

London, 2014

Popsop Ltd

Popsop.com Media Kit

POPSOP

Year of foundation
2010

Form of ownership

Private Company limited by shares, registered in England and Wales under number 07397900 at Southgate House, St George's Way, Stevenage, Hertfordshire, SG1 1HG, United Kingdom.

Business domain

Online media, communications, marketing research and analysis.

Offices

London and Moscow

Staff

5 people

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

Popsop Ltd. **aims** to set the standard of smart and honest brand communications, promote the idea of ethical, responsible, innovative branding and marketing as a normal practice. We spot "Brands That Teach."

Core business is a media project Popsop.com, a web-based journal with the handpicked news and expert insights on sustainable and ethical design, marketing, advertising and all things innovative and inspiring in both physical and digital worlds.

Key facts and figures

We cover these topics:

Business and People
Consumer Insight
Design and Identity
Marketing and Advertising
Digital Promotion
Social Media and Media trends in general

Readership, monthly*

52,038 readers
43,324 absolute unique visitors
79,816 page views

Traffic Sources*

38.3% — loyal readers, direct traffic
41.4% — referring websites
21.3% — search engines

Countries*

29.2% — USA
11.56% — 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.

Evolution of Popsop: 2008-2014

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 built a small editorial team in Moscow that started covering a broader scope of marketing, branding and design topics in English.

Over less than two years Popsop.com had managed to become a trusted source of the latest news on brands and trends across a broad range of disciplines and markets.

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.

In 2013, we re-launched the site with a new positioning, design and the core philosophy of "Brands That Teach."

What makes Popsop **different from the competitors** is the panel of more than **65 + experts** from the leading U.K. and U.S. branding and marketing 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 April, 2014

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 2012*

*** Statistics from *Google Analytics , April 2014*

Advertising
Opportunities.
**Sponsored
Content**

There are 2 options for the content sponsors:

Sponsored Article

The option works for a one-off piece of content.

If an article is irrelevant or not in line with our editorial policy, we reserve the right to decline the enquiry.

Price: \$300

Important: All the sponsored content remains on the 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 per week. Sponsored content may include: opinion pieces, researches, agency news etc.

Price: \$5,000/6 months

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