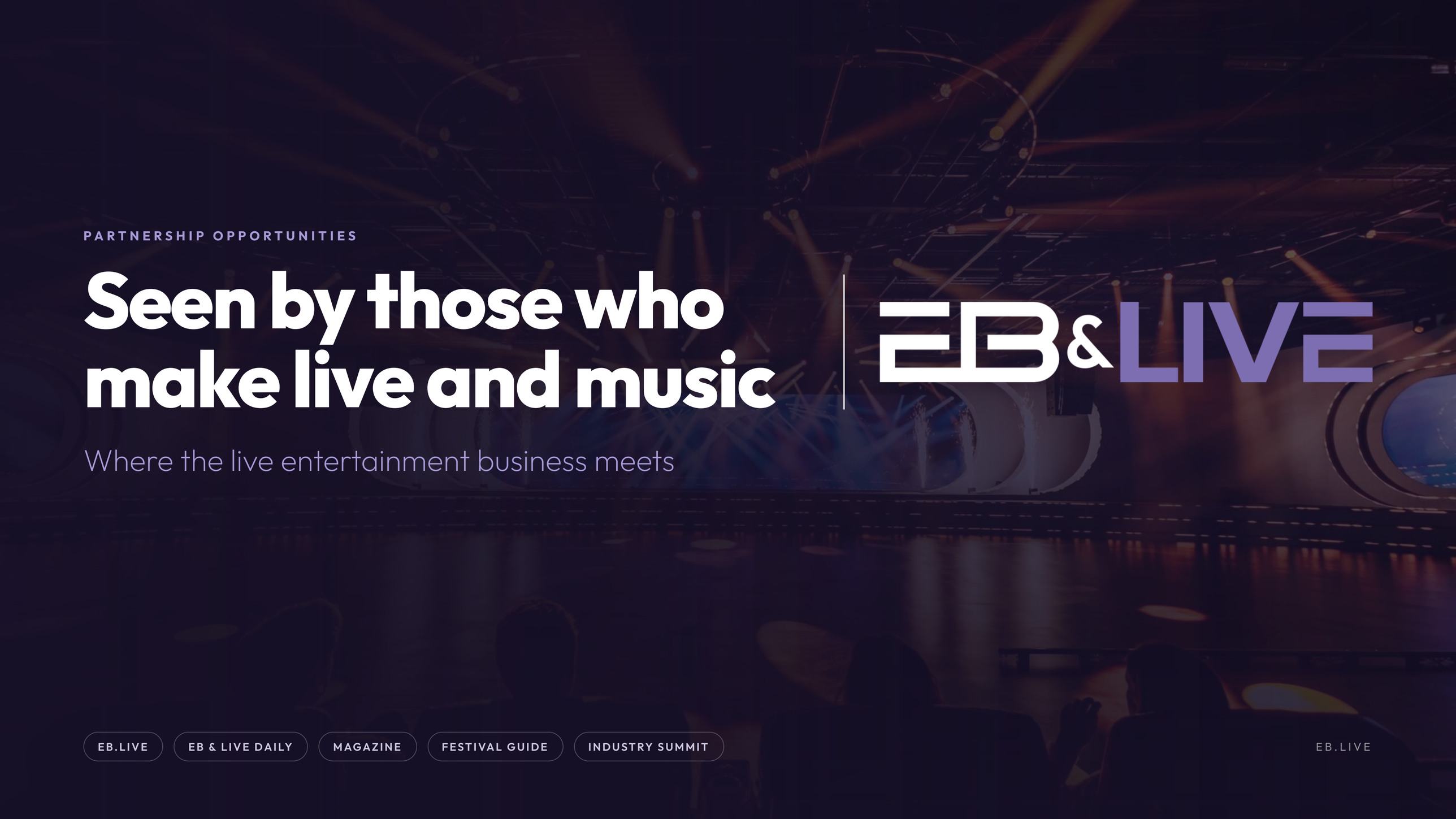


PARTNERSHIP OPPORTUNITIES

Seen by those who make live and music

EB & LIVE

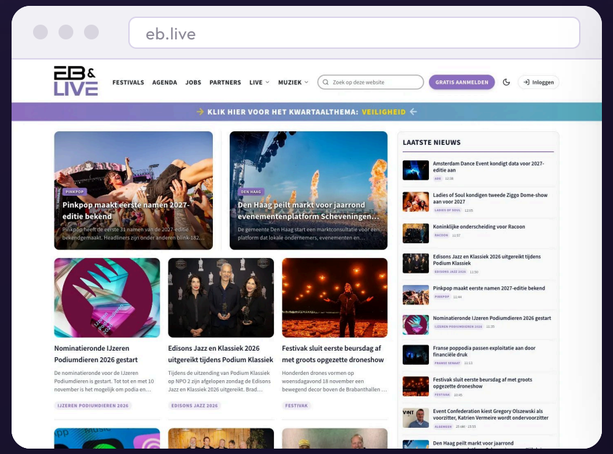
Where the live entertainment business meets

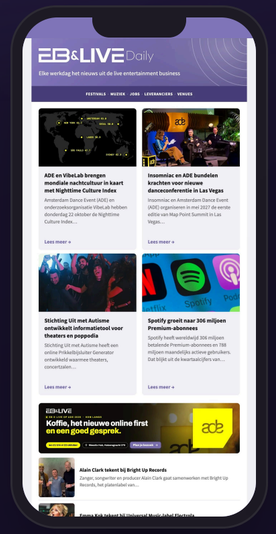
EB.LIVE | EB & LIVE DAILY | MAGAZINE | FESTIVAL GUIDE | INDUSTRY SUMMIT

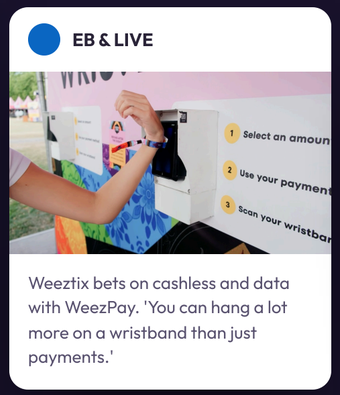
EB & LIVE IN ONE PICTURE

Daily with the decision makers of the live and music industry

One newsroom, six channels. Everything we make for a partner runs across all of them.













EB.LIVE · PER MONTH

61,200

visitors · 182,800 page views · 1,600 festival pages

EB & LIVE DAILY

8,100

subscribers · every weekday, the Weekly on Saturday

LINKEDIN AND INSTAGRAM

6,600

followers · 97,000 views per month

MAGAZINE

4,400

print run · four glossy editions a year

FESTIVAL GUIDE

6,700

print run · 1,200 festivals, 17th edition in 2027

INDUSTRY SUMMIT

500

attendees · Wednesday 8 December 2027

Figures October 2026. Website traffic from our own analytics, newsletter via Brevo, social via LinkedIn and Instagram.

THE READER

Who reads EB & LIVE

The people who decide on programming, production, safety, ticketing and purchasing in the Dutch music and live industry. From the major promoter to the regional festival, and from the music venue to the municipality that issues the permit.

- ✓ **Festival and event organisers**
- ✓ **Promoters, agencies** and booking offices
- ✓ **Publishers** and rights organisations
- ✓ **Technical suppliers**: light, sound, staging, data
- ✓ **Artist management, tour managers** and crew
- ✓ **F&B and facility** service providers
- ✓ **Music venues, stadiums, concert halls** and event locations
- ✓ **Record companies**, majors and independents
- ✓ **Ticketing, cashless** and payment providers
- ✓ **Security and crowd management**
- ✓ **Sponsors, brands** and marketing agencies
- ✓ **VVEM, VNPF, VSCD**, municipalities and policy makers

HOW IT WORKS

Free for readers, carried by partners

EB & LIVE has no paywall. Everyone in the industry reads along, every weekday. We make that reach possible with partners who show their knowledge, cases and products to exactly these readers.

Partners do not sit between the ads, they are in the news itself: as an interview, a case or a background story, written by our newsroom or by themselves.

70,000+
monthly reach across all channels

5x
a week in the inbox with EB & LIVE Daily

47
domain authority, a link from eb.live counts

1 June 2026
launch of the new platform

THE CONTENT CAMPAIGN

One story, seen six times

Everything at EB & LIVE starts with a good story: an interview, a case or a video of two to three minutes. We roll that story out across all channels in one week, and after that it stays online and findable.

1

The story

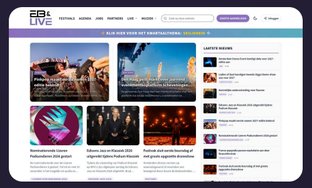
Interview or case by our newsroom, or a video on location. You bring the knowledge, we turn it into an article.



2

Homepage

Three days as a highlight on eb.live, then in the latest news and on the theme page.



3

EB & LIVE Daily

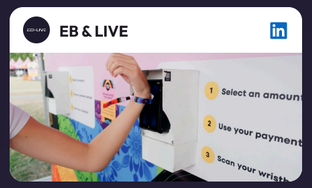
At the top of the newsletter for 8,100 subscribers, and in Saturday's Weekly.



4

Social

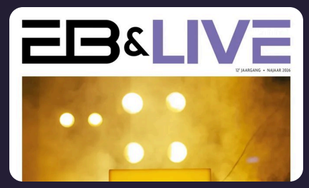
On LinkedIn and Instagram, with 6,600 followers from the industry.



5

Magazine

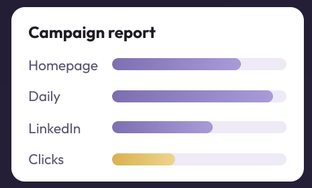
An editorial spread plus a full-page ad in the edition of your choice.



6

Report

Click and view figures for your campaign, regularly and on request. With links to your site that stay.



70,000+
reach per campaign

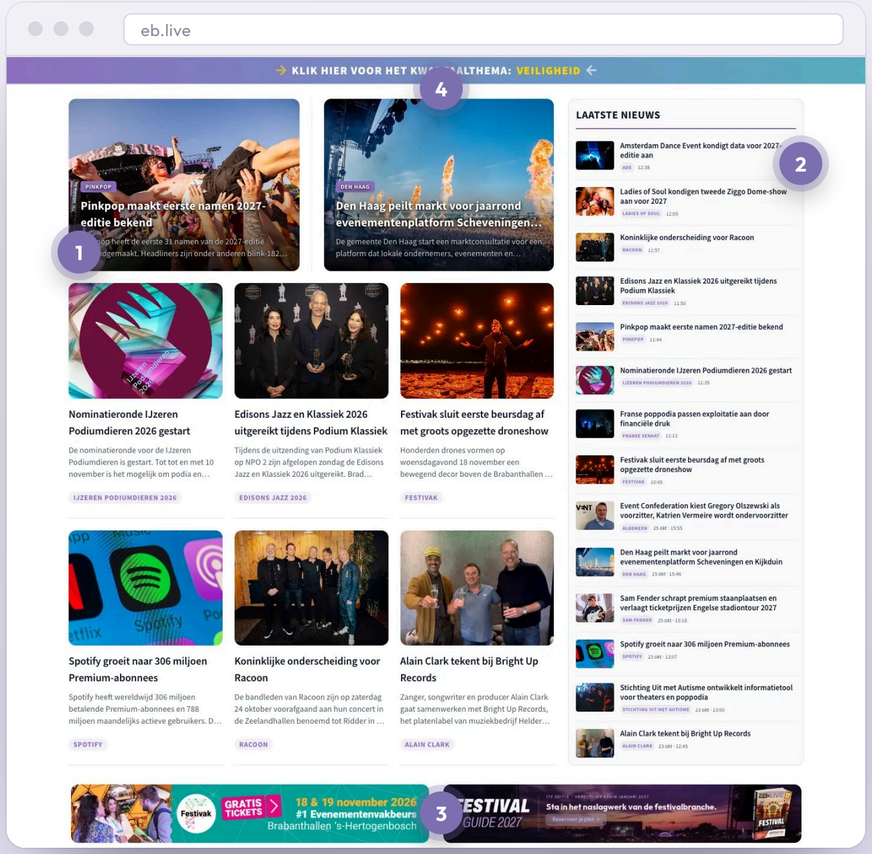
12 mths
stays online and findable

1 week
from publication to social and Daily

IN REAL LIFE

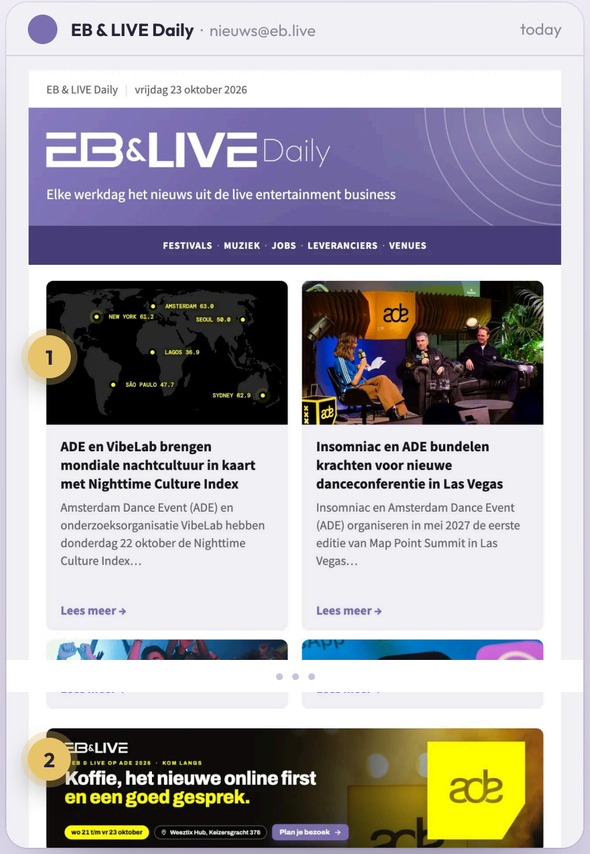
This is what your story looks like

This is how a partner story appears on eb.live, in EB & LIVE Daily and on LinkedIn. The numbers show where you appear as a partner.



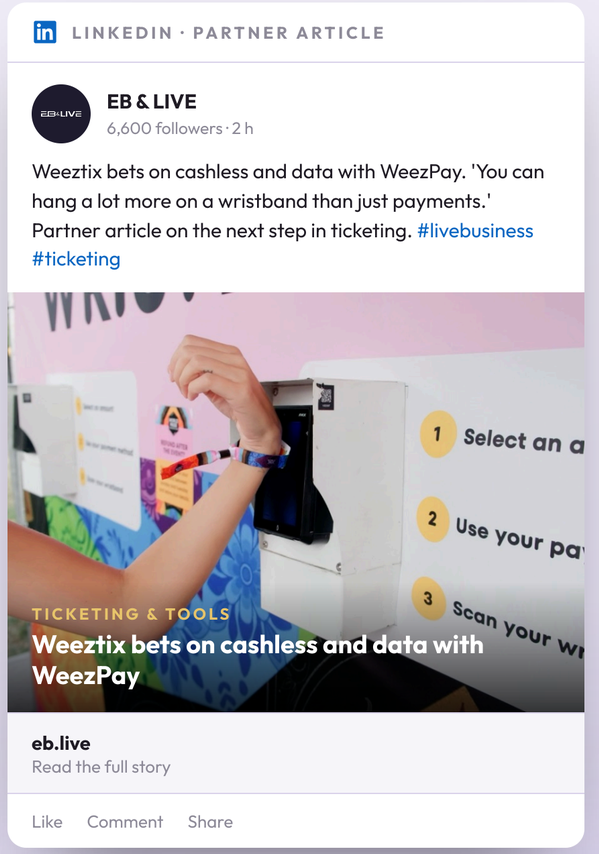
EB.LIVE

1 **Partner article** in the top news 2 **Latest news** 3 **Banner**
4 **Quarterly theme**



EB & LIVE DAILY

1 **Partner message** at the top
2 **Banner** between the items



LINKEDIN AND INSTAGRAM

Every partner article goes to **6,600 followers**, good for 97,000 views a month.

From one campaign to Premium

Every campaign is one story across all channels. From two campaigns you become an EB Partner and the price per campaign drops.

Campaign
€ 2,750
per campaign

- **ONE** content campaign (article or video)
- Across all channels in one week
- Then online and findable for twelve months
- Report with click and view figures

For a launch or a first introduction

Theme
€ 3,450
one quarter

- **3 months Service & PR** with extended company page and job ads

- **ONE** content campaign
- Partner of a quarterly theme, with logo on the theme page
- Article in the theme magazine
- Invitation to the network event

EB PARTNER · FROM TWO CAMPAIGNS

Essential
€ 4,900
€ 2,450 per campaign

- **12 months Service & PR**

- **TWO** content campaigns
- **2 weeks** of banners on eb.live
- Report per campaign

MOST POPULAR

Advanced
€ 6,900
€ 2,300 per campaign

- **12 months Service & PR**

- **THREE** content campaigns
- **3 weeks** of banners on eb.live
- Report per campaign

Premium
€ 8,900
€ 2,225 per campaign

- **12 months Service & PR**

- **FOUR** content campaigns
- **4 weeks** of banners on eb.live
- Report per campaign, annual review

RATHER ONE ELEMENT

Booking separately works too

Online article	**€ 1,850**	Online interview	**€ 950**
Page in the magazine	**€ 1,500**	Banner, per week	**€ 450**
Job ad, one month	**Free**		

Online article with a spot on the homepage and a share on social. Banner on eb.live or in EB & LIVE Daily. Job ads appear on eb.live/jobs.

WITH ESSENTIAL, ADVANCED AND PREMIUM

What every EB Partner gets

- **Twelve months of Service & PR** with one point of contact
- **Unlimited own content**, from press releases, blogs and cases to job ads, events in the agenda and video for EB & LIVE TV
- A publication plan with reminders
- Every campaign prominent on the homepage, in EB & LIVE Daily and on LinkedIn and Instagram
- Editorial article in print
- Extended company page in the supplier directory

All amounts excl. VAT. Essential, Advanced and Premium are per year, Theme per quarter.

Chain partner for those who carry the industry

For labels, venues, festivals and trade associations. One base, three cards with what your part of the industry needs.

THE BASE

Chain partner

€ 2,950

per year, included in every card below

- ✓ **2 content campaigns** (article or video), prominent on the homepage, in EB & LIVE Daily and on LinkedIn and Instagram
- ✓ **Logo in all four magazines** and on the partner wall in the Festival Guide
- ✓ **Your own section on eb.live**, like eb.live/specials/buma-nl
- ✓ Online partner profile, unlimited own news, press releases and vacancies
- ✓ **3 weeks of banners** on eb.live, over the course of the year
- ✓ One fixed contact, report per campaign

Music Business

Labels, publishers, agencies, managements, studios

€ 3,950

the base, plus:

- ✓ **A place in the Buma NL section**: logo and one story in the section, plus the Buma NL mailing
- ✓ **A fixed spot in the release and line-up section** of EB & LIVE Daily
- ✓ **Two tickets** for the Industry Summit

Topics we take on together
Release & repertoire · artist development · business & live

Festivals & Venues

Festivals, venues, arenas, event locations

€ 3,950

the base, plus:

- ✓ **Editorial spread in the Festival Guide 2027** (€ 1,950 separately): on the desk all year with organisers and municipalities
- ✓ **Festival pages highlighted on eb.live**: partner label, your own imagery, top of the guide and agenda
- ✓ **We fill in the editions**, you only supply the details
- ✓ **Two tickets** for the Industry Summit

Topics we take on together
Announcements · programming & line-up · growth & impact

Associations

Trade associations, advocacy groups, umbrella bodies

€ 3,950

the base, plus:

- ✓ **Section around a congress, members' day or annual theme**, with the logos of your partners
- ✓ **Regular column or agenda section**, clearly marked as a guest contribution
- ✓ **Speaking slot or panel seat** at the Industry Summit, plus two tickets

Topics we take on together
Industry news & policy · knowledge & context · community & events

Amounts per year, excl. VAT. A **chain partner** does not supply organisers itself, otherwise the partner rate applies. Umbrella bodies and foundations: exchange basis open to discussion.

ANNUAL PLAN 2027

2027 at a glance

Magazine · Event · Online · New in 2027

Every quarter has a main theme with dossiers, a theme page and a glossy magazine. This is how we schedule a campaign for the moment your topic is on the table.

Q1 · JANUARY TO MARCH

Facilities

Power, water and sanitation · Food & Beverage · Production & Logistics · Publishing

- **Festival Guide 2027** · early in the year
- Festival season preparations on eb.live
- **Magazine 1** · 27 March
- Facilities network event + theme list
- **Who is who** · reader profiles on eb.live

Q2 · APRIL TO JUNE

Venues

Venues · Light & Sound · Stage & Design · Sustainability · Studios

- Festival season starts, daily coverage
- **Magazine 2** · 26 June
- Venues network event + theme list
- **The EB & LIVE 100** · nominations

Q3 · JULY TO SEPTEMBER

Ticketing

Event tooling · Cashless Payments · Connected Events · Buma NL (own section)

- High season: festival news and figures
- Buma NL section
- **Magazine 3** · 15 October
- Ticketing network event + theme list
- **Matchmaking** · via eb.live

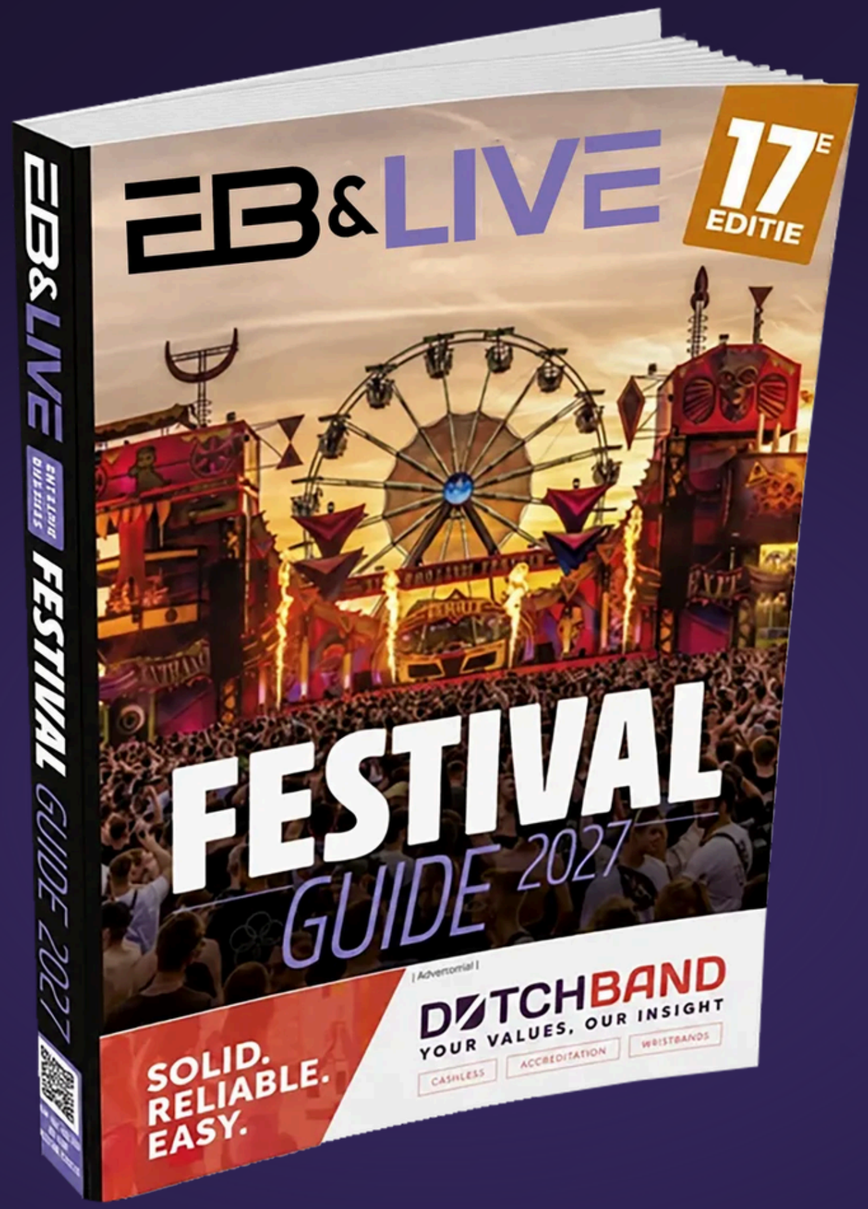
Q4 · OCTOBER TO DECEMBER

Safety

Regulation · Crowd Management · ESNS · Agencies and labels · Legal

- **Industry Summit** · Wednesday 8 December
- **State of Live** and the EB & LIVE 100
- **Magazine 4** · 18 December
- Year in review and outlook for 2028

- **Every weekday** EB & LIVE Daily, the Weekly on Saturday
- **Every day** news on eb.live, LinkedIn, Instagram and WhatsApp
- **All year** 1,600 festival pages, agenda, supplier directory and TV



FESTIVAL GUIDE 2027

On the desk all year
across the whole festival chain

For seventeen editions the Festival Guide has been the reference work of the Dutch festival season, with 1,200 festivals, data and background. A physical beacon in a digital world: it sits with organisers, municipalities and suppliers and is picked up all year round.

6,700 print run

1,200 festivals in the Guide

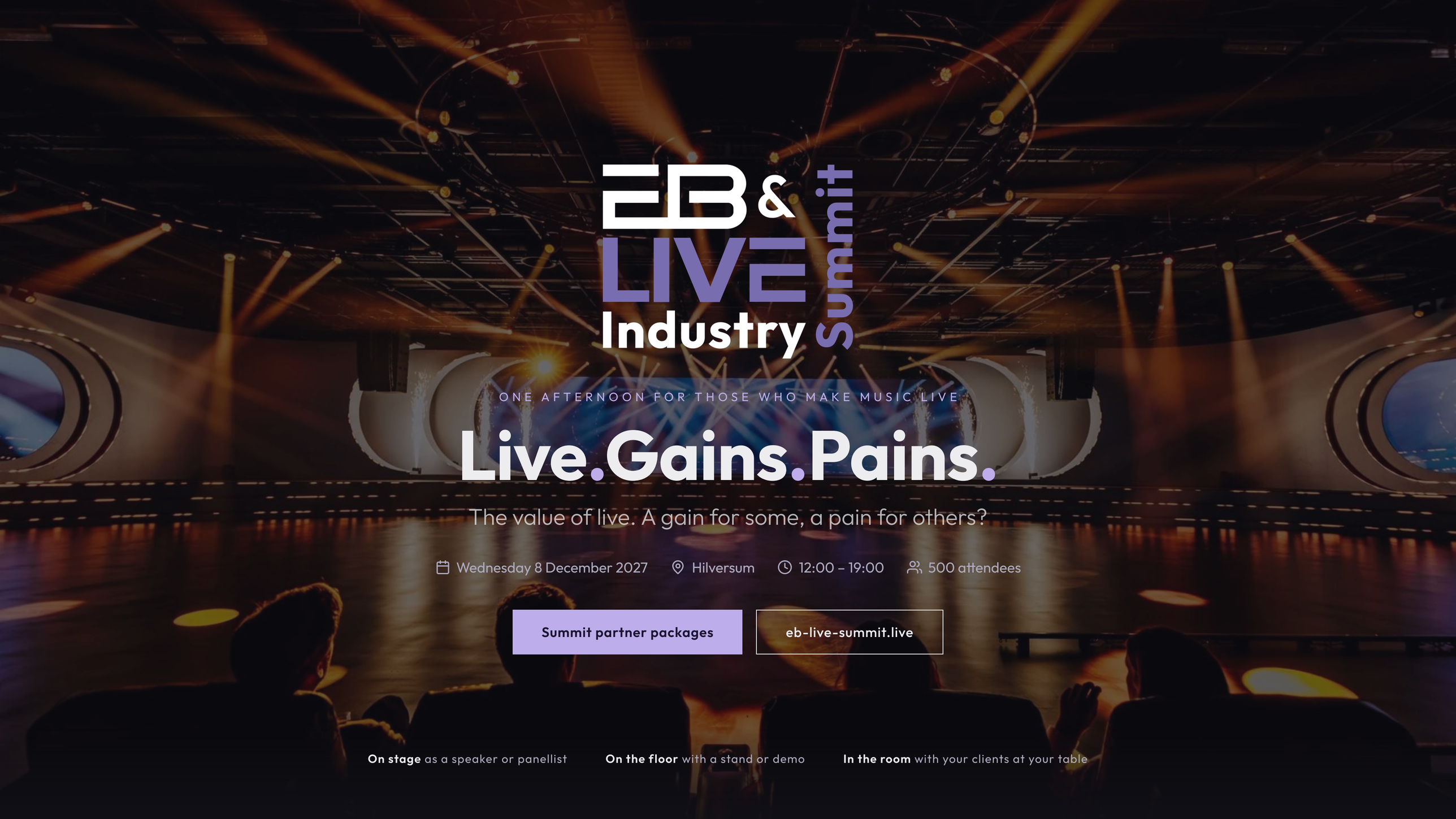
17th edition, early 2027

12 mths visibility

RATES

Full-page ad	**€ 1,495**
Double-page ad	**€ 1,795**
Double-page editorial editorial article about your organisation, also online on eb.live	**€ 1,950**
Cover positions cover 3 € 1,950 · cover 2 € 3,950 · cover 4 € 4,950 · exclusive, one advertiser per position, includes a partner profile and 12 months of PR service	**€ 1,950 – 4,950**

Smart combination: the chain partner package **Festivals & Venues** (€ 3,950) includes an editorial spread in the Festival Guide on top of two content campaigns. Ad size A5, 148 x 210 mm plus 5 mm bleed.


EB & LIVE Industry Summit
ONE AFTERNOON FOR THOSE WHO MAKE MUSIC LIVE
Live.Gains.Pains.
The value of live. A gain for some, a pain for others?
Wednesday 8 December 2027
Hilversum
12:00 – 19:00
500 attendees
Summit partner packages
eb-live-summit.live
On stage as a speaker or panellist
On the floor with a stand or demo
In the room with your clients at your table

Shall we meet?

On a call or simply at the table.



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1 **Getting to know each other**
Which story fits your goal and the quarterly theme?

2 **A tailored proposal**
One plan with the channels, the moments and the price.

3 **Publication plan with reminders**
We watch the deadlines and remind you in time to deliver.

EB en LIVE Publishing B.V. · Paulus Buijsstraat 37 · 2582 CH The Hague, the Netherlands · eb.live · Delivery specs

LID: VVEM

EB&LIVE
DE BUSINESS ACHTER DE BELEVING