

PINKPOP

JUNE 21/22/23 MEGALAND
LANDGRAAF '24

RATECARD

PINKPOP WEBSITE 2024

GENERAL INFO

Pinkpop Festival 2024 - June 21, 22 & 23

Website: www.pinkpop.nl, including general information, all acts with short description, ticketing info, timetable and map of the festival site. The website is a very important source of information for visitors.

PROFILE OF FESTIVAL VISITORS

The Pinkpop visitor is a visitor of both club shows and pop festivals. A music lover with a developed taste in pop, rock and dance music between the ages 18 and 45 years old (core target group 18 – 30 years). Research under visitors resulted in the following profile:

- 53% female, 47% male
- 4% aged younger than 18
- 17% aged 18 till 24 years old
- 22% aged 25 till 35 years old
- 19% aged 35 till 45 years old
- 33% aged 45 till 60 years old
- 5% 60+ years old
- The Pinkpop visitor is highly educated: of visitors who took the survey, nearly 50% has finished HBO or WO
- 43% lives in the South of The Netherlands (Noord-Brabant, Limburg)
- 80% of the visitors checks the Pinkpop website

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DATES OF BANNER DISPLAY AT THE WEBSITE

Banners are online for 1 week:

- A week is from Friday 1PM - Friday 1PM.
- Banners are running on the Pinkpop website in a carousel, together with a maximum of 4 other banners.
- Unique visitors and pageviews are based on statistics of previous years + prospectus.
- Prices are excl. VAT and production/design.

SIZE AND PRICES

Friday February 23 – Friday June 7

| | |
|----------------------------|---------|
| <i>Users (weekly)</i> | 50.000 |
| <i>Page views (weekly)</i> | 150.000 |
| <i>Price per week</i> | €250,- |

Friday June 7 – Friday June 14 (run up to Pinkpop)

| | |
|----------------------------|---------|
| <i>Users (weekly)</i> | 100.000 |
| <i>Page views (weekly)</i> | 350.000 |
| <i>Price per week</i> | €500,- |



JUNE 21/22/23 MEGALAND LANDGRAAF '24

Friday June 14 – Friday June 21 (week before Pinkpop)

| | |
|----------------------------|-----------|
| <i>Users (weekly)</i> | 250.000 |
| <i>Page views (weekly)</i> | 1.050.000 |
| <i>Price per week</i> | €1250,- |

Friday June 21 – Friday June 28 (Pinkpop weekend + week after Pinkpop)

| | |
|----------------------------|-----------|
| <i>Users (weekly)</i> | 450.000 |
| <i>Page views (weekly)</i> | 1.550.000 |
| <i>Price per week</i> | €1500,- |

Friday June 28 – Friday July 5

| | |
|----------------------------|--------|
| <i>Users (weekly)</i> | 25.000 |
| <i>Page views (weekly)</i> | 35.000 |
| <i>Price per week</i> | €125,- |

Friday July 5 – Friday September 27

| | |
|----------------------------|--------|
| <i>Users (weekly)</i> | 5.000 |
| <i>Page views (weekly)</i> | 15.000 |
| <i>Price per week</i> | €75,- |

(All prices excl. VAT)

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TECHNICAL SPECIFICATIONS

For ultimate exposure we advise you to deliver the two banner sizes as mentioned below.

Skyscraper (for desktop)

- Size: 120 x 600 px (WxH)
- File: Animated GIF of JPG
- Size in kb: 125KB

Medium rectangle (for mobile)

- Size: 300 x 250 px (WxH)
- File: Animated GIF of JPG
- Size in kb: 125KB

Material delivery deadline: 1 week before publication

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CONTACT

Advertising

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Festival

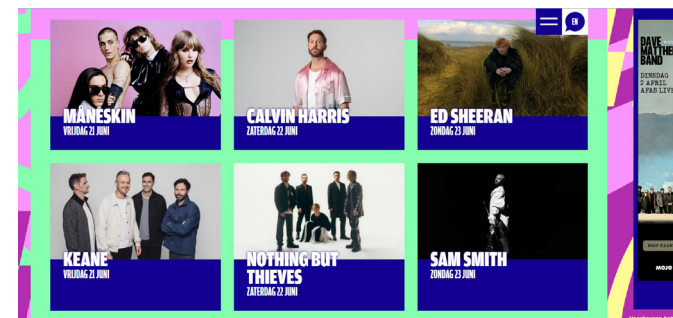
Lotte Smits

lotte@pinkpop.nl

POSITION

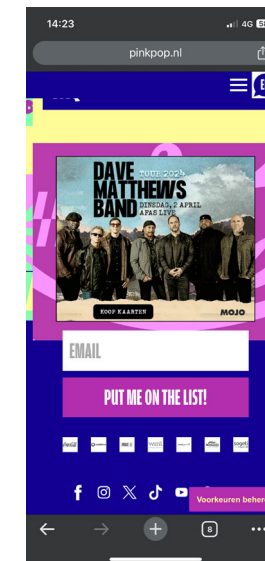
Skyscraper position

on all pages (desktop/tablet):



Medium rectangle position

on all pages (mobile):



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