



www.wepluggoodmusic.com

www.conversationsabouther.net

MEDIA PACK

2015



WHO WE ARE AND WHAT WE DO

An innovation born out of a passion for new and emerging music, the WPGM media network aims to provide a platform to rival radio and revolutionise the circulation of mainstream music.

The WPGM media network has expanded beyond the distribution and provision of new and emerging music into a wider array of music and music-related content including Lifestyle, Fashion, Film/TV and Entertainment Culture.

WPGM Media has an audience of over 533,641 monthly visits, over 16,539 Facebook fans and group members, over 28,047 Twitter followers and over 7,258 Instagram fans. WPGM Media is out to further develop new and emerging music content to its audiences and esteemed colleagues especially within the online and digital industries of UK and Africa.

Since being established in 2009, WPGM has developed into a brand well known for being a trend-setter and taste-maker.

In a few short years, WPGM Media has supported many acknowledged industry peers such as MTV UK, BBC6 Music, BBC Nottingham, BEFFTA Awards, Black Weblog Awards and The Guardian amongst others.

Our previous advertising clients include adidas, Social Media Week, GAP UK, House of Fraser, Live Nation, Capital Xtra, Napster, Remy Martin NG, and many more.



Our headline visitor **statistics**

533,641

monthly visits

129,377 WE PLUG
GOOD
MUSIC

www.wepluggoodmusic.com

404,264 CONVERSATIONS
ABOUT HER

www.conversationsabouther.net

28,047 

twitter followers

13,539 

active facebook fans

3,000

facebook group members

7,258



instagram followers



**WHY
ONLINE ?**

When it comes to brand awareness, a strong digital advertising campaign is more important than ever before. For consumers, the web is usually the first port of call when investigating a brand, so your profile and brand needs to be marketed effectively online.

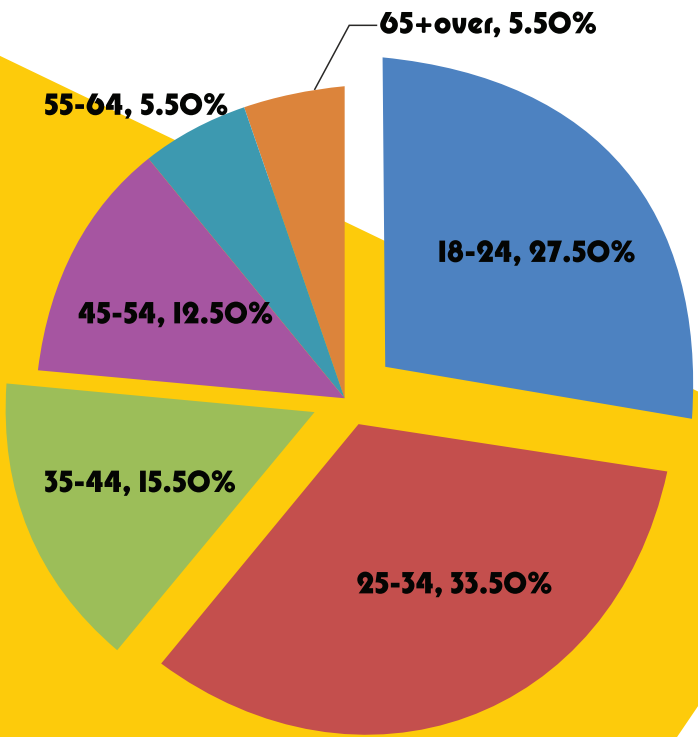
Furthermore, many online versions of newspapers and magazines have much larger readerships than their print counterparts, so the opportunity for exposure can actually be significantly bigger online than print.

We are acutely aware of the importance of online media and have consequently developed our online media network with excellent relationships with key demographics within the UK, US and West Africa.

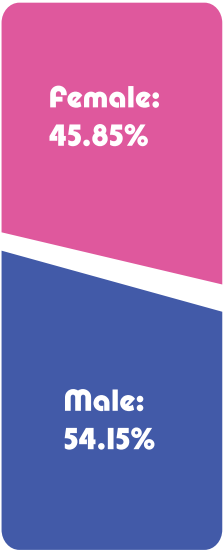
We know who to talk to - and how!

DEMOGRAPHICS

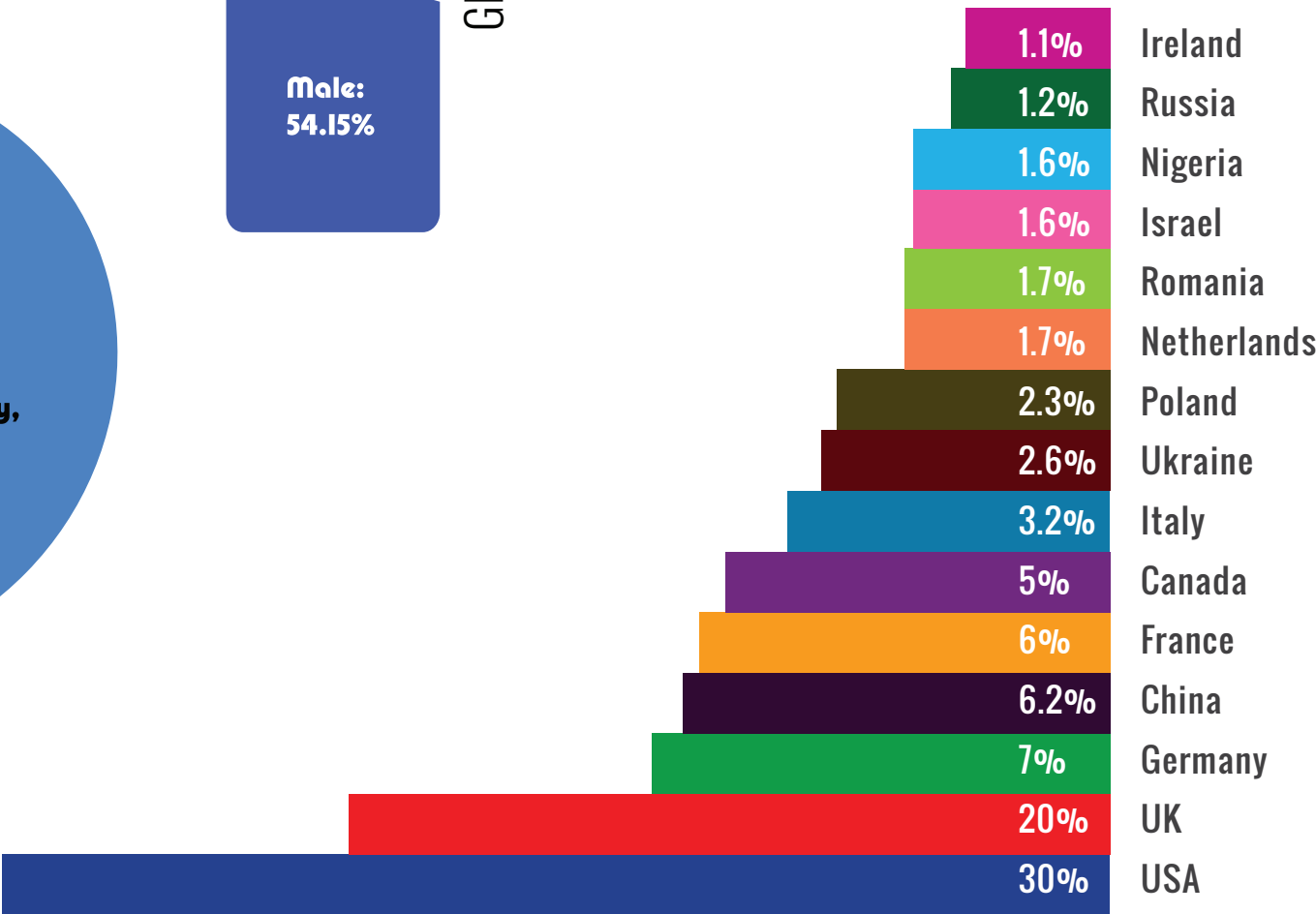
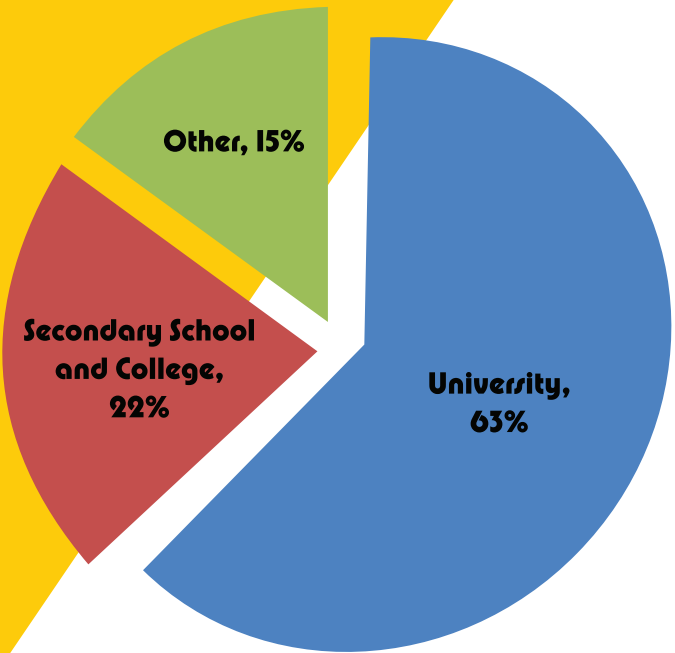
AGE



GENDER



EDUCATION



WHY WPGM MEDIA?

Our online advertising is a simple and effective way for you and your company to get your brand and product-related content directly to the people that matter in the digital world – the Consumer.

Our online network and reach make sure your brand and products will be seen by consumers that are relevant to you. In terms of your brand and product online, demographic is key!

More importantly, we have strong existing relationships that instead of generating generic content on our online network; we endeavour to provide key, relevant and exclusive content that motivates consumers towards our platforms further developing the relationship between WPGM Media and your brand.

For any brand and product-related content you want to release, we propose to advertise this to new and existing consumers via the WPGM Media network and brand.

Using our media network to reach your key demographic of consumers, it gives clear distinction to your consumers about what matters to you, your brand and that they come first and foremost. You will know you have chosen to reach them through a trusted media brand within the online community – WPGM Media



PARTNERS

HOUSE OF FRASER
SINCE 1849



RÉMY MARTIN
FINE CHAMPAGNE COGNAC

SOCIAL
MEDIA
WEEK

WE PLUG
GOOD
MUSIC

We believe in forging long-term relationships with our clients. The focus for our advertising team is to organically raise the profile of the brands and products we share with our readers creating a sustained growth of interest on the web

We also assist our clients with Social Media integration of new and existing advertising campaigns: advising and consulting on how best to utilise media channels. We can also identify, suggest and consult on bespoke digital content creation



The
Good
Vibe

DEATH IN PARIS
—



HOUSE



ADVERTISING OPPORTUNITIES

Bespoke Campaigns, Site Takeovers and/or
Custom Integrations:
From **£600** per week

Website Banner Advertising

SPACE	DIMENSIONS	COST PER WEEK
Leaderboard advert banner	728x90	£150
Side Bar advert banner	320x300	£120

Additional Online Marketing Opportunities

Newsletter/Email Marketing Blasts	£250
Sponsored Posts/Advertorials	£150
Sponsored Social Media Posts/Messages.....	£100



GET IN TOUCH

For further enquiries about advertising packages, campaigns or subscriptions
please contact info@wepluggoodmusic.com

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