ABOUT ACCESS ALL AREAS

Uniting the outdoor & live events industry

Access All Areas (AAA) is the voice of the outdoor and live events industry, supporting and showcasing the power, creativity and successes of a multi-billion pound industry that sits at the heart of business and consumer engagement. Through our portfolio of print, digital and live brands our mission is to challenge the industry to reach new heights whilst raising the profile of its achievements. Every month AAA brings the latest news, analysis, comment, debate and education to the industry, helping create best practice and excellence in key roles across the outdoor events industry.

Our audience covers the vast expanse of the industry across all outdoor events including festivals, sport and culture, through senior organiser and production professionals, agencies and associations, all of whom are involved in the creation of the shows our industry is so proud of. The AAA portfolio talks to the whole industry through the monthly magazine, website and newsletters whilst bringing it together to celebrate at numerous events including the Event Production Show and Awards. We also create the debate through roundtables and webinars and support young talent through our 30Under30 programme.

The UK outdoor events sector is a key component of industry and creativity, bringing innovation, business opportunity and economic impact wherever it takes place. Access All Areas provides its voice and amplifies it.
ABOUT ACCESS ALL AREAS

Overall media reach

100,000+

A selection of our community

Our ratings and reviews

<table>
<thead>
<tr>
<th>Rating out of 5</th>
<th>Outdoors &amp; Festival Coverage</th>
<th>Rating out of 5</th>
<th>Event Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.38</td>
<td></td>
<td>4.07</td>
<td></td>
</tr>
<tr>
<td>4.03</td>
<td></td>
<td>3.96</td>
<td></td>
</tr>
</tbody>
</table>

AAA has a good overview of the industry and has always looked to cover a broad range of industry topics and a diverse range of case studies. AAA has been very aligned with the frustrations shared by many industry peers.

Nick Morgan
Group CEO, We are The Fair LTD

Access All Areas has always been a massive support to our industry, and on a personal level, has always been supportive in covering milestones in my business. I think that throughout the pandemic, they have done a brilliant job in keeping their readers informed.

Gill Tee
Co-founder and Festival Director, Black Deer Festival

The team at Access All Areas have their fingers right on the pulse of the events world. The magazine, in print and online, gives amazing insight, advice, guidance and opinion on every aspect of the industry creating a community which is crucial to the entire sector. If you’re looking for a real insight into events, make sure you give this a proper read!

Craig Mathie
Managing Director, Bournemouth 7s Festival
HOW WE SERVE OUR COMMUNITY

AAA Magazine
Our centralised print community, serving the latest updates, news and insights on a monthly basis.

AAA Roundtables
Gathering of like-minded, high-profile event professionals to discuss a pertinent issue facing the industry.

Access Live Webinars
Access Webinars are an online opportunity to be part of thought leadership on specific themes, broadcast to a wide and varied audience of industry professionals through online channels.

Event Production Show (EPS)
The EPS unites the outdoor and live events industry professionals and organisations through a conference and physical gathering. Attendees view the latest innovation of products and services that are excelling the industry forward.

AAA Digital
Our website, newsletters and social media showcase the latest news and insightful analytics on the industry and our events. Our digital channels are an essential asset for outdoor event professionals.

AAA Podcasts
A popular and effortless way to engage with hot topics, big debates and interviews with senior event leaders from around the world.

AAA 30under30
Our annual awards ceremony to celebrate the next wave of young, talented event organisers that have joined the industry.

Event Production Awards (EPA)
The EPA's recognise excellence in the production and delivery of outdoor and live events across music, sport and culture.
MAGAZINE

Access All Areas

AAA magazine sits at the heart of the portfolio and where, each month, we delve into the key issues that affect the outdoor and live events industry. The magazine delivers key analysis, education and best practice and is essential reading for any outdoor events professional.

27,595
Overall readership

87%
of our audience have been reading AAA for 2 or more years

99%
consider Access All Areas to focus on the issues that matter most to the industry

99%
of our readers read a full mag at least once per quarter

85%
consider AAA to the thought provoking and the leaders in helping to grow the live events sectors

Source: AAA Readership Survey 2020

To find out more contact:
Joanne Knowles
jknowles@mashmedia.net
02084811122

ACCESS ALL AREAS MEDIA PACK: 2021
MAGAZINE

Community

17,848 Requested print subscribers
9,747 Requested digital subscribers

UK Print Circulation

41.15% London
29.74% South East
7.25% East Midlands
7.06% West Midlands
6.51% North West England
5.95% South West England
2.34% North East England

Event Management 26.06%
Sales 24.65%
Marketing 15.77%
Operations 12.61%
9.46% Executive Team
8.04% EA / PA / VA
3.45% Administrative

Sector Breakdown

Exhibition Organiser 27.45%
Supplier 27.05%
Agency 14.74%
9.47% Corporate
8.26% Venue
5.73% Government / Public Sectors
3.84% Charity / NFP
3.34% Professional Association / Institute

Seniority Breakdown

C-Suite 32.27%
Director 23.84%
Management 23.55%
Executive 18.24%
Graduate / Intern 2.09%

Average dwell time on digital magazine: 22.31 Minutes
Reader satisfaction rating: 4.10
91% of our readers rate us: Excellent

Source: AAA Readership Survey 2020

To find out more contact:
Joanne Knowles
jknowles@mashmedia.net
02084811122
Every day, the Access All Areas website delivers the latest news, opinion and insight into the industry, keeping our viewers abreast of the latest developments in their professional world.

30,414
Average monthly users

52,414
Monthly page views

37,978
Average monthly sessions

2.01 Minutes
Average dwell time

Source: Google Analytics

To find out more contact:
Joanne Knowles
jknowles@mashmedia.net
02084811122

ACCESS ALL AREAS MEDIA PACK: 2021
NEWSLETTER

Community

Twice weekly the AAA newsletter gives you a snapshot of the latest news and headlines, allowing you to select the key issues that are important to you.

<table>
<thead>
<tr>
<th>OUR CHANNELS: DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>13,940 Total requested subscribers</td>
</tr>
<tr>
<td>19% Average open rate</td>
</tr>
<tr>
<td>5% Average click rate</td>
</tr>
</tbody>
</table>

Sector Breakdown

| Supplier | 27.46% |
| Event Organiser | 25.29% |
| Agency | 14.49% |
| 9.90% Corporate Company |
| 9.50% Venue |
| 5.89% Government/Public Sector |
| 3.50% NFP/Charity |
| 2.97% Professional Association / Institution |

Department Breakdown

| Sales | 29.29% |
| Event Management | 23.28% |
| Marketing | 15.94% |
| 12.62% Operations |
| 8.62% PA / EA / VA |
| 7.18% Executive Team |
| 1.96% Administrative |
| 1.16% Freelance / Contractor |

Seniority Breakdown

| C-Suite | 32.25% |
| Management | 22.93% |
| Director | 22.60% |
| Executive | 20.37% |
| 1.85% Graduate / Intern |

Source: AAA Readership survey 2020

To find out more contact:
Joanne Knowles
jknowles@mashmedia.net
02084811122

ACCESS ALL AREAS MEDIA PACK: 2021
### OUR CHANNELS: DIGITAL

#### THIRD PARTY EMAILER

**Community**

<table>
<thead>
<tr>
<th>Total requested subscribers</th>
<th>6,789</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average open rate</td>
<td>22%</td>
</tr>
<tr>
<td>Average click rate</td>
<td>20%</td>
</tr>
</tbody>
</table>

#### Sector Breakdown

- **Supplier**: 27.46%
- **Agency**: 14.49%
- **Event Organiser**: 25.29%
- **Corporate Company**: 9.50%
- **Venue**: 9%
- **Government/Public Sector**: 5.89%
- **NFP/Charity**: 3.42%
- **Professional Association / Institute**: 2.97%

#### Seniority Breakdown

- **C-suite**: 29.87%
- **Management**: 25.46%
- **Director**: 22.93%
- **Executive**: 19.90%
- **Graduate/Intern**: 19.90%

#### Department Breakdown

- **Sales**: 29.29%
- **Event Management**: 23.28%
- **Marketing**: 16.28%
- **Operations**: 11.62%
- **EA / PA / VA**: 8.62%
- **Executive Team**: 7.59%
- **Administrative**: 1.50%
- **Freelance / Contractor**: 1.16%

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**Source:** AAA Readership survey 2020

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To find out more contact:

**Joanne Knowles**

jknowles@mashmedia.net

02084811122

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ACCESS ALL AREAS MEDIA PACK: 2021
OUR CHANNELS: SOCIAL

SOCIAL

Media Channels

Jan 2021

Twitter

26.1K
Followers

5,965
Average Post
Impression Rate

LinkedIn

7,369
Followers

1,398
Average Post
Impression Rate

Instagram

3,842
Followers

1,109
Average Post
Impression Rate

Facebook

1,740
Followers

867
Average Post
Impression Rate

Source: Twitter Analytics / Linkedin Insights / Instagram Insights / Facebook Insights

*AAA & EPS social stats have been included because of both accounts a close collaboration

To find out more contact:

Joanne Knowles
jknowles@mashmedia.net
02084811122

ACCESS ALL AREAS MEDIA PACK: 2021
Access All Areas

CAMPAIGNS THAT DELIVER ROI

ACCESS ALL AREAS MEDIA PACK: 2021
**CAMPAIGNS THAT DELIVER ROI**

**OUR CLIENTS**

A Selection of our clients

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**What they have to say**

**Ollie Beard**

Solutions Consultant, Roadphone NRB

“Having worked with Mash Media and Access all Areas for 6 years now, their knowledge and reach within our sector combining detailed account management along with the various key platforms under the umbrella ensuring excellent results. I wouldn’t hesitate in recommending working with EPS/Access all Areas in developing and sustaining company exposure.”

---

**Dominic Hampton**

Managing Director, Attend2IT

“I was always relatively sceptical about various forms of advertising, what works and what doesn’t work. However, the Access all Areas team came to see us face to face and helped me formulate a marketing strategy that I believed in. Every few months I sit down with my account manager, go through everything that we as a business are involved in and that level of accountability means I feel looked after and valued. Access all Areas and its associated products are now an integral part of my annual plan.”

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**John Cochrane**

Sales Director, Losberger De Boer

“AAA has always been the Events Industry publication that I look forward to reading. Mash Media in general and AAA in particular have worked hard to publish the most interesting stories and host some of the best Event based exhibitions and conferences. Long may they continue.”

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To find out more contact:

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02084811122
OUR AUDIENCE

Key Statistics

Advert Engagement Rates

70% of readers have been influenced to use a supplier on advertising they have seen within Access All Areas and associated products

60% of our audience conducted additional research before making purchasing decision

45% of our audience visited advertisers websites

26% of our audience contacted advertisers for further information via email or phone

Purchasing Responsibility

61% of our readers have final sign off for budgets and investments

94% of our audience have some sort of purchasing responsibility

What type of events are our audience involved in?

Multi-choice Survey Question

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concert/Music Events</td>
<td>56%</td>
</tr>
<tr>
<td>Corporate Events</td>
<td>56%</td>
</tr>
<tr>
<td>Festivals</td>
<td>55%</td>
</tr>
<tr>
<td>Conferences</td>
<td>53%</td>
</tr>
<tr>
<td>Private Events</td>
<td>44%</td>
</tr>
<tr>
<td>Cultural Events</td>
<td>43%</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>40%</td>
</tr>
</tbody>
</table>

Average Annual Event Spend

Multi-choice Survey Question

<table>
<thead>
<tr>
<th>Spend Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than £100,000</td>
<td>39%</td>
</tr>
<tr>
<td>£100,001 - £500,000</td>
<td>29%</td>
</tr>
<tr>
<td>£500,001 - £1 million</td>
<td>23%</td>
</tr>
<tr>
<td>Over £1 million</td>
<td>9%</td>
</tr>
</tbody>
</table>

What is our audience interested in learning about?

Multi-choice Survey Question

<table>
<thead>
<tr>
<th>Interest Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Safety</td>
<td>68%</td>
</tr>
<tr>
<td>Sustainability/Environmental Issues</td>
<td>61%</td>
</tr>
<tr>
<td>Event Technology</td>
<td>58%</td>
</tr>
<tr>
<td>Marketing</td>
<td>50%</td>
</tr>
<tr>
<td>Legislation/Licensing</td>
<td>48%</td>
</tr>
<tr>
<td>Sponsorships/Partnerships</td>
<td>40%</td>
</tr>
</tbody>
</table>

What are our audience currently buying/researching?

Multi-choice Survey Question

<table>
<thead>
<tr>
<th>Interest Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Safety</td>
<td>68.5%</td>
</tr>
<tr>
<td>Sustainability/Environmental Issues</td>
<td>60.5%</td>
</tr>
<tr>
<td>Event Technology</td>
<td>58.40%</td>
</tr>
<tr>
<td>Marketing</td>
<td>50.42%</td>
</tr>
</tbody>
</table>

Source: AAA Readership survey 2020

To find out more contact:
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02084811122

ACCESS ALL AREAS MEDIA PACK: 2021
Access All Areas

HOW TO ENGAGE WITH OUR COMMUNITY
HOW TO ENGAGE WITH OUR COMMUNITY

ADVERTISING

Print

Why use?
Advertising through our magazine ensures you will be seen by the key stakeholders and buyers within the outdoor and live events industry. There is a certain prestige and trust that is associated with our publication that will grow your business or maintain your position as a market leader.

Advert Size                Rate
Main Magazine
Double Page Spread (DPS)  £5000
Full-Page                  £3000
Half-Page                  £1800
Quarter-Page Strip        £1200

Print Material Requirements
File Format     Colour Mode   Colour Profile            Resolution
JPEG/PDF         CMYK          Coated FOGRA39 (ISO 12647-2:2004)  300 DPI

Any advertising enquiries contact:
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jknowles@mashmedia.net
02084811122

ACCESS ALL AREAS MEDIA PACK: 2021
ADVERTISING

Digital

Why use?

Digital advertising on leading trade publication website like ours has multiple benefits for your business. Prime digital display positions like banners, takeovers or splash pages offer the combined benefits of huge brand awareness, credibility, direct traffic to your website landing page and ultimately data capture and leads.

**Takeover**
- 29,944 Average Impressions
- 129 Average Clicks
- 0.03% CTR
- Available – 1/month

£5000

**Splash Page**
- 3,556 Average Impressions
- 87 Average Clicks
- 0.01% CTR
- Available – 1/month

£3000

**Leaderboard Banner**
- 29,944 Average Impressions
- 56 Average Clicks
- 0.01% CTR
- Available – 2/month

£1500

Any advertising enquiries contact:
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02084811122

ACCESS ALL AREAS MEDIA PACK: 2021
HOW TO ENGAGE WITH OUR COMMUNITY

ADVERTISING

Digital

Sponsored Content

**Sponsored Article**
- Average Impressions
- Average Clicks
- CTR
Contact for availability

£3000

**Sponsored Magazine**
- Available – 1/month
Contact for availability

£3000

**Sponsored Video**
- Average Impressions
- Average Clicks
- CTR
Contact for availability

£3000

**Sponsored Webinar**
- Average Impressions
- Average Clicks
- CTR
Available – Per Webinar

Gold  £1500  Platinum  £3000

* Precise statistics for these products cannot be displayed as engagement varies dependent on the type of content included

* To find out the difference in webinar Gold & Platinum sponsorship contact the details below

Digital Material Requirements

File Format  JPEG/GIF (3 loops or 15 seconds)  Colour Mode  RGB  File Size  Max 2mb  Resolution  300 DPI

Any advertising enquiries contact:

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jknowles@mashmedia.net
02084811122

ACCESS ALL AREAS MEDIA PACK: 2021
ADVERTISING

Newsletter

Why use?
The twice weekly AAA newsletters delivers to our most engaged audience of buyers – the content helps drive traffic to our website whilst delivering an impressive open and click through rate you can benefit from.

Top Advertising Banner
Available – 1/week

£1,500

Middle Advertising Banner
Available – 1/week

£1,000

Bottom Advertising Banner
Available – 1/week

£750

Newsletter Material Requirements

File Format: JPEG/GIF (3 loops or 15 seconds)  Colour Mode: RGB  File Size: Max 2mb  Resolution: 300 DPI

Any advertising enquiries contact:

Joanne Knowles
jknowles@mashmedia.net
02084811122

ACCESS ALL AREAS MEDIA PACK: 2021
HOW TO ENGAGE WITH OUR COMMUNITY

ADVERTISING

Third Party Email

Design it yourself or we will design it for you. Using our Third Party Email service, we can accurately select your ideal target audience demographics from our latest 3rd party database and provide you with a unique opportunity to communicate your solution to your buyers. Brand awareness, web hit and data capture are all possible with this tool.

**Third Party Emailer**
Per 1,000 contacts of your choice (Minimum send to 4,000 contracts)

£1,350

Our GDPR compliant data can be split in any of the following ways for you to target a specific demographic within the global events community:

- Seniority
- Job Role (Department)
- Company Type
- Company Size
- Geographical location
- Sector

Each third party emailer booking comes with a full report on engagement (clicks and opens) – and a GDPR compliant list of companies that registered interest in your message.

Any advertising enquiries contact:
Joanne Knowles
jknowles@mashmedia.net
02084811122
Interested in building your bespoke campaign? Contact now.

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**Joanne Knowles**
Jknowles@mashmedia.net
02084811122

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Access All Areas
accessaa.co.uk