



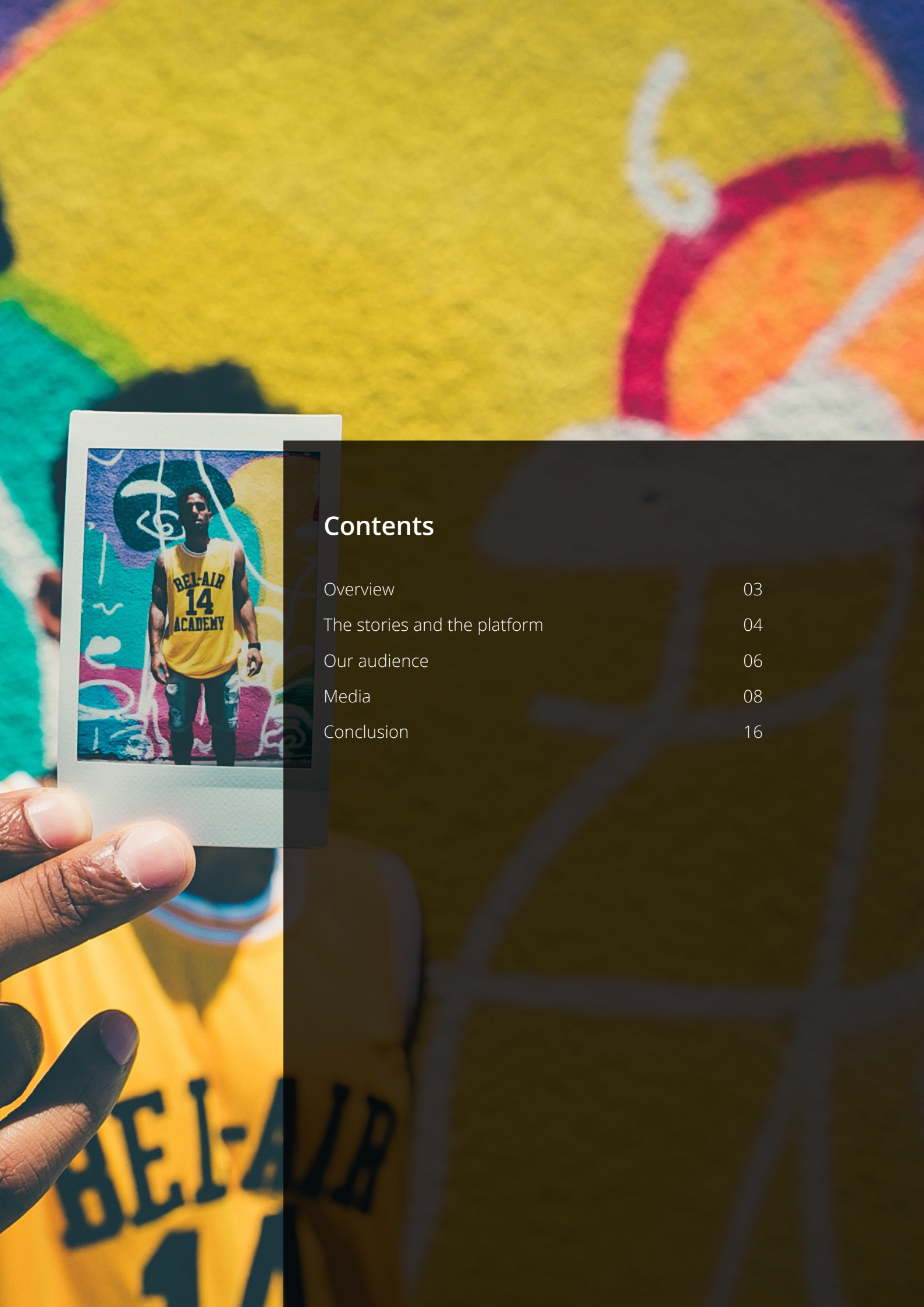
# WHY PLUTO?

WHY SHOULD YOU ADVERTISE  
WITH PLUTO?



Fox Studios  
Moore Park, Sydney  
New South Wales 2021





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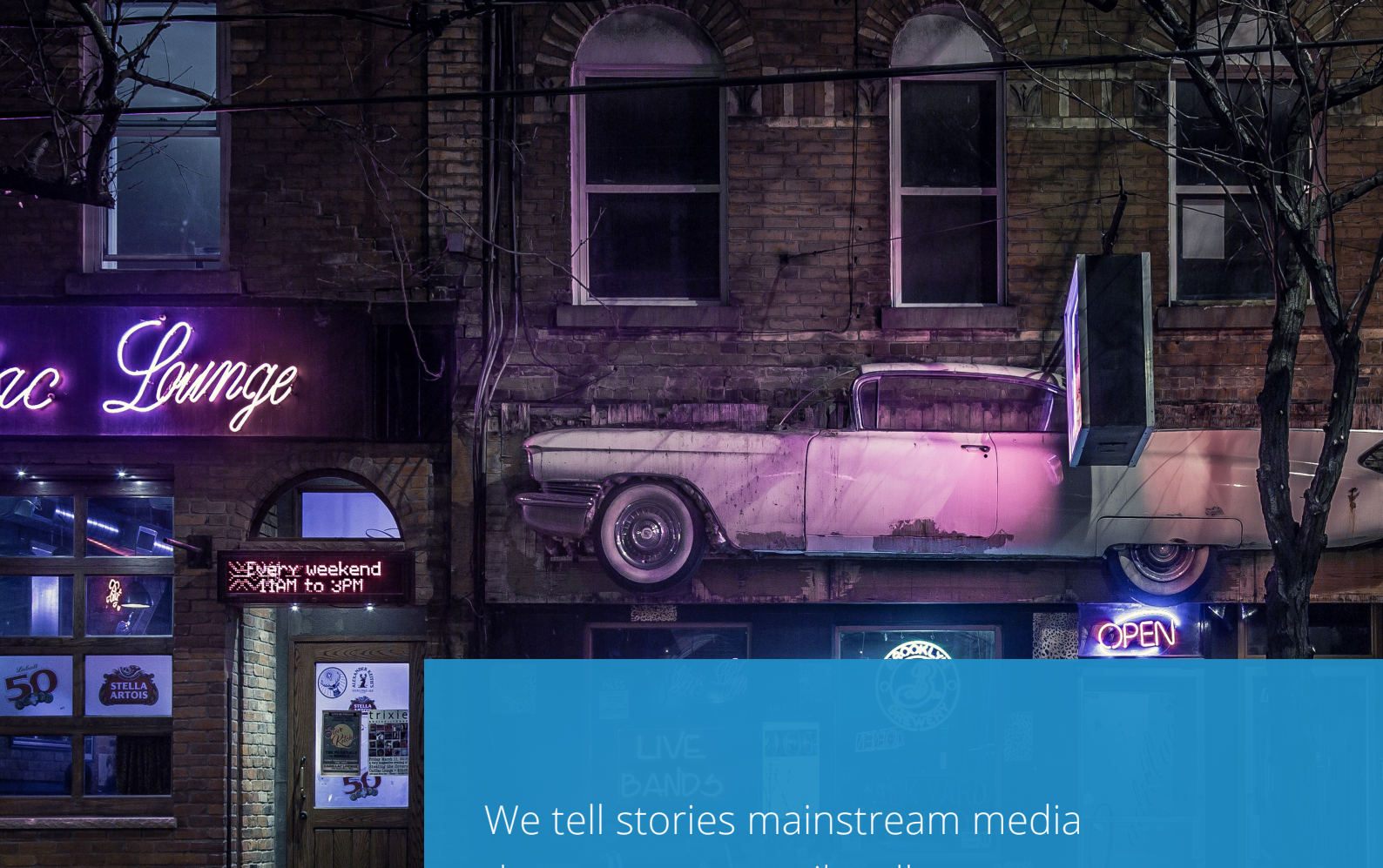
Pluto is a platform for people to tell their stories, share their work and engage with the public.



## Why Pluto?

Pluto is for social and creative minds, who crave content that is informative and entertaining. Delivered on a platform that brings together creative storytelling and behind the scenes discovery that delivers to the creative and socially minded. Unlike content aggregators or reporting platforms, Pluto allows exploration while delivering entertainment and social comment through the lens of our artists.





We tell stories mainstream media does not necessarily tell.



## The stories and the platform.

A Pluto artist is anyone who is creating great work, not necessarily, different work. They have a refined voice and a strong sense of who they are. They are prepared to challenge, ask questions and not stick to the same diatribe.

Their work and opinions matter, and when they tap into the social consciousness their work has a platform and a following to build their craft.

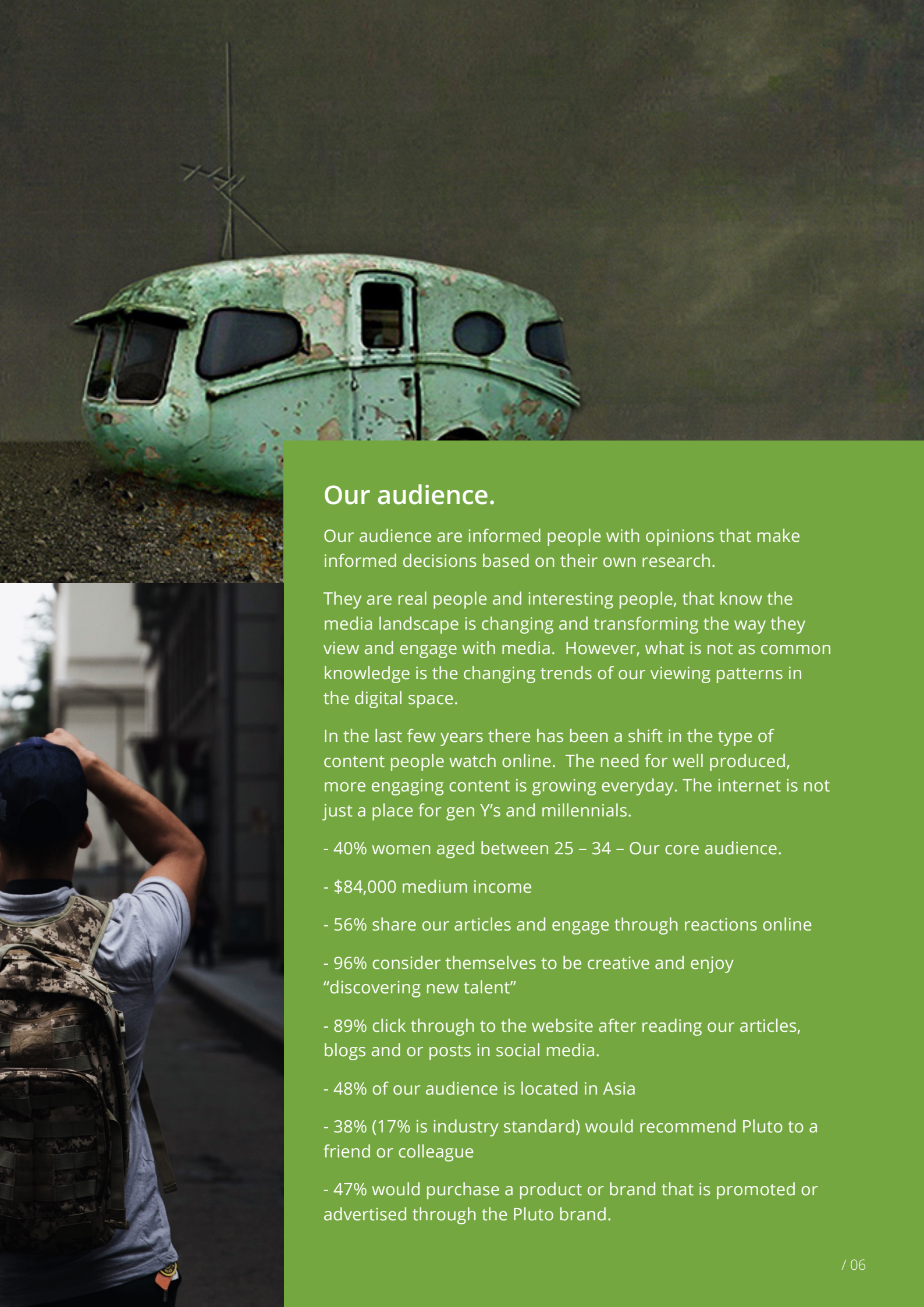




The Pluto platform is built to showcase great stories and emerging work in a simplified way. Pluto believes that everything is connected, a great story can be enhanced by great music. Not only do people want to watch great stories they also want to “discover” behind the stories. The Pluto Media platform allows the user to watch and listen to vision and/or creative works with music attached, and then click through from that footage to discover more about the music and the artists who created the track. The user can then follow, like share, favourite as well as purchase tracks or support the artist through crowd funding.

We tell stories that matter.





## Our audience.

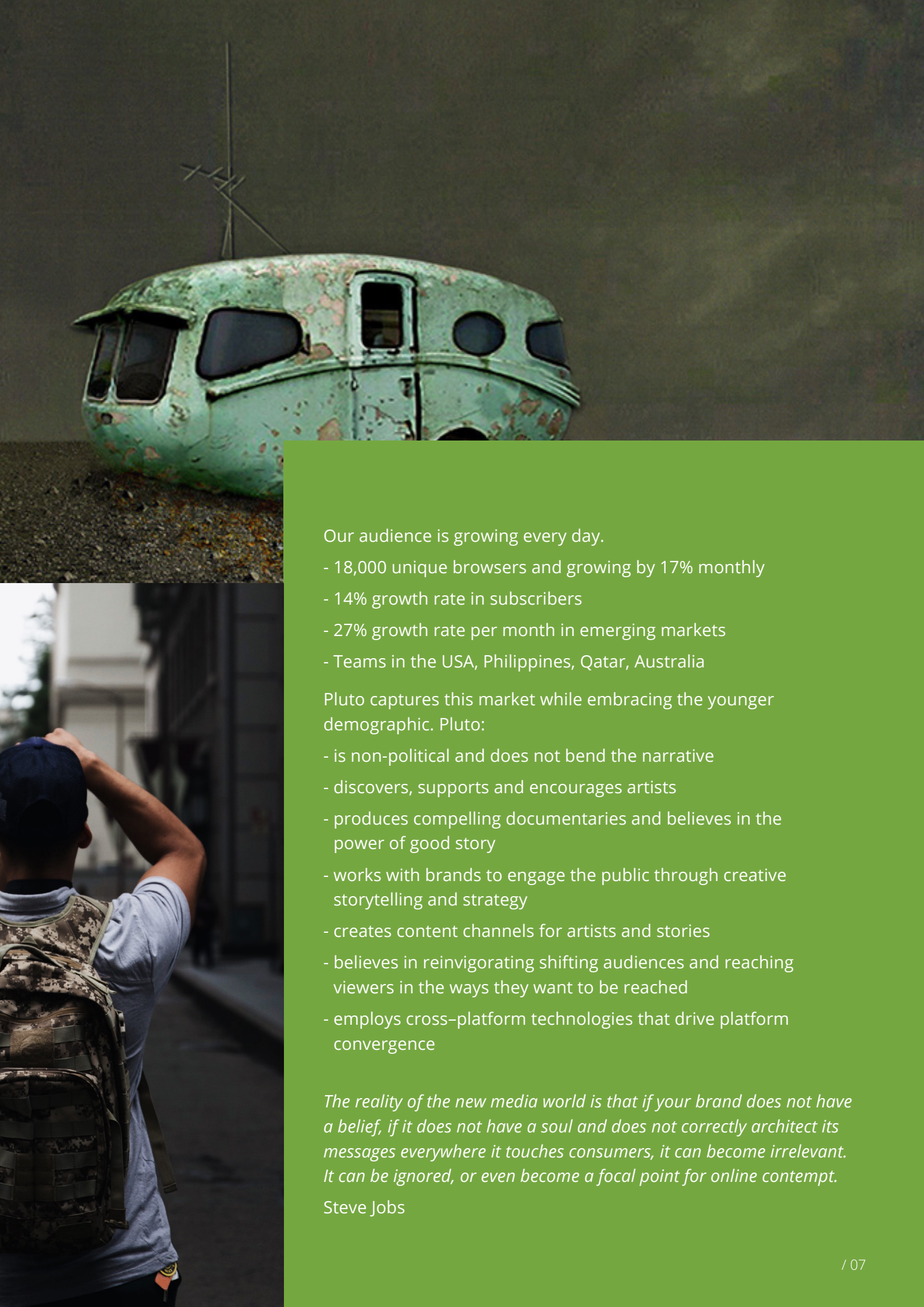
Our audience are informed people with opinions that make informed decisions based on their own research.

They are real people and interesting people, that know the media landscape is changing and transforming the way they view and engage with media. However, what is not as common knowledge is the changing trends of our viewing patterns in the digital space.

In the last few years there has been a shift in the type of content people watch online. The need for well produced, more engaging content is growing everyday. The internet is not just a place for gen Y's and millennials.

- 40% women aged between 25 – 34 – Our core audience.
- \$84,000 medium income
- 56% share our articles and engage through reactions online
- 96% consider themselves to be creative and enjoy “discovering new talent”
- 89% click through to the website after reading our articles, blogs and or posts in social media.
- 48% of our audience is located in Asia
- 38% (17% is industry standard) would recommend Pluto to a friend or colleague
- 47% would purchase a product or brand that is promoted or advertised through the Pluto brand.





Our audience is growing every day.

- 18,000 unique browsers and growing by 17% monthly
- 14% growth rate in subscribers
- 27% growth rate per month in emerging markets
- Teams in the USA, Philippines, Qatar, Australia

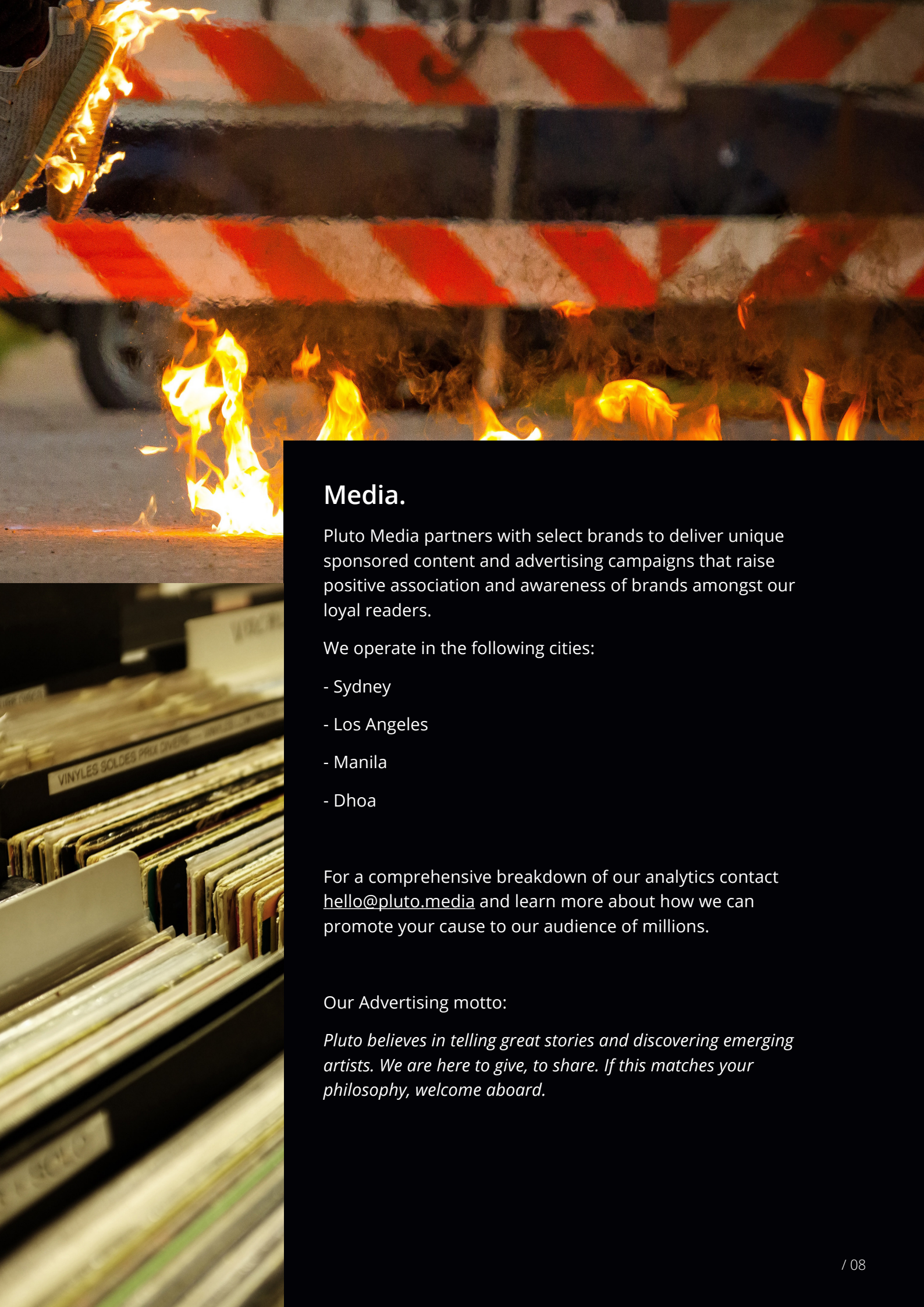
Pluto captures this market while embracing the younger demographic. Pluto:

- is non-political and does not bend the narrative
- discovers, supports and encourages artists
- produces compelling documentaries and believes in the power of good story
- works with brands to engage the public through creative storytelling and strategy
- creates content channels for artists and stories
- believes in reinvigorating shifting audiences and reaching viewers in the ways they want to be reached
- employs cross-platform technologies that drive platform convergence

*The reality of the new media world is that if your brand does not have a belief, if it does not have a soul and does not correctly architect its messages everywhere it touches consumers, it can become irrelevant. It can be ignored, or even become a focal point for online contempt.*

Steve Jobs





## Media.

Pluto Media partners with select brands to deliver unique sponsored content and advertising campaigns that raise positive association and awareness of brands amongst our loyal readers.

We operate in the following cities:

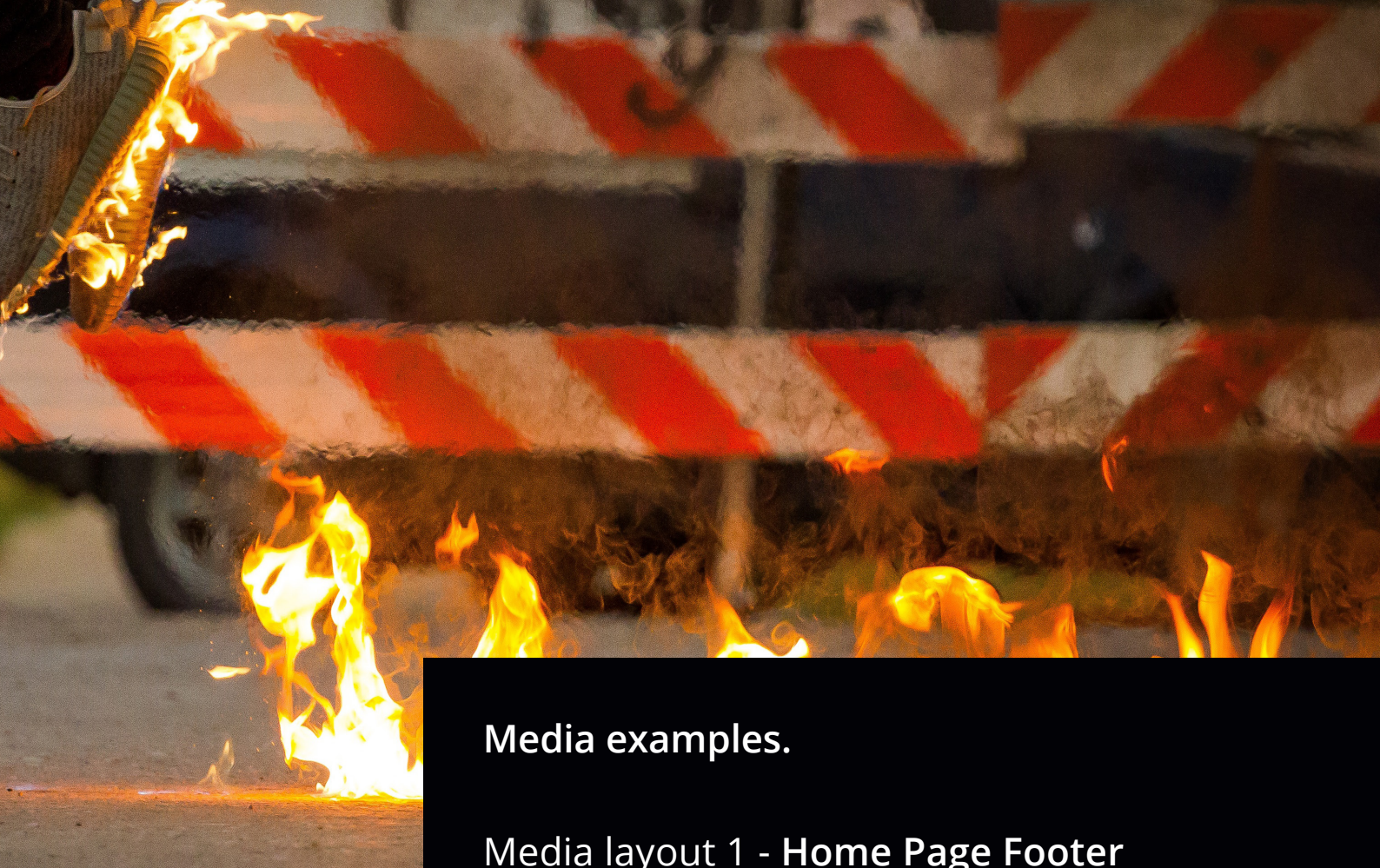
- Sydney
- Los Angeles
- Manila
- Dhoa

For a comprehensive breakdown of our analytics contact [hello@pluto.media](mailto:hello@pluto.media) and learn more about how we can promote your cause to our audience of millions.

Our Advertising motto:

*Pluto believes in telling great stories and discovering emerging artists. We are here to give, to share. If this matches your philosophy, welcome aboard.*

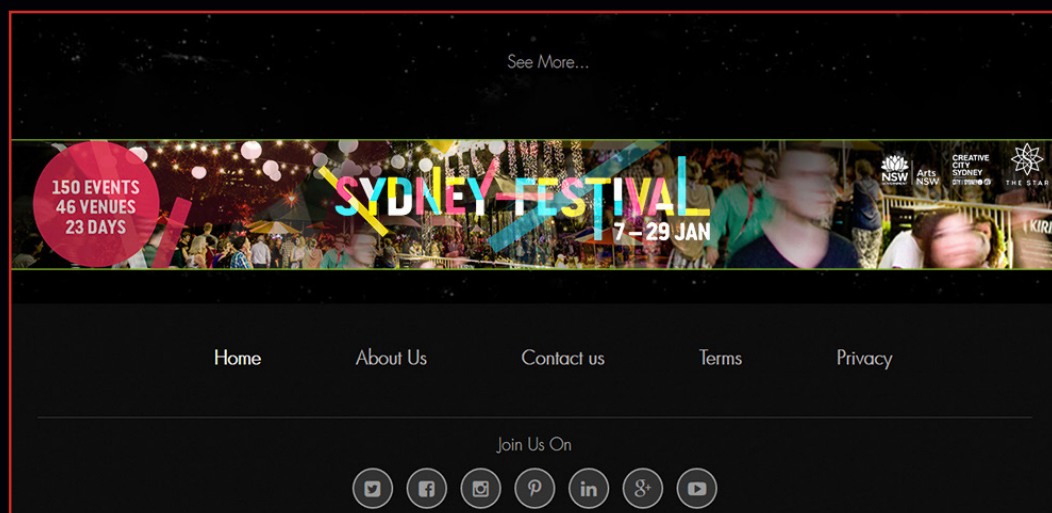




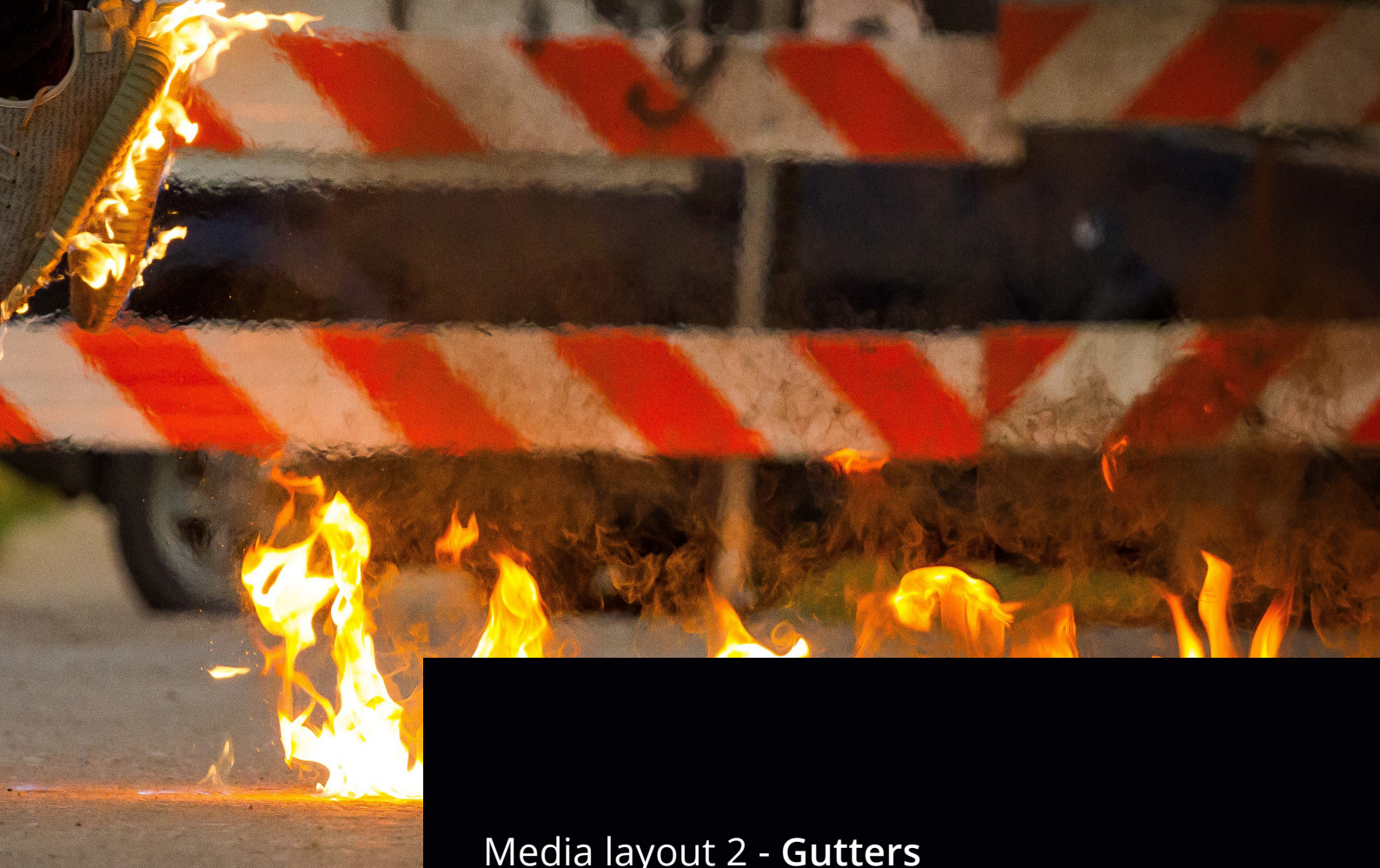
## Media examples.

### Media layout 1 - Home Page Footer

- \$5,000 per month per placement - minimum 3 months
- \$40,000 for 12 month exclusive buyout
- Creative design \$250 per hour
- Building of assets and placement \$180 per hour

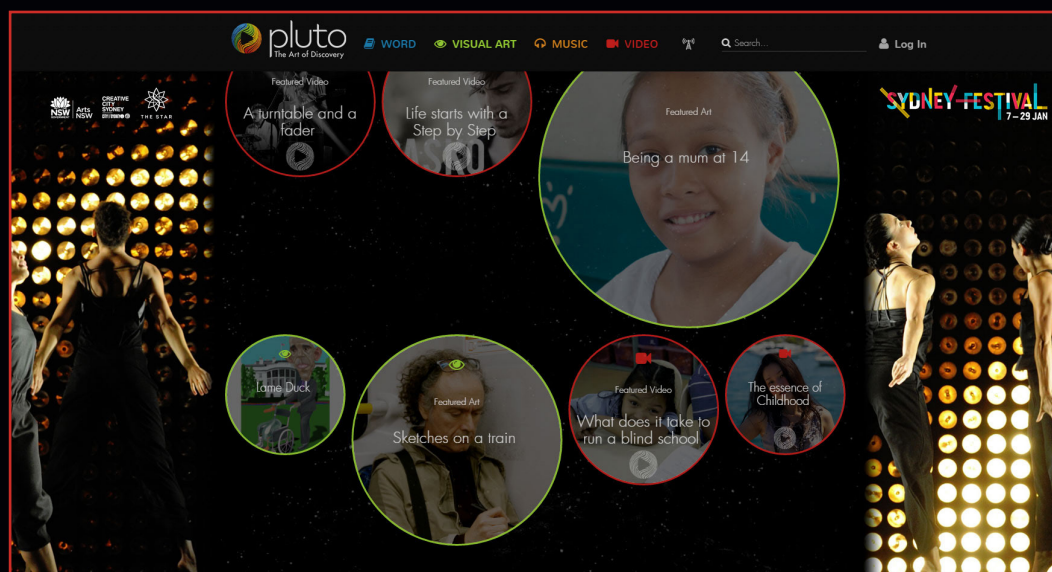




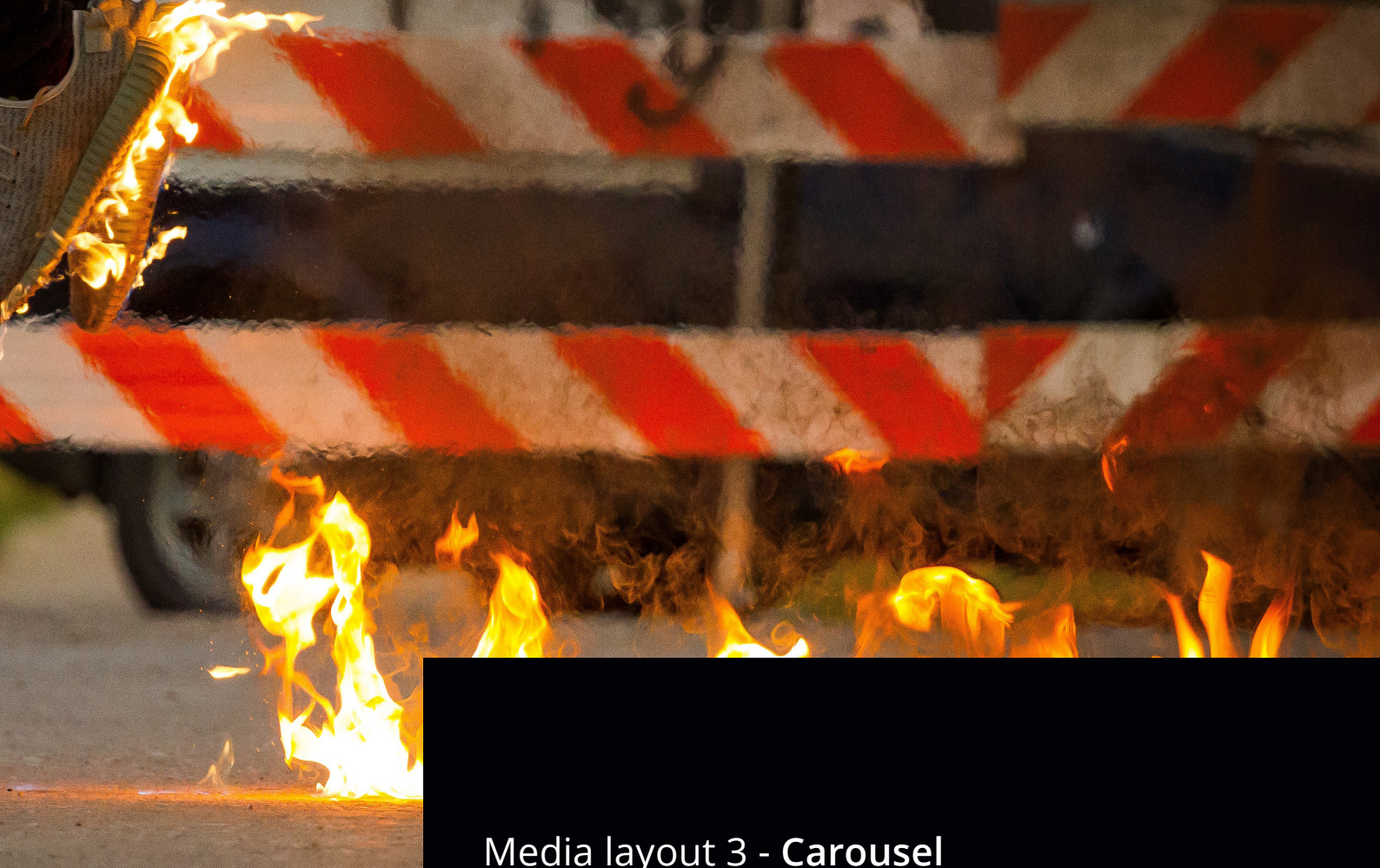


## Media layout 2 - **Gutters**

- \$7,000 per month per placement - minimum 3 months
- \$56,000 for 12 month exclusive buyout
- Creative design \$250 per hour
- Building of assets and placement \$180 per hour





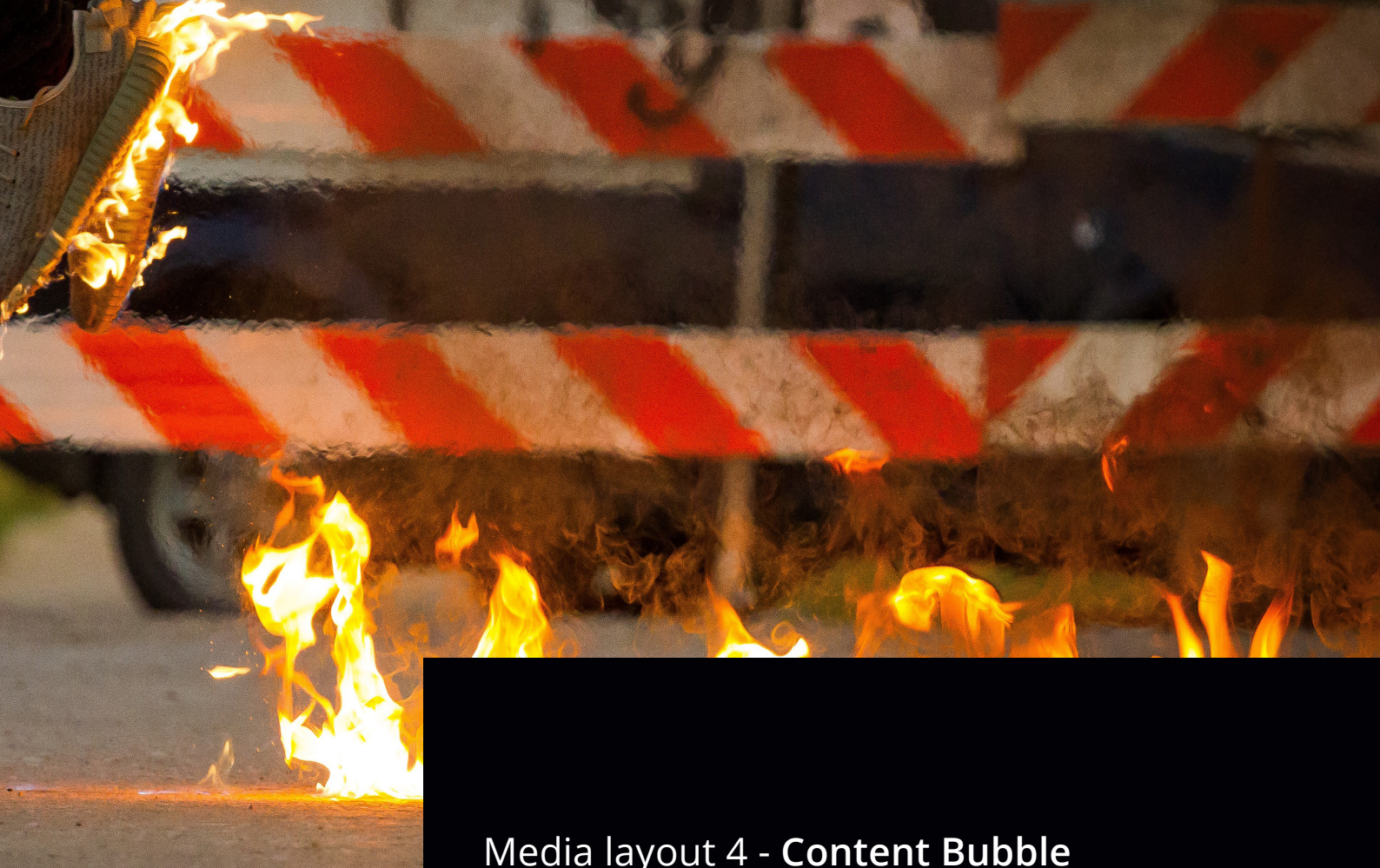


## Media layout 3 - Carousel

- \$7,000 per month per placement - minimum 3 months
- \$56,000 for 12 month exclusive buyout
- Creative design \$250 per hour
- Building of assets and placement \$180 per hour

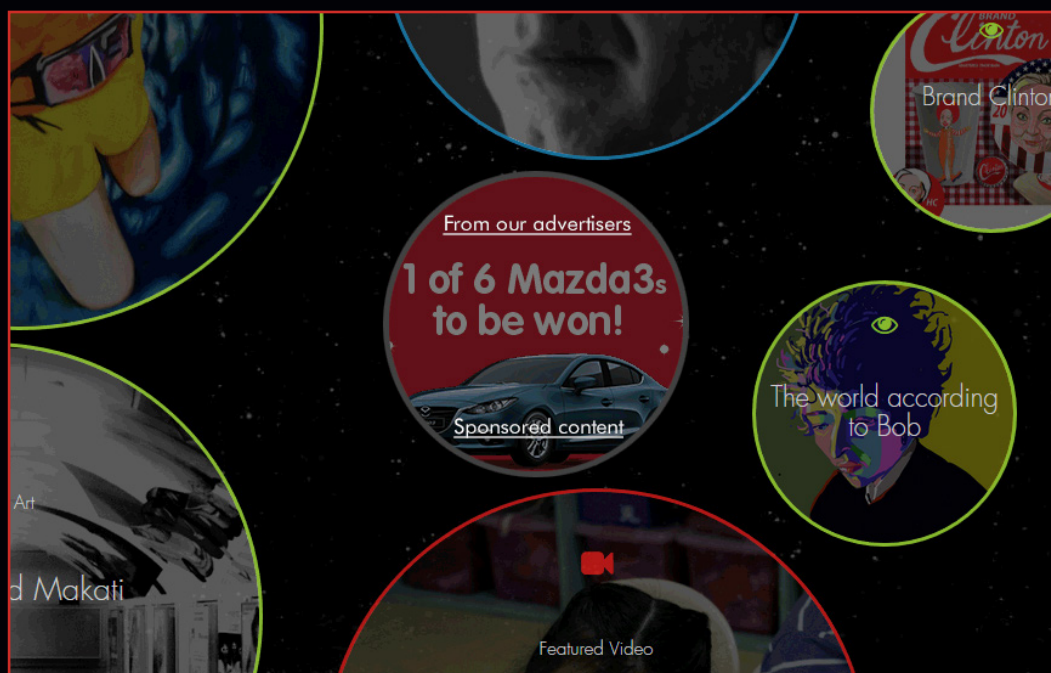






## Media layout 4 - Content Bubble

- \$2,500 per month per placement - minimum 3 months
- \$20,000 for 12 month exclusive buyout
- Creative design \$250 per hour
- Building of assets and placement \$180 per hour

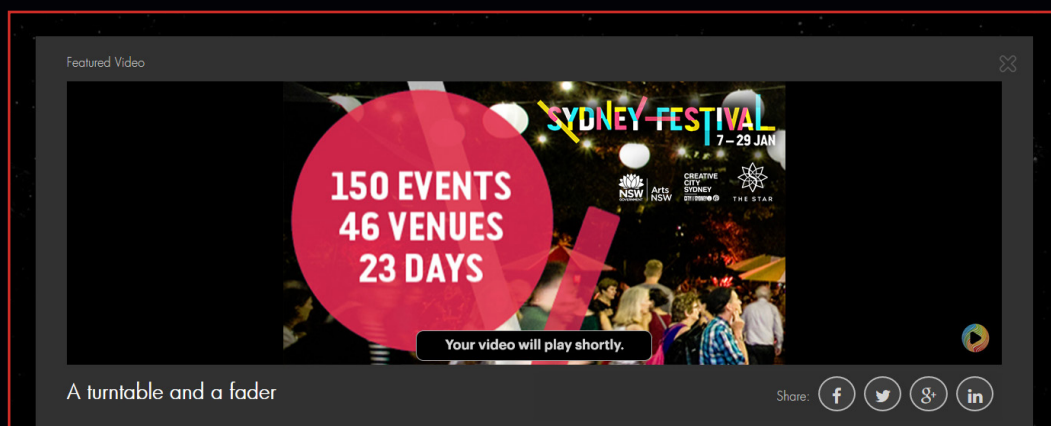






## Media layout 5 - Pre-Roll

- \$2,500 per month per video - minimum 3 months
- \$20,000 for 12 month exclusive buyout
- Creative design \$250 per hour
- Building of assets and placement \$180 per hour



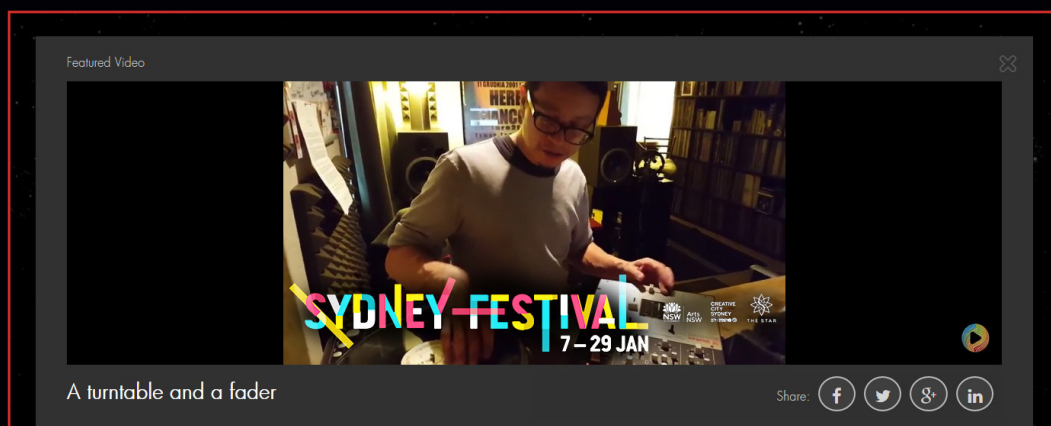
We work with select brands to develop and create premium sponsored series and branded content.





## Media layout 6 - Branded Content

- Industry rates for production and creative team
- \$5,000 for each brand placement for each video
- Industry rates for social media and video server placement



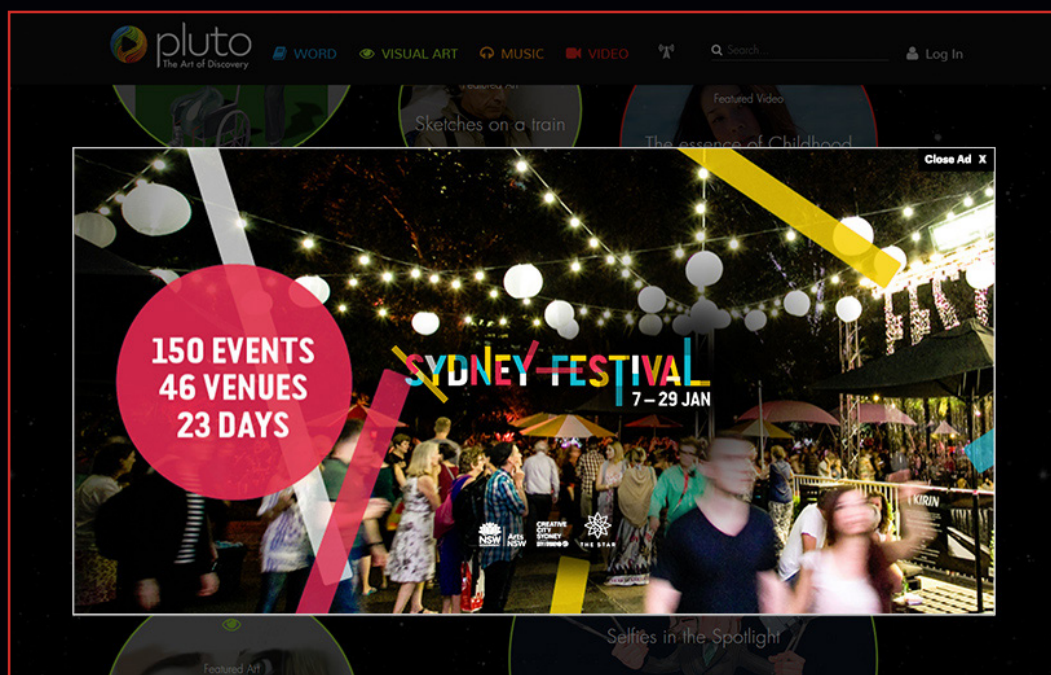
We work with select brands to develop and create premium sponsored series and branded content.





## Media layout 7 - OTP (Home Page Takeover)

- \$20,000 per month per placement - minimum 3 months
- \$160,000 for 12 month exclusive buyout
- Creative design \$250 per hour
- Building of assets and placement \$180 per hour







## Conclusion

Content is not just videos and articles. It's the combination of artists, stories and technology, and Pluto offers a unique opportunity to:

- have your brand associated with a platform that has a great, trusted and a loyal amount of users that return to the site regularly
- have your brand seen in prominent positions and key traffic areas on the site
- tailor your campaign to deliver maximum results for your brand
- have your brand discovered through topical social content stories
- work with our strategy team to devise and conduct a digital strategy
- learn digital techniques to better connect with modern consumers
- be part of "discovering" supporting and assisting an artist

If you want to know more then contact our digital team  
[hello@pluto.media](mailto:hello@pluto.media)