



**Home to the world's most extensive
poetry community.**



The Poetry Cove
Forum
Media Pack

The Poetry Cove Forum Media Pack



A place for poets from all over the world
to meet, share, discuss and learn about
all things poetry.

The world is in desperate need for an
all encompassing home for poetry, and
we fill that void.

Home to the world's most
extensive poetry community



www.thepoetrycove.com

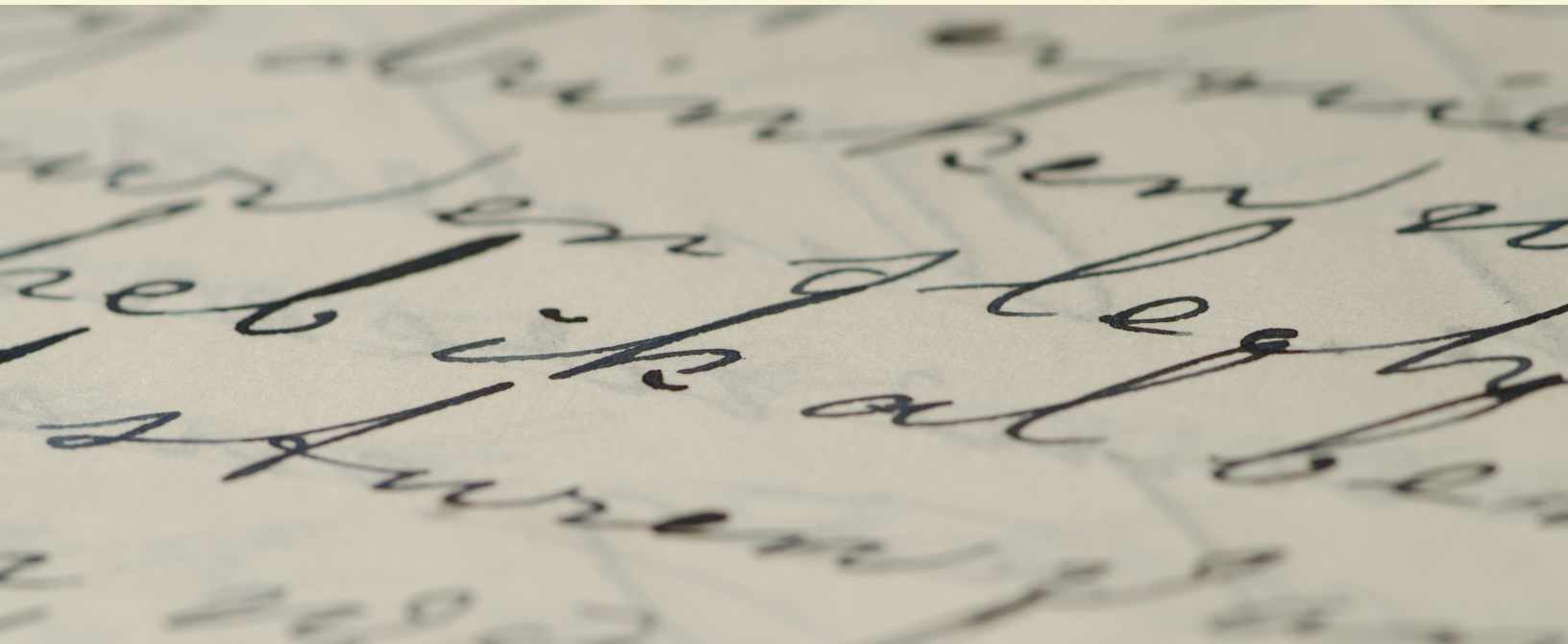


contact@thepoetrycove.com



@poetrycove

Introduction



Nurturing the best up and coming poetic talent 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

Forum Sponsorship

Our forum is available for sponsorship. This goes a LONG way in helping us maintain our community whilst getting your business seen by incredibly targeted audiences! Send us banners of 725W x 175H for our desktop site, and another sizing 568W x 568H for our mobile site and they will be uploaded to our Sponsor's roll within the hour. Our Sponsor's banners are also featured in our loading screens as you navigate around the forum.

You may also take advantage of our Sponsor's thread and post an advert dedicated to you and your business! This is a great opportunity to really sell your company/services in as much depth as you like! You can either create an account with us and post it yourselves, or send it to us and have one of our admins do it through the official Poetry Cove account!

PRICES

£30 per month

£75 for 3 months.



The Full Works Sponsorship

Have us do some of the work for you! In this package we will create for you a banner for both desktop and mobile, so you can just sit back and relax as we take care of the hard work for you! You will be given the opportunity to provide a brief and any previous marketing material to help our designers understand your brand, as well as one revision of each banner, before we upload it to our sponsor's roll within the hour of final approval! Our Sponsor's banners are also featured in our loading screens as you navigate around the forum.

You may also take advantage of our Sponsor's Thread and post an advert dedicated to you and your business! This is a great opportunity to really sell your company/services in as much depth as you like! You can either create an account with us and post it yourselves, or send it to us and have one of our admins do it through the official Poetry Cove account!

PRICES

£120 (with a minimum contract of 2 months sponsorship)

£60 for ad design, £30 first month sponsorship + £30 for the second month.)

£450 for 4 months.



The Ultimate Sponsorship

Have us do **ALL** of the work for you! In this package we will create for you a banner for both desktop and mobile which we'll send to you to keep, and you can just sit back and relax as we take care of the hard work for you! You will be given the opportunity to provide a brief and any previous marketing material to help our designers understand your brand, as well as one revision of each banner, before we upload it to our sponsor's roll within the hour of final approval! Our Sponsor's banners are also featured in our loading screens as you navigate around the forum.

We will also create an in depth forum page advertising your business in our Sponsors thread. You can provide a brief and any previous marketing materials you like and we will post for you through the official Poetry Cove account. The post will incorporate mixed media, and will be designed to catch the eye!

PRICES

£150 (with a minimum contract of 2 months sponsorship)

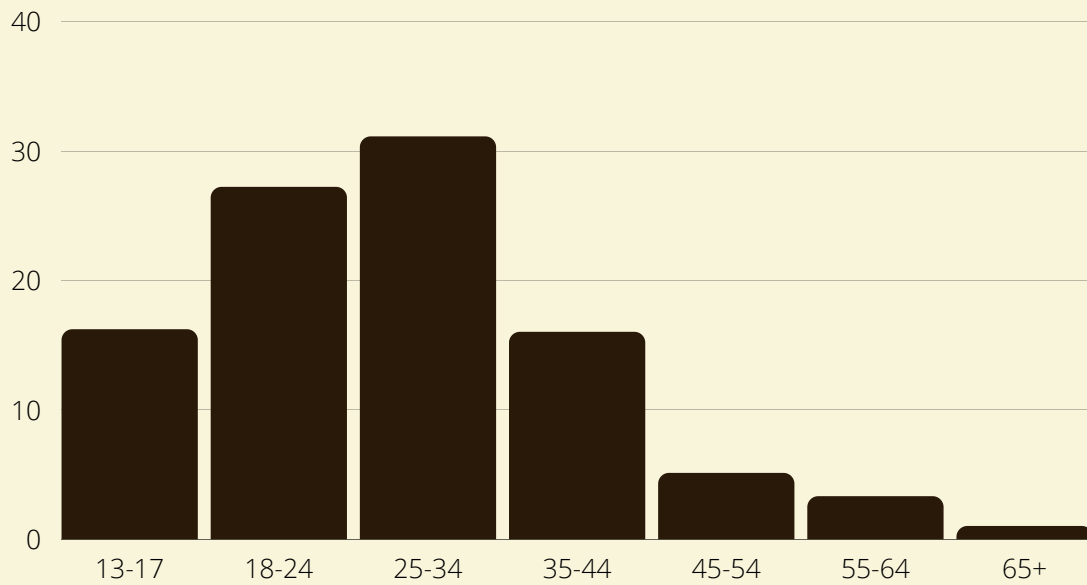
£90 for ad design, £60 for two month's sponsorship.

£550 for 4 months.

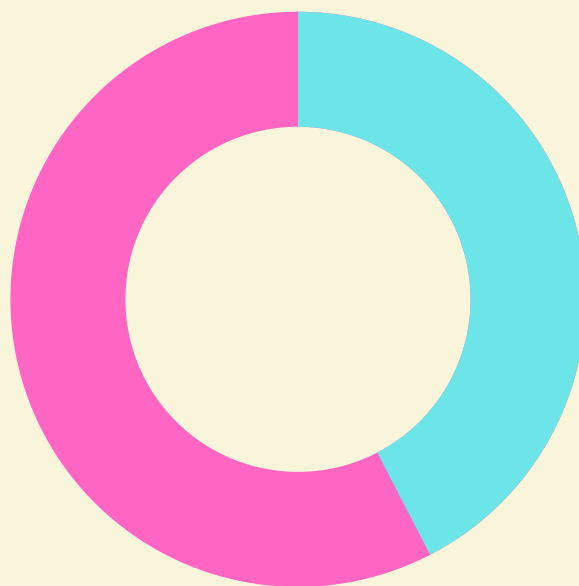


Age Demographic

in %



Gender Diversity



Men: 42.4%

Women: 57.6%



A: Our projected members

Our plan is to create more engaging topics and threads to encourage growth in active memberships, and to keep our current members returning to the site. We will also share posts across all our social media pages to create more traffic to our forum.

B: Our popular threads

Taking note of the predicted popularity with the “Share your poetry” thread and “General Discussions” thread, 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.

IN THE LAST 30 DAYS

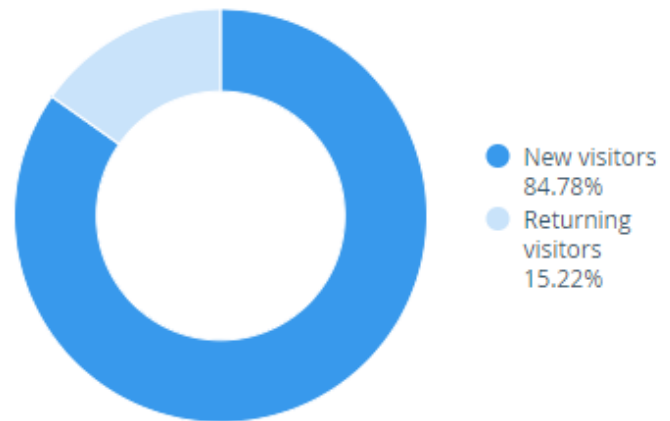
Total Site Sessions:

921

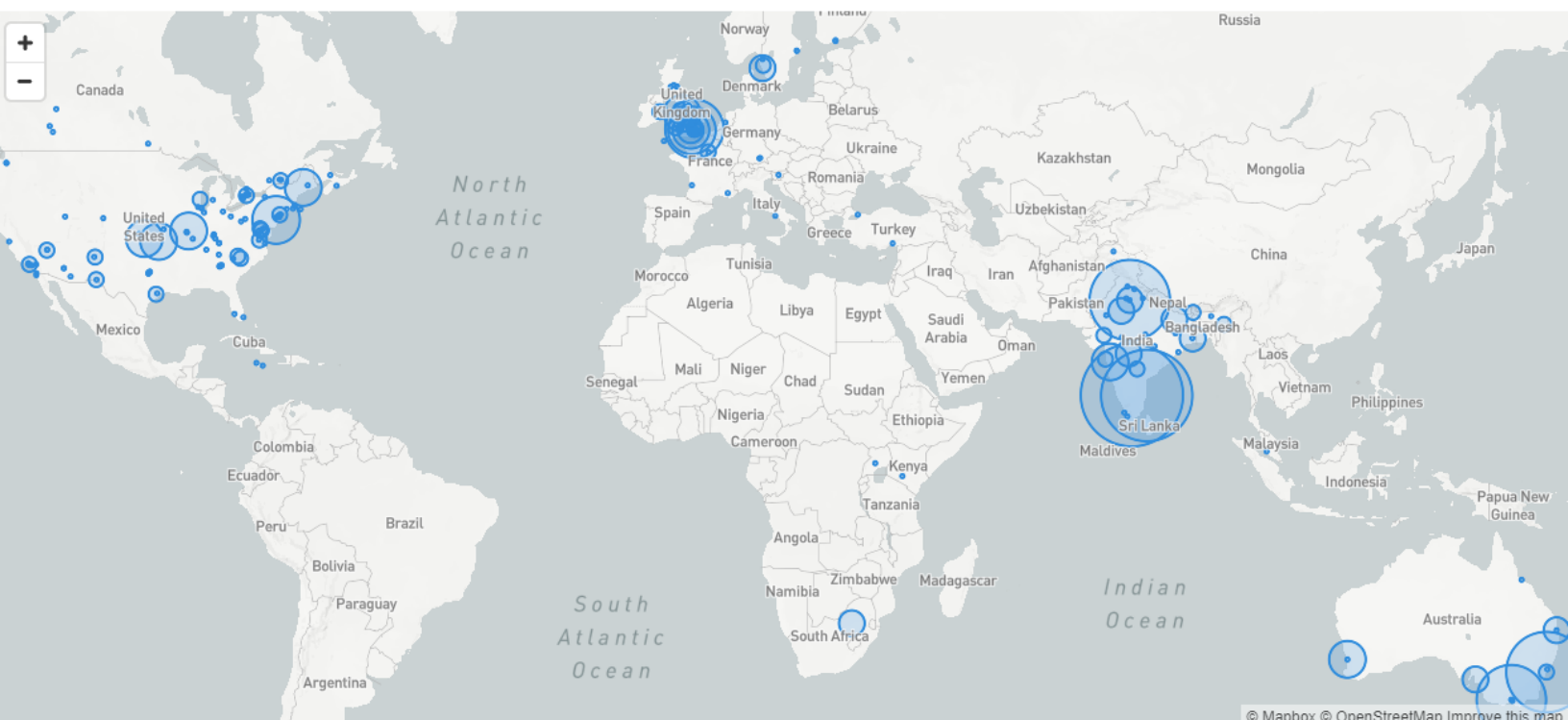
Unique Visitors:

322

Visitor Retention ⓘ



Traffic by Location ⓘ



Since Launch

February 27th 2021

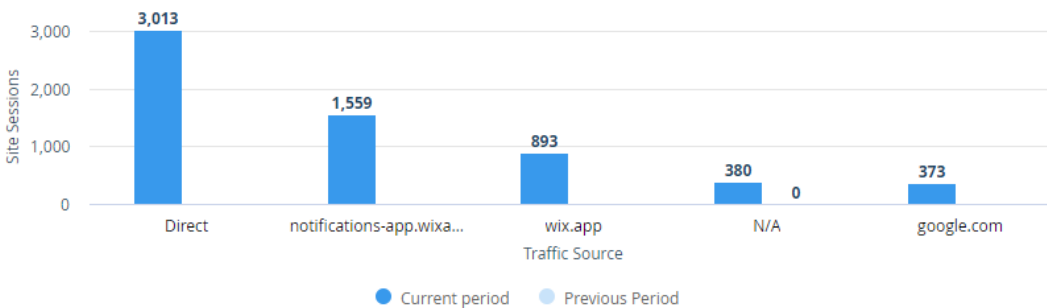
Total Site Sessions:

6,599

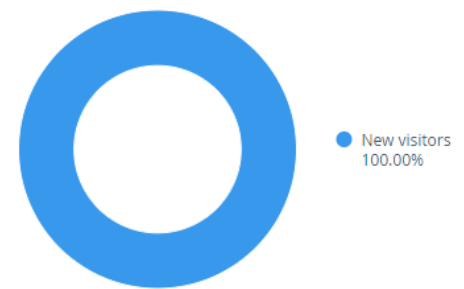
Unique Visitors:

868

Top Traffic Sources ⓘ



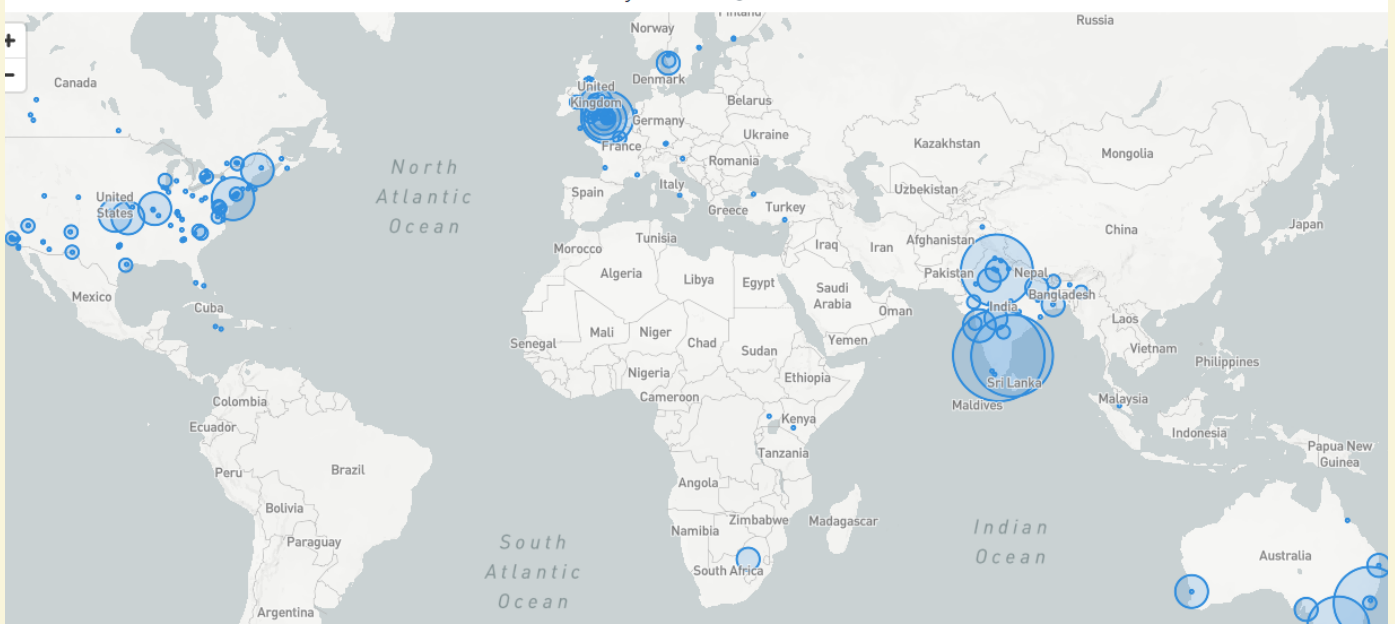
Visitor Retention ⓘ



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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