



# MEDIA KIT

2011

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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:

— We establish and enhance your media presence in Russia and Eastern Europe, which is profitable in terms of gaining new clients etc.

— We develop your brand expert trademark on the market (both domestic and international).

— We help you influence the industry and public opinion by participating in various award events, ratings and competitions arranged by us..

## **Our Audience Structure\***

Graphic Designers — 20%  
Marketing Specialists — 28%  
Brand Managers — 17%  
PR/Media Specialists — 15%  
Executives — 12%  
Other — 8%

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*\*as of December, 2010*

# Sound Philosophy

There are brands which 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\*

**179,000**  
Average  
monthly visits

**397,000**  
Average  
monthly page views

**150,000**  
Absolute unique  
visitors per month

**46%**  
Referring sites  
traffic

**21%**  
Direct traffic



# Advertise

As 92% of our readers are the industry people, who work with brands directly, Popsop will be a perfect place for your ads, be you a:

- Brand and design agency looking to attract new perspective clients or hire new staff;
- Marketing & research company seeking for a platform to advertise its services and sell its whitepapers;
- Company, which organises special events in the brand or related industry and looking for the right audience to interact with or simply get their message across.

## **What are the benefits of advertising with Popsop compared to other news sites?**

1. We grant you a full access to our stat reports.
2. We provide you with testimonials from our existing ad clients (by request).
3. After the contract expires, we provide you the comprehensive report on the effectiveness of your online advertising with Popsop, represented by a number of views, clicks and CTR.

## **Our tech requirements for banners**

- We accept banners in the following size: 944x100, 625x77, 140x75, 300x152
- We accept gifs only (static or animated)

**Rates** ▶



# Sponsored Columns

You can post your content on Popsop.

Sponsored content includes: 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.

## How It Works

You will get a dedicated column on Popsop to run monthly or more frequently — up to you. The agency columns are displayed on the “first screen” of both main page and subpages. This type of service will help you establish and enhance your media presence and online publicity on both domestic and international markets.

## Sponsored Content

5 - £800 (\$1,200)  
for 3 mnths or  
£1,600 (\$2,400)  
for 6 mnths

Unlimited number  
of publications per  
month

The screenshot shows the Popsop website interface. At the top, there's a navigation bar with 'POPSOP Brand Magazine Online' and various menu items like 'Global Brands', 'Industry News', 'Case Studies', 'Opinion Pieces', 'Experts', 'Brand Insiders', 'SMA'11', 'Events', 'Awards', and 'Archive'. Below the navigation, there are several content columns:

- Global Brands:** Features articles like 'Umbro Launches Global Campaign for Off-Pitch Football Apparel - Umbrax 2010' and 'Gillette Venus Announces Jennifer Lopez as First-Beer Global Ambassador'.
- Industry News:** Includes 'P&G Crest and Oval-B Announce Cross-Country Crusade to Help Americans Fight Dental Plaque' and 'Dockers Given a 600k to Help Implement the Dream Project'.
- Opinion Pieces:** Contains 'P&W Designs Packaging for Tesco Standard Plus Cakes' and 'What's in a Name? Brands That Dare to Go Bare'.
- Experts Columns:** Lists various industry experts and their insights.
- Agency Columns:** Features content from different marketing agencies.
- Events:** Announces 'Self-Promotion Special Pentawards - 1-28 February, Free Entry'.
- Weekly Review:** Covers 'Environmentally Friendly Coffee Cups: Steaming Cheers to the Nature'.
- Most Viewed:** Highlights popular content like 'Frito-Lay Presents Snacks Made with All Natural Ingredients'.
- Awards:** Mentions 'Absolute Art Award Winner 2010 is Announced'.

The right side of the page includes a search bar, social media links, and a newsletter subscription form.

# SBA'11 Sponsorship

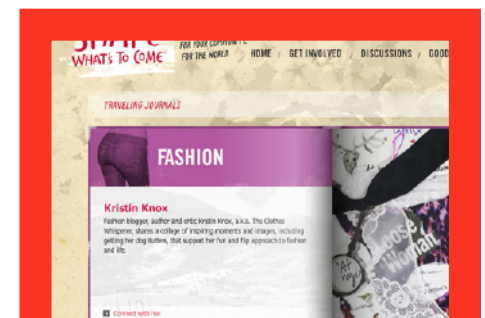
Being a perfect online meeting place for global branding experts, brand owners and their target customers, Popsop team not only provides fresh brand news, but also runs the one-of-a-kind rating project. At Popsop, we thought that now is the right time to celebrate global brand sensei's.

That's why we've launched Sensei Brand Award 2011 (SBA'11), which is to prove record of continuous and fruitful commitment of brands to inspiring, mentoring and teaching across several areas as follows —

- Green Thinking and Healthy Lifestyle
- Youth and Family Culture
- Innovations and Out-of-The-Box Thinking

Becoming a sponsor of Sensei Brand Award 2011 you can reach a wide target audience of those who work with global brands and changes the way we socialize in modern society. By sharing our philosophy “of brands as sensei's” and exploring the certain teaching vectors of brand activities, you form the new era of “ethical” branding with us.

To find out more about SBA, please visit the award page [here](#).





# Wise Partners

A top-down photograph of two hands holding white coffee cups on saucers against a black background. The cup on the left contains black coffee, and the cup on the right contains a light brown coffee. The hands are positioned as if they are about to clink the cups together.

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.

In 2011 Popsop Ltd is looking for strategic partners who would finance our new projects and initiatives on the mutually beneficial terms and conditions. Let our opportunities become your strengths – start negotiations right now to create a new strong commercial tandem in media world.

Anthem Worldwide  
Blue Marlin  
Dragon Rouge USA  
Fitch  
Interbrand  
Landor Associates  
Pearlfisher

# Your Contact



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