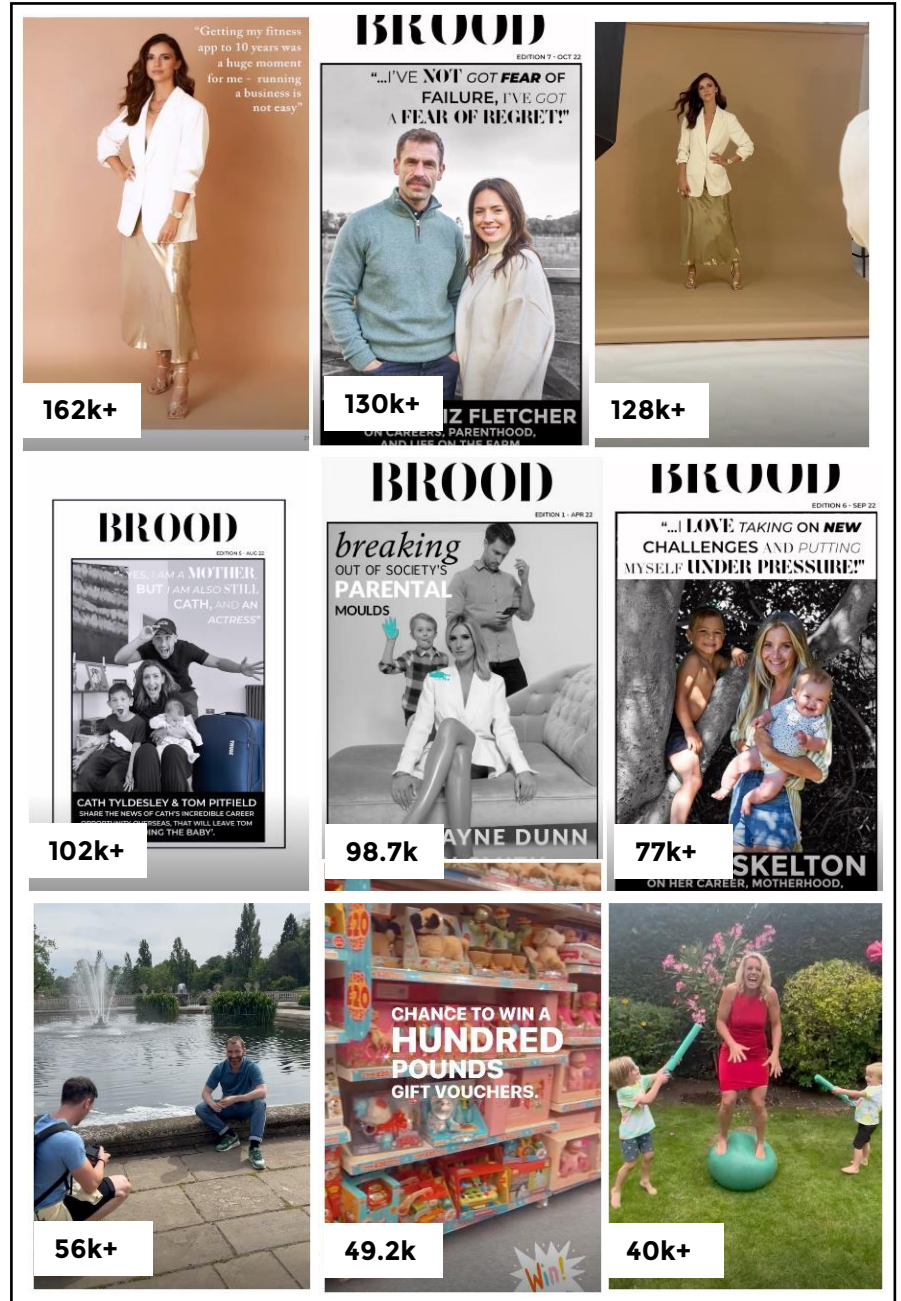


# BROOD MEDIA KIT & STATS

JAN 2024



# OUR COLLABORATIONS



Our collaboration with **BROOD** is one of our most powerful partnerships, proving the perfect platform to empower our values, purpose and importantly, vision for the future. Our sponsorship enables us to strengthen our brand message as a company with purpose, responsibility, and authenticity in front of a key demographic."

tide. needi

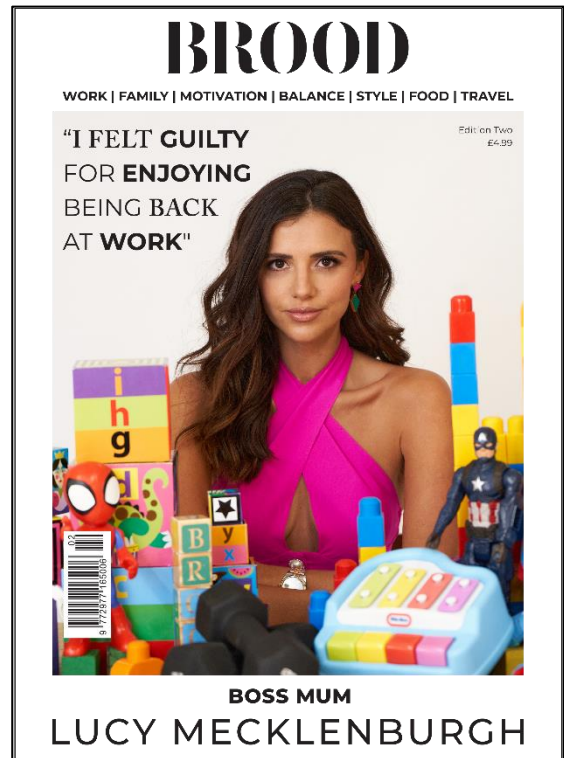


oh so B

jmw



# OUR PRINTED REACH (in 6 months)



JPMORGAN CHASE & CO.



## INCLUDING:

- WH Smith (Nationwide)
- Waitrose (Nationwide)
- Independent Newsagents (Nationwide)
- London Heathrow Airport, London
- Holborn Gate, London
- One Carter Lane, London
- Champneys Henlow, Bedfordshire
- Champneys Tring, Hertfordshire
- Savills, London
- Shroders, London

- Nirvana, London
- Ragdale Hall Spa, Leicestershire
- The Life House, London
- The St David's Hotel & Spa, Wales
- Whittlebury Hall, Northamptonshire
- Five Lakes, Essex
- Morgan Stanley, London
- HSBC Bank, London
- JP MORGAN, London
- JMW, Manchester
- Credit Suisse, London


\*With more being added monthly!





# ONLINE REACH

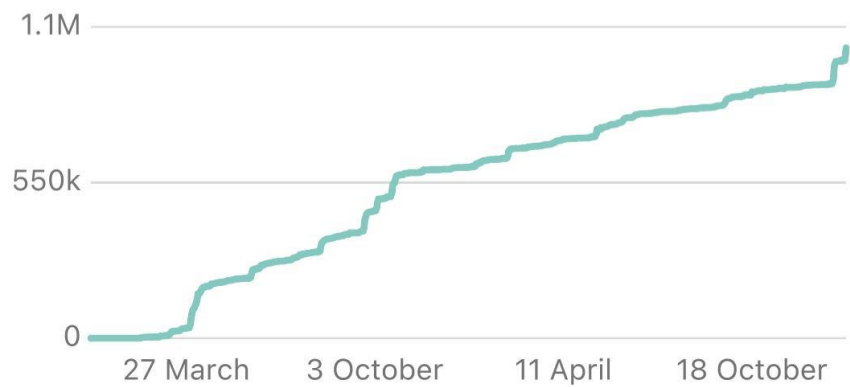
## Reach

 Instagram ▼

Compare your cumulative reach from the selected date range to the previous one.

Instagram reach ⓘ

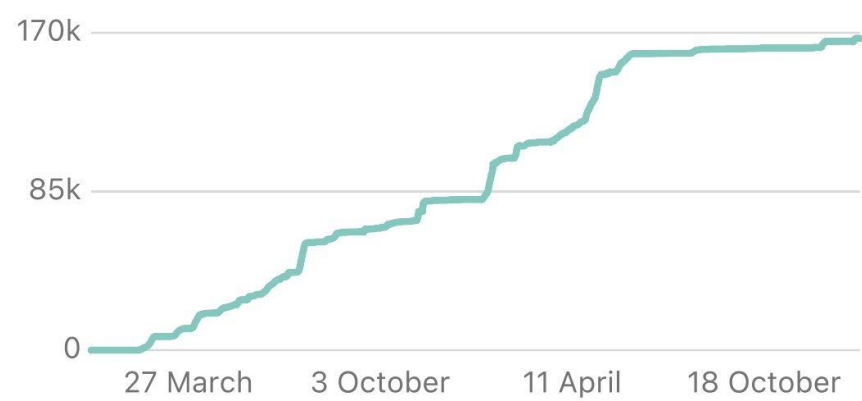
1.0M ↑ 100%



GROWING MONTH ON MONTH +++

Facebook reach ⓘ

167.0k ↑ 100%



GROWING MONTH ON MONTH +++

# LAST QUARTER WE REACHED...

Event count

92K

↑ 61.0%

New users

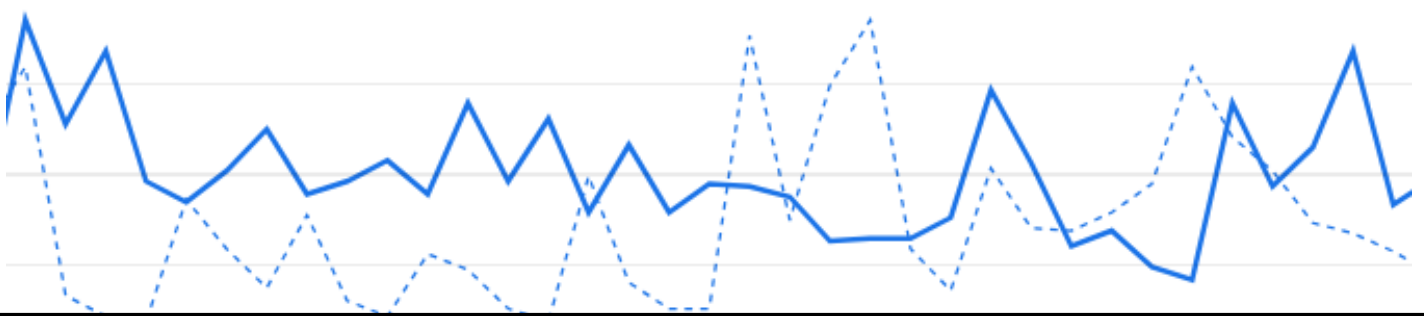
18K

↑ 55.2%

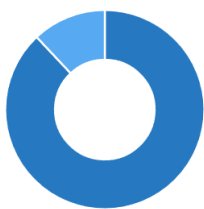
Engagement rate

59.8%

↑ 45.6%

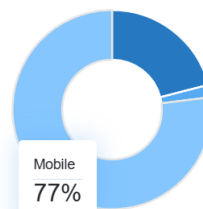


New vs. Returning Visitors



● New 88%  
● Returning 12%

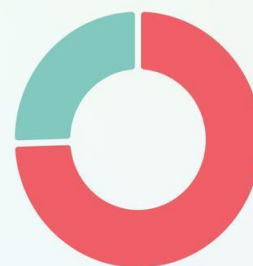
Device Breakdown



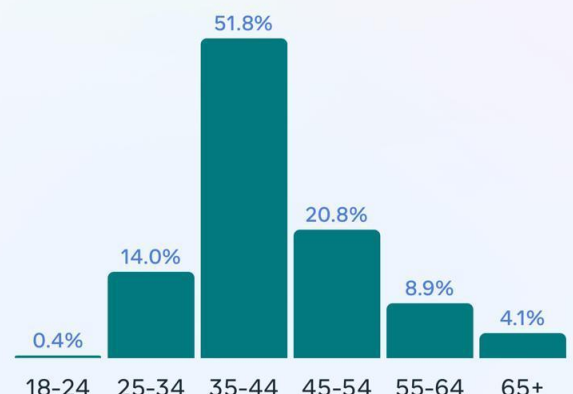
● Desktop 21%  
● Tablet 2%  
● Mobile 77%

	29,678
	100% of total
1 United Kingdom	20,339
2 United States	2,839
3 Ireland	819
4 Australia	485
5 Canada	428
6 Germany	390
7 France	266
8 Netherlands	258
9 India	234
10 Spain	214

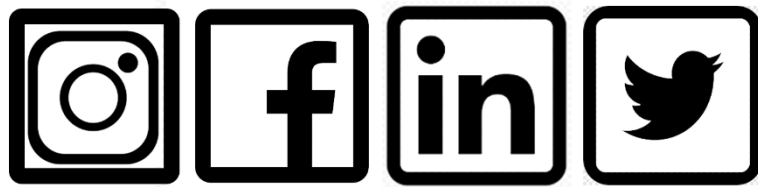
Age & gender



● Women 74%  
● Men 25%







**WANT TO LEARN MORE ABOUT  
OUR **PARTNERSHIPS?****

[advertise@broodmagazine.com](mailto:advertise@broodmagazine.com)

[www.broodmagazine.com/](http://www.broodmagazine.com/)



# BROOD

**LIVE**

# 2024

[WWW.BROODLIVE.COM/](http://WWW.BROODLIVE.COM/)

**BROOD LIVE & EVENT SPONSORSHIP**

(AVAILABLE ON REQUEST)



**BROOD LIVE 2023**

**WHAT A FANTASTIC EVENT!**

THE SPEAKERS WERE SO INSPIRATIONAL & REAL. SUCH A LIFT FOR US  
BUSY PARENTS/BUSINESS OWNERS

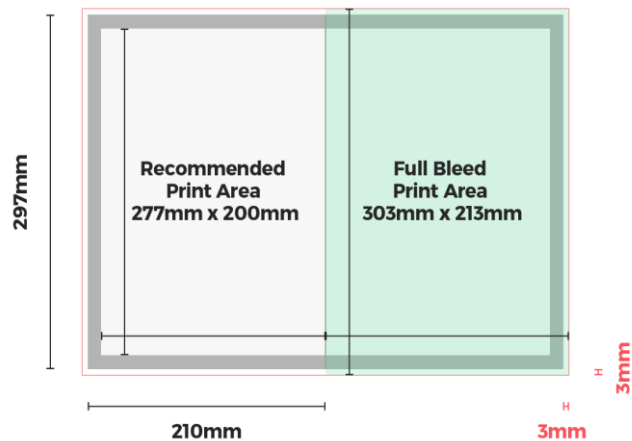
...AND THE ENERGY IN THE ROOM - WOW!

THANK YOU, TEAM BROOD! CAN'T WAIT FOR THE NEXT ONE!

# PRINT REQUIREMENTS

## PAGES

- Your page dimensions must be 210mm (w) x 297mm (h) for a full single page (2480px x 3508px)
- Your page dimensions must be 420mm (w) x 297mm (h) for a DPS (4960px x 3508px) 10-15mm in the centre margin



## MARGINS & BLEED

- Please add 3mm bleed to your advert
- We recommend leaving a 10mm margin
- If your images are intended to go off the page and you don't include 3mm bleed you may end up with an inconsistent white margin when the document is cut
- It's possible to print across spreads however please leave a 10-15mm margin in the middle to account for the fold

## IMAGES

- 300dpi recommended
- CMYK or greyscale provides the best results
- Black and white photos and artwork can be set to print CMYK or greyscale
- All blacks are printed in CMYK so blacks can be set to print either 100%K or rich black
- Colour profiles - you can use any generic CMYK colour profile.
- Please rasterise gradients as sometimes they can print differently to when they were viewed on screen.
- Please send the artwork as a print ready pdf.
- No printers marks required.

\*Please remember that colours may not look as bright and vibrant as they do on screen.

## WEBSITE BANNER SIZES

If your package includes a website banner, please use the following:

- 1920px x 927px (png or jpeg) - Please also provide the URL you'd like the banner to refer to.

If you have any questions, please email Rob or Jess: [info@broodmagazine.com](mailto:info@broodmagazine.com)

**NB: IF YOU DON'T ALREADY HAVE ARTWORK FOR YOUR ADVERT, A BESPOKE QUOTE CAN BE PROVIDED UPON REQUEST**