



Access All Areas

The voice of the outdoor events industry

INFORMATION PACK

2024

Market Intelligence for live event promoters and producers

Access All Areas has long been the market leading publication for the live events industry, but the offering has evolved way beyond the original print magazine. AAA provides a multi-platform resource providing market intelligence and insight to owners, operators, promoters, producers and service suppliers to events across music, sport, culture and brand activation.

Core Team



Chris Barrett

Content Director
cbarrett@mashmedia.net



Gus Agostini

Head of Marketing
Gus@mashmedia.net



Joe Gallop

Reporter
jgallop@mashmedia.net

Overall media reach

100,000+

A selection of our community



Our ratings and reviews

4.38

Rating out of 5 on music
& festival coverage

4.07

Rating out of 5 on cultural
events coverage

4.08

Rating out of 5 on features
on UK regions

3.96

Rating out of 5 on
event reviews

“

AAA has a good overview of the industry and has always looked to cover a broad range of industry topics and a diverse ranges 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

Alongside digital and physical editions of the quarterly magazine, AAA provides daily news online, a twice-weekly email newsletter, a monthly podcast, a behind-the-scenes film series, and numerous celebratory and informative events.



AAA Awards & Conference

Split between educational sessions delivered by industry leaders, and an immersive awards ceremony, the AAA Conference & Awards aims to provide event owners, promoters, and production agents with the tools to grow their respective ventures through incisive content and the platform to shout about their achievement amidst our ever-growing community.

Access All Areas BACKSTAGE

AAA Backstage

The team at Access All Areas has launched a new podcast series that goes behind the scenes with festival founders to explore what lies behind the events and their instigators. Aimed at everyone involved in the burgeoning festival industry, the Access All Areas Backstage series of monthly podcasts features some of the sector's most influential figures.



AAA Roundtables

Our round tables facilitate face-to-face discussions for live event experts who are seeking opportunities to talk about prevalent industry issues with like-minded peers.



AAA 30under30

Our 30under30 programme is designed to celebrate young and talented individuals in the outdoor and live events industry. It showcases their achievements and rewards them for the passion, creativity and hard work that suggests they are poised to be the leaders of tomorrow.



Event Production Show (EPS)

Dedicated to the live event industry, EPS is the longest-running event designed for all event professionals involved in running outdoor and live events; including festivals, sport, corporate and brand experiences, local authority events and stadium/arena tours.



Event Production Awards (EPA)

First launched in 2012, the Event Production Awards (EPAs) is an annual celebration that recognises the teams and individuals behind the successful delivery of live events during the past 12 months. The largest celebration of its kind, the EPAs attracts more than 400 live event professionals from the UK's prolific production agencies, suppliers and promoters to celebrate outstanding work done across the sector.



The Access Files

Access All Areas' supplier directory, known as The Access Files, is the ultimate directory for any live and outdoor event planner looking for new suppliers.



AAA Explores

Launched in 2023, AAA Explores is a series of video reports that go behind the scenes to examine leading venues, live events, key destinations, and supplier services.



Access All Areas OUR CHANNELS

ACCESS ALL AREAS MEDIA PACK: 2024



MAGAZINE

Access All Areas

The AAA magazine sits at the heart of the portfolio. Each quarter, 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 combined printed and digital circulation
(82,785 readership based on the publishers independent research)

93% 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 be thought provoking and the leaders in helping to grow the live events sectors

To find out more contact:

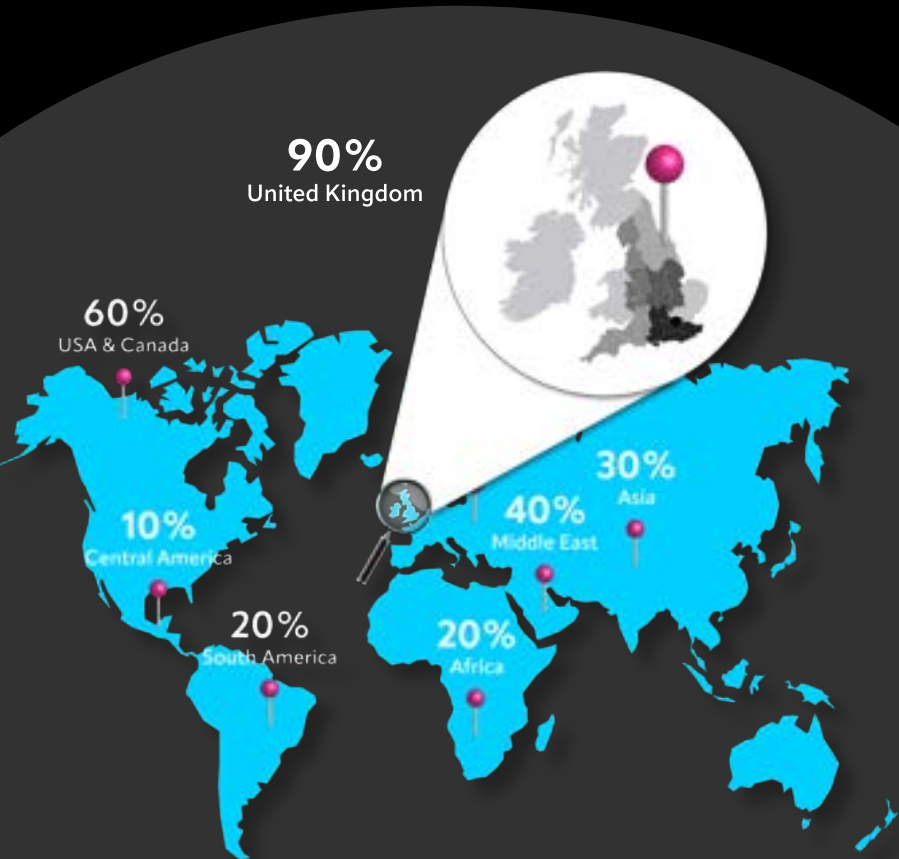
Steve Theivendrarajah
Stevet@mashmedia.net
+44 (0)20 8481 1122 ext. 203

Source: AAA Readership Survey 2022



MAGAZINE

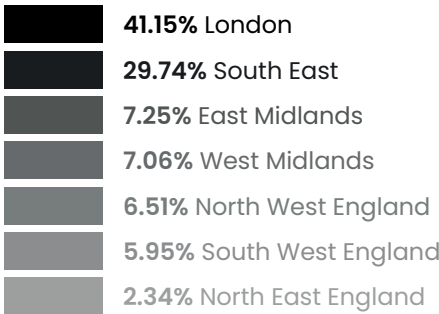
Community



27,595 Requested print subscribers

30,414 Requested digital subscribers

UK Print Circulation

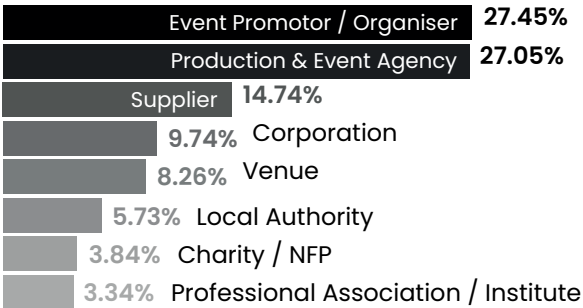


26.34 Average reading time on digital magazine
Minutes

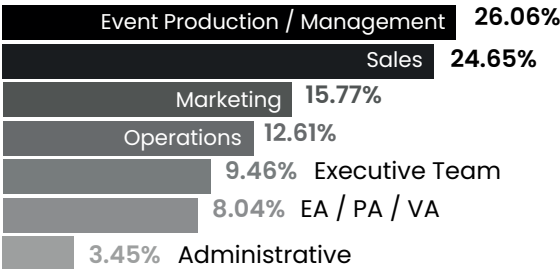
4.07 Reader satisfaction rating

84% of our readers rate us: **Excellent**

Sector Breakdown



Department Breakdown



Seniority Breakdown



Source: AAA Readership Survey 2022

To find out more contact:

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WEBSITE

accessaa.co.uk

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

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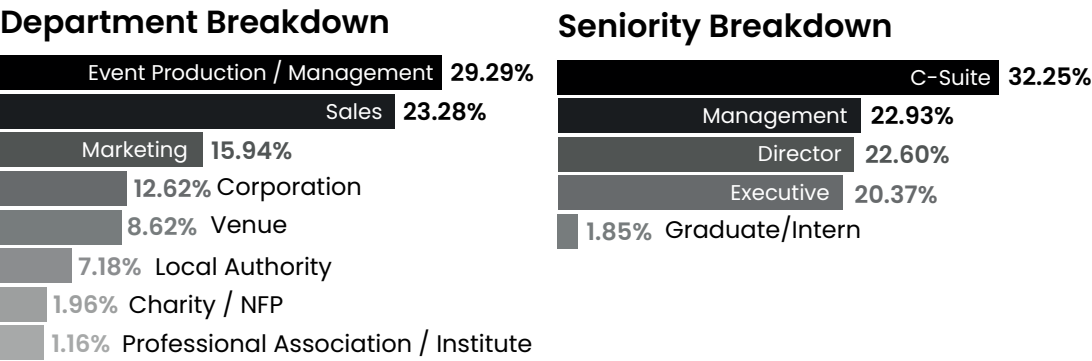
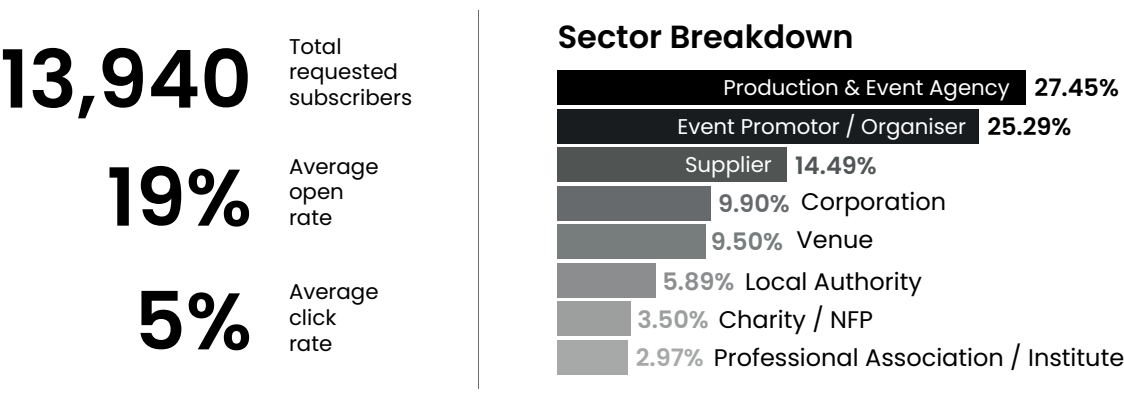
ACCESS ALL AREAS MEDIA PACK: 2024



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.



To find out more contact:
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Source: AAA Readership survey 2022





THIRD PARTY EMAILER

Community

6,789

Total requested subscribers

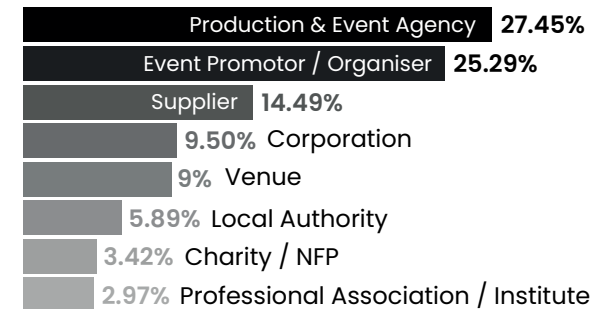
22%

Average open rate

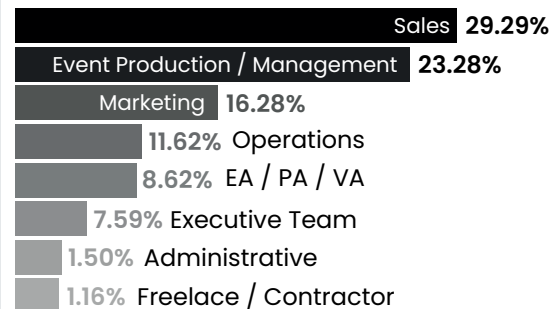
20%

Average click rate

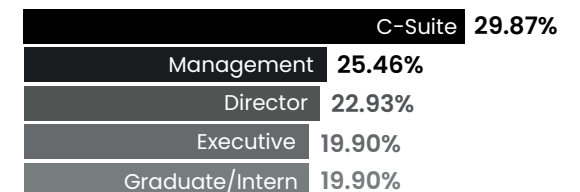
Sector Breakdown



Department Breakdown



Seniority Breakdown



Source: AAA Readership survey 2022

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SOCIAL

Media Channels



TWITTER

8.6K

FOLLOWERS

4,755

Average Post
Impression
per month



INSTAGRAM

2.3K

FOLLOWERS

N/A

Average Post
Impression
per month

Access All Areas



LINKEDIN

6.2K

FOLLOWERS

25.9K

Average Post
Impression
per month



17.5K



4.7K



7.3K



To find out more contact:

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Source: Twitter Analytics / LinkedIn Insights /
Instagram Insights

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





Access All Areas

CAMPAIGNS THAT DELIVER ROI

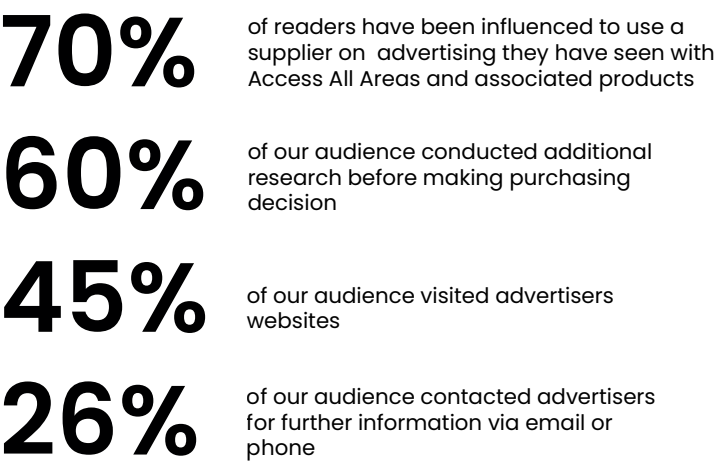
ACCESS ALL AREAS MEDIA PACK: 2024



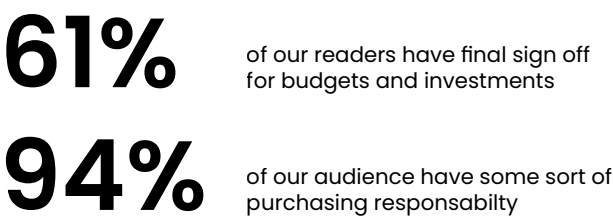
OUR AUDIENCE

Key Statistics

Advert Engagement Rates



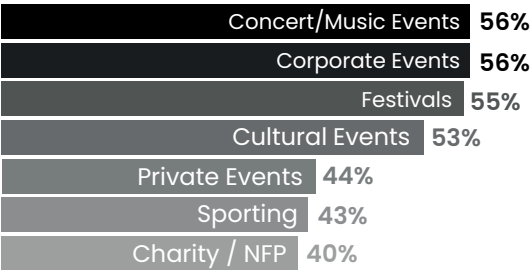
Purchasing Responsibility



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What type of events are our audience involved in?

Multi-choice Survey Question



Average Annual Event Spend

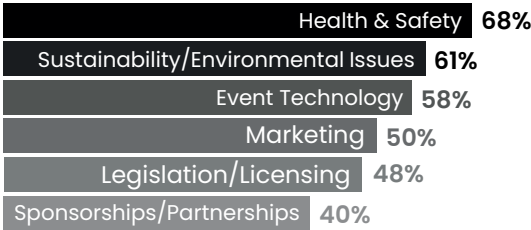
Multi-choice Survey Question



Source: AAA Readership survey 2022

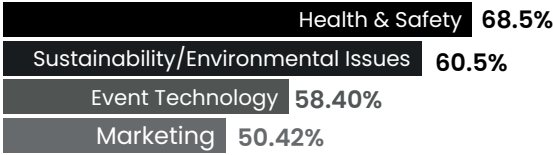
What is our audience interested in learning about?

Multi-choice Survey Question



What are our audience currently buying/researching?

Multi-choice Survey Question





Access All Areas

HOW TO ENGAGE WITH
OUR COMMUNITY

ACCESS ALL AREAS MEDIA PACK: 2024



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

Main Magazine	1	2	3	4
Double Page Spread (DPS)	7,500	5,990	4,390	3,400
Full-Page	3,500	2,995	2,195	1,700
Half-Page	1,950	1,450	1,195	950

Print Material Requirements

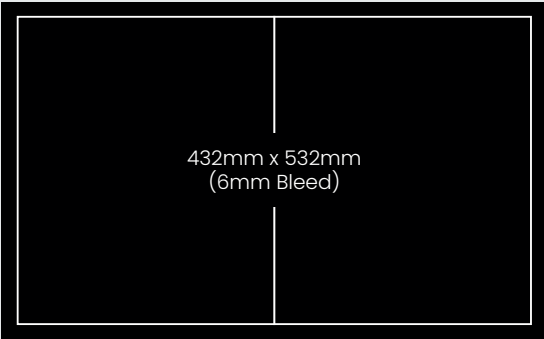
File Format	Colour Mode	Colour Profile	Resolution
JPEG/PDF	CMYK	Coated FOGRA39 (ISO 12647-2:2004)	300 DPI

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Double-Page Spread Main Magazine



Full-Page Main Magazine



Half-Page Main Magazine



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: 2 weeks

£2,500

Splash Page

3,556 Average Impressions
87 Average Clicks
0.01% CTR
Available: 2 weeks

£1,700

Skyscraper

16,232 Average Impressions
24 Average Clicks
0.15% CTR
Available: 1 month (Tenancy)

£2,000

Leaderboard Banner

29,944 Average Impressions
56 Average Clicks
0.01% CTR
Available: 2 weeks (Tenancy)

£1,500

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ADVERTISING

Digital

Supply / Agency Profile

Contact for availability

£4,000

Sponsored Article

137 Average Impressions

2:28 Dwell Time

Contact for availability

£3,000

Sponsored Magazine

Available: 1 month

Contact for availability

£3,000

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

Digital Material Requirements

File Format

JPEG/GIF (3 loops of 15 seconds)

Colour Mode

RGB

File Size

Max 2mb

Resolution

300 DPI

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ACCESS ALL AREAS MEDIA PACK: 2024



Sponsored Article



Sponsored Video



(Access Live) Sponsored Webinars

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

102 Newsletters

£12,000 per annum

Middle Advertising Banner

102 Newsletters

£8,500 per annum

Bottom Advertising Banner

102 Newsletters

£5,500 per annum

Breaking News Sponsor

£1,500 per annum

Newsletter Material Requirements

File Format
JPEG/GIF (3 loops of 15 seconds)

Colour Mode
RGB

File Size
Max 2mb

Resolution
300 DPI

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ACCESS ALL AREAS MEDIA PACK: 2024

Access All Areas

Top advertising banner
728px X 90px

Live events industry reacts to Government's energy support package



Following the Government announcement that it will freeze gas and electricity prices for companies for six months from 1 October, the live events industry has called for more sustained support to prevent businesses from suffering irreparable financial damage.

[Read more](#)



Live Nation acquires majority stake in Goodlive

Live Nation GSA (Germany, Switzerland, Austria) said it has acquired a majority stake in German promoter and booking agency Goodlive GmbH.

[Read more](#)



UTA appoints Anna Gregorick as senior director of music brand partnerships

Global talent, entertainment and sports company UTA has appointed Anna Gregorick to its new position of senior director of music brand partnerships (MBP).

[Read more](#)



DF Concerts CEO Geoff Ellis on the promoter's record-breaking year

Glasgow-based promoter DF Concerts sold more than 1 million tickets for summer shows across Scotland this year and contributed an estimated £72.4 million to the Scottish economy.

[Read more](#)



AGF and Falmouth University launch events industry sustainability course

AGF (A Greener Festival) and Falmouth University have launched a course designed to equip students with the skills and knowledge of environmental operations at live events.

[Read more](#)

Middle advertising banner
728px X 90px





ADVERTISING

Digital

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

(Minimum send to 4,000 contacts)

£1,350

Our GDPR compliant data can be split in any of the following ways for to you 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.

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Interested in building your bespoke
campaign? Contact now.

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Access All Areas

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