



JUNGLE DRUMS



media  
pack

**THE DEFINITIVE  
GUIDE TO  
BRASILIAN ARTS  
AND LIFESTYLE  
IN THE UK.**

## ▫ Cultural Hotspot

**JungleDrums** is the only magazine that covers all that's **new and essential in Brazilian arts, entertainment and lifestyle.**

Showcasing everything from urban samba to avant-garde theatre, this definitive guide to Brazilian culture also features music, film, book and food reviews, interviews with key cultural and political figures from Brazil, and articles on hot topics ranging from social issues to sustainable tourism in Brazil, always from a unique and intelligent perspective.

**JD** aims to dispel misconceptions about Brazil, taking its readers into the multiplicity of realities and voices that make up modern Brazil. The magazine is distributed through carefully selected independent shops, bars, restaurants and art spaces as well as cutting-edge music events.



## ▫ Bilingual

**JD** is aimed at all people interested in Latin and Brazilian culture. It's the only Brazilian magazine in the UK published in **English and Portuguese**, and it has the biggest distribution in Europe.

## ▫ Why Brazil without Z ?

Because originally Brazil is written with "S" and **JD** is made for people who love the authentic Brazil. So we've chosen to always spell it this way in everything we do.



## ▪ Unrivalled Coverage

**CIRCULATION:** 20.000 a month

**READERSHIP:** 60.000 a month

**1 000 SUBSCRIBERS**, all over the UK and Europe

**100 % PICK-UP RATE**



## ▪ JD has a targetted distribution scheme in London and all over the UK

- **Hand-to-hand at live music events and clubs** (past events have included Caetano Veloso and Seu Jorge at the Barbican Centre as well as Gilberto Gil at the Royal Opera House).

- **Restaurants** (Rodizio Rico, Brazil by Kilo, Nando's, La Porchetta and more), and at **top bars and nights clubs** (including Jazz Café, Cargo, Vibe Bar, Spitz, Guanabara, etc).

- **Cutting edge art spaces and shops** such as the ICA (Institute of Contemporary Arts), Notting Hill Arts Club, boutiques, record shops and independent retail outlets.

## ▪ Promoting Brasil

**JD** promotes arts and culture by organising film festivals, concerts, boat parties, sports championships and fundraising events (see Creative Solutions page).

**JD** is also a communications agency, working with designers, record labels, exclusive performers and the creative industries.

## ▪ Exclusive displays and stands

**JD** is available at unique displays in major events, nightclubs, shops, and restaurants.

The magazine is also present inside special venues with exclusive stands.



## ▫ Our Readers

Our readers are looking for high-quality, in-depth content about Brazilian culture, lifestyle and social issues written in a fresh and irreverent way. Though the majority of readers are between 20 and 35 years old, the magazine is aimed at all ages, nationalities and opinions. Our readers are intelligent, discerning and independent-minded, as interested in alternative art as in Brazilian folklore and trends. And they want to discover the reality behind the myths and misconceptions about Brasil.

### ▶ **British readers and other nationalities:**

Motivated, well-travelled, inquisitive urbanites who crave contact with a vibrant and unique culture. They are excited about the incredible burst of creativity coming out of the Brazilian scene and turn to **JD** to find out more about the latest Brazilian trends and most interesting events in London and the UK.

### ▶ **Brasilians and Latin readers:**

An increasingly large and important community in the UK. **The Brazilian community alone is around 120.000 people today.** As a young urban tribe, they want entertainment, culture and fashion, and are avid consumers of music, cinema, electronic goods, short courses and university degrees, and trips around Europe and beyond. **JD** is their guide to making the most of living in the UK, while keeping in touch with all things Brazilian.

## ▫ The Jungle Team

The **JD** office is home to our magazine and communications agency. Our journalists, designers and communications specialists work together in an atmosphere of artistic freedom and collaboration, bouncing off ideas for our many projects.



**JD** is a meeting point for every kind of creative professional – including designers, filmmakers, graffiti artists, musicians, dancers, actors and more. Through its widespread network of contributors, collaborators and friends, **JD** is at the heart of all significant developments in Brazilian arts and culture. And as **JD** acts as a link between Brazilian, British and global culture, it is a forum for an essential debate on cross-culturalism and identity.

## Sections

No other magazine has this breadth and depth of coverage of Brazilian arts, lifestyle and social issues.

### Feature

Hard-hitting articles on topical issues – from serious pieces about the rights of citizens in a world under terrorism threat to

lighter articles about the latest dance trends in Brasil.

### Spices

Showcasing the Brazilian cultural scene in the UK from films to shops, trends and fashion.

### Interview

Intelligent talks with the people that matter in the cultural, social and political scene in Brasil, including film director Fernando Meirelles, Brazilian Culture minister Gilberto

Gil, star footballer Robinho, and urban troubadour Seu Jorge.

### 4 Thinking Minds

Thoughtful and meticulously-researched pieces on social issues and charity projects and campaigns.

### Destination: Brasil

an authoritative and original insight into the best of Brasil travel, including classic highlights as well as new destinations off the beaten track and latest tourism

trends, such as sustainable tourism, adventure travel and the party scene.

### Jungle Guide

This detailed Guide advertises businesses, shops and services to Brazilians and non-Brazilians alike. The Guide is also available online.

### Clipping and Brasil in the News

The latest in political and economic news from Brasil, straight from Brazilian and international press.

### Feijoada vs. Fish 'n' Chips

An irreverent look at differences between Brazilian and British culture, from the

different styles of queueing up to a humorous comparison of politicians' lifestyles.

### Agenda

A complete monthly listings to all cutting-edge Brazilian events, arts and entertainment in the UK (an exclusive pull-out).

### Hermanos

A section devoted to divulging what our neighbouring countries are up to, showcasing the latest Latin events in the UK.

# www.jungledrums.org

All that is essential about Brasil - Online!

The coolest Brazilian magazine in the UK is available **ONLINE**, showcasing the Brazilian cultural scene with lots of extra features!

Our website is **updated weekly**, and like the print version, it's **bilingual** (English and Portuguese versions).

Our website has over **6'000 unique visitors, 18'000 page views and 250'000 hits monthly**. Our site draws not just magazine readers, but also people interested in our events and in our agency's creative services. **JungleDrums.org is the perfect way for you to approach your target market and promote your brand online.**

Apart from the online version of the magazine, **JungleDrums.org** also includes exclusive web features:

- **Só Na Web (Online Only):** Our last-minute updates on events and up-and-coming artists
- **Search:** Search our archives to access all past articles and features (both print and online)
- **Online columnists:** The best of our witty columnists commenting on society and culture
- **Archive of comic strips:** Humour and absurdity by famous Brazilian cartoonist Fernando Gonsales
- **Dicas Londres:** Tips about life in London for all newcomers (in Portuguese only)
- **Photo gallery:** Who's who in the world of art and culture, or just a way for our readers to check out our events
- **Yellow Pages:** a detailed online guide to all products, services and businesses advertised in the magazine.

## Advertising Options

### ► Premium banner

A unique and exclusive way of advertising events, promotions or launches. This is a large, fixed banner immediately visible at the very top of our portal page.

**Price:** £150 weekly

### ► Medium-sized fixed banner

This medium-sized banner appears a bit lower down on the portal page.

**Price:** £150 monthly / £50 weekly

### ► Economy banner

Small rotating square ads arranged vertically along length of the page. These appear on several pages throughout the website.

**Price:** £50 monthly

### ► Pop-ups

A separate window that pop ups whenever users try to access website.

**Price:** £250 monthly / £80 weekly

### ► Yellow Pages

A classifieds section for businesses, professionals and services. **FREE** for all regular advertisers in Jungle magazine or website.

### ► Só Na Web (Web Only)

An extra feature available to our clients. Contact us to find out how you enjoy this space.



# CREATIVESOLUTIONS

## JUNGLE WAYS TO PROMOTE YOUR PRODUCT OR EVENT

### 1 Events sponsorship and support

Jungle is always moving forward and thinking ahead! That's why we organise a range of events such as boat parties, film festivals, fundraising events, exhibitions, football tournaments and more. Get involved!

### 2 20.000 strong email database Exclusive e-flyers and newsletters

There is a number of ways your company can take advantage of our database: you can offer discounts, give away little freebies or simply raise awareness by letting everyone know about your business!

Alternatively, we can send an exclusive e-flyer just with your project or include it in our weekly newsletter.

#### Exclusive e-flyers

10,000 emails £150

20,000 emails £210

#### Newsletter promotion

10,000 emails £50

20,000 emails £80

### 3 Insertions

Flyers, gifts and vouchers can be inserted in the plastic bag in which JungleDrums magazine is delivered. You can have 5,000 or 10,000 insertions, (*Check availability*)

**5,000 insertions** - £300

**10,000 insertions** - £450

\*25% discount for two or more items.

### 4 Sponsored Editorial

There are loads of ways for you to sponsor magazine content: we've had a beer brand backing the pull-out agenda, and a sunglasses company sponsoring the letter of the month. We're happy to develop a solution that works for you.

### 5 Flyer Distribution

Your flyer can easily be distributed by our promotional team, which covers around 100 sites in London and other main cities in the UK, including Oxford, Bournemouth and Brighton.

You need to send us your flyers by the 2<sup>nd</sup> day of each month (at the latest), in order to use our van distribution system.

#### Van distribution

(80-100 sites) - £145

Street flying - £7 per hour

£50 per day

£150 per week



If you want to find out about other ways your business could benefit from JungleDrums, contact our London office on 020 7242 5141 or email [ad@jungledrums.org](mailto:ad@jungledrums.org)

## Rate Card

### Pages & Fractions

Double Page Spread - £1.050

1 Page - £650

Half Page - £350

Quarter Page - £185

1/8 - £100

Guaranteed Position + 15%

### Special Spaces

Outside Back Cover - £1.500

Inside Front Cover - £1.200

Inside Back Cover - £900

### Discounts & Special Deals

3 issues - 5%

6 issues - 10%

12 issues - 15%

Payment in advance - 5%

### Jungle Guide (Yellow Pages)

1 Page - £400

Half Page - £220

Quarter Page - £115

1/8 - £60

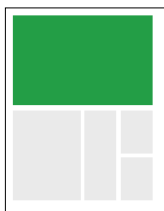
1/16 - £40

1/32 - £20

### How to send your artwork?

Send it to [design@jungledrums.org](mailto:design@jungledrums.org) together with your contact number and as many details about the advert as possible (client's name, format, issue that you want it to be published, number of times you want it to appear, etc.). You can also send the artwork on a CD by post to:  
**PO BOX 49713 - London - WC1X 8WW**

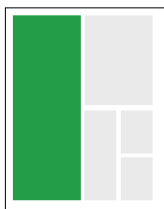
If you need any help with the advert or technical specifications, call us on 0207242 5142.



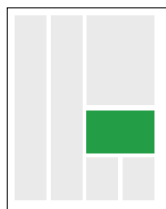
Half Page Horizontal  
18.3 x 11.75 cm



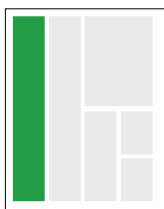
1/8 Page Vertical  
Strip 4.165 x 11.75 cm



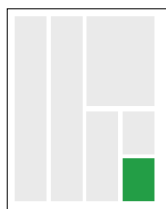
Half Page Vertical  
8.9 x 24 cm



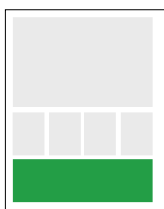
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Strip 8.9 x 5.625 cm



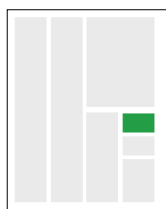
Quarter Page Vertical  
Strip 4.165 x 24 cm



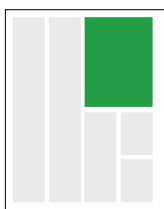
1/16 Page  
4.165 x 5.625 cm



Quarter Page Horizontal  
Strip 18.3 x 5.625 cm



1/32 Page  
4.165 x 2.5 cm



Quarter Page Box  
8.9 x 11.75 cm

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