Following an extensive re-verifi/cation of the entire SOS International User Database, we are now able to offer select advertising opportunities in the following monthly E-Blasts administered to a maximum of 2 Advertisers per calendar month with our email provider MailChimp. By only sending select emails to our database we typically enjoy above industry average open rates.

**E-Newsletter Mailing Blasts:**
An exclusively sponsored email where the Advertiser supplies the promotional content emailed from SOS to our readers “in association with Sound On Sound”.

**Price per month (excluding VAT) per E-Newsletter:**
- UK with bonus World (Not Americas).......................... £2,895
- The Americas ........................................ $ Prices on request

**New Issue Announcement Advertising:**
Prices per month (excluding VAT) based on a minimum 3 month continuous commitment:

- **UK/World:**
  - Midway Banner (570 x 95 pixels).......................... £655
- **The Americas:**
  - Midway Banner (570 x 95 pixels)............ $ Prices on request

**Global Review Boost**
Guarantee your product review is one of the few featured highlights in the New Issue Announcement. This includes your product photo at the top of the email and a direct link to your review, which will also be fully unlocked to all users. Price on request.
PODCASTS

Allowing you to get into the ears of your perfect customer!

SOS has created three dedicated Podcast channels and now offers you the opportunity to reach our highly targeted listeners with Channel Sponsorship, Pre-roll audio adverts and Behind The Brand paid-for shows.

Every month each channel releases a new show produced by members of the SOS staff or one of our expert freelancers, covering a multitude of topics.

Recording & Mixing Channel
Takes the practical approach and keeps the listener inspired with expert hints and tips.

Electronic Music Channel
Is for everyone interested in synths, samplers and the world of electronic music.

People & Music Industry Channel
Features interviews with musicians, studios, engineers, producers and manufacturers.

Advertising Opportunities

Behind The Brand
- These shows are Paid Interviews that appear on our ‘People & Music Industry’ channel giving you the opportunity to say what you want. It’s your agenda and you can talk about your business, its history, milestone products, future developments or whatever you like and deliver your brand message direct to the listener!
- One of our staff will work with you and draft an agreed interview structure prior to the recording to ensure you get all of your points across.
- BTB shows also come with enhanced visual branding on our print, website and social marketing.
Price £2,995 + VAT

Channel Sponsorship
- You can sponsor the channel that suits you.
- This is usually for a minimum of three shows and includes your logo and the wording ‘Sponsored By X’ everywhere we market the Podcasts in print and online.
- It also includes a spoken announcement at the start of the show before any Pre-roll advert, eg. “This Podcast is sponsored by X, creators of Y.”
Price - Rate available upon request.

Pre-roll Audio Advert
- Your audio advert is hard-edited into the start of our shows.
- We require a minimum 3-show booking and the advert can be up to 30 seconds duration.
- We prefer you to provide your finished audio advert but we can produce one for you if you supply the voiceover script and music. This will incur a production charge.
- The advert may be changed show to show.
Price - Rate available upon request.

Advert lifespan
- All these advertising opportunities are for the Podcast’s lifetime and will not be removed, thus offering continued exposure long after the month of release.

Distribution
- All our shows are distributed via a wide range of popular Podcast platforms to ensure the greatest reach, including Apple Podcasts, Google Podcasts, Spotify and many more.
- Every show has a dedicated Landing page on the SOS website.
- Some shows are chosen to be converted into an illustrated podcast video for our YouTube channel.
- All shows are global.

Technical Specification
- All audio adverts must be a minimum of 16-bit, 44.1kHz stereo WAV file format.
- All shows are mastered to the highest quality the Podcast channel will support and are in stereo.

Check out our website below to see and listen to the shows already on air.

www.soundonsound.com/podcasts