



# All Ears On You

**Spotify  
Media Kit  
Oct '23**

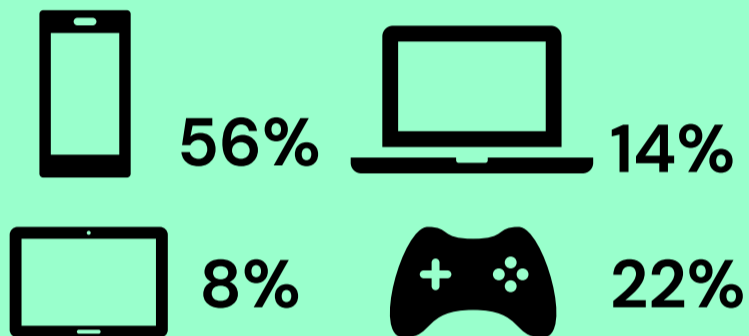


# The Free Spotify user in Ireland

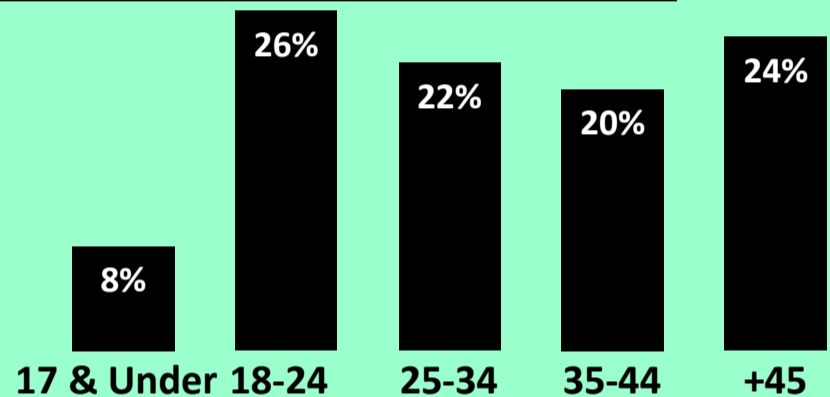
**+1.1M** MONTHLY ACTIVE USERS

**2.4hrs** AVG DAILY STREAMING TIME

## DEVICES USED



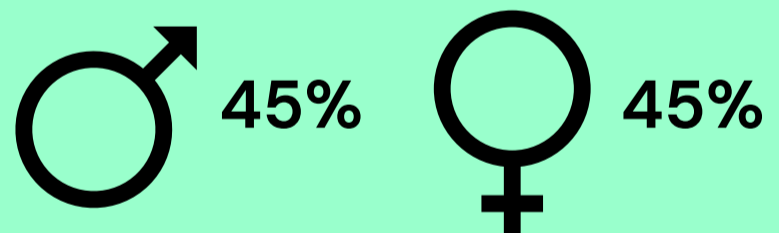
## AGE



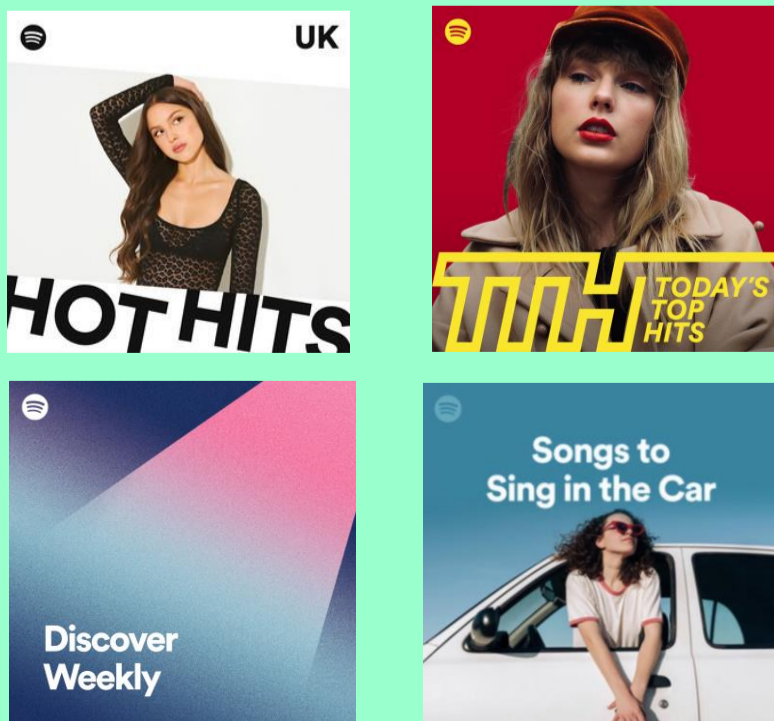
## TOP MOMENTS



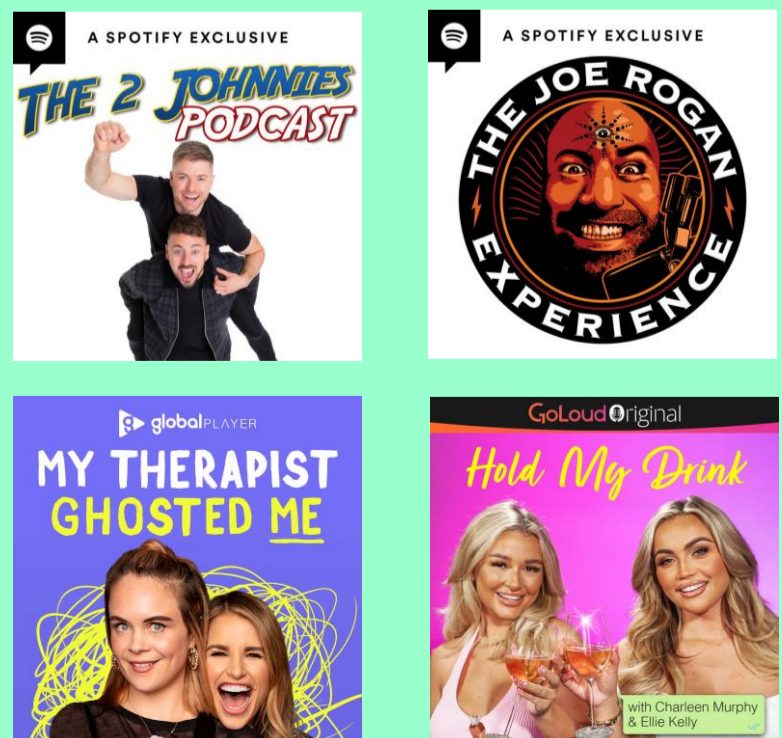
## GENDER



## TOP PLAYLISTS



## TOP PODCASTS



# Standard Formats

Tell your brand's story and drive results with sight, sound, and motion.

Specs can be found [here](#)



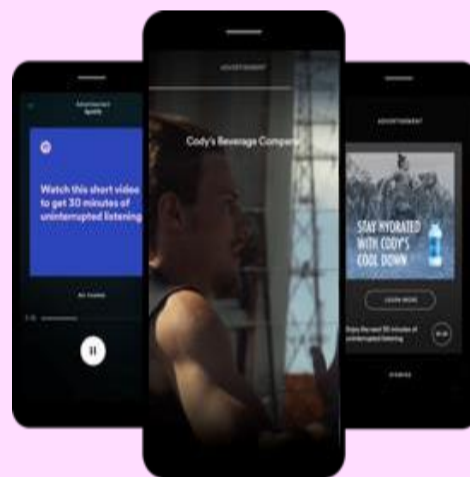
## AUDIO EVERYWHERE

Native multi platform audio ad launches in between tracks.  
Clickable companion image displays during ad



## VIDEO TAKEOVER

Cross platform mid-roll video



## SPONSORED SESSIONS

Mobile only value exchange, gifts the user 30mins ad free music post view



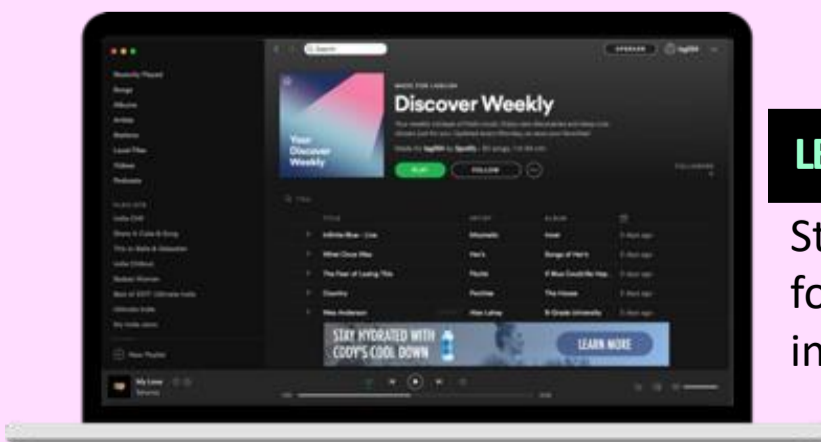
## OVERLAY EVERYWHERE

Impactful, cross platform screen saver format launches when the user returns to the screen



## HOME PAGE TAKEOVER

Sponsor our Desktop homepage for 24 hours



## LEADERBOARD

Standard LB format. No fold so you'll always be in view.

# Standard Formats

**IO Minimum spend €4000**

**Minimum format/flight/targeting €2000**

**Max 3 creatives per line item**

**100% cancellation policy once the first impression is served**

Format	Pricing type	Tier 1	Tier 2	Tier 3
		ROS	Demo / Device / Geo	Playlist / Segments
Audio Everywhere**	CPM	€14.00*	€16.00*	€17.00
Video Takeover	CPM	€38.00	€40.00	€42.00
Sponsored Sessions	CPM	€38.00	€40.00	€42.00
Homepage Takeover	CPD	€1200*	n/a	n/a
Desktop Overlay	CPM	€24.00*	€28.00*	€30.00*
Mobile Overlay	CPM	€24.00*	€28.00*	€30.00*
Leaderboard	CPM	€3.30*	€3.40*	€4.10*

\*denotes rate change, effective Nov 13<sup>th</sup>, 2023

\*\*Talk to us about our options to target NI

# Sponsorship options

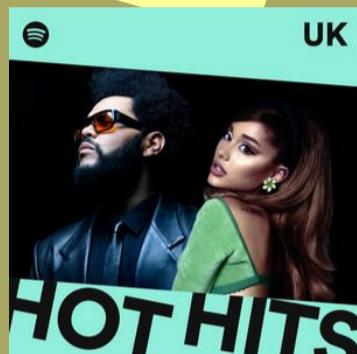
## Sponsored Playlists

Some of Spotify's biggest and most popular playlists are available for sponsorship. Sponsor a playlist for a 2 or 4-week period to drive high awareness or align with an audience, moment, or season.

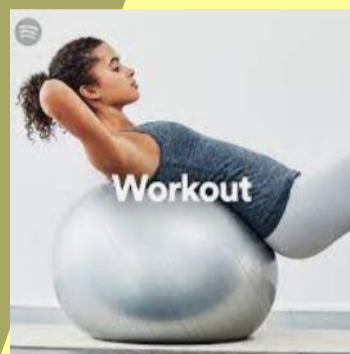
### HABITUAL LISTENS



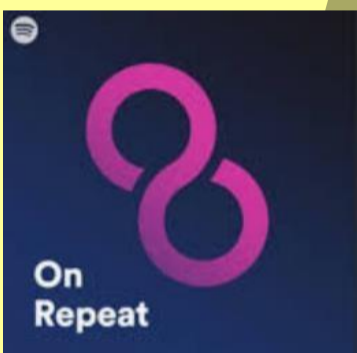
### MOST POPULAR



### MOMENT BASED



### SEASONAL



## 24hr Headliner

Put your campaign on centre stage! Use Headliner to launch campaigns, increase your brand visibility on specific days and get time sensitive messages out quickly. Boost your unique reach with this high impact, low frequency, priority option

### Full Headliner

Use our full suite of standard Audio, Video and Display formats to drive high awareness in a 24hr period

€10,000

### AV Headliner

Boost your Audio and Video campaigns with a high impact AV Headliner

€6000

### Audio Headliner

Add a little spice to your standard Audio campaign with an Audio only Headliner

€1500

### Video Headliner

Give your standard Video campaign the star treatment with a Video only Headliner

€5,000

Many other options available. Speak with us to find the right sponsorship option for your campaign and budget

# Targeting options

## WHO THEY ARE

Age  
Gender  
Location  
Audience Segment

## HOW THEY LISTEN

**App platform** iPhone, iPad, Android, Desktop, web-player  
**Connected devices** In-Car, smart speakers, TV

## WHAT THEY LISTEN TO

**Playlist** Chill, Running, Summer  
**Genre** Pop, Rock, Hip-Hop  
**Moment** Study, Commute, Workout  
**Podcast Genre** Business, Comedy, News

## WHEN THEY LISTEN

Day-Part  
Time of week



# Audience Segments

Festival Goers

Gamers

Commuters

Tech Enthusiasts

Taste Makers

Engaged / Getting Married

Parents / Moms / Dads

Foodies

Apple/Android Users

Socialiser / Partiers

Live Entertainment / Concert Goers

Gen Z/Millennials

Health, Wellness, Fitness Enthusiasts

Arts & Entertainment

Business & Technology

Travellers

Podcast listeners

News & Politics

Comedy

Society & Culture

Lifestyle & Health

Education

TV & Movies

Sports & Recreation

True Crime

# Thanks for listening

Reach out to us at  
[Spotify@Digitize.ie](mailto:Spotify@Digitize.ie)

