



# PR WITH LOVE

a House Music With Love division

For ten years we have been building our network within the global electronic music industry. Now we want to use the same network to bring your event into the spotlight!

The idea is simple. We use our vast network of influentials within the music industry and social media to get your event to reach your target audience. Through mediums as **Instagram posts, Podcasts, Featured articles, Ticket competitions** and **Sponsored pre-parties**.

The most important part is our business model: **You only play for what you get!**

## SMALL

- Festival Artist feature on RhythmTravels
- Festival feature on House Music With Love
- Ticket Competition
- Festival listed on RT festival guide
- Festival movie on RT Facebook + HMWL
- Festival movie on RT Instagram + HMWL

## MEDIUM

Small Pack +

- Two mixes on HMWL Soundcloud + repost by partner channels
- Two ticket competitions on partner sites
- Push mixes to partner sites.
- IG post on four influential accounts >10k Followers
- Pitch to Scandinavian blogs

## GRANDE

Medium Pack +

- Pitch European blogs & media.
  - Podcast/Interview plugin to 25+ Scandinavian & International blogs.
- We can also customize the campaign after your needs.**

Our own channels are:

### **HouseMusicWithLove.com**

Listed within Sweden Top 10 electronic music blog. Connected with **Hype Machine** and part of **Vice** Blog network.

### **RhythmTravels.com**

A Festival & Club guide aimed at underground music scenes that also featured artists like **Sam Divine**, **Djeff Afrozila**, **Chus + Ceballos** and **Soul Clap**.

Beside our own channels we work in a close partnership with blogs, Instagram and Soundcloud channels like **When We Dip**, **Swedish Techno**, **Deep House Sweden**, **Discobelle** and **FestivalRykten** reaching over 100,000+ fans together.

## **WORDS OF LOVE**

*“When we decided to start getting awareness for our international festival brands in the Scandinavian market, our first talks were with PR With Love. Although our brands are very successful we are still respected as underground and authentic. These are our key assets.”*

**Robin Ebinger (Founder Time Warp)**

*“Solid blokes! Alex’ hustling skills got me a gig at Richie Hawtin’s Enter at Space Ibiza.”*

**TM404 (Kontra Musik)**

## **WE ARE**



**Alex Esser**



**Maikol Petersen**

How can we help you reach your target audience  
with love?

Email us right now on: **pr@hmdl.org**