

Small Islington company buys world's biggest clubbing website

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Development Hell Ltd, the independent company behind Mixmag and The Word, has bought DontStayIn.com, the world's biggest clubbing social network. Created in 2003, DontStayIn.com, which is active in the UK, USA, Spain, Ireland, Australia and France, has 1 million unique visitors per month and 20 million monthly page impressions, making it one of the biggest destinations for active 18 to 24 year olds on the web.

Development Hell MD Jerry Perkins said: "Development Hell believes that, without community, magazines only tell half the story. We want people to spend more time with us than they do with anyone else and to be glad that they did. By bringing the world's most popular clubbing site together with Mixmag, the world's most popular dance music and clubbing magazine, we create a uniquely powerful coalition that delivers unrivalled impact for clubbers and brilliant value for advertisers."

DSI is used by clubbers to plan their nightlife. The site sends a weekly newsletter to all users, detailing events which they may enjoy in their local area. The site holds over 6 million photographs and gets an average of 58,000 new pictures uploaded every week. It recruits an average of 2,400 new members a week and 900 new events. DSI is profitable and generates revenues from club promoters and club ticket sales, as well as being a popular and effective site for lifestyle advertisers looking to target 18-to-24-year olds through innovative advertising and sponsorship packages.

Development Hell was started in 2001 by David Hepworth and Jerry Perkins. In 2003 it launched The Word, the monthly which has been named Music Magazine of the Year for the last two years and recently reported a 2% circulation increase. Editorial Director David Hepworth says: "The website and podcasts are a crucial part of what The Word does. We don't regard them as a chore like many magazine publishers do. Our sites run 24 hours a day, seven days a week and they generate thousands of new words a day. We see them as a way of cementing a deep relationship with our core readers and forging the kind of bond magazine publishers need when people have so many other claims on their time." In 2006 the company bought Mixmag from EMAP and has since invested in restoring the magazine's production values and extending its activities into the web, podcasting and outside events. A Brazilian edition of the magazine launches this summer.

"They say that a recession is a terrible thing to waste," says Jerry Perkins. "Current conditions gave us a chance to acquire DSI and bring aboard the skills of its founders. The dance music sector is holding up very well in the current climate, it's booming in both North and South America and we're well placed to benefit from that. The expertise this brings into the company might lead us into other areas. Plus, doesn't this make us the only media organisation not going backwards right now? With luck the directors will not have to cut back on their massive salaries."

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