

The world's leading poetry radio
station.



The Poetry Cove
Radio
Sponsor's Media Pack

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The world's 24hr poetry station, bringing the very best poetry tracks from poets across the globe! As well as interviews with leading poets, weekly talk shows, competitions and more!

The world's poetry radio.



www.thepoetrycove.com



contact@thepoetrycove.com



[@poetrycoveradio](https://www.instagram.com/poetrycoveradio)

Introduction



Showcasing the best up and coming poetic talent from around the world.

The Poetry Cove strives to be a home for poets across the globe. Its mission is to provide the most extensive, supportive, and safest place for anyone looking to dive into the world of poetry. We aim to do this by bringing together poets of varying knowledge and ability to share their work, promote themselves, gain constructive feedback, meet like-minded people, to learn, and escape the realities of the world for a little while.

Launching in four phases, we look to bring all things poetry under one roof. Initially launching with phase 1, where we have created our popular member's forum (the beating heart of what we do) as well as having various social media pages to spread the word, and featuring the very best of independent poets and their work. Eventually we plan to have a 24hr poetry radio station, accessible to everyone around the world, which will be accompanied by a poetry podcast in phase 2, a magazine and blog in phase 3, and then finally a fully functioning publishing house that will prioritise poets of exceptional ability and varying voices, who may not necessarily be able to get their foot in the door of the bigger houses.

With all of that being said, we cannot fully realise our vision without your help. Creating the world's most extensive poetry community comes at a cost and we rely on our members and sponsors to help keep our platform alive. We are incredibly appreciative to those who are able to sponsor our forum and our cause.



Our Sponsorship Rates

Radio Sponsorship

Our radio is available for sponsorship. This goes a LONG way in helping us maintain our station whilst getting your business seen by incredibly targeted audiences! Send us your 30 second advert and we will upload it within the hour and have it played three times every hour. We will also add your company's sponsorship to our radio drops which play at the top and end of each show, as well as every three minutes! 24 hrs a day!

What is a radio drop?

Your company will be featured on our radio drop, this means every time we play the jingle: "You're listening to The Poetry Cove Radio" we will add "brought to you by: XYZ", maximising your companies exposure!

PRICING

Radio Sponsorship by bidding. Starting at £1,340 per month

Minimum Radio Sponsorship contracted to 5 months.



Radio Sponsorship Plus

Our radio is available for sponsorship. This goes a LONG way in helping us maintain our station whilst getting your business seen by incredibly targeted audiences! We will create for you a 30 second advert which will be played three times every hour and be sent to you for further use. You will be given the opportunity to send your brief and revise the ad once before we finalise the product.

You can also choose the voice of your ad with options for:

- Young British Male
- Young British Female
- Elderly American Male
- Young American Male
- Young American Female

We will also add your company's sponsorship to our radio drops which play at the top and end of each show, as well as every three minutes! 24 hrs a day!

What is a radio drop?

Your company will be featured on our radio drop, this means every time we play the Jingle: "You're listening to The Poetry Cove Radio" we will add "brought to you by: XYZ" , maximising your companies exposure!

PRICING

Radio Sponsorship by bidding. Starting at £1,340 per month plus a one off £150 ad production fee.

Minimum Radio Sponsorship contracted to 5 months.



Show Sponsorship

Our shows are available for sponsorship! Sponsorship means you appear at the beginning and end of the show with your company featuring in the show's drop. You will also have a company advert played during the commercial break twice within the hour. Send us your 30 second ad and we'll do the rest!

What is a radio drop?

Your company will be featured on your specified show's drop, this means every time we play: "You're listening to **SHOW**" we will add "brought to you by: XYZ", maximising your companies exposure!

PRICING

Daily Shows: £850 per month

Weekly Shows: £250 per month



Show Sponsorship Plus

Have us do **ALL** of the work for you!

Sponsorship means you appear at the beginning and end of the show with your company featuring in the show's drop. You will also have a 30 second company advert played during the commercial break twice within the hour which we will write and produce for you, which you can KEEP for future use! You will be given the opportunity to send us your brief and any marketing material for our producers and artists to get a feel for your company and will get 1 revision before it goes live. You can also choose the voice of your ad with options for:

- Young British Male
- Young British Female
- Elderly American Male
- Young American Male
- Young American Female

What is a radio drop?

Your company will be featured on your specified show's drop, this means every time we play: "You're listening to **SHOW**" we will add "brought to you by: XYZ", maximising your companies exposure!

PRICING

Daily Shows: £850 per month

Weekly Shows: £250 per month

£150 for ad production fee

SHOWS

Breakfast Show

Host: TBC

Coming Soon

Lunchtime Show

Host: TBC

Coming Soon

Evening Show

Host: TBC

Coming Soon

Wednesday's Accompanied Hour

Host: TBC

Time: TBC

For those who prefer their poetry accompanied by music! Enjoy a full hour of totally accompanied poetry!

Coming Soon

Thursday's Poetry How?

Host: TBC

Time: TBC

An hour of poetry writing tips, tricks and how to! Whether that be general tips, an audience phone in Q&A, or an in depth look at how to write one of the many elusive poetry forms!

Coming Soon

Friday Night Unwind

Host: Adam Gary

Time: Every Friday 9pm [London Time and repeated again Saturday morning: 5am London Time]

Stressful week? Desperately need to put your feet up and unwind to the week's most relaxing poems? Do not fear, your host Adam Gary has all the tracks to help you unwind!

Coming Soon

The Classics Hour

Host: Adam Gary

Time: TBC

An hour of gold! Join us as we listen to some of the best and most classic poems ever written, which have helped change and form the world we live in today. Read and performed by various poets from around the world!

Coming Soon

PRESENTERS

Adam Gary

Bio: The Poetry Cove founder and bestselling poet Adam Richard Charles Gary was born on May 5th 1992, and raised in London, England. Adam first realised an interest in acting at the age of 6, and has gone on to perform in many various productions, and worked on major Hollywood blockbuster film sets. Adam is also an alumni of The National Youth Theatre of Great Britain, an exciting theatre company that has nurtured some of the best British talent throughout the last six decades.

In 2020, Surrey History Centre contacted Adam and selected his early pandemic poem 'And In Our Loneliness We Came Together' for their Covid Archives.

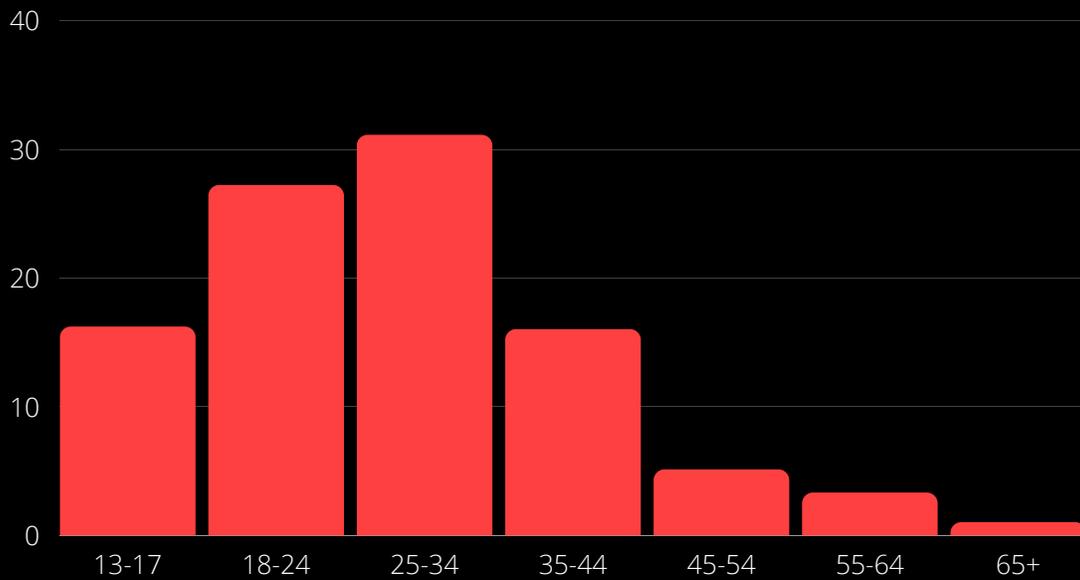
Shows: Friday Night Unwind, The Classics Hour



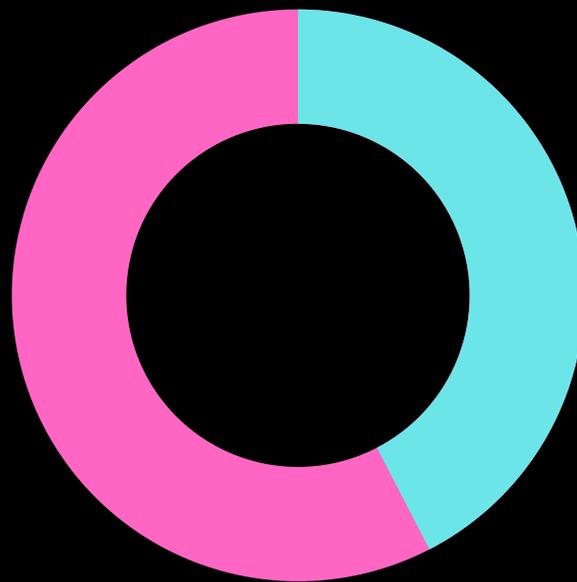


Age Demographic

in %



Gender Diversity



Men: 42.4%

Women: 57.6%



A: Our projected members

Our plan is to create more engaging shows with named poet presenters, and source the very best in poetic recordings to encourage growth in active listeners and to keep our current audience returning to the radio. We will also share posts across all our social media pages to create more traffic to our website.

B: Our popular shows

Taking note of the predicted popularity of our Unwind, Breakfast and Classics Hour shows, we are in discussions about how to capitalise on this.

C: Web presence

We are continuing to grow our website and social media capabilities, to ensure maximum reach.

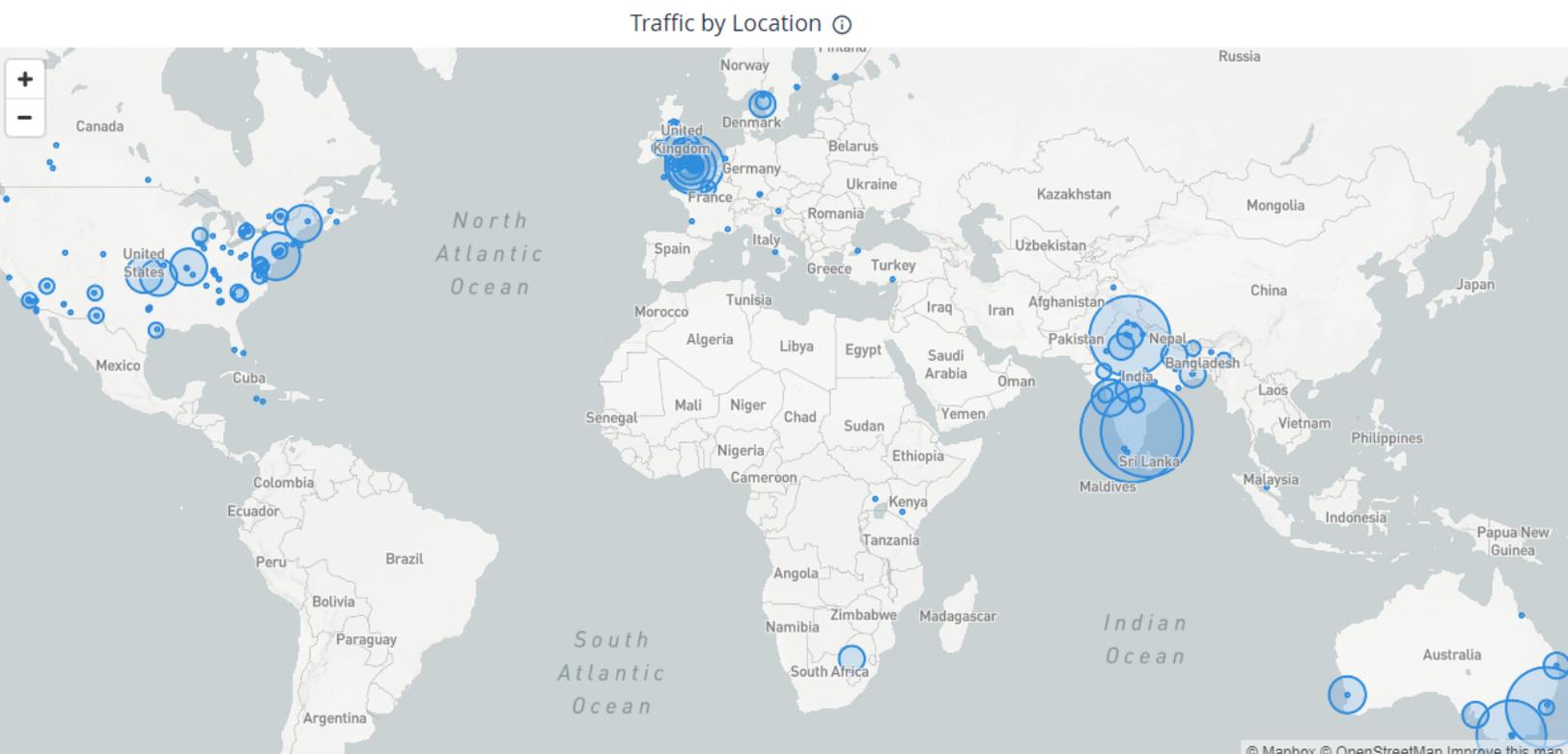
D: Marketing

We are in discussions on how to take our radio presence further with our own sponsorships. For example: Open Mic nights in London and Poetry Festivals around the world.

IN THE LAST 30 DAYS

Total Visitors: 921

Unique Visitors:
322



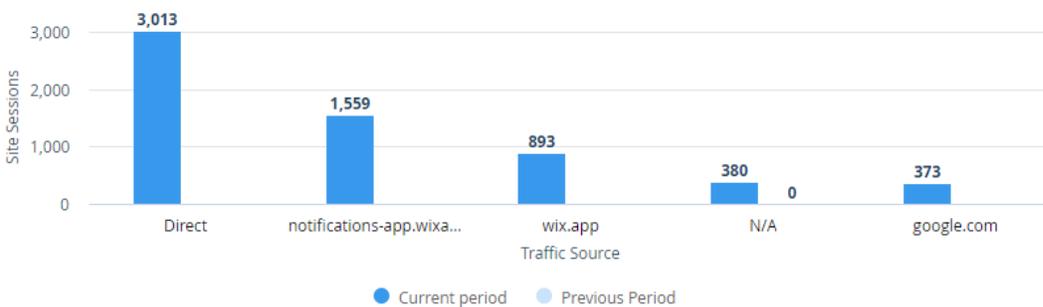
Since Launch

February 27th 2021

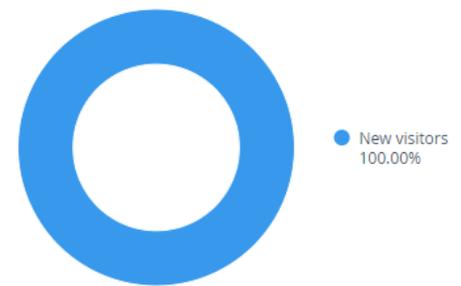
Total Visitors: 6,599

Unique Visitors:
868

Top Traffic Sources



Visitor Retention



Device type	Page Views	Site Sessions	Unique Visitors
Desktop	26,811	2,966	224
Mobile	21,667	3,611	644
Tablet	324	28	4

Our current demographic shows a slight favour in using our comprehensively designed desktop website. We have ensured the responsiveness of our site, and are currently looking at ways to encourage visitors "on the move" to visit through their phones by discussing the option of designing our own mobile app.

Traffic by Location





Further Development

By further developing other branches of The Poetry Cove, such as the up and coming Poetry Cove Radio which will be one of the world's solely dedicated poetry radio station, we will inevitably attract new members into our forum.

Our Averages

TRAFFIC: 10,578

The Poetry Cove receives an average of 10,578 clicks per page per month (calculations based on last 4 consecutive months)

CUSTOMER SPENDING: £25.78

The average customer spends £25.78 at the poetry cove store

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