

Ticketmaster sell tickets for a wide variety of events, including rock, pop, dance, theatre and sport. For a selection of venues online customers can now choose to print their own tickets at home using 'Ticketfast'. Ads can be placed on these tickets, offering another opportunity to reach these fun seeking customers.

Overview

Gender

Online Activity

Age

Profile

Keen leisure spenders

56% female

100% known internet users

Predominantly 25-54 years

Base Rate

Minimum Order

Rates

£35/000

1 month full run

www.ticketmaster.co.uk

Monthly volume: 90-120,000 approx

Please ask us about Ticketmaster postal data, email data, insert and advertising opportunities.

tel: 020 7940 9797

email: media@scientiadata.com

Intelligent Ads:

By using these tickets you can reach the valuable Ticketmaster customers without the cost of print and delivery, safe in the knowledge that you are reaching responsive internet savvy buyers. This is a new opportunity with only one ad space, which is already proving popular! Customers vary month by month, so advertisers can book the programme repeatedly without experiencing diminishing returns.

Fulfilment and Specifications:

Adverts must be supplied as a PDF, created in Adobe Illustrator, with no embedded jpgs or gifs. The ad size is 251x207. Full specifications are supplied on request and final creative must be supplied no less than one day before the ads are due to start (longer is recommended).

TNTFA001

Ticketmaster Ticketfast Ads are available through the Media Management division of Scientia Data:

We offer a friendly and professional approach to business, underpinned by extensive experience and in-depth knowledge of the direct marketing industry – all of which enables us to deliver a superior level of service and account management to our customers. Our clients tell us this is what differentiates us from our competitors and why they continue to come back time and time again.