



Access All Areas

Media pack 2024/25

in partnership with **EVENT
PRODUCTION
SHOW**

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 is a multi-platform resource providing insight to owners, operators, promoters, producers and service suppliers to events across music, sport, culture and brand activation.

SUBSCRIBE



CORE TEAM



Chris Barrett

Content Director
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Steve Theivendrarajah

Portfolio Director
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Gus Agostini

Head of Marketing
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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.



Gill Tee
Co-Founder,
Black Deer Festival



The team at Access All Areas have their fingers right on the pulse of the events world. Their content gives amazing insight on every aspect of the industry, creating a community which is crucial to the entire sector.



Craig Mathie,
Managing Partner,
Project 30



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.

EVENT PRODUCTION AWARDS

The **Event Production Awards** (EPAs) is an annual celebration that recognises the teams and individuals behind the successful delivery of live events. The EPAs attract more than 400 live event professionals from the UK’s prolific production agencies, suppliers and promoters.

CONFERENCE & AWARDS >>

Access All Areas

Encompassing both informative and educational panel sessions, delivered by industry leaders, and an inclusive awards ceremony celebrating achievement in every corner of the industry, the AAA Conference & Awards aims to provide event owners, promoters, and production professionals with an opportunity to leverage their respective ventures and/or careers.



The **AAA 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.



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.



The **AAA roundtables** facilitate face-to-face discussions for live event experts who are seeking opportunities to talk about prevalent industry issues with like-minded peers.



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.

Access All Areas BACKSTAGE

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.

EVENT PRODUCTION SHOW

Access All Areas is proud to be in association with the Event Production Show!

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.





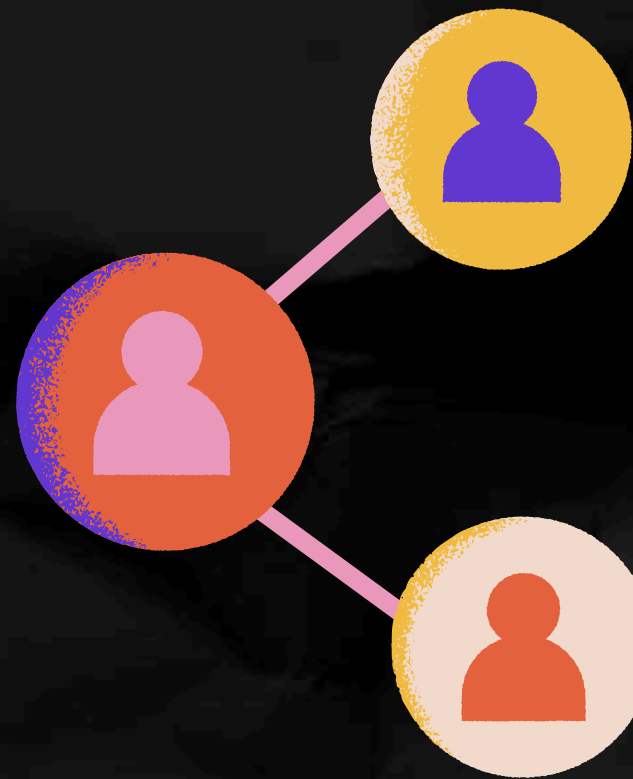
Access All Areas

ANALYTICS

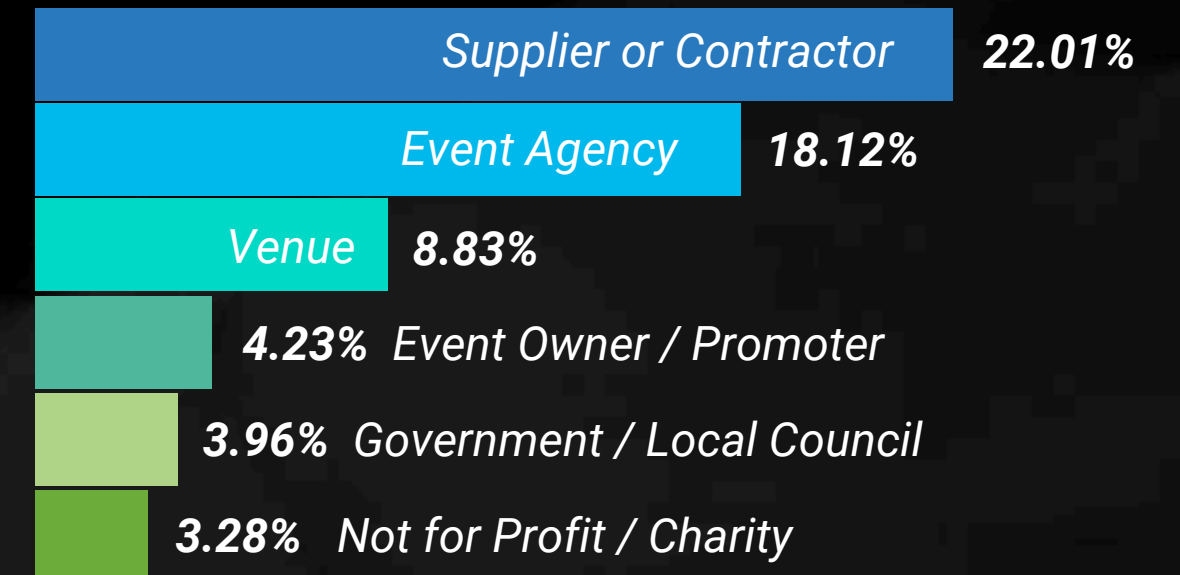


MAGAZINE

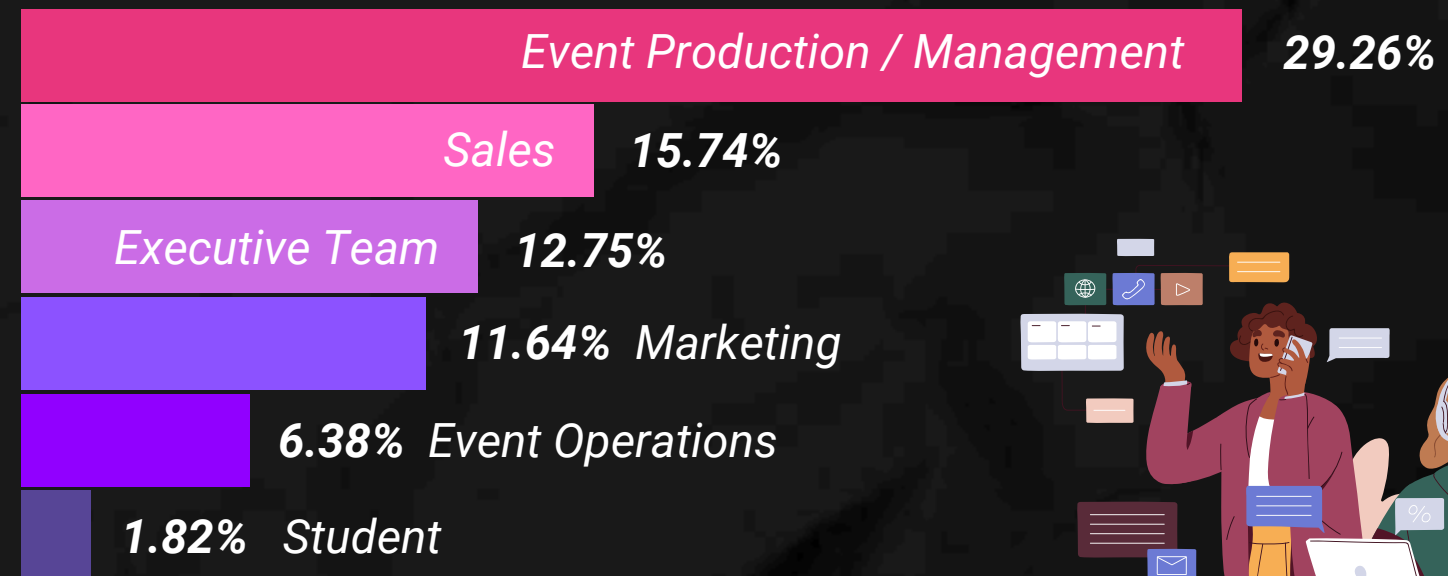
The AAA magazine sits at the heart of the portfolio. Each quarter, we delve into the key issues that affect the outdoor and live events industry. The magazine delivers key analysis, education and best practice and is essential reading for any outdoor events professional.



Sector Breakdown



Department Breakdown

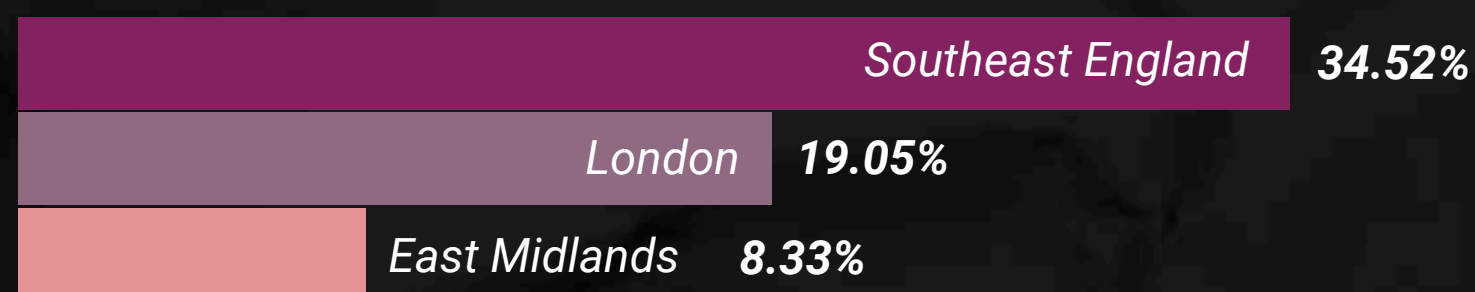


18,755

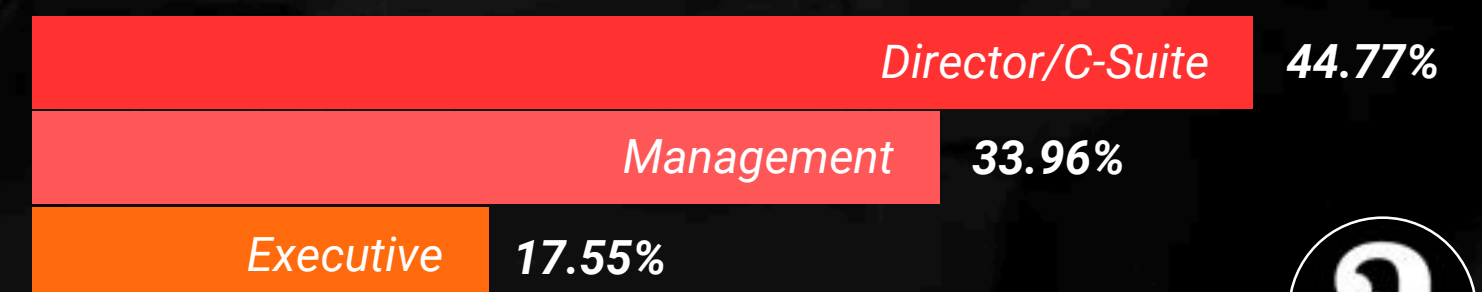
Overall combined printed and digital circulation

90% of our audience have been reading AAA for 2 or more years

UK Print Circulation



Seniority Breakdown



WEBSITE

accessaa.co.uk

The Access All Areas main website serves as a vital resource for the live and outdoor events industry by providing the latest news, opinion and insight on a daily basis.

13,679

Average monthly users

22,811

Monthly page views

17,012

Average monthly sessions

50s

Average engagement time



NEWSLETTER

Twice a week, the AAA digital newsletter provides our subscribers with a snapshot of the latest news and headlines, keeping them in the loop at all times.

13,989

Subscribers



11.64%

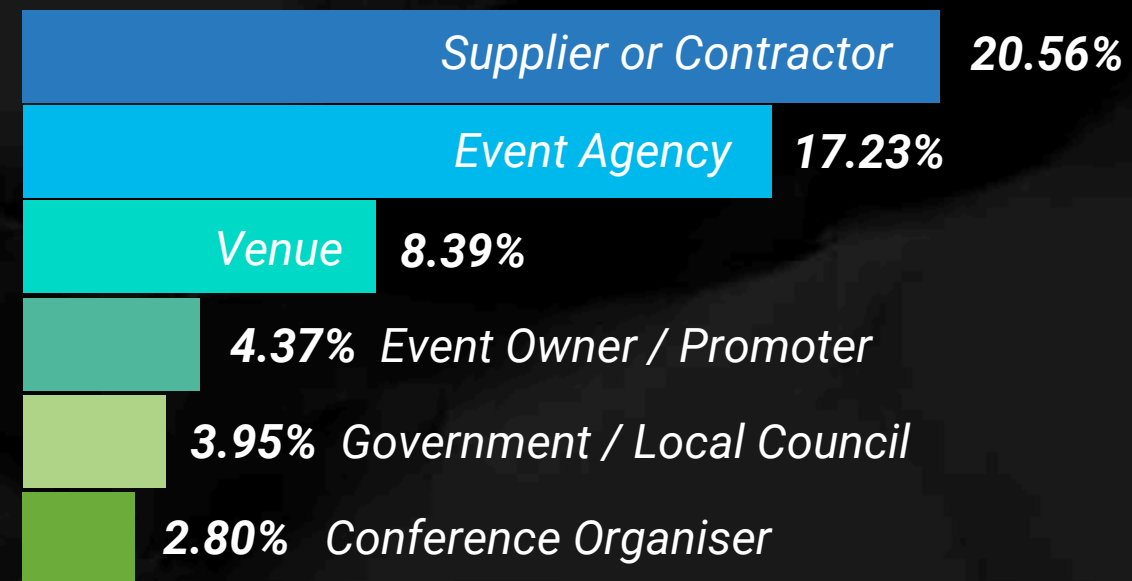
Average open rate

2.52%

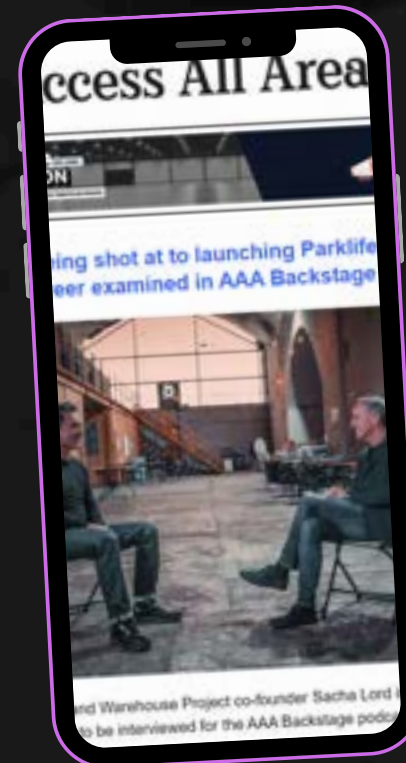
Average click rate



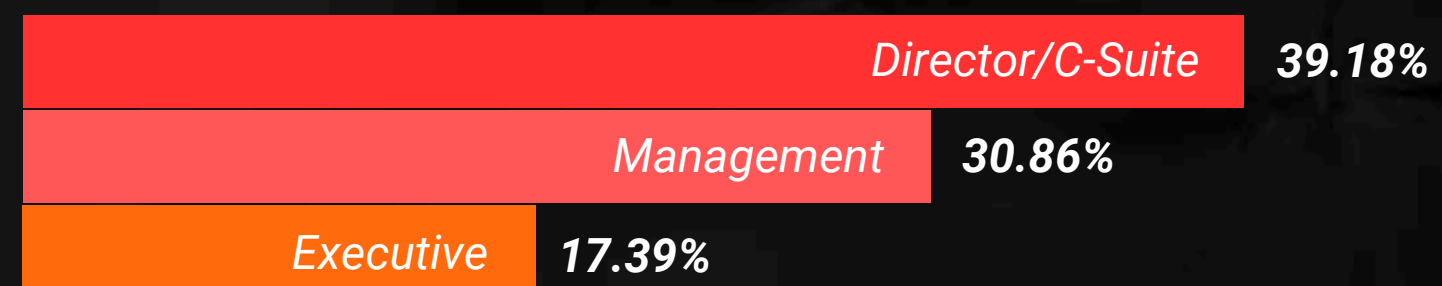
Sector Breakdown



Department Breakdown



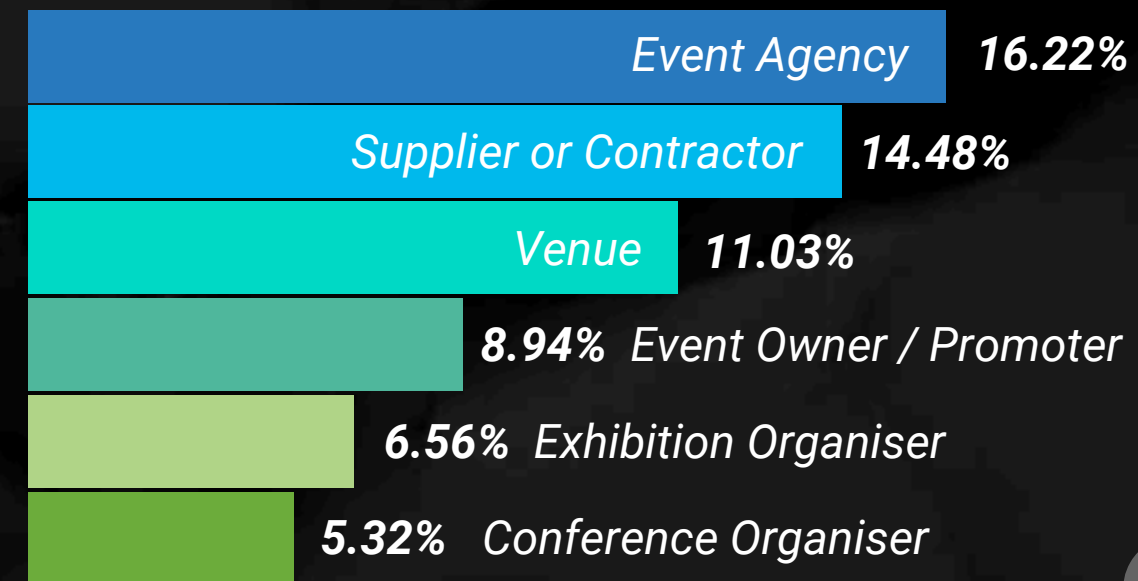
Seniority Breakdown



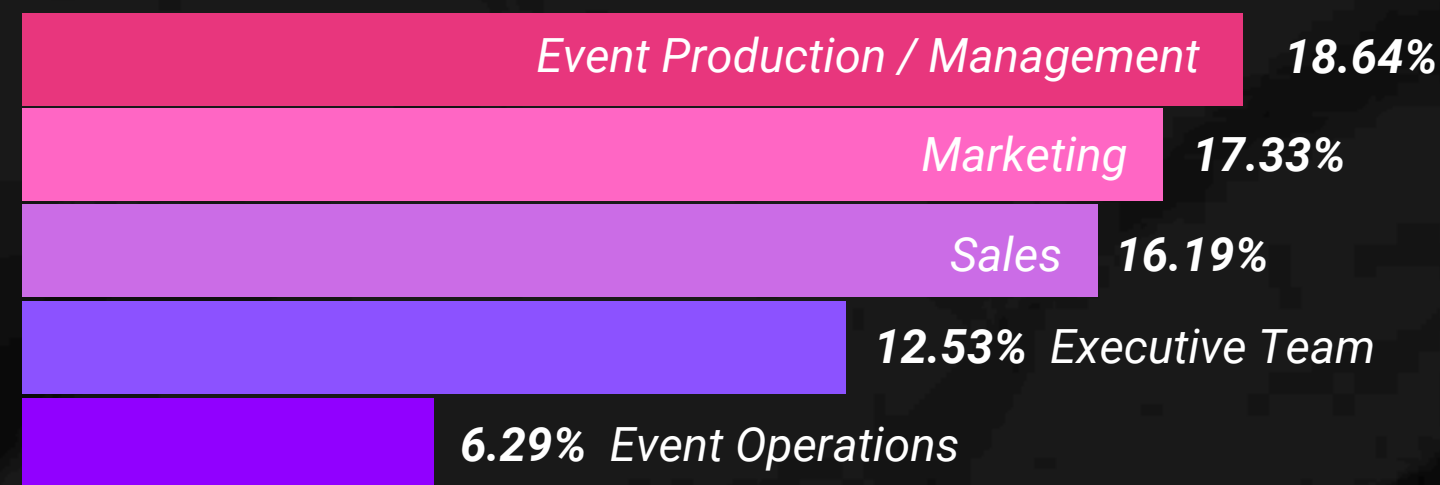
THIRD PARTY EMAILER

AAA third party emails give our clients the opportunity to promote their brand to a portion of our database. Number of recipients as well as sector, department and seniority breakdown will vary for each client.

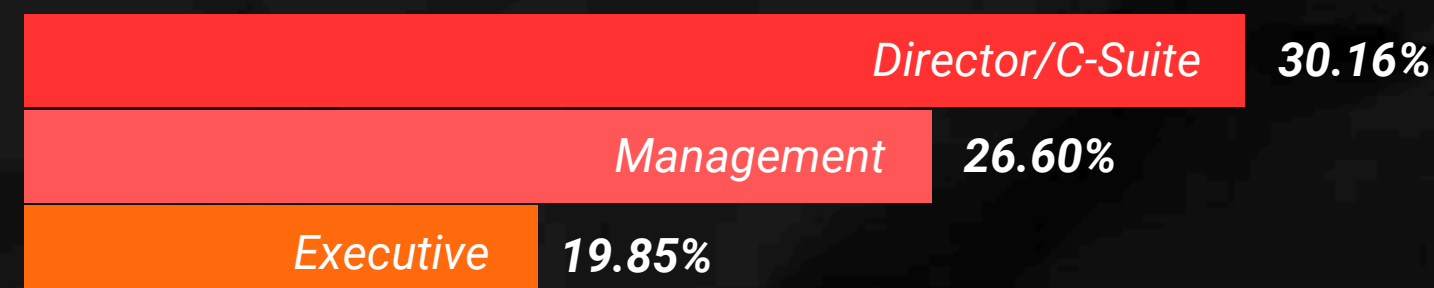
Average Sector Breakdown



Average Department Breakdown



Average Seniority Breakdown



4,265

Average number of recipients

10.49%

Average open rate

1.06%

Average click rate

PREVIOUS CLIENTS



SOCIAL

Access All Areas



6,561

LinkedIn Followers



8,603

Twitter/X Followers



2,322

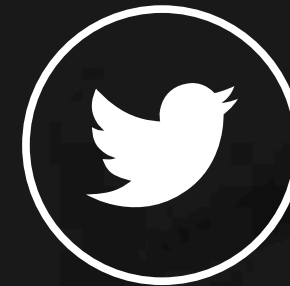
Instagram Followers

EVENT PRODUCTION SHOW



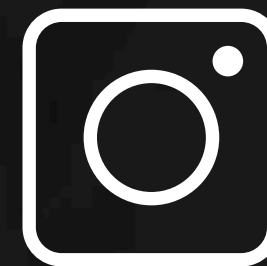
7,481

LinkedIn Followers



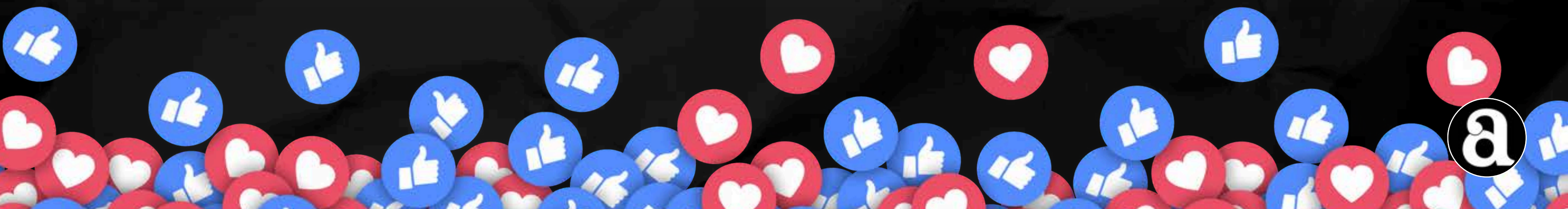
17,517

Twitter/X Followers



4,784

Instagram Followers





Access All Areas

ENGAGE



MAGAZINE

By having an advertorial presence in our magazines, your brand will be showcased to our entire readership. Print advertising is available in half-page, full-page or double-page spread (DPS) format.



Double-page spread

£5,000



Half-page

£1,650



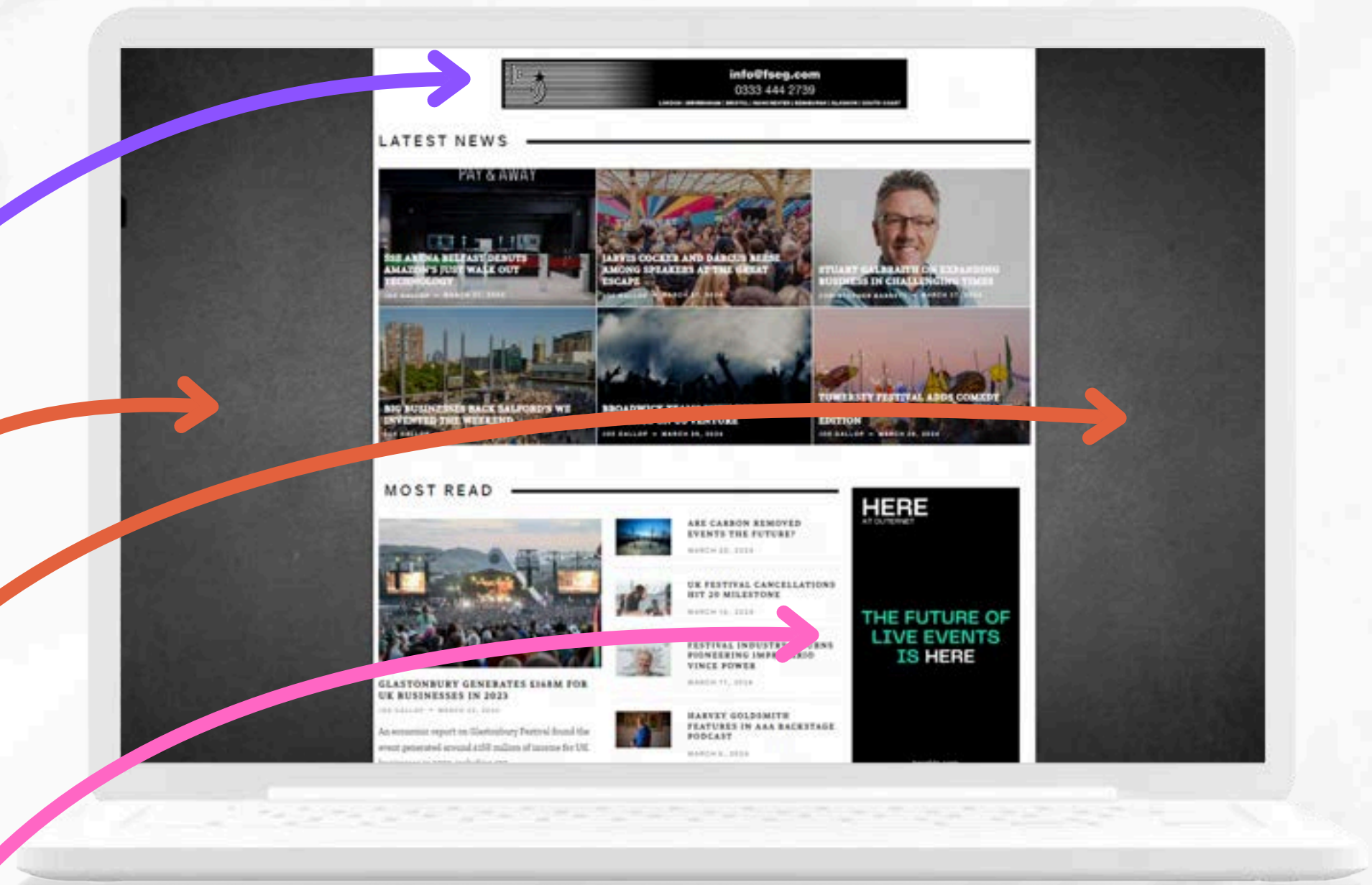
£2,500

Full-page



WEBSITE

We offer an array of digital advertisement on our website, designed to drive traffic directly to your website and increase data capture and leads.



LEADERBOARD BANNER £1,500

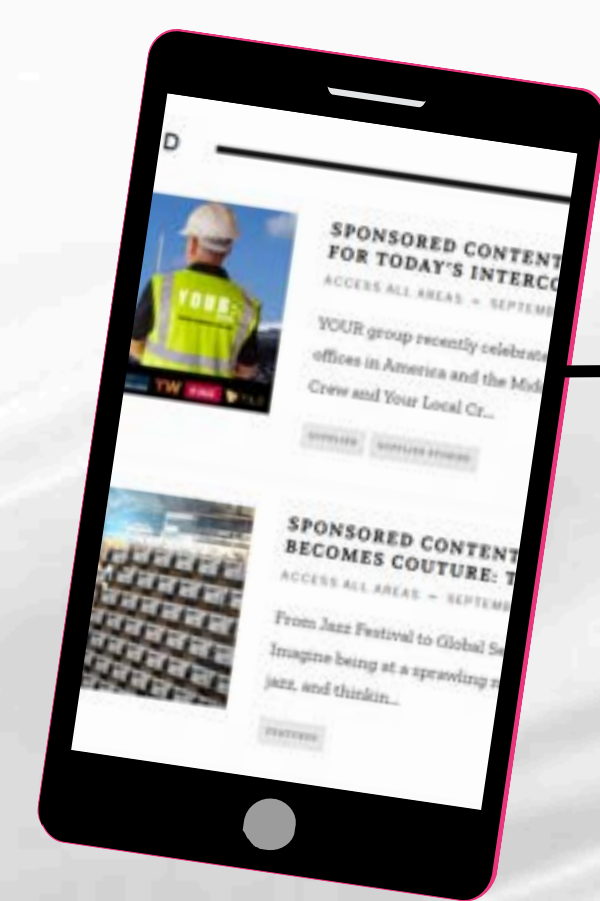
18,532 Average impressions	35 Average Clicks
0.19% CTR (Click-through rate)	1 month Tenancy

TAKEOVER £2,500

18,945 Average impressions	82 Average Clicks
0.43% CTR (Click-through rate)	1 month Tenancy

SKYSCRAPER £2,000

17,640 Average impressions	31 Average Clicks
0.18% CTR (Click-through rate)	1 month Tenancy



SPONSORED ARTICLE £3,000

237 Average impressions	1m 07s Average dwell time
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NEWSLETTER

By advertising on one of three available newsletter banners, your brand will reach the most engaged section of our readership twice a week. for a whole year.

TOP BANNER

£12,000 per annum

51 Newsletters

MIDDLE BANNER

£8,500 per annum

51 Newsletters

BOTTOM BANNER

£5,500 per annum

51 Newsletters



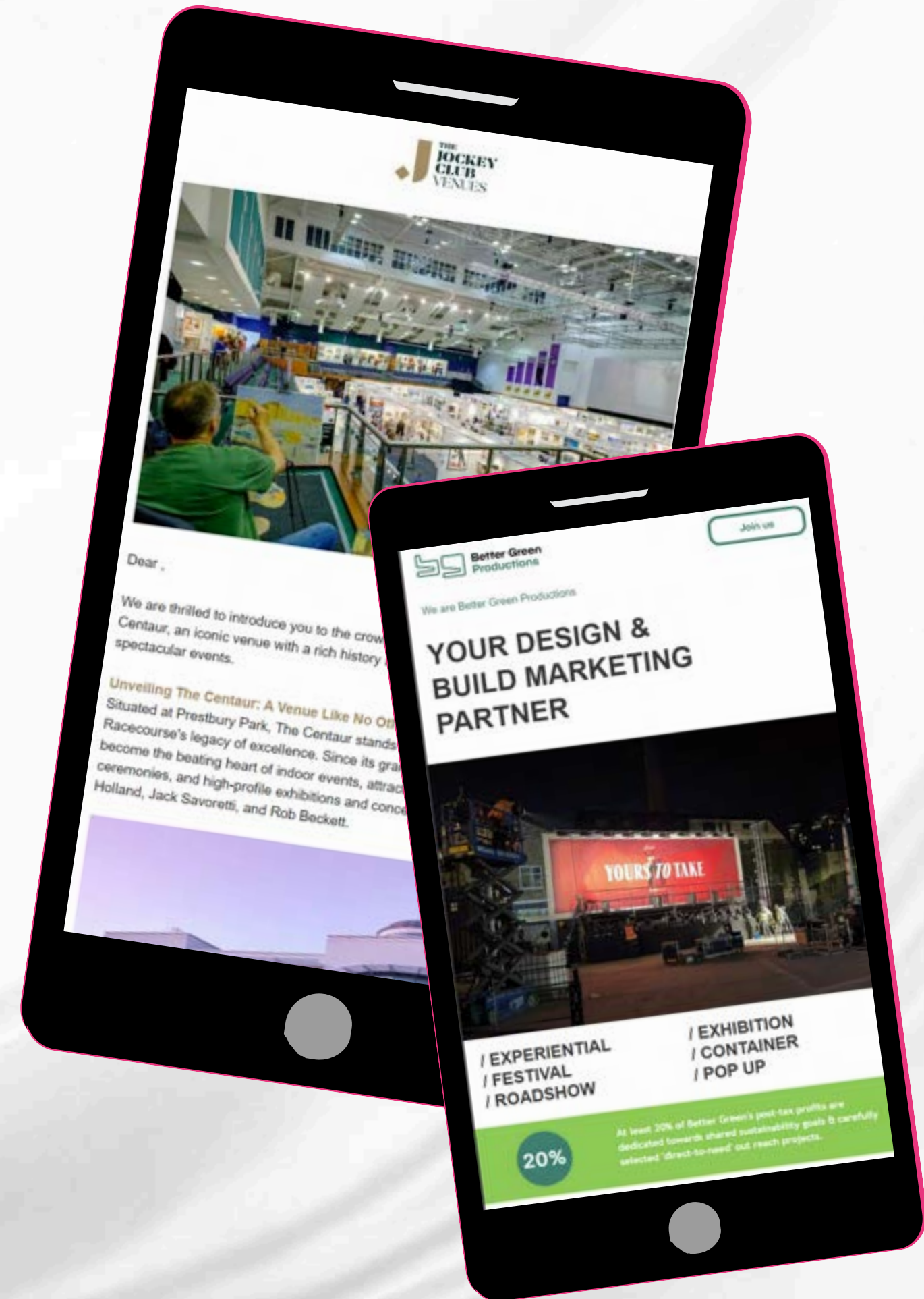
THIRD PARTY EMAILER

Using our third party email service, we can filter the recipient database to align with your ideal target audience. Clients have the option of designing the email themselves or delegating to the AAA team.

£1,500*

**price may vary depending on number of recipients (min. 4000)*

Third party email campaigns include an extensive engagement report (clicks and opens) – and a GDPR compliant list of companies that registered interest in your email.





Steve Theivendrarajah

Portfolio Director

stevet@mashmedia.net

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