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 on Twitter. Then we put it all together into an email that gives everyone a say, no matter who you are or 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 comprises business owners, professionals, developers, influencers, consultants, marketers, and general users.

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 brand.

The Repository is put together by the WordPress community for the WordPress community. Rae has been part of the community for 10+ years and keeps on top of the latest news. As a WordPress business owner, she understands what subscribers want to know.

THE STATS

Subscribers: 600+
Average open rate: 66%
Click-through rate: 18%

Our open rates and click-throughs are excellent and exceed averages rates for weekly newsletters like ours. 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.
We offer five types of advertising:

**Issue sponsor: $250**

*Banner ad*

When you sponsor an issue of The Repository, you get a banner ad at the top of the newsletter. You choose what you would like to include in the image and the URL it links to.

You must book a block of four ads and best of all, you get one sponsored post (see below) for free!
A 50% increase in international sales? How a simple language shift increased one company's bottom line

A 25% jump in conversions and a 50% increase in global sales are the kinds of things business owners work their asses off to achieve. But for one WordPress company, La Machine Cycle Club, this dream became a reality when they added Weglot.

How? They added two new languages to their site, and all it took was 5 minutes.

For the small Netherlands-based retail business, it wasn't just about making their site easier for overseas customers to read. Multilingual SEO — essential for website localization if you want Google to index your translated content — helped the team quickly gain the online visibility they needed in other markets.

To top it off, Weglot's simplified translation management was the icing on the cake. The team could easily update content and add products to their site, knowing it would be automatically detected and translated — and giving back valuable time they could spend developing their brand.

Get the full story on our website. Want to see similar results with your conversions? Sign up for a free 10-day trial with Weglot.
TYPES OF ADS

Traditional ad - $150
Description of your business, product or service + logo + link.
Keep it simple with a traditional ad to promote your business.

Sponsored link - $50
Short paragraph + link in “In other news...” section
Share your news or views. Links at the bottom of our newsletter often achieve clickthroughs on par with the links at the top.

*Manager of Customer Support. The news comes after [Roast announced its new board of directors](https://example.com) last week.*

- **Words By Birds** has released [*A WordPress Developer’s Guide to Copywriting*](https://example.com). The 20-page guide offers practical advice to help theme and plugin developers write about their products with confidence. Grab a copy and get 30% off until 31 January. [Sponsored link](https://example.com)
- **Pixelgrade** Chief People Officer and storyteller **Oana Filip** reminds readers of the importance of [owning your website content to control the experience](https://example.com). She shares nast
ADVERTISING TERMS

Prices are valid until 31 December 2021.

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. You provide the words and imagery a week out from your booking and we’ll provide a design proof for your approval.

A week after your booking, we’ll provide a summary of your ad’s performance, including stats on open rates and click-throughs.

PRO BONO ADVERTISING

We’re proud to be part of the WordPress community and do what we can to support it. 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.

READY TO BOOK AN AD?

If you would like to advertise or have any questions, get in touch at hello@therepository.email

Got a great idea for a custom ad you’d like to run by us? Let’s chat! We’re open to trying new ideas that can help you promote your brand.