

Ticketmaster sell tickets for a wide variety of events, including rock, pop, dance, theatre and sport. Most tickets are mailed in the weeks prior to the event, or are collected from box offices, and ads can be included on the back of these DL sized tickets. This offers another opportunity to reach these fun seeking customers.

Profile

Gender

56% female

Online Activity

88% known internet users

Age

Predominantly 25-54 years

Base Rate

Rates

£18-35/000 dependent on volume

Agency Commission

10% to DMA registered brokers

www.ticketmaster.co.uk

Please ask us about Ticketmaster postal data, email data, insert opportunities and other advertising opportunities.

Intelligent Ads:

By using these tickets you can reach the valuable Ticketmaster customers without the cost of print and delivery. Customers often keep hold of the ticket after the event as a memento, maximising visibility of the ad and with events continually changing advertisers can book the programme repeatedly without experiencing diminishing returns. Established in 1976, Ticketmaster is the world's leading live entertainment ticketing and marketing company; in 2007 Ticketmaster sold more than 141 million tickets on behalf of its clients.

Fulfilment and Specifications:

Full specifications are supplied on request, and final creative must be supplied no less than 2 weeks before start. Monthly volumes are 1,000,000 tickets, with a minimum booking volume of 250,000.

Ticketmaster Ticketback Ads are brought to you by TRG Strata:

TRG Strata is the respected, capable and friendly face of List and Insert Management. We pride ourselves on our professionalism, extensive experience, in depth knowledge and personable approach to business - all of which enables us to deliver a superior level of service and account management. Our clients tell us that this is what differentiates us from our competitors and why they continue to use us time and time again.

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TRG STRATA
managing data
into revenue