



MEDIAKIT 2022/23

IMPERICON MARKETPLACE

IMPERICON
to live your music

LET US INTRODUCE YOU TO: IMPERICON.

Can you remember your first CD? The first experiences you made or even your first band shirt? It doesn't matter how much time has passed since then because: Every era has its music heroes with passionate fans.

With Impericon we like to go one step further and give fans the opportunity to live - and wear- their music from A to Z. As an international e commerce company we connect fans, brands and music.

Thanks to our international orientation we don't care where our target group is from: Everyone, regardless of their musical taste is welcome here, because: Music knows no borders.

#MUSICCONNECTS

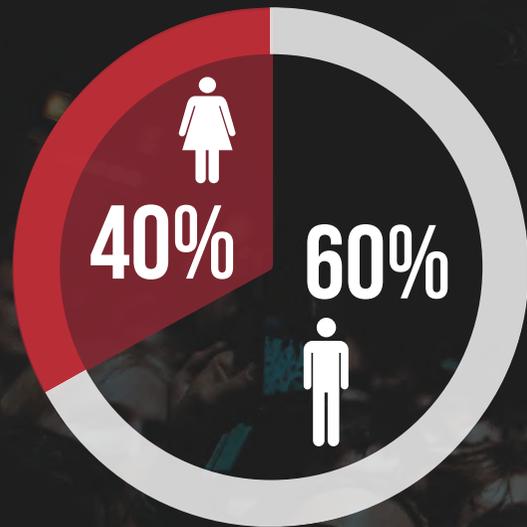




01

THE TARGET GROUP

GENDER



OUR TARGET GROUP IS:

- at school, university or young professionals
- fashion-, quality- and environmentally conscious as well as musical
- open to new things and representing an open world

INTEREST:

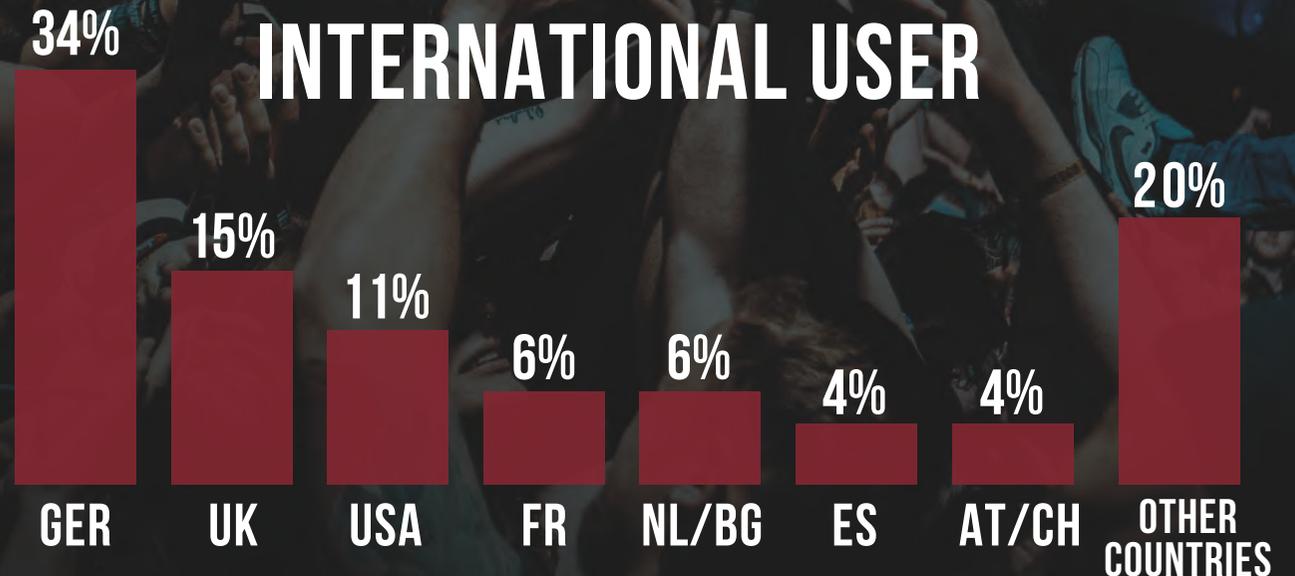
- music, media, movies,
- technology and sustainability
- like events

AGE

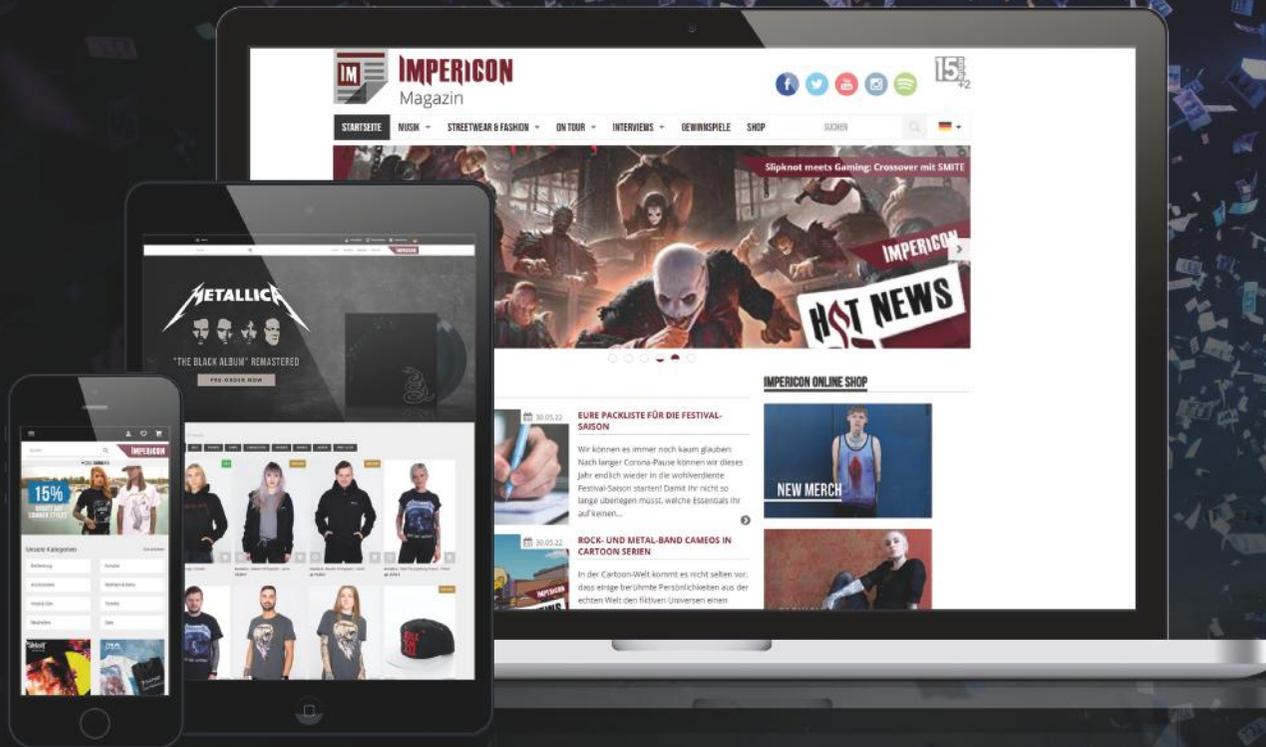


No collection of users under the age of 18 possible

INTERNATIONAL USER



DISTRIBUTION OF USERS BY DEVICE



72%



26%



2%

Mainly users come to us via mobile

CARO
STUDENT
AGE 18

ANNA
GRAPHIC DESIGNER
AGE 24

NELE
BUSINESS STUDENT
AGE 20

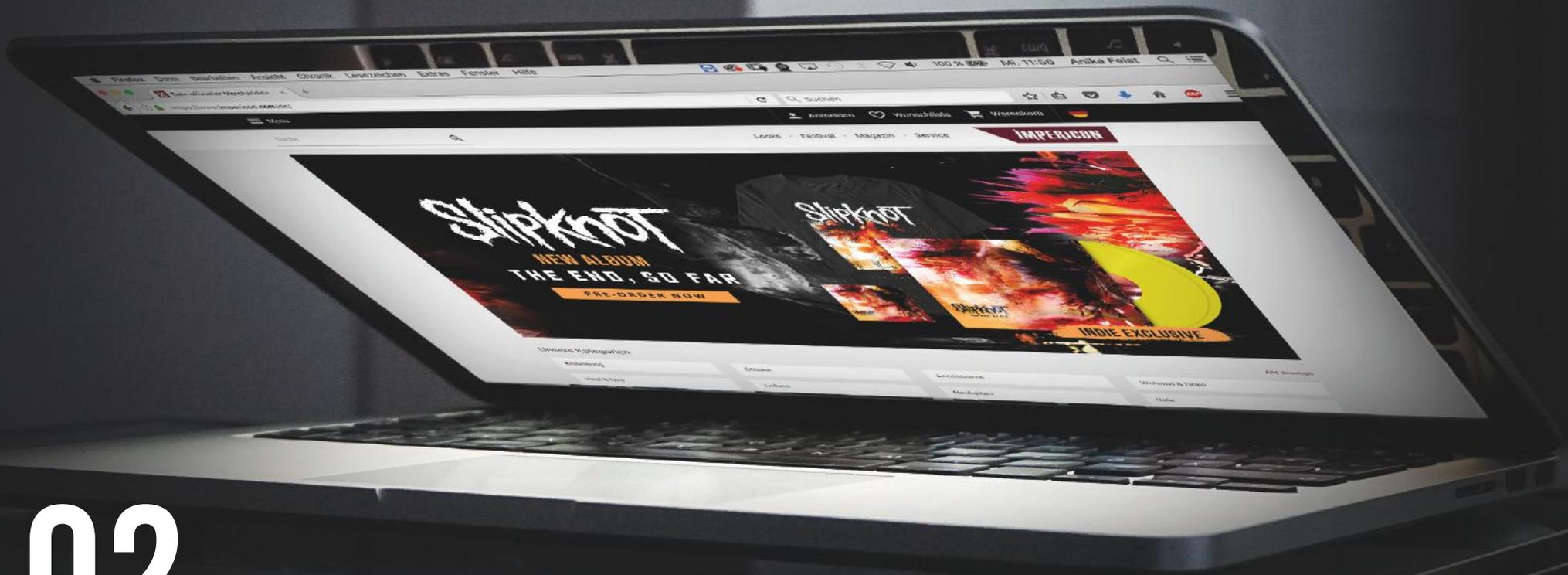
PETE
STUDENT OF
SOCIAL EDUCATION
AGE 23

MORITZ
BUSINESS
MANAGEMENT
TRAINING
AGE 20

MARK
STUDENT
AGE 18

RESULTS AFTER EVALUATION OF A SURVEY TAKEN AT THE IMPERICON FESTIVAL 2019





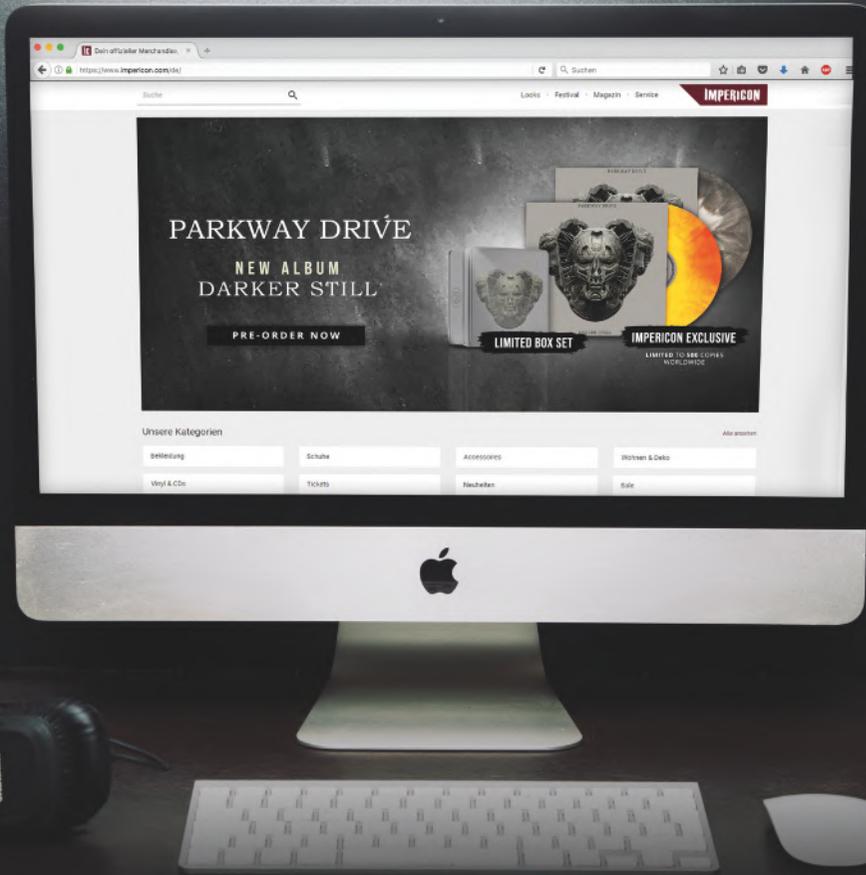
02

THE WEBSITE

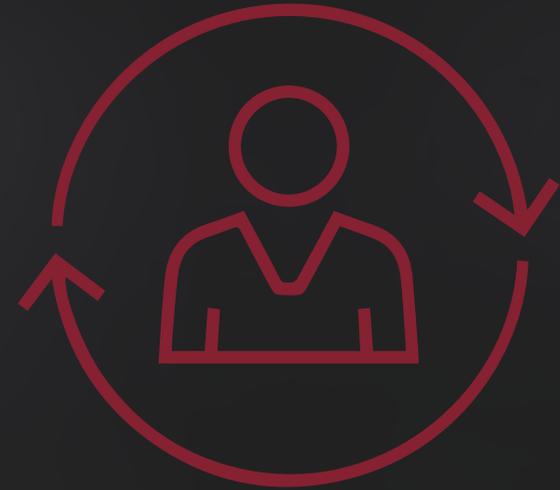


Whether it's a teaser on the home page or a product listing banner in a sub category: With an idea you can set the perfect branding within our target group.

Our suggestion: individual cooperations or competitions.



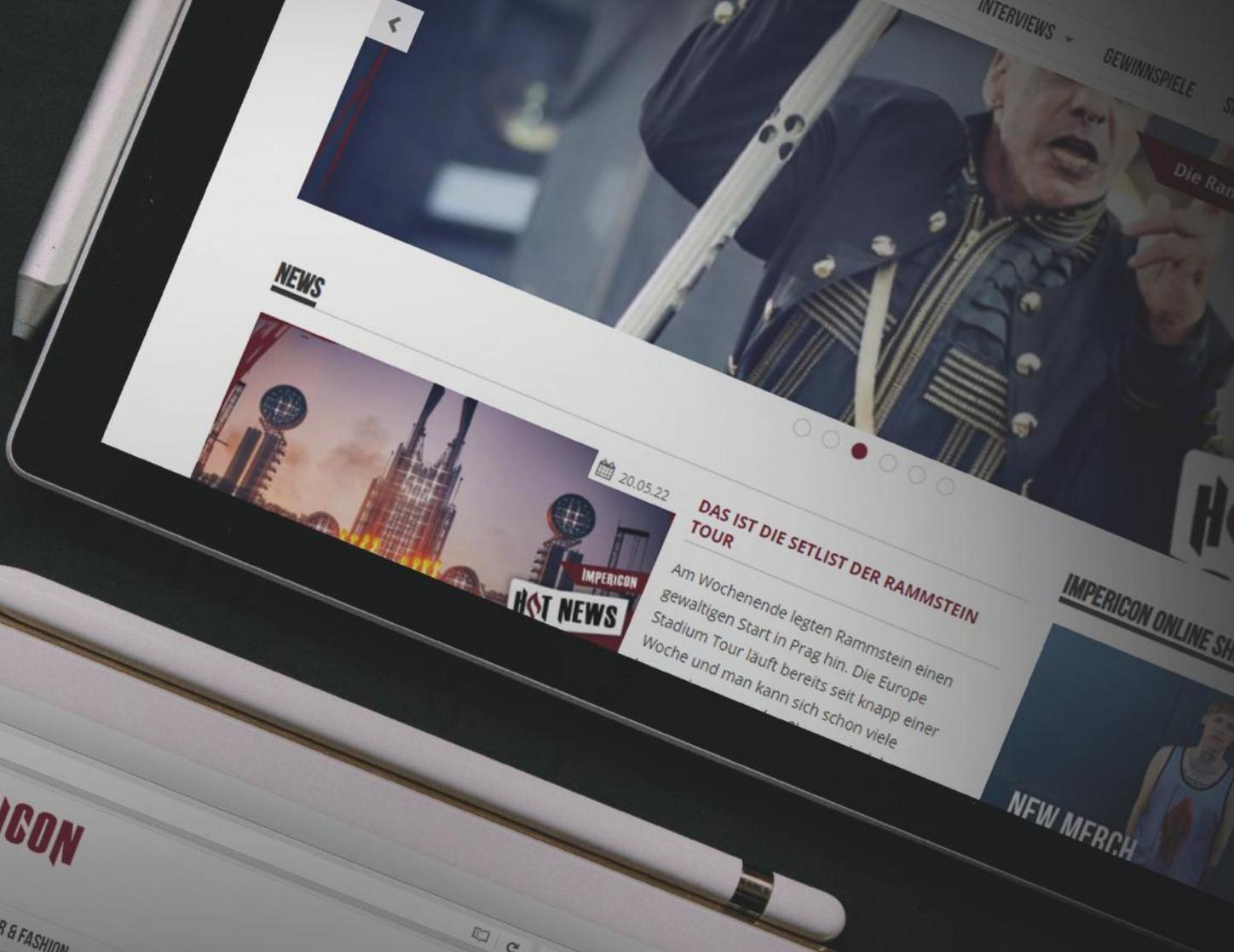
1.2 MIL VISITORS
EACH MONTH



70 MIL IMPRESSIONS
EACH MONTH

03

NEWSLETTER AND MAGAZINE



NEWSLETTER



215.000

SUBSCRIBERS
EUROPE WIDE

5

LANGUAGES



MAGAZINE

100.000



READERS
EACH MONTH

5

LANGUAGES

You have special content, hot topics or want to reach users personally? We offer you a solution by cooperating with our magazine!

Our suggestion: individual content concepts, special features and articles.



04

SOCIAL MEDIA



INSTAGRAM



FACEBOOK

207.000

FOLLOWER/TOTAL



120

POSTS/WEEK



624.000

FOLLOWER/TOTAL



9.5 MIL

WEEKLY
IMPRESSIONS



12 MIL

IMPRESSIONS/MONTH



4%

ENGAGEMENT RATE



150

POSTS/WEEK



8%

ENGAGEMENT RATE





YOUTUBE



TIKTOK

205.000

FOLLOWER/TOTAL



85 MIL

VIEWS



6.000

FOLLOWER/TOTAL



2 MIL

VIEWS/MONTH



LANGUAGE

ENGLISH



PARTNER

UNIVERSAL
SONY MUSIC
WARNER,
SPINEFARM,
HEAD OF PR

70.000

LIKES



**INCREASING
STEADILY**





05

CONTENT CREATORS / INFLUENCER

CONTENT CREATOR / INFLUENCER



350

CREATORS
WORLDWIDE

COUNTRIES

14



19 MIL

REACH/MONTH

MONTHLY
POSTS

200



A person is crowd-surfing at a concert. They are wearing a white t-shirt with a floral pattern, a blue and white patterned visor, and dark jeans. Their arms are outstretched, and they are holding a small object in their right hand. The background is a large, dark crowd of people with some blurred lights in the distance.

06

SHIPMENTS

LOGISTICS

ORDERS

30000-50000 MONTH
WORLDWIDE

WAREHOUSE

INTERNATIONAL
GER



LEIPZIG (GER)



You are looking for a new instrument to reach your target group outside of the online world? In cooperation we're offering you plenty of possibilities to do so.

Our suggestion: Flyers and order attachment, individual mailing bags or campaigns including freebies.

READY?

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**MUSIC IS HOW WE SPEAK
WITHOUT EVER MOVING OUR LIPS.**

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