



Partnership & Advertising Deck

Reach DJs who actually buy.

2026 · Confidential

The AI-Powered DJ Set Architect

SetAura sits inside DJs' creative workflow — not beside a news feed.

SetAura is the tool professional DJs use to build complete sets in seconds — harmonic keys, energy arcs, BPM matching, and direct track-buy links.

Our audience is mid-action: choosing tracks, planning sets, and spending money.

350K+

Verified Tracks
in Database

37

Supported
Genres

100%

DJ & Music
Focused Audience

High

Purchase Intent
— buying DJs

An Audience That Spends

SetAura users are active, buying DJs — not casual listeners.

WHO THEY ARE

- Professional & semi-pro DJs
- Electronic music producers
- Club, festival & event DJs
- DJ educators & coaches

WHAT THEY BUY

- DJ gear & controllers
- Digital track downloads
- DJ software & plugins
- Courses & education
- Audio equipment & PA

WHEN THEY SEE YOU

- Building their next set
- Mid-session in the tool
- After generating a full setlist
- Right before buying tracks
- On mobile at the venue

11 Placements, 4 Tiers

Every tier inherits every placement from the tiers below it.

HEADLINER	Site Top Bar Every page, top of screen	Full-width strip · 1 exclusive brand
HEADLINER	Forge Loading Side Panels Builder — set-generation screen	Side panels · 4 left + 4 right
PEAK	Homepage Demo Banner Homepage — demo transition	1400x220 px · up to 3 slots
PEAK	Builder Top Banner Builder — top of the form	Banner strip · up to 3 slots
PEAK	Results Toolbar Spotlight Builder — top of every set	Spotlight card · up to 3 slots
WARM-UP	Homepage Stats-Bar Banner Homepage — beside stats bar	Banner strip · up to 5 slots
WARM-UP	Tools Top Banner DJ Tools — under the hero	Full-width banner · up to 5 slots
WARM-UP	Builder Bottom Banner Builder — beside the main CTA	Banner strip · up to 5 slots
OPENER	Genre Page Banner Every genre page (shared pool)	Rotating card · up to 7 slots
OPENER	Tools Sidebar Card DJ Tools — below the tool nav	Sidebar card · up to 7 slots
OPENER	Pricing Page Banner Between pricing cards & FAQ	728x90 px · up to 6 slots

Opener, Warm-Up, Peak & Headliner

Every tier inherits every placement from the tiers below it — tier = reach + priority.

OPENER £149 /month	WARM-UP £449 /month	MOST POPULAR PEAK £999 /month	EXCLUSIVE HEADLINER £2,999 /month
• Genre Page Banner — shared pool, 37 genres • Tools Sidebar Card • Pricing Page Banner • Monthly performance report	• Homepage Stats-Bar Banner • Tools Top Banner — under the hero • Builder Bottom Banner — beside main CTA • Plus everything in Opener	• Homepage Demo Banner — full-bleed • Builder Top Banner • Results Toolbar Spotlight • Plus everything in Warm-Up & Opener	• Site Top Bar — 1 exclusive brand • Forge Loading Side Panels • Every remaining placement • Own the platform
BEST FOR Record stores · Indie DJ brands	BEST FOR DJ gear · Production tools	BEST FOR Major DJ brands · Hardware	BEST FOR Flagship brand partnerships

Commitment discount: All prices are per month — book 3+ months for a 10–20% discount.

We're Selective — By Design

Every advertiser is personally reviewed. We don't take money from brands that don't serve our community.

BRANDS WE WELCOME

- DJ equipment — mixers, controllers, CDJs, headphones
- Record stores & digital download platforms
- Music production software & plugins
- DJ education — courses, tutorials, academies
- PA systems, speaker brands, audio interfaces
- Music streaming & licensing platforms
- Festival, club & event platforms

BRANDS WE DON'T ACCEPT

- Generic consumer finance or credit products
- Gambling, betting, or casino platforms
- Alcohol, tobacco, or vaping brands
- Unrelated tech or B2B tools
- NFT / crypto projects

Ready to Reach DJs?

Three steps from enquiry to live.

01

Choose Your Tier

Select Opener, Warm-Up, Peak or Headliner based on your goals and budget.

02

Send Your Assets

We confirm your slot, collect brand assets and get you live within 48 hours.

03

Go Live

Your brand reaches buying DJs across the SetAura platform.

SetAura

hello@setaura.io

setaura.io/advertise · We respond within 48 hours

Founding partner rates available — limited to 7 slots per month