

PONY ANARCHY

Media Kit 2014



WHAT IS PONY ANARCHY?

Pony Anarchy is an online magazine that aims to inspire, share and provide exposure to the young and fresh talent of the world. It's all about getting talented minds involved to create an online community of the best stuff out there.

CONTENT

We have a distinct style in terms of content and layout design which makes us unique and sets us apart from other publications. All content is carefully chosen from the numerous submissions we receive daily, and also by scoping out new talent online through blogs and websites. Sections within the magazine include art, fashion, photography and music. We love getting to know the creative's we feature, not just their work - and so do our readers. We want to share their experiences, inspiration and influences with the world and hopefully inspire others to pick up a paintbrush, start sewing or even learn the guitar.

READERSHIP

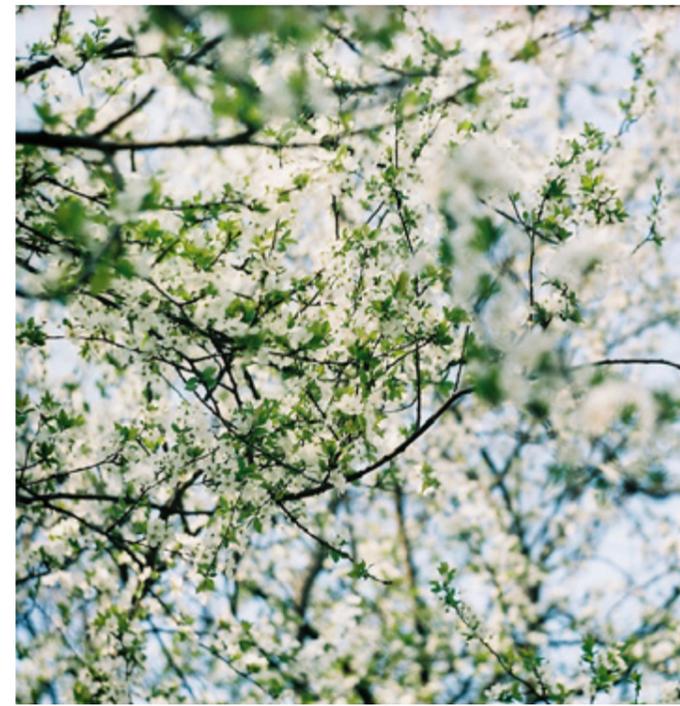
Our readers are **creative, young and bright**. They have strong opinions, a good knowledge of brands, social media and technology. They find inspiration in a variety of platforms including fashion, music, art, design, photography and craft. All of these have lead them to create their own individual sense of style and independence. These folk care about the environment, believe in following their dreams and becoming the best possible person they can be.

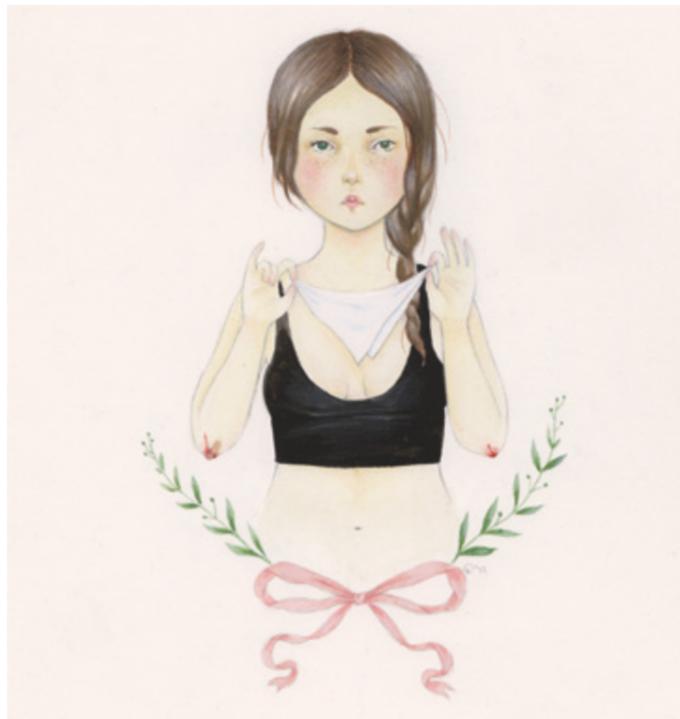
DEMOGRAPHICS & STATISTICS

Our readers are **predominately female (85%)** with a majority of them aged between 18 and 34. The majority of our readers are from Australia, United States, United Kingdom, Spain and France. Each month our website receives an average of **31,000 unique visitors** as well as **37,000 unique page views**.

SOCIAL MEDIA

6,250+ Facebook followers
5,170+ Pinterest followers
1,050+ Twitter followers
1,570+ Instagram followers
1,300+ Flickr Group members
600+ E-Newsletter Subscribers





ADVERTISING

As the magazine is 100% web-based, our online community is essential. With the use of our blog, e-newsletter and social media pages, Pony Anarchy has become more than a magazine, it is now a daily source of inspiration for our readers. **Reader response is growing every day**, guaranteeing repeat impressions and immediate responses from our audience for advertisers. Pony Anarchy is the ideal advertising platform for clothing labels, young artists, musicians, designers, and community events as these are key interests of our loyal readers.

Please note: Advertisements are only considered with individuals and/or organisations that we think our readers will love and enjoy.



WEBSITE

160x100px banner
30 days = \$50
60 days = \$90

160x160px banner
30 days = \$60
60 days = \$110

MAGAZINE

1/2 page = \$60
1 page = \$120
2 page = \$240
4 page = \$480

Note: Ads also include click through links to your website or store.



CONTACT

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