



Museum Crush Advertising Rate Card

Targeted Advertising to Culturally Engaged Audience: 99% of Readers Recommend Museum Crush

Museum Crush is an entertaining weekly email digest of stories from the world of museums. It is created by Culture24, which has been providing trusted, engaging stories about museums and their collections for over 20 years.

Each weekly digest is an opportunity for you to be the sole advertiser in a non-commercial and trusted editorial space, ensuring maximum impact. Digests are sent on Thursday afternoons, to 12,000+ engaged subscribers. Average open and click rates are well above the national average at 36% and 8% respectively.

The Readership:

Museum Crush readers are united by an interest and passion for museums and their collections. Well read and cultural engaged, their interests extend to many other areas including: art, theatre, books, green living, politics, photography and travel. Analysis from Google and a recent online survey reveals the following:

- Fairly even gender split (54% male / 46% female)
- 95% are interested in visiting museums and 87% interested in exhibitions
- Over 70% of readers attend a cultural event every month, with 50% of those attending between 2-4 events per month
- 18-34 age group make up 35% of readership with an even split between the 35-44, 45-54, 55-64 and 65+ categories
- 83% of Museum Crush readers are educated to degree level or above
- 60% are professionals with 22% working in the cultural sector
- Nearly 60% of readers are UK based, with approx. 23% in USA and remaining readers across Europe.

Newsletter advertisement

A 600x200 px banner in the Museum Crush Digest. Digests are sent on Thursday afternoons to 12,000+ engaged subscribers. Our average open and click rates are well above the national average at 31.6% and 6.5% respectively.

One week: £99 +VAT

Two weeks: £160 +VAT

Ts & Cs

Prices valid until April 2019.

Advertisements sympathetic with the Museum Crush brand are always preferred.

All adverts are subject to approval by Culture24. Positioning of advertisements is at the discretion of Culture24. Any advertising must comply with all and any relevant laws and regulations. Culture24 reserves the right to refuse advertising that is considered inappropriate. The appearance of an advertisement in the Museum Crush digest is not an endorsement by Culture24 of that company, product or service.

Contact museumcrush.org editor richard@culture24.org.uk to advertise with us