



THE REPOSITORY.



2020 ADVERTISING GUIDE

hello@therepository.email





WHAT IS THE REPOSITORY?

The Repository is a fun and informative conversational-style newsletter for the WordPress community.

Each week, we gather the news—told via the latest headlines—and find out what everyone’s saying about it on Twitter. Then we pull it all together into a email that gives everyone a say, no matter what you do with WordPress.

We sent our first issue on Friday 8 November 2019 and continue to send out a new issue each week.

WHY EMAIL ADVERTISING?

Email remains one of the most effective methods for reaching and engaging target audiences:

Email is portable. Thanks to mobile phones, everyone has their email in their pocket. So no one is ever truly offline. Your email ad will exist in their inbox until hopefully opened.

Email is reliable. Social may be great for brand discovery and sharing content but email is a more reliable way of reaching and communicating with your customers.

Email drives ROI. For every dollar businesses invest in email marketing, you get \$42 in return, according to Litmus research into email marketing ROI.

Email is direct and personalized. When you advertise with The Repository, you choose how you want your ad to look—your words and your images.



OUR AUDIENCE

The Repository audience is made up of professionals, business owners, developers, influencers, consultants, marketers, and tinkerers.

When you advertise in The Repository, you are guaranteed to reach your target audience—WordPress users who are invested in the platform and are open to learning more about your product or service and how it can help them.

The Repository is put together *by* the WordPress community *for* the WordPress community. Rae and Kim have been part of the community for 10+ years and keep on top of the latest news. As business owners, we understand what our subscribers want to know.

THE STATS

Subscribers: 450+

Average open rate: 67%

Click-through rate: 18%

We are growing fast and have big goals! Our email list is active and engaged—exactly the kind of people who are more likely to pay for a premium WordPress product or service.





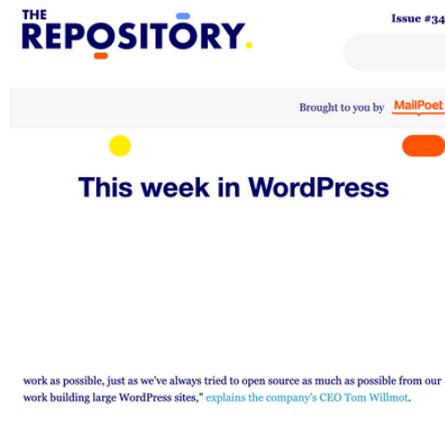
TYPES OF ADS



We offer three types of advertising:

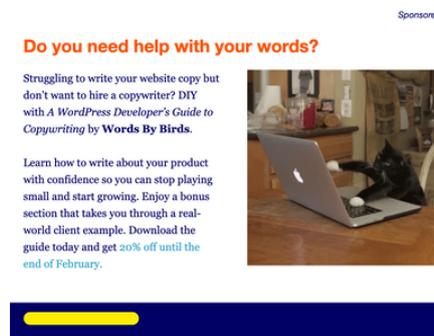
Issue sponsor: \$200

When you sponsor an issue of The Repository, your company logo will be featured at the top of the newsletter, together with your chosen URL.



Sponsored post: \$150

When you sponsor a post, you choose the words and an image to accompany your ad. We'll work with you to design your ad.



Sponsored link: \$100

When you sponsor a link, you choose the words and a link you want featured in the "In other news..." section of the newsletter.





ADVERTISING TERMS



Prices are valid until 31 December 2020.

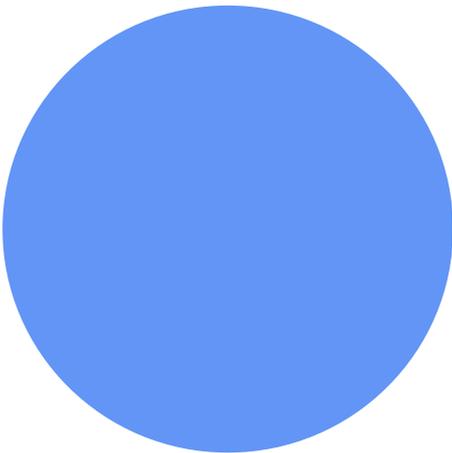
We don't like boring ads. Sponsored links and posts must contain some newsworthy content to match the general vibe of our newsletter.

We will work with you to design your ad if you choose a sponsored post or sponsored link. You provide the words and image or GIF and we'll provide a design proof for your approval.



PRO BONO ADVERTISING

We're proud to be part of the WordPress community and do what we can to support it. It's why we offer pro bono ad slots to businesses that are unable to afford advertising. If you would like to promote your business in The Repository for free, get in touch. As long as the ad you would like to run meets our content guidelines, we'll happily publish it. In return, we would appreciate that you return the favour and spread the word about our newsletter across your email and social channels.



READY TO BOOK AN AD?

If you would like to advertise or have any questions, please email us (Rae & Kim) at hello@therepository.email

Got a cool concept for a sponsorship you'd like to run by us? Let's chat! We're open to trying new ideas that can help you promote your brand.