

# PopSpective

*...a unique perspective on pop culture*

## ABOUT THE WEBSITE

PopSpective covers information, trends and breaking news related to movies, music, books, gaming, and entertainment in a meaningful way that brings value to the story, and provides you with information that is relevant to you. We offer in-depth reporting and long-form feature stories, as well as breaking news coverage, product reviews, and community content in plain-English terms, and with a unique perspective on pop culture.



### DEMOGRAPHICS

22% are women  
36% are 18-34  
25% are 35-44  
62% are from U.S.  
15% are from U.K.,  
Australia and Canada

### SITE TRAFFIC

**133,000**  
Monthly Page Views

**1,100**      **51,000**  
Newsletter Subscribers      Monthly Unique Visitors



## ABOUT THE FOUNDER

Tony Bradley, has written about a wide variety of topics for over a decade. What he has found is that there is no shortage of media outlets and websites able to rapidly regurgitate press releases, or share “breaking news” in a race to be the first to post something online, but what is often lacking is some perspective—the “Why should you care about this?” or “What does this mean for you?”.



@GetPopSpective



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## MISSION STATEMENT

The mission of PopSpective is to explore all aspects of movies, books, TV shows, games, and other entertainment and provide a unique perspective on pop culture that enlightens the audience in a way that helps them enjoy the experience more and get more bang for their entertainment buck.



## OUR WRITERS

The writers for PopSpective bring real-world experience to the table and a passion to share their unique perspectives on movies, books, music, and pop culture in a way that readers can relate to and apply in their own lives.

## TOPICS THE AUDIENCE LOVES

Our writers cover a range of subjects related to pop culture, but some topics get more attention than others.

- Reviews of movies, books, and TV shows
- Behind-the-scenes interviews
- Trailers and sneak peeks
- Articles on gaming consoles and games



TV | MOVIES | CULTURE | MUSIC | BOOKS | REVIEWS



**GAMING**  
ReCore Gets a Release Date



**MOVIES**  
You can bring 'The Martian' home on December 22



**REVIEWS**  
Review: Amazon Echo



**GAMING**  
Halo 5: Guardians gameplay trailer looks awesome



**VIDEO**  
'Siri, Make My Apple TV Better'

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## SPONSORED POST

A custom-written 400-word blog post. Topic will be chosen / approved by customer and customer will be able to review and provide feedback before publishing. \$600

## WEBCAST

Webcast hosted and co-presented by PopSpective. \$1,750

## SOCIAL MEDIA CAMPAIGN

Run a campaign on social media. Promote a product or service or conduct contest / giveaway with coordinated social media campaign across Facebook and Twitter. \$950

## LEADERBOARD – 728 X 90px

\$500 / month  
3 Slots available

## STANDARD – 300 x 300px

\$250 / month  
10 Slots available (Ads rotated)

RATES ARE VALID UNTIL 12/31/2022



Ready To Get Started?

Feel free to reach me by Phone: 281-904-0591 or by Email: [info@xpective.net](mailto:info@xpective.net)