!

[sign up](#)

SPONSORED

LOGO

Your Powerful
CAMPAIGN
TEXT HERE
Lorum ipsum is
Dummy text amet

[CLICK HERE](#)

www.yoururl.com

OUR COMPANY SERVICES

Need equipment for the live event industry? We have you covered for all types of events. Visit our website for more information.

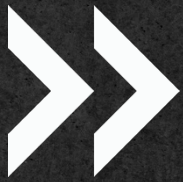
[get started](#)



FOLLOW THE BLOG

Follow the TourReady Blog to stay up to date on TourReady and industry news!

[read more](#)



EMAIL ADVERTISING

Responsive

Emails are fully responsive & will automatically resize on any device.



Approval

Approve all of your content before the email is sent out.



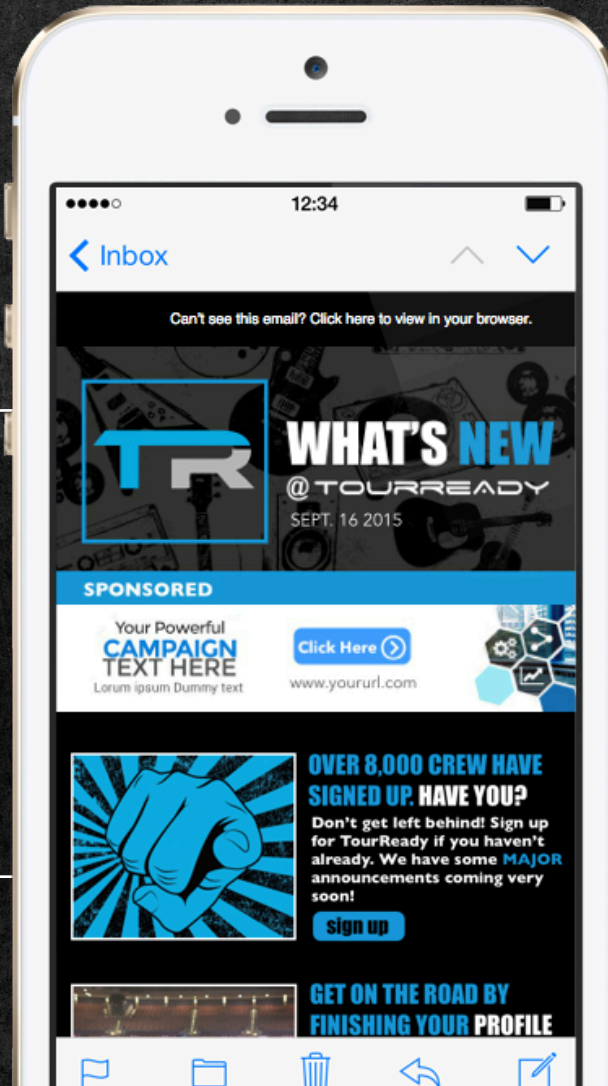
Design

Don't have a design? Our team will assist you with designing your ads.



Schedule

You decide what day of the week you want your email to be sent.





WEBSITE STATISTICS



Members
10,000+

*Number of members increase every month.



Page Views
42,000 mo

*Avg. number of page views per month



Unique Visits
10,000+

*Avg. number of unique visits per month



Engagement
5:00 min

*Avg. time spent per visit



Increase your brands reach with the most talked about and fastest growing resource for production professionals in the live event industry. TourReady's following continues to grow everyday and is becoming a new industry standard.



WEBSITE BANNER ADVERTISING

All Packages Include...

- ✓ 0% TourReady commission
- ✓ Secure subscription payments
- ✓ Automatic monthly renewal
- ✓ Secure profiles
- ✓ Customer support
- ✓ Cancel TourReady at any time
- ✓ Save up to 20% if billed annually



Advertise Here
728 x 90 // \$500 mo.

TourReady is a Proud Partner with Just A Bunch of Roadies!

Use your promo code from Just A Bunch of Roadies & 10% of your subscription will be donated to the organization.



Advertise Here
728 x 90 // \$500 mo.

Get the Latest TourReady Updates





WEBSITE BANNER ADVERTISING



TRACKING

TourReady will send you click thru (CTR) and impression reports for your online banner ad every month.



DIRECT LINKS

Your banner ad will link users directly to your website and provide SEO value.



RESPONSIVE

Banner ads are fully responsive & will automatically resize on any device.



DESIGN

Supply your own 728x90 banner ad, or the TourReady team will help create artwork with your approval.



Place your brand directly in the faces of opinion leaders and business influencers in the live event industry. TourReady's banner ads will help generate brand exposure that caters to your ideal group of customers. *Banners are limited.



www.tourready.com

**& CONTACT US
ADVERTISE**

LINDSEY CHAPMAN

lindsey@tourready.com

KYM VAN DER WEYDE

kym@tourready.com

