

London, 2012

Popsop Ltd

Popsop.com Media Kit



Top management

Alexey Baranov,
CEO, majority shareholder(90%)

Ekaterina Belan,
Managing Partner, Executive Editor of Popsop.com,
minority shareholder(10%)

Year of foundation

2010

Form of ownership

Private Company limited by shares, registered in
England and Wales under number 07397900 at: 1-3
Floor, 124 Baker Street, London, W1U 6TY

Business domain

Online media publishing, communications, marketing
research and analysis, business matchmaking in the
area of design and branding

Offices

London and Moscow

Staff

8 people

Popsop Ltd. is a media and communications company
operating in Russia since 2008 and in the U.K. since
2010.

Popsop Ltd. aims to create an international platform for
better communication and interaction between clients
and agencies in the brand and design area.

At the moment Popsop Ltd. carries out business
activities **in two directions:**

1. Media project Popsop.com.

Popsop is a web-based journal in English and Russian
with the fastest news and insights on brand
communications for marketing, design and media
professionals worldwide;

2. Consulting and business matchmaking agency

[Popsop Consultants](#).

The company provides professional business
matchmaking and consulting services to the Russian
companies who are looking for a design partner in the
U.K. and, vice versa, helps UK brand and design
agencies enter the Russian market.

Key facts and figures

We cover these topics (related to global and local brands):

Business and People

Design and Identity

Marketing and Advertising

Digital Promotion

Social Media and Media trends in general

Readership, monthly*

196,067 readers

162,329 absolute unique visitors

361,527 page views

Traffic Sources*

20% — loyal readers, direct traffic

52% — referring websites

22% — search engines

Countries*

38% — USA

22% — Great Britain

rest of the audience — other countries

Sources of information and media partners

500+ PR agencies in Moscow, London, New York and other major urban hubs

200+ press offices of global companies and their brands

100+ leading Russian and English business and professional titles in Russia and the U.K.

How we started and who we are now

The project was initially started back in **2008** by the leading Russia's brand and design agency **BQB** as a small blog about package design in Russian.

Later that year we assembled a small editorial team in Moscow, which started covering a broader scope of marketing, branding and design topics in English.

Over less than two years Popsop.com has managed to become a trusted source of the latest news on brands and trends in the worldwide FMCG and luxury markets with a specific focus on the UK and Russia.

In 2010, we registered the company in the U.K. and re-launched Popsop.com as a 'daily brand journal online' for the industry professionals.

What makes Popsop **different from the competitors** is the panel of more than **50 + experts** from the leading UK and US branding agencies who run their guest expert columns on Popsop and share their valuable insights on what's hot in the industry.

We currently have columnists from these agencies:

*Interbrand,
FITCH,
Landor Associates,
Anthem Worldwide,
Design Bridge,
Pearlfisher and others*

*Statistics from Google Analytics, as of November 2011

Popsop.com is a specialised web-journal for marketing, branding, design and media professionals worldwide. **76%** of them **represent** agencies, i.e. offer **B2B services** in the brand and design area.

By industry segments**

- Brand and design agencies — 32.9%
- Other B2B service providers — 13.4%
- Advertising agencies — 11.0%
- Marketing and research/consulting agencies — 11.0%
- Media/communications/PR — 8.5%
- FMCG manufacturers — 8.5%
- B2C service providers— 6.1%
- Retailers — 4.9%
- Luxury and fashion brands manufacturers — 3.7%

By roles in the company**

- Top manager/executive position — 27.8%
- Sales/marketing middle or junior specialist — 15.2%
- Art/creative/design specialist — 13.9%
- Account/project manager — 11.4%
- Media/PR/communications manager — 10.1%
- Research/analysis specialist — 8.9%
- Brand manager/consultants — 7.6%
- Production/technology manager — 5.1%

By countries***

- Top 10 countries— **55% of all visitors**, specifically:
- USA — 51%
 - UK — 36%
 - India — 4%
 - Canada — 2%
 - Brazil — 2%
 - Australia — 1%
 - France — 1%
 - Germany — 1%
 - Mexico — 1%
 - Poland — 1%

By cities***

- Top 10 cities— **16% of all visitors**, specifically:
- London — 29%
 - New York — 19%
 - Chicago — 16%
 - Sydney — 12%
 - Los Angeles — 8%
 - Bangkok — 6%
 - Singapore — 5%
 - Moscow — 3%
 - Paris — 1%
 - Sao Paolo — 1%

** According to *internal reader survey, August 2011*

*** Statistics from *Google Analytics , November 2011*

All the content (news, insights, features and opinion pieces) is strictly structured and published under the following **sections (columns)**:

- Global Brands
- Industry news
- Case Studies
- Opinion
- Events

Popsop also features special sections such as: **Expert Board**, the list of Popsop columnists, who are guest experts from the leading brand and design agencies; **Brand Insiders**, the constantly updated flow of the latest public quotes by actual top managers of global companies; **Agencies**, the directory of the best worlds' agencies working for the brand industry, featured by countries; **SBA'12**, a special annual user research and award project, initiated by Popsop editorial team in 2010.

Global Brands is the most visited and read section with average time on site about 01:40 minutes. According to the reader survey, conducted in August 2011, fresh daily news on global brands is **the most valuable content** on Popsop, **48.6%** of subscribers say.

For readers' convenience it is divided into the following subsections: *Business and People, Design and Identity, Advertising, Digital, Technology and Social Media.*

Industry News features the latest news from the leading UK and US brand and design agencies, as well as from some brightest local brands. This is the second most read section on Popsop.

Opinion encompasses guest expert columns with opinion pieces, comments and interviews with the industry leaders. The commenting option is available.



Advertising Opportunities. Banners

Popsop.com accepts **classic ad banners** (static or dynamic: **gif, png**) along with the **interactive video and audio banners** (**avi, mkv, mp4**) for deployment on the home and subpages as well as in special weekly e-newsletters.

We offer **3 most common types** of measurement:

- **Time-based ad banner model**, where advertiser pays for one-month display of a banner ad;
- **CPM** (from 100K)
- **PPV** model applies for video ads (from 10K views).

Advantages of advertising with Popsop:

- We grant a client a full online access to our daily banner statistics;
- After the contract expires, we provide a client the comprehensive report on the effectiveness of the time-based online advertising campaign with Popsop, represented by a number of views, clicks and CTR.
- We use geo-targeting techniques, so your banner is displayed only in your target country or countries

*If you purchase a multiple banner package, you get a **25% off discount**.



Banner type	Size in pixels	Price*, \$ /month, the homepage	Price*, \$ /month, the subpage	Price, All pages, \$ CPM	Maximum number of views per week
1 Top horizontal banner	944*100	1,600	2,000	18	150,000
2 Medium rectangle banner/Video ads	296*225	1,200	1,500	18/ \$0.1 per view for video ads	150,000
3 Medium horizontal banner	625*77	800	1,000	13	100,000
4 Skyscraper	140*500	600	1,000	15	100,000
5 Banner of a 'Sponsorship of the Section' option (see the next page for detail)	140*170	5,000/6 months (home and subpages)	—		
6 Banner of a one-time 'Sponsored Article' option (see the next page for detail)	140*170	300 / 14 days (home and subpages)	—		
7 Banner in a weekly e-newsletter	600*55	350 (weekly, each Friday)	—		



Advertising Opportunities.
Sponsored Content

There are 3 types of paid content options on Popsop.

Sponsorship of the Section

This option offers a brand owner to become a sponsor of the editorial section by industry categories (such as 'Alcohol drinks', 'Clothing and Footwear', 'Food', 'Personal care' and 13 others) or either this is an opportunity for an agency to sponsor a themed subsection (such as 'Business and People', 'Brand design and Identity', 'Advertising', 'Digital', 'Technology' and 'Social Media'.

The package includes: banner (Option 5), placement of the logo with a brief company profile and link to the website after each news in the section, covering at least 1 news about the sponsor brand a week.

Price: \$5,000/6 months

Sponsored Article

This option works for one-time posted pieces of content.

The package includes: publication of the sponsored article, banner on both homepage and subpages displayed for 7 days (Option 6). If the piece is not relevant to the readers' interests or is not in line with our editorial policy, we reserve the right to decline the enquiry.

Price: \$300/14 days

Important: All sponsored content remains on Popsop website permanently after the contract expires.

Sponsored Column

This option means that an advertiser can post its own content in a dedicated column on Popsop, but no more than 1 posting a week. Sponsored content may include: opinion pieces, researches, broadcasted news from your website or a company blog – a broad variety of opportunities to make your voice heard by the industry people.

The package includes: publication of the sponsored articles (1 per week), banner on both homepage and subpages displayed for 6 months (Option 5).

Price: \$5,000/6 months



Advertising Opportunities.
Sponsorship of special projects.
SBA'12 Rating

In 2012 Popsop.com runs only one non-commercial research project aimed to study consumer perception of brands as mentors, so-called 'senseis'. — [SBA \(Sensei Brand Award\)](#).

The point is that readers can vote for their favourite 'sensei' brand by clicking the respective criteria box **ECO**, **FUN** or **MIND** on the voting page.

As a result, the brands which gain the highest number of votes are announced the winners and receive the award in 2013.

Popsop team welcomes **your ideas** and will be happy to discuss your special project to be hosted on our website next year.



SBA sponsor's package (online) includes:

- Banner support (option 1)
- Placement of the logo with a link to a website in the list of sponsors
- One published report on the project status, including information about sponsors

Price: \$5,000/6 months

#	Brand	Total Votes	Mind	Eco	Fun
1		53	Mind { 29	Eco { 16	Fun { 8
2		25	Mind { 13	Eco { 9	Fun { 3
3		19	Mind { 5	Eco { 7	Fun { 7
4		15	Mind { 6	Eco { 6	Fun { 3
5		15	Mind { 12	Eco { 1	Fun { 2
6		10	Mind { 8	Eco { 2	Fun { 0
7		9	Mind { 6	Eco { 2	Fun { 1
8		9	Mind { 6	Eco { 0	Fun { 3
9		8	Mind { 6	Eco { 0	Fun { 2
10		7	Mind { 6	Eco { 0	Fun { 1



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