PROMO DJ

MEDIAKIT

2020
WHO ARE WE?

PromoDJ is the most popular electronic music resource for DJs and producers in eastern Europe.

Publisher of MIXED.NEWS — professional media dedicated to electronic music and new musical technologies.

Special experience with unlimited space for Premium account members to download mixes and tracks and influence the audience.

We give an opportunity to level up new artists and get quick feedback on their works.

Since 2006 we are still the only Russian platform that holds remix contests in all genres.

We have our own online radio with different musical channels.
OUR GEOGRAPHY

#1 TO PROVIDE THE WIDEST TARGET AUDIENCE OUTREACH IN RUSSIA

UNIQUE VISITORS

- Russia: 1.32 million
- Ukraine
- Belarus
- China
- USA
- Kazakhstan
- Germany
AUDIENCE
PROFILE

AUDIENCE INCOME
- 60% Average income
- 40% Above average income

AGE
- 70% 25–34 years
- 15% 18–24 years
- 10% 35–45 years

TYPES OF EMPLOYMENT
- 40% Experts
- 22% Students
- 15% Blue-collar workers
- 13% Senior managers
- 10% Others

Monthly coverage: 1.58 million people
Visits: 2.9 million
Depth: 4.18
Time on the website: 5:45
AUDIENCE INTERESTS

- EDM, new music, culture, news
- Music trends and technologies
- Self growth and music production
- Networking
- Gadgets and new technologies
- Trends, fashion, style
- Popular videos and YouTube
- News and trends in film industry
- Mass culture
ARTISTS, PARTIES AND BRAND PROMOTION
YOUR OPPORTUNITIES
BANNERS AND BRANDING

Andy Stock
andy@pdj.com

BRANDING
all pages or main page

PROMO DJ
ЛУИ ЛУИ — заглавная песня с нового пятого по счёту студийного альбома ST «Плот».

Премьера песни состоится 20 января в рамках горящего турне путешествия Ленинград.

Помимо официального варианта, он получит ещё особый клип, снятый на студии Рождества.

«Благодаря нашему конкурсу диджеев SoundClash, у вас есть уникальная возможность стать победителем битвы диджеев и подняться на самый главный ступень мира EDM, SoundClash!» — это заявление первого диджея призвало мировую известность и получать ценные призы. Не важно, любите ли вы профессию, редактируете видео-чат или просто ставите клипы на вечеринках для друзей.

**Загрузи микс** — Собирай лайки — Выиграй призы

**Главный приз**

Las Vegas, NV USA

Поеzdка в Лас-Вегас на вечеринку SoundClash

**Audience reach**
1.58 mlm monthly

**Followers**
750 000

Price upon request

Andy Stock
andy@pdj.com

@andystock strobe andystock
PARTIES, SHOWS AND EVENTS PROMOTION

**Mini**
- ✔ Announce on MIXED•NEWS
- ✔ Social media promo
- ☐ Animated banner 300×600 on all PromoDJ pages*
- ☐ Static banner 1280×300 on the main page
- ☐ All pages background branding**

**Normal**
- ✔ Announce on MIXED•NEWS
- ✔ Social media promo
- ✔ Animated banner 300×600 on all PromoDJ pages*
- ✔ Static banner 1280×300 on the main page
- ✔ All pages background branding**

**Good**
- ✔ Announce on MIXED•NEWS
- ✔ Social media promo
- ✔ Animated banner 300×600 on all PromoDJ pages*
- ✔ Static banner 1280×300 on the main page
- ✔ All pages background branding**

* length of rotation: up to one month; may contain a link to the event’s website or to buy tickets
** placed for one week; may contain external links to non-PromoDJ sites
YOU ARE ON THE MAIN PAGE

MAIN Featured

PLACE ARTIST ON THE MAIN PAGE

Posting special artist profile including short info and photo on the most visible spot on the main page. It helps to attract more attention and promote the artist and works.
YOUR MIX OR TRACK ON THE MAIN PAGE

The most reliable way to present new music, mix or remix to the public.
By placing your work on the main page you attract more listeners, get comments, increase your rating and going up in PromoDJ TOP100 chart

Andy Stock
andy@pdj.com
YOUR VIDEO ON MAIN PAGE

FEATURED VIDEO
PLACE VIDEO ON THE MAIN PAGE

All eyes will be on your video.
It can contain live shows, video-clips or interviews.
There is only one video slot available on the main page
БУДЬ НА ОДНОЙ ВОЛНЕ С МАКСОМ БАРСКИХ!

СДЕЛАЙ ГРОМЧЕ!

«Сделай громче» — танцевальный навигатор, в котором заложена концепция современной реальности. Новый трек Барских адресован тем, кто мечтает и не боится круто повернуть свою жизнь на 180 градусов, приживя своего слушателя идти на встречу к себе, не оглядываясь на мнения.

Хочется, чтобы твой ритм услышали даже по ту сторону океана, «СДЕЛАЙ СТИК СВОЕГО СЕРДЦА ГРОМЧЕ», смело экспериментируй с рифмами и премьер своей версии трека. Стань частью хип-хопного движения!

MAX BARSKIH — СДЕЛАЙ ГРОМЧЕ

REMIX CONTESTS

EFFECTIVE WAY TO PROMOTE YOUR TRACK

- Branded or special contest
- E-mail announcement (750 000 recipients)
- Targeted promotion on social media
- Exclusive article about the artist on MIXED•NEWS
- Main Featured on the main page
- Banner 300×600
- Sponsor integration

Andy Stock
andy@pdj.com  andystock  strobe  andystock
BRAND OR PRODUCT PROMOTION

Sponsor integration and contests

- Unique special project development
- 300x600 banner
- Site background branding
- Announcement on the website
- Social media promo

Daria Goleva
daria@goleva.ru  golevafm  golevafm  +7 925 007 26 16
PARTIES PROMOTION

Collaborations, partners projects & audience engagement

- Audience engagement
- Brands integration
- Announcement on social media
- Unique special project development
EVENTS PROMOTION

Party promotion, engagement of the brands target audience

- Announcing & support of the events
- News
- Interviews
- Targeted social media support

**MIXED•NEWS** — online magazine about music and technologies, which publishes news, articles, events announces & interviews.

---

**Dima Pogodin**

_weather@mixed.news_
OUR CONTACTS

Andy Stock
andy@pdj.com
Facebook: andystock, strobe, andystock
Contests, special projects, artists promo

Daria Goleva
daria@goleva.ru +7 925 007 26 16
Facebook: golevafm, golevafm
Partnership, collaboration

Dima Pogodin
weather@mixed.news
Facebook: wevther, wevther, wevther
Gigs, events & so on

PromoDJ on the net: Facebook: promodj, Instagram: promodj_com, VK: promodj