



**DONT**  
**STAY**  
**IN** MEDIA  
GUIDE  
**DOT**  
**COM**



DontStayIn is simply essential. I'd recommend it to any promoter or any company who values Dance Music.

Will Paterson \ Managing Director \ Frantic

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## INTRODUCING DONTSTAYIN

Founded in April 2003, our original concept was simple – to create a comprehensive on-line event listing, offering users the ability to upload digital photographs.

In just over three years, DontStayIn (DSI) has surpassed all competitors in securing its position as the number one nightlife website in the UK.

DontStayIn offers users a unique web experience due to an incredible level of interactivity. Each second of every day, users communicate online in a extremely user-friendly and well organised environment.

DontStayIn is a world where the users create the action by day, by night and at weekends. The format of the site allows all users to add event listings, create interest groups, post comments and upload photos from anywhere in the UK or worldwide.

By giving our users the license to develop and share their own site content, DontStayIn has engendered a remarkably loyal member base that is established in our diverse online community.

Our users are extremely savvy and don't just want services & goods delivered to them. They also want the tools so they can take part, play, share and interact with others.

For many 'DSIers', DontStayIn has become more than an online clubbing resource but rather the opening to a new world. The open and viral nature of the site offers endless social and networking opportunities and what begins online regularly continues in the real world.

With an ever growing user base, DontStayIn provides a one-stop platform for reaching this desirable yet elusive youth market.



DontStayIn have helped Casio engage with it's core audience and we anticipate working together for the foreseeable future.

Alex Dibble \ Online Brand Executive \ Casio

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## WHAT'S IT ALL ABOUT?

By creating so many innovative facilities DontStayIn has developed its strongest possible asset: the DSI'ers themselves!

They trust the online world in which they communicate and socialise. For many, it is a documentation of their lives since the moment they registered. We have a history of over 6 million photos, each tagged with the names of the people in the photos.

This is why the users have so much trust in DontStayIn. They are the site. It is made up of photos of them, their friends, their comments and the events that they enjoy going to.

Users of the site are male (55%) and female (45%) aged between 21 and 30 (62%). They are predominantly employed or in full time education

(86%) earning between £15k and £30k per year (58%). A whopping 55% of our users go out to bars or clubs three or more times a week.

Some of the reasons why this high-spending enthusiastic audience use DontStayIn are listed below:

- Superb design. DSI has been hand coded from the ground up, so its features are unique.
- Updates every second of every day keeping users up to date with the fastest moving scene in popular culture.
- Club promoters use the site just as much as the clubbers, which means no other site has news as recent as DSI.



We try to use DontStayIn to promote all our shows whether at the club, an arena event or for Global Gathering and we are very happy with the great promotion that this generates!

Gary Brooks \ Head of Promotions \ Godskitchen

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## HOW DOES IT WORK?

The DontStayIn experience begins in the bars and clubs with the site's army of loyal spotters. These are members who have signed up as photographers.

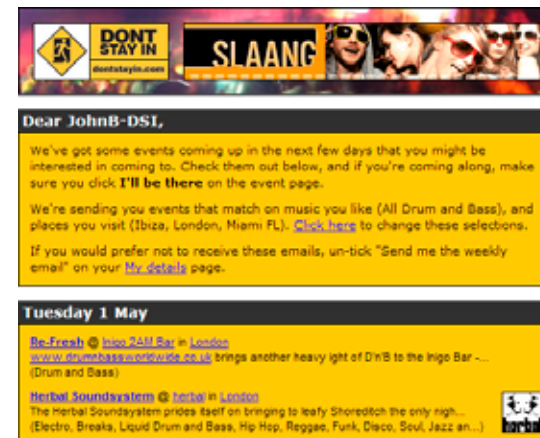
Each spotter is issued with promotional cards which they give to the people they photograph. After an event, the spotter uploads their photos. The new user follows the details on the card to find their photo.

A simple registration process allows new users to create a profile and nickname. They can then spot themselves in photos and their name will appear underneath. Other people will then be able to find their profile and send messages to them.

The inbox system allows users to keep track of messages from within the site much like Hotmail or Gmail. Users can also chat in real time, like MSN or Yahoo Messenger via the site's chatbox which appears on the left hand side of every page on the site.

The site sends a weekly newsletter to all users, detailing events in their area which they may enjoy. This email is always relevant as when users register they inform us where they go out and what music they listen to.

Image - Newsletter



DontStayIn has been a real success for us in promoting Bacardi B-Live events around the UK. The DontStayIn team is really friendly and is always able to come up with creative solutions for our online promotional activity.

Lyndsey Donald \ Experiential Marketing \ Bacardi rum







## ADVERTISING

DontStayIn facilitates a wide range of promotional activities, both for event organisers and general advertisers. Our promoter section can be used as a control panel for all advertising and promotion.

When joining DontStayIn, users fill out a demographics questionnaire in return for an icon on their profile. Advertisers can target banners by a mix of any of the categories.

Some of these targeting options include:

- Geographical location
- Gender
- Employment Status
- Income
- Musical preference

For general advertisers DSI offers:

- Banner advertising
- Competitions
- Articles
- News posts
- Groups

Additionally, for event promoters DSI offers:

- Tickets
- Auto event banners (no banner graphics required)
- Guestlists
- Event and group homepage design
- Highlighted calendar listings
- Targeted advertising

It's a pub-crawl without the booze and violence.

DJ-RushmoRe \ DontStayIn user

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## BANNERS

The DSI banner rotation is split into a number of slots. Each slot guarantees the banner will receive a minimum of 30,000 impressions per week. Advertisers can monitor the effectiveness of their banner campaigns 24/7, using the promoter page. There are five banner positions, each offering slightly different benefits:

### Hotbox / MPU

This is the premiere banner advertising position on DontStayIn. Situated directly above the chat-box, this is the focal point of the site. The hotbox is shown on every page of the site and is sized 300\*250.

### Skyscraper

The skyscraper banner is positioned on the left hand side of every page, next to the popular chatbox. It's a generic web-banner size 120\*600.

### Leaderboard

The leaderboard banner is positioned at the top of every page. It's a generic web-banner size 768\*90.

### Photo banners

People spend a lot of time looking at photos using our quick browser. The photo banner appears above each photo, and changes each time a new photo is viewed. This banner is unique to DontStayIn and its dimensions are 450\*50.

### Email banners

The site sends out a large volume of emails each week. This banner is unique to DontStayIn and its dimensions are 331\*51.

Having my own DontStayIn Group, [keepitwhitby.com](http://keepitwhitby.com), means I can let my fan base know exactly what I'm up to and arrange meet ups with people who share the love of the same music, it's worlds within worlds within WORLDS!

Andy Whitby \ Popular DJ

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## ADDITIONAL FEATURES

As well as the highly effective banners that DontStayIn has on offer, the site has many other features that are unique and subtle ways to push your message.

Our users trust their surroundings; they trust the yellow that is DontStayIn. So any advertiser that is seen as making an effort to get involved with DontStayIn is automatically given extra kudos. It's like they become part of the team.

Below are some of these features:

### Competitions

Advertisers can run a competition giving away a prize - it can be linked to an event or standalone. The competitions are linked on the front page and all winners are picked automatically.

### Articles

Articles can be about any subject matter. The article editor allows the writer to create and preview the article online. The writer can even upload and crop photos using a user-friendly tool.

### Community Groups

Groups allow people to create and maintain their own communities. They are an amazing way to place a product within the DontStayIn world. The group contains a chat board so members can communicate. Topics posted in the group are publicly visible, but to reply the reader must join the group.

Event promoters' groups will show upcoming & previous events and all other relevant information: galleries, news items, articles, reviews, competitions etc. See [www.wink800i.com](http://www.wink800i.com) for an example of a community group we created for Sony Ericsson.

### News

The owner of a group can post news, which automatically alerts all group members by email. Within minutes of a news release in a large group, there will be a thriving discussion topic about the subject matter. This will attract further people to join the group.

Working with DontStayIn allowed us to use their clear understanding of their community in order to create a campaign that added value for their users. They knew what would engage their unique community and by working with them in this way we were able to communicate the benefits of the Sony Ericsson K800i camera phone. Further evidence that communicating with a community is best done by working with the community itself.

Andy Wasef \ Strategist \ Mediaedge:cia (Sony Ericsson Media Agency)







## MEDIA PARTNERSHIPS

DontStayIn is a dynamic and passionate organisation. We are extremely focused on working closely with our clients to ensure we exceed their project goals. This means delivering measurable and tangible results.

We are focused on driving our client's success by creating a clear and simple vision.

We are able to put your message into their world, offering our Media Partners our unwavering commitment, energy and edge combined with the ability and flexibility to execute a swift plan of action.

An example of this is a project in conjunction with Sony Ericsson for the release of the K800i model camera phone.

The campaign worked extremely well.

By giving our users new site functionality (a caption competition with prizes) DSI subtly pushed the handset and its many innovative features.

Over 2 months:

- 3000 new members join the K800i DSI group
- 9000 comments posted
- 9 Handsets given away
- DSI users welcomed the competition and really enjoyed it.

For a detailed case study please contact us.





## DEMOGRAPHICS

### Sex

55% - male // 45% - female

### Age

21% - <21  
32% - 21-25  
27% - 25-30  
12% - 30-35  
7% - 35+

### Smoking

41% - Yes  
19% - Yes (When they are out)  
39% - No

### Employment

62% - full-time  
23% - student  
9% - part-time  
6% - unemployed

### Salary if employed (£)

26% - <15k  
27% - 15k-19k  
18% - 20k-24k  
12% - 25k-29k  
9% - 30k-39k  
3% - 40k-49k  
5% - 50k+

### Drinks

57% - Spirits  
45% - Water  
36% - Bottled Beer  
31% - Draught Beer  
31% - Alcopops  
21% - Energy Drinks  
20% - Wine  
16% - Soft Drinks  
9% - Cider  
11% - Do not drink

### Going out: bars & clubs (Per week)

1% - Never  
2% - Less  
16% - Once  
27% - Twice  
23% - Three  
15% - Four  
9% - Five  
5% - Six  
2% - Every

### Money

46% - use a credit card // 28% - have a personal loan // 12% - have a mortgage

## Rate Card - DontStayIn offers a wide range of advertising

	CPM
MPU	£8.00
Skyscraper	£6.00
Leaderboard	£4.00
Photo Banner	£3.00
Email Banner	£3.00
Competition	POA
Community Group	POA
Article	POA

## Banner Positions



DontStayIn continue to set the standard for clubbing communities online.  
An essential tool for promoters and a fun and informative site for clubbers.  
What more do you want?!

Paul Stix \ Turnmills PR

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## DSI IN THE MEDIA

### House Music Award Winners

“The HMAs included the best web resource which was won by the exuberant gang from clubbing calendar site, DontStayIn. Their site stood out above [www.partyscene.nl](http://www.partyscene.nl) and [www.residentadvisor.net](http://www.residentadvisor.net) for their promotion of the hottest parties in the world.”

- One Week to Live

### Cashing in on Clubbing - Channel 4

“Trouble online - Cashing in on Clubbing. John, Dave and Tim run an online clubbing community with tens of thousands of members. While everyone else in the club is spending money, these boys are making it.”

- Radio Times

### Hard Dance Awards

“DontStayIn.com won the popularity democracy by scooping ‘Best Website’ at the Hard Dance Awards!”

- M8 Magazine





Dontstayin Limited  
The Old Truman Brewery  
91 Brick Lane  
London, E1 6QL

Designed by Sam Chamberlain  
[www.sumthinkcreative.co.uk](http://www.sumthinkcreative.co.uk)

Photographs appear courtesy of the DontStayIn Pro Spotters  
[www.dontstayin.com/pages/prospotters](http://www.dontstayin.com/pages/prospotters)