



Brass Bands England

Multi-platform advertising packages

Brass Bands England's (BBE) online audiences are passionate about their instruments, bands, and music education. They want to progress their playing and their professional practice.

The BBE website offers a unique mix of news, opportunities and resources for brass players of varying interests and specialisms. BBE's thriving Brass Foundations education programme engages with individuals of all ages.

Advertising with BBE is an opportunity to target a highly relevant audience who are already looking for musical opportunities for their chosen instrument.

Stand out amongst the UK's brightest and best brass-offering for children and adults.

BBE's reputation and brand within the brass-playing community has grown significantly thanks to its free Covid-19 support, new Brass Foundations programme, and exceptional delivery of the European Brass Band Festival 2022.

Help us help you to reach new audiences. Purchase one of our advertising packages to be highlighted within the site and our wider marketing campaign, whilst also supporting us to continue to serve the brass band sector.

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info@bbe.org.uk

bbe.org.uk



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Advertising with BBE

Our advertising options are low-cost and flexible, allowing you to reach brass players across a variety of platforms and mediums and feature in personalised promotional content tailored to your organisation. engage with our 15,000 social media following, reach the inbox of our 7,000 brass-player subscribers, and engage with thousands via our 550 member bands across the UK.

Website

Visual exposure for your brand and direct clicks to your website through banners and features on bbe.org.uk

32% desktop 68% mobile or tablet

Features

Get directly in front of brass players and educators with a promotional feature on our website or in our newsletter. Readers of our curated content are more likely to go on to make a purchase or engage with an offer.

Social

Engage with our social following looking for #BetterBanding

8.1k+ Facebook followers

5.8k+ Twitter followers

1.4K+ Instagram followers

Newsletter

Monthly newsletter subscribers receive inspiration for playing, teaching and developing their practice.

Who are our audience?

We work with a range of established and respected partners to increase the visibility of brass bands across the wider general public

We also work with leading individuals within the banding sector and a number of industry-facing partner channels to direct highly relevant traffic to our website.

Our Brass Foundations education programme engages directly with education decision-makers as well as young people themselves.

Our website visitors:

55% female

45% male

29% 18-34

38% 35-54

33% 55+



Personalise your package

Package types - choose:

2 for £300

3 for £400

4 for £500

WEBSITE BANNER

On a key page of our website, chosen to fit your campaign, for one month

- Desktop: (728x90) and
- Mobile: 570 x 200 (if provided)

NEWSLETTER BANNER

To 7,000 individuals

Headline banner: 728 x 90 or

Banner ad: 570 x 200

MEMBERS NEWSLETTER FEATURE

Email banner (570 x 200) to 600 member bands via our most engaged subscribers (1,800).

SOCIAL SHOUTOUTS

- 1 Instagram post
- 1 Facebook post
- 1 Tweets

WEBSITE FEATURE

Appear in our Brass Band News area with an advertorial feature, competition, or offer.

HOMEPAGE FEATURE

Pin your website feature to the 'Highlights' section on the BBE homepage for one month

Rates are subject to VAT. Payment on invoice after publication. Advertising terms and conditions apply. To book please contact Clair at clair@bbe.org.uk.

Further bespoke online advertising and sponsorship possibilities:

- Sponsor a Members Resource
- Targeted mailing to themed group e.g. education-focused event attendees
- Sponsorship of or advertising within key campaigns, such as Proms in the Playground