



HOW FANFARE WORKS

for artists & bands.

How to sell music and merch — online and at gigs — and chart every sale that counts.

VERSION

1.0

ISSUED

July 2026

what you can do.

Sell online

List your music and merch on your Fanfare page. Fans buy directly from you — no shops, no distributors, no middlemen.

Sell at gigs

Use the Fanfare Live app to take contactless payments at your merch table. A fan taps their card or phone on yours. No card reader needed. Just your phone.

Pre-sell before the gig

Fans can order online before your show and collect at the merch table on the night.

Enter the charts

Every eligible sale counts toward the Fanfare Independent Music Chart or Fanfare Independent Merch Chart. Chart entry costs £10 per release and is optional.

Track your sales

All sales — online and at gigs — are logged in your Fanfare account in real time. You always know what you've sold and what stock remains.

getting set up.

Step 1 — Register your account

Go to wearefanfare.uk and create your artist account. It takes about two minutes.

Step 2 — Connect Stripe

Fanfare uses Stripe to process payments. You'll be guided through a short onboarding so payments go directly to your bank account. Fanfare never holds your money.

Step 3 — Upload your products

Add your music and merch via the website — titles, formats, prices, stock levels, and product images.

Step 4 — Download Fanfare Live

Download the Fanfare Live app on your phone. Your products sync automatically. You're ready to sell at your next gig.

Step 5 — Enter the chart (optional)

If you want your releases to count toward the Fanfare Independent Music Chart or Fanfare Independent Merch Chart, enter them at £10 per release. You'll need to link a launch gig at a qualifying grassroots venue.

the fanfare live app.

Fanfare Live is the gig-night selling tool. Open it at your merch table, select the gig you're playing, and your products are ready to sell.

- Tap-to-pay — a buyer taps their card or phone on yours. No card reader, no cash float, no missed sales.
- Collect-at-gig — fans who pre-ordered online show you their order number. You enter it into the app, which generates a PIN. The fan tells you the PIN to confirm collection — ensuring only the right person picks up the order.
- Real-time stock — every sale updates your stock level instantly across online and gig sales.
- Sales log — a full record of every transaction, viewable in your account.

Fanfare Live is available on iOS and Android.

pricing.

Fanfare takes a commission on each sale. There are no listing fees and no setup costs.

Tier	Monthly fee	Commission	Chart credits/year	Best for
Artist Starter	Free	5%	—	Artists just getting started or selling small volumes
Artist Plus	£10/month	4%	2 credits	Active gigging artists selling regularly online and at shows

Launch offer: Artists who register before 1st September 2026 get free Artist Plus membership until 1st January 2027.

Artist Plus accounts will have their followers notified when a new item is uploaded or a gig is created.

the fanfare independent charts.

Fanfare publishes two monthly charts: the Fanfare Independent Music Chart and the Fanfare Independent Merch Chart. Both cover sales processed through Fanfare only — online and via the app.

THE TWO CHARTS

The Fanfare Independent Music Chart ranks physical music releases — vinyl, CDs, and cassettes — by units sold through Fanfare during the calendar month.

The Fanfare Independent Merch Chart ranks merchandise items — t-shirts, tote bags, posters, and anything else you sell alongside your music — by units sold through Fanfare during the calendar month.

SUBCHARTS

Alongside the main Top 40, Fanfare publishes subcharts by genre, location, and format. A release that doesn't break the main chart may still place highly in a subchart — top 12" vinyl release of the month, top release in Folk, top release from your region.

CHART CARDS

Every chart placing generates social media cards automatically, stored in your account and sent by email.

CHART ENTRY

Entering a release into the chart costs £10, paid once. Once entered, the release is chart-eligible permanently. Artist Plus accounts include two chart entry credits per year — credits can be applied in place of the entry fee. Chart entry is optional.

what counts toward the chart.

Counts toward the chart:

- Sales processed through Fanfare — online or via the Fanfare Live app
- Physical formats only: vinyl, CDs, cassettes (music chart) or physical merch items (merch chart)
- Sales at or above the minimum price threshold for each format
- Up to three units per payment method per release or item

Does not count toward the chart:

- Cash sales at gigs not processed through the Fanfare app
- Bundles of any kind
- Pre-order registrations (only completed purchases count)
- Sales below the minimum price threshold
- More than three units from the same payment method

MINIMUM PRICES

Format	Minimum price
12" / 10" vinyl (album)	£6
12" / 10" vinyl (EP)	£4

Format	Minimum price
7" vinyl	£4
CD (album)	£5
CD (EP or single)	£3
Cassette (album)	£5
Cassette (EP or single)	£3
Any merch item	£5

Sales below these prices remain valid sales — you still get paid. They just don't count toward your chart position.

get started.

Register at wearefanfare.uk. It takes two minutes. Sign up before 1st September 2026 and your Artist Plus membership is free until 1st January 2027.

Questions? Email us at hello@wearefanfare.uk and we'll talk you through it.