



# Museum Crush Advertising Rate Card

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

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

Each digest offers an opportunity for you to be the sole advertiser in a non-commercial and trusted editorial space, ensuring maximum impact. Digests are usually sent on Thursdays or Fridays, to 14,000+ engaged subscribers. Average open and click rates are 32.5% and 7.5% respectively.

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

- Fairly even gender split (52% female / 48% male)
- 95% are interested in visiting museums & 87% are interested in exhibitions
- Over 70% of readers attend a cultural event every month, with 50% of those attending between two and four events per month
- Readership is split fairly evenly across age groups, with the largest group being 25-34 year olds at 20%. The rest of the age groups are represented as follows: 65+ (19%), 55-64 (17%), 45-54 (16%), 18-24 (14%) and 35-44 (14%).
- 83% of Museum Crush readers are educated to degree level or above
- 60% are professionals with 22% working in the cultural sector
- Nearly 50% are UK based, with approx. 25% in the USA and remaining readers spread across Canada, Australia and Europe.

## Newsletter advertisement

A 600 x 200 pixel space in one of our regular digest emails. Digests are sent to 14,000+ engaged subscribers. Our average open and click rates are 32.5% and 7.5% respectively.

**An advert in one Museum Crush digest: £99 +VAT**

**An advert in two Museum Crush digests: £150 +VAT**

### Ts & Cs

Prices are valid until April 2021.

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](http://museumcrush.org) editor [richard@culture24.org.uk](mailto:richard@culture24.org.uk) to advertise with us