



Fat Berri's music blog has been serving electronic music since May 2009. It has been well accepted and has become one of the top visited music blogs in Denmark. In the last year we have also had a boom of international visits. The blog has been mentioned numerous times at 'P3 Radio' (Danish national radio) as the best music blog. It was also awarded 'Blog of the week' by NME.com and The Times in 2010.

Fat Berri's has a close cooperation with some of the best Danish DJs and producers inside the electronic scene, such as Lulu Rouge and Tonovi amongst many others. With this cooperation it is possible to update the blog four times a week with new music that can be heard exclusively on Fat Berri's. This has created an increasing traffic of music lovers and DJs that visit the blog daily.

Besides this we are consistently following up on new trends and are active in the Danish electronic music scene. We are also taking new initiatives and developing new services for our users. We are currently working on Fat Berri's Online Music player: it is in beta testing and has already over 4,000 users. New apps for Smart phone and our own podcast channel are on our road map for 2011.

Fat Berri's banner formats

<i>Formats</i>	<i>Dimensions</i>
Leader board	728x90
Skyscraper	140x350
Skyscraper	160x600
Music Player Sponsor	400x50

Fat Berri's blog statistics

Unique visitors per month:	37,000
Page impressions per month:	180,000
Average time on site:	7.40 min.

Audience segment

