



MEDIA KIT

2010

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About **POPSOP**

Popsop.com is being written for all who are passionate about brands and design. It features global brands, events, case studies and opinions from experts and agencies.

Founded in 2008, Popsop has managed to become a successful online daily brand magazine with 150,000+ visitors each month.

Today, Popsop.com is a trusted source of the latest news on brands and trends in the worldwide FMCG & luxury markets. We have built a strong team of 40+ world-renowned experts in the field who provide deeper insight into how people and emerging brands interact and influence each other.

In the coming years, we plan to become the most popular site where brands, agencies and customers become one effective alliance.

Being Popsop partner means:

1. We establish and enhance your media presence in Russia and Eastern Europe, which is profitable in terms of gaining new clients etc.
2. We develop your brand expert trademark on the market (both domestic and international).
3. We help you influence the industry and public opinion by participating in various award events, ratings and competitions arranged by us..

Sound Philosophy

There are brands who really teach us good things. This idea lies in the core of our corporate philosophy and everything we do.

At Popsop, we truly believe that global brands are gradually acquiring their special coaching function. Across the brands this function may consist in teaching positive lifestyle, good taste, sports, ecology-smart activities, love for kids, tolerance, social awareness, assertiveness—you name it.

We observe this trend to be more apparent today than ever before. Oftentimes, such “teaching” direction in brands lifecycle evolves quite naturally and saliently without prior strategy adjustment or anything.

Apple teaches good taste and encourages traveling. Starbucks featured in many spots and movies broadcasts the idea of busy and successful lifestyle. Coke with their bright red identity is there to make our day, teaching us to smile. Ferrari is all about hard-earned career and resulting riches, while McDonalds has been preaching love for kids...

On our website you will find hundreds of brands of the nature. Every day we try to cover as many interesting news on brands’ social activities as we possibly can.

Needless to say, this brand-coaching function does not only assist in sales increase in a particular company but also change the world, making it a better place for us all.



Wide Audience*

176,000
Average
monthly visits

372,000
Average
monthly page views

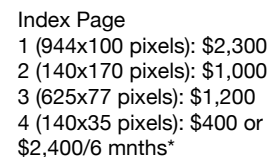
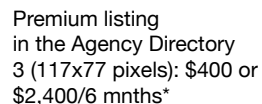
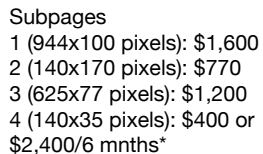
147,000
Absolute unique
visitors per month

48%
Referring sites
traffic

18%
Direct traffic



Per month.



Wise Partners

A top-down photograph of two hands holding white coffee cups on a black background. The cup on the left is held by a hand from the left and contains black coffee. The cup on the right is held by a hand from the right and contains a light brown coffee. Both cups are on matching white saucers.

At Popsop, we strive to build excellent relations with our partners and sponsors which could be beneficial in every way—financial, networking or merely friendship.

You are always welcome to join our experts board, become our sponsor or engage us to work in a joint project. We are open to any worthy challenges and endeavours.

Blue Marlin
Pearlfisher
Landor Associates
Anthem Worldwide
FutureBrand
Claessens | Cartils
Euromonitor International

Nice Talk



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when you submit your request
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