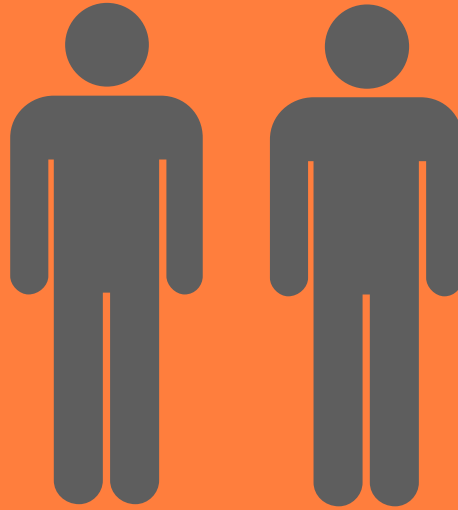


STORYPICK.



PARTNER

User Reach of storypick.com:

9 million monthly unique visitors

22 million monthly pageviews

Social stats:

Facebook Page: 1.59 million+ fans

Twitter: 148k+ followers

YouTube: 194k+ followers

Article stats:

Average Pageviews per article: 80k to 1 lakh

Facebook reach per article: 1.5 lakh+

Demographics:

Evenly distributed readership: 52% men, 48% women

18-35 is the most engaging reader group

Examples:**Listicles:**

HP

<http://www.storypick.com/millennials-are-the-best/>

Amazon India

<http://www.storypick.com/book-lover-moments/>

Nestle

<http://www.storypick.com/nescafe-standup-ad/>

Video articles:

Axis Bank

<http://www.storypick.com/life-partner-crucial-speech/>

Dabur

<http://www.storypick.com/guess-the-hobby/>

Kissan (HUL)

<http://www.storypick.com/kissanpur-parent-kid-video/>

Sprite (Coca-Cola)

<http://www.storypick.com/amazing-tribute-to-rahman/>

Deliverables and pricing →

Deliverables & Pricing

Deliverables

- **Creating** and **publishing** the article on Storypick
- Article will be promoted on **homepage** under "Featured" section
(on-site native ad spot, minimum for 1 day)
- Article will be promoted under "Featured" section on the **sidebar** of every article on storypick.com
(on-site native ad spot, minimum for 1 day)
- Posting on **all social handles** of Storypick
(Facebook, Twitter, Google+)
- **Push browser notifications** to all Storypick subscribers.
- **80k to 1 lakh** committed pageviews.

Pricing

Article on Storypick + Social Media posting	₹ 2 lakh
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Brands We've Worked With



..and many more.

The Reach

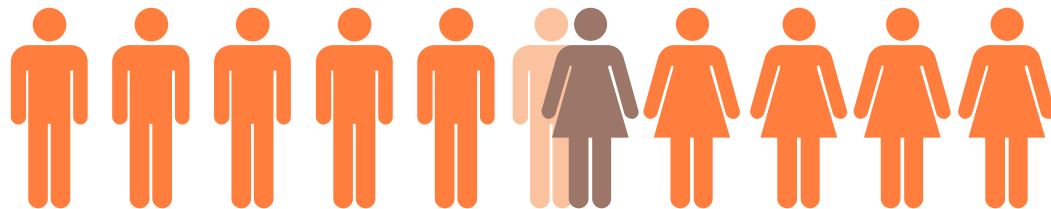
9 million

Unique Visitors in a month

22 million

Page-views in a month

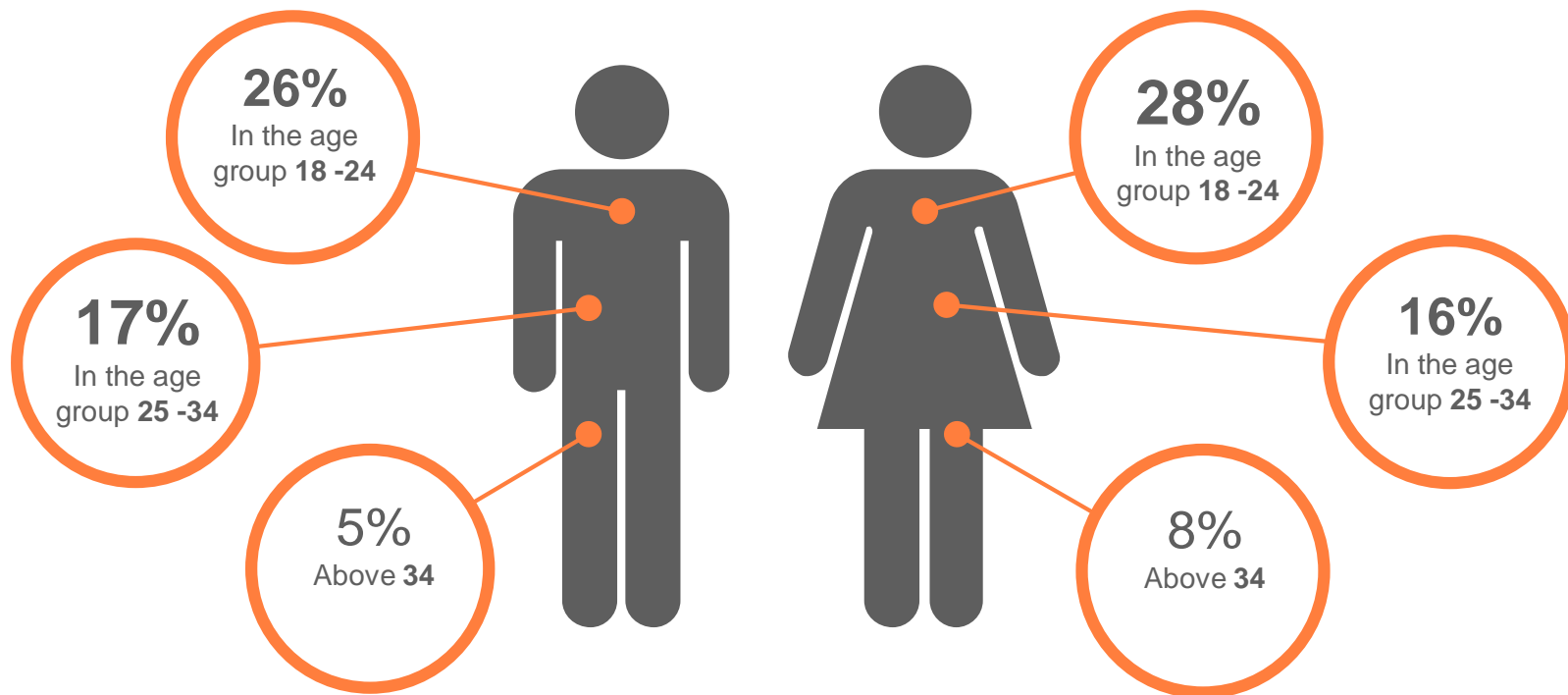
Evenly Distributed Readership



52%
MEN

48%
WOMEN

People Engaged




Most Popular Cities



SOCIAL

CLOUT



Facebook 
1.59 Million+ Fans &
increasing

Twitter 
1,48,000+ Followers &
increasing

 **YouTube**
1,94,000+ Subscribers &
increasing

Push Notification 
subscribers

80,000+ Subscribers who has opted in for browser push
notifications.

10

What Can We **Offer**?

Sponsored Article aka Native Advertisement

What Are Native Ads?

Ads that are part of the story

Sponsored content that has the feel of the platform are native ads.

E.g. This is a sample story on Storypick.

Advertisements are seamlessly integrated in the content itself

15 Magical Places In India That Are Hidden From The Outside World

1. Tawang

2. Phugtal Monastery

3. Ki Monastery



Click here to book a ticket to Ki Monastery now.

4. Gangtok, Sikkim

5. Majuli, Assam

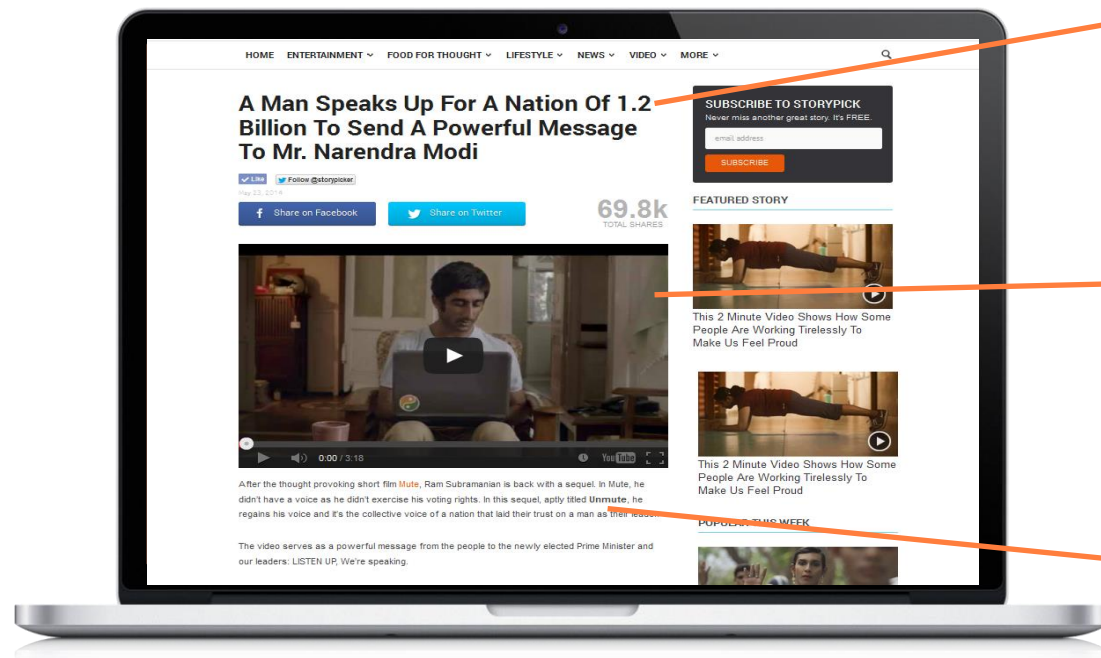
12

How To Implement **Native Ads**?

Different flavors for every need

13

Format 1: Video Article



Headline
+
packaging

Your Video

Writeup
With CTA

Don't have a video? **Worry not.**

We've partners, who run popular YouTube Channels, can easily make one for you.

Format 2: Story + Video

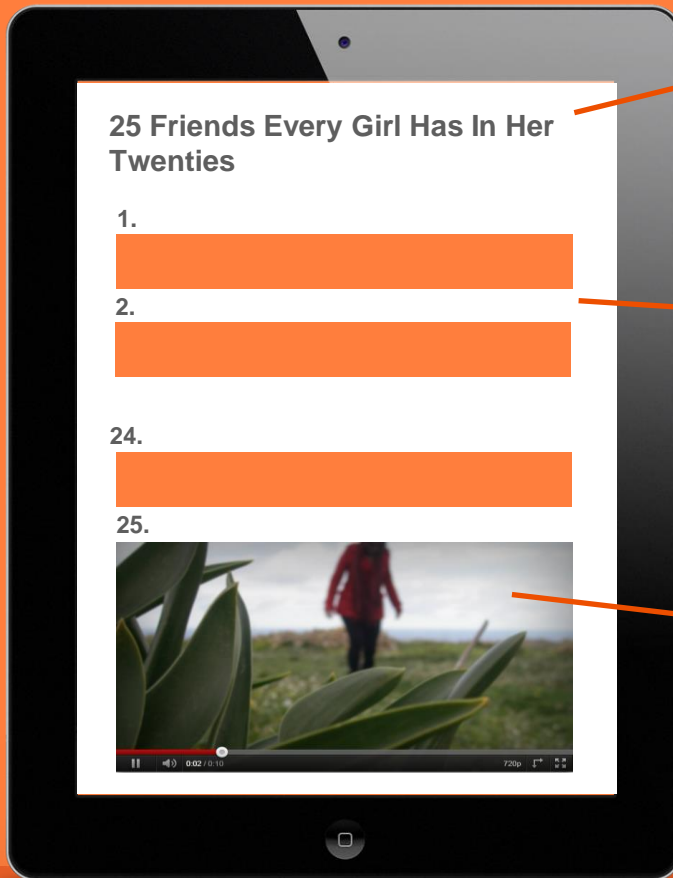
**Inline links
can also be
added**

Video position
can be
switched

Headline
+
Packaging

Interesting
Story

**Your Video as a
part of
the story**



Format 3: Listicle Content

**A**

Content that goes well with the campaign brief is created by **our team**.

B

Brand message, CTA etc inserted at optimal locations inside the story.

C

Stories can be customized for either brand visibility or click-through.

Format 4: You tell us & we make it. Article, Quiz, Essay, Longform etc.

**A**

Don't want a listicle or a video article? No worries! We've got you covered.

B

We can suggest/pitch alternative formats or variations based on the brand brief.

C

Leave the brainstorming to us. We love it.

Want more?

FACEBOOK, TWITTER ADS

Boost your article or retarget users who have visited Storypick in the last 30 days



SIDEBAR

Get visibility across Storypick by getting featured on premium sidebar space (already included)



FEATURED

Get featured in the big hero unit on the homepage (already included)

POWER
PACKS
TO BOOST
YOUR WAY
THROUGH
THE
INTERNET

...AND MORE

Want to insert Facebook Like Box? Customized CTA buttons etc. Let's talk.

Reach Us

Let's work together.



fb.com/storypick



[@storypicker](https://twitter.com/storypicker)



help@themediant.com



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