

MUSIC FESTIVAL  
COVERAGE

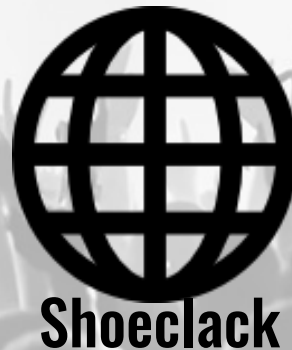
# Shoedack

ON THE INTERNET

**MEDIA KIT**

# ABOUT SHOECLACK

*Shoeclack was born from a desire to share what music can bring to the world in terms of “experience and emotion.” We are targeting a specific type of event. Music festivals are what we consider to be the best definition of a “musical experience.” This is why Shoeclack conveys the atmosphere of music festivals regardless of the time of the year or place you find yourself on Earth. We want our audience to experience and re-experience the best weekend of their year – or what might have been the best weekend of their life.*



*Shoeclack is a young and innovative Internet platform, which offers users content related to their favourite music festival, exclusive videos, interviews and much more. Our promise is a music festival year round! Even though our market is mainly focused on music festivals in Canada, we also provide news and content from big events around the globe.*

# WHAT WE DO?

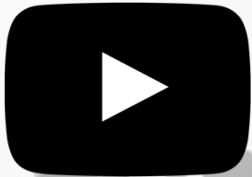
Simple. We cover music festivals in Canada and abroad.

**READ IT - WATCH IT - SEE IT - LISTEN TO IT**



## Blog

*Shoecrack brings you everything you need to know about the world of music festivals. Articles, lists, interviews, news and much more.*



## Video

*This is where you can fully live the experience. Festival recaps, interviews, and branded content. Can't be there? We've got you covered!*



## Photos

*Who, where, how: complete the festival experience with full photo coverage.*



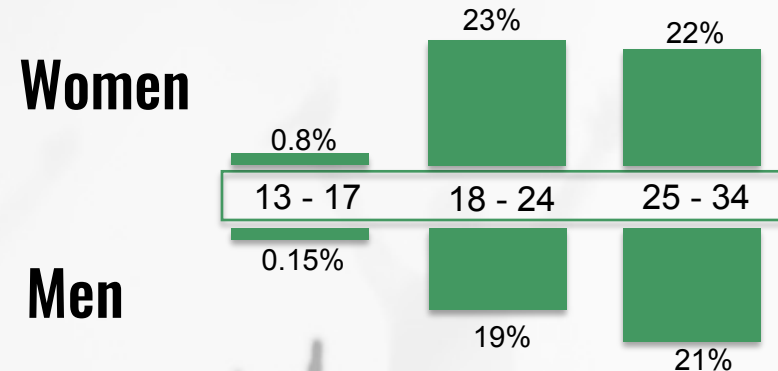
## Audio

*Because music festivals are about music, there's no way we could fully cover a festival without audio!*

# AUDIENCE OVERVIEW

**26.8K** TOTAL REACH

*Shoelack is talking directly to millennials who love to live new experiences. We at Shoelack think that our readers deserve the best content possible.*



**100%** OF OUR TARGET AUDIENCE LIKE

*Music festivals*  
*Arts & Entertainment*  
*Nightlife*  
*Concerts*

**SHOECLACK.COM**

**15K** PAGE VIEWS

**5K** UNIQUE VISITORS

# SOCIAL REACH



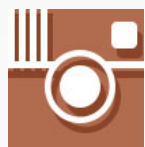
**2.5K**

**Followers**



**50K+**

**Views**



**600**

**Followers**



**700**

**Followers**

# HOSTS



*Mikey B Rishwain*

**2K** Twitter followers

**3.4K** Instagram Followers



*Fred BF*

**3.3K** Twitter followers

**3.3K** Instagram Followers

# MARKETING PRODUCTS

*With Shoelack you can directly talk to music festival goers, nightlife enthusiasts and music lovers. How could you get involve with us? Here are your options:*

## Branded Content



*Fully immerse your brand in the experience of music festivals.*

*This option reinforces the thinking of a young festival brand through unique content created especially for you.*

## Banners



*Stay in touch with music festival lovers all year long.*

*Through this option, we ensure that your ad will be seen by the right target.*

## Contests



*Strengthen your position with your target and acquire new costumers by hosting contests on our website or social media accounts.*

## Partners



*Let's put our strengths together and create synergy from an annual partnership. Collaboration is key and we ensure that our audience will know that your company is our partner everywhere we go.*

# TECHNICAL SPECS

## LEADER BOARD

Dimension : 728x360 pixels  
Format : JPG or GIF

## LARGE BOARD

Dimension : 728x90 pixels  
Format : JPG or GIF

## POP UP BOX

Dimension : 300x250 px  
Format : JPG or GIF

## BIG BOX

Dimension : 300x600 px  
Format : JPG or GIF

# LET'S TALK!



(418) 717-3243



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