



# THE REPOSITORY.



2021 ADVERTISING GUIDE

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[hello@therepository.email](mailto: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 on Twitter. Then we put it all together into a 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.

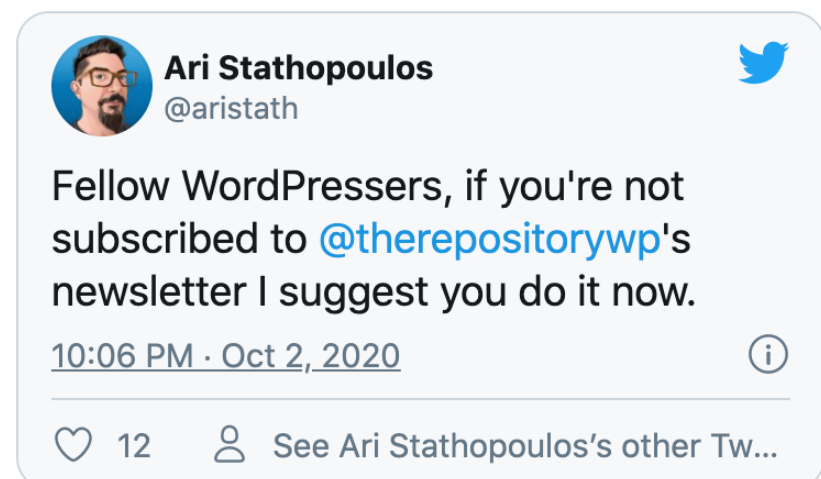
## THE STATS

**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 our. 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.





A screenshot of a tweet from Ari Stathopoulos (@aristath) on Twitter. The tweet text reads: "Fellow WordPressers, if you're not subscribed to @therepositorywp's newsletter I suggest you do it now." The tweet is timestamped "10:06 PM · Oct 2, 2020" and has 12 likes. Below the tweet, there is a link to "See Ari Stathopoulos's other Tw...". The tweet is displayed within a light blue rounded rectangle with a white background.

 **Ari Stathopoulos**  
@aristath 

Fellow WordPressers, if you're not subscribed to [@therepositorywp](#)'s newsletter I suggest you do it now.

10:06 PM · Oct 2, 2020 

 12  See Ari Stathopoulos's other Tw...

# TYPES OF ADS

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!

**THE REPOSITORY.**

Issue #55

words by birds

A WordPress Developer's Guide to Copywriting. Get your copy today!

**This week in WordPress**

**State of the Word 2020: FSE, multilingual and extra polish**

This year has been a lot. But also one of many firsts: the first time **WordPress** has cracked 39%

# TYPES OF ADS

## Sponsored post - \$200

200 word limit + image + URLs.

A sponsored post gives you the space to explain your product or service.

## A 50% increase in international sales? How a simple language shift increased one company's bottom line

Brought to you by **WEGLOT**

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.

### Strategic copywriting and content

SPONSOR



**Words By Birds**  
*For brands making a positive impact.*  
We specialise in delivering words that bring joy to your customers. Our special power is listening closely to your needs and turning complex problems into copy that opens hearts and wallets. [Get in touch and tell us about your project.](#)

## 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 or Customer Support. The news comes after [roast announced its new board of directors](#) last week.

- **Words By Birds** has released [A WordPress Developer's Guide to Copywriting](#). 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*
- **Pixelgrade** Chief People Office and storyteller **Oana Filip** reminds readers of the importance of [Owning your website content to control the experience](#). She shares past



# 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](mailto: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.

