

# Discogs

MEDIA KIT 2015

“

8 MUSIC LOVERS VISIT DISCOGS EACH SECOND.

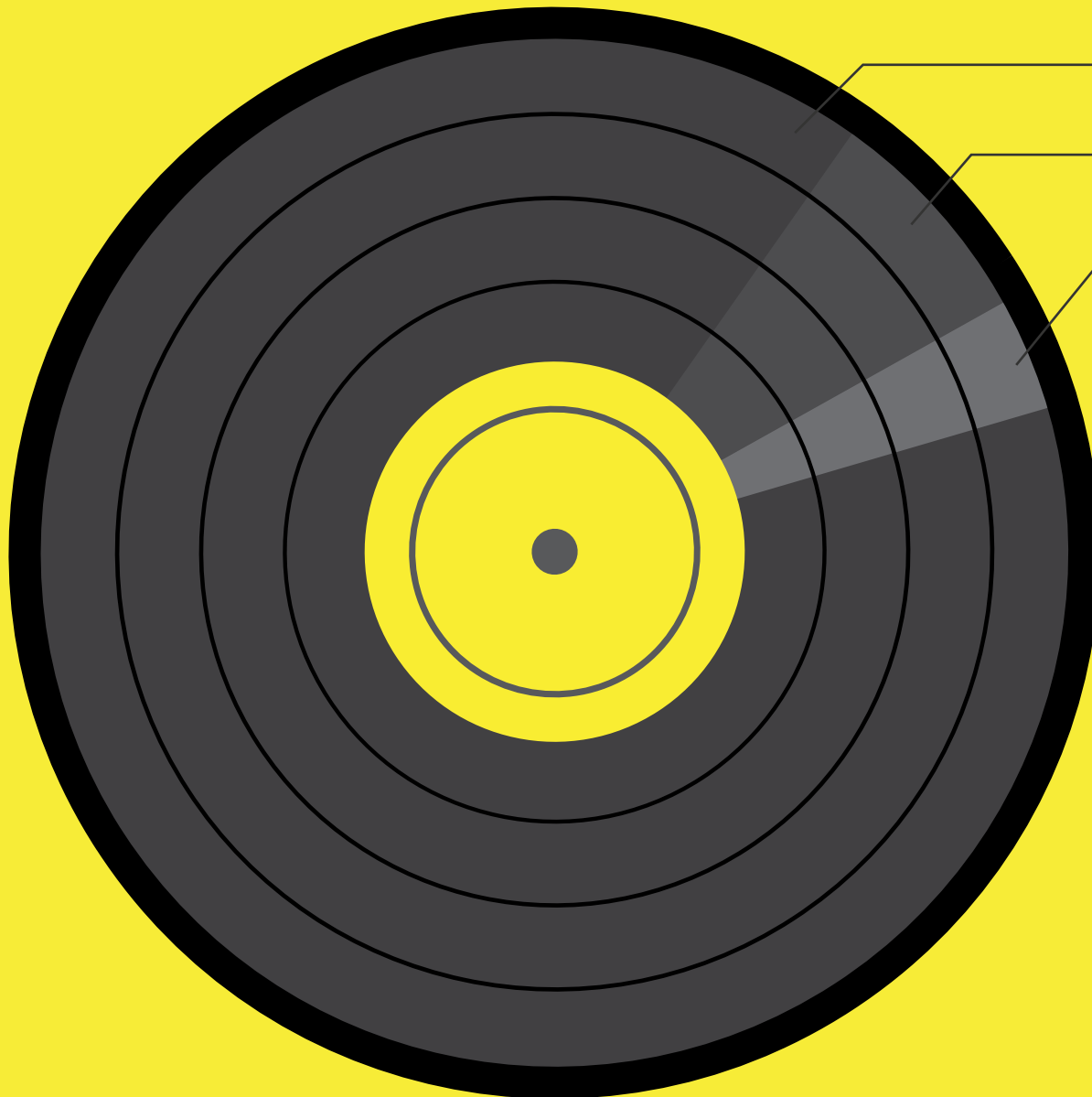
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Discogs is the largest, most accurate, physical music database in the world—the first stop for vinyl collectors and music lovers looking to discover new music and complete their collection.



## STATS



● **277 MILLION PAGE VIEWS/MONTH**

● **20 MILLION VISITS/MONTH**

● **9 MILLION UNIQUE VISITORS/MONTH**

**20%** ORGANIC AUDIENCE GROWTH  
IN THE PAST YEAR

**42%** TRAFFIC ARE NEW VISITORS

**13.3** PAGE VIEWS PER VISIT

**2.7** MILLION MOBILE UNIQUES

**36.5** AVG SESSION DURATION  
IN MINUTES

**82%** OF PURCHASES ARE VINYL



A photograph of a record store with a person in the foreground using a smartphone. The store is filled with vinyl records on shelves. In the background, another person is visible, and a sign for 'Metal' is partially seen. The overall scene is dimly lit, typical of a record store.

**30% OF VISITORS  
NAVIGATE DISCOGS ON  
A MOBILE PLATFORM**

*OVER 5,000 VINYL LOVERS  
VISIT DISCOGS  
EACH DAY.*





## ADVERTISING OPPORTUNITIES



### DISCOGS IS ALL ABOUT MUSIC LOVERS.

Much more than a database and marketplace, Discogs has become the premier online community to reach not only music collectors but music lovers across the globe. By serving ads only to logged out users we are able to target active visitors searching for all types of music. It also keeps our advertising space fresh, in front of an ever changing audience with one love in mind: music.

Discogs offers a range of ad sizes across the site. The rates attached here reflect our run-of-site inventory. ROS impressions are randomly generated. We also offer ad space that targets specific genres, labels, artists, or region, typically with a 20% CPM premium.

We are also able to accommodate sponsorships, takeovers, and other custom opportunities. Please contact us for more details and pricing.

### DISPLAY ADVERTISING (ROS):

NAME	SIZE	PAGES	NET CPM
TOP	970X90 728X90	Artist, Home, Explore, Label, Marketplace, Release, Search	\$20
RIGHT	300X250	Release	\$18
LEFT	160X600	Home, Explore, Marketplace, Search	\$18
BOTTOM	970X90 728X90	Artist, Home, Explore, Label, Marketplace, Release, Search	\$15
MOBILE	320X50	Artist, Home, Explore, Label, Marketplace, Release, Search	\$12

### REQUIREMENTS:

#### FILE REQUIREMENTS

Discogs supports JPEG and GIF file formats. Max File Size is 400k. Please limit any looping to 3 loops or 30 seconds.

#### ARTWORK DEADLINE

Artwork is due 5 business days prior to campaign launch date. Inventory reservations must be placed 2 weeks before start date.

#### PAYMENT DEADLINE

Payment is due no later than 30 days after the conclusion of your campaign. Late payments are assessed a 15% late fee.

#### RECIPIENT

Ads should be emailed as an attachment to [ads@discogs.com](mailto:ads@discogs.com).

CONTACT

Advertising

[ads@discogs.com](mailto:ads@discogs.com)

Discogs

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Discogs