

IRRESISTIBLE

MORE THAN A MEDIA COMPANY

thisisirresistible.com

[@thisisirresistible](https://www.instagram.com/thisisirresistible)

WHERE WE ARE



RETROPOP
(Print & Digital)

MAGAZINE SALES

NEWSTRADE (UK)

+14.25%

SUBSCRIPTIONS
(UK+ROW)

+221.95%

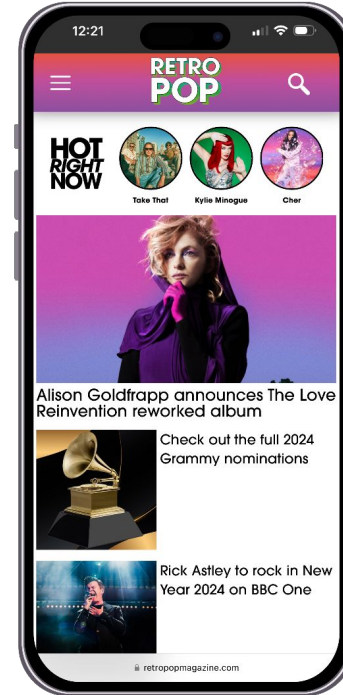
ONLINE STATS

SOCIAL MEDIA REACH

>6Mn MONTHLY USERS

WEB TRAFFIC

>200K UMV



**WHO WE
WORK WITH**



MARKET

*Number of UK
consumer
magazines has
halved since 2010*

\$215.65Bn

Global Newspaper and
Magazines Publishers Market
2027 (Expected)

\$203.17Bn

Global Newspaper and
Magazines Publishers Market
2023

CAGR
1.5%

\$198.11Bn

Global Newspaper and
Magazines Publishers Market
2022

CAGR
2.6%

51m

Time spent reading
physical press daily
+18% '18-'23

1hr15m

Time spent reading
online press daily
+25% '18-'23



MARKET

Internet users spend nearly 2½ hours a day on social media

AUDIO/VISUAL ADS POTENTIAL

15Bn

Overall YouTube Ad Revenue
2019

CAGR
341%

3.4Bn

Overall YouTube Ad Revenue
2018

504.9Mn

Expected Global Podcast Listeners
2024

30% ROI

Short-Form Video Engagement
2022

Ads seen on social are Gen Z's top way to discover brands

COMPANY STRUCTURE

IRRESISTIBLE PUBLISHING

Overseeing IRRESISTIBLE's own brands internally while also working on strategic collaborations, Publishing covers content across platforms and mediums, including print and digital, and delivers products to consumers.

IRRESISTIBLE STUDIOS

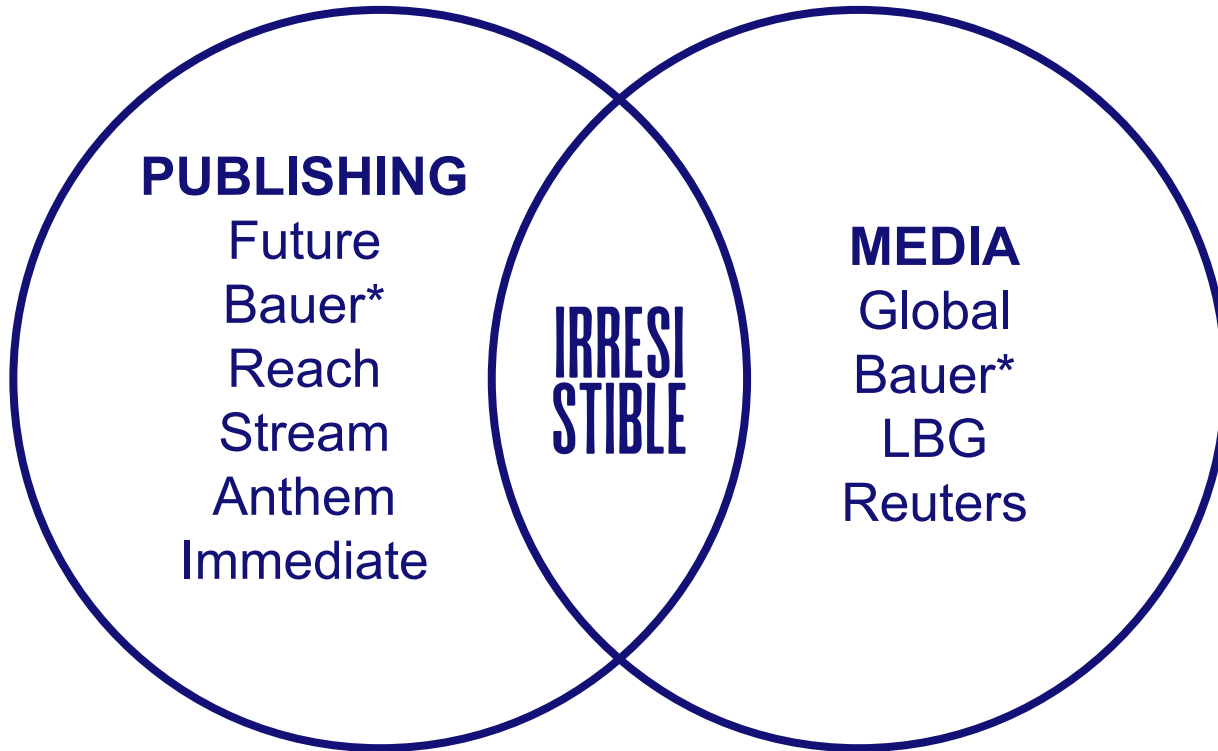
A team of industry-leading creatives including copywriters, journalists, photographers, videographers and sound engineers, all of whom work collaboratively to deliver content seamlessly and at the highest quality.

IRRESISTIBLE LABS

An in-house creative solution, devising campaigns that reflect the current market landscape with a view to propelling brands via compelling content that grabs consumers' attention and drives action.

A full service creative network

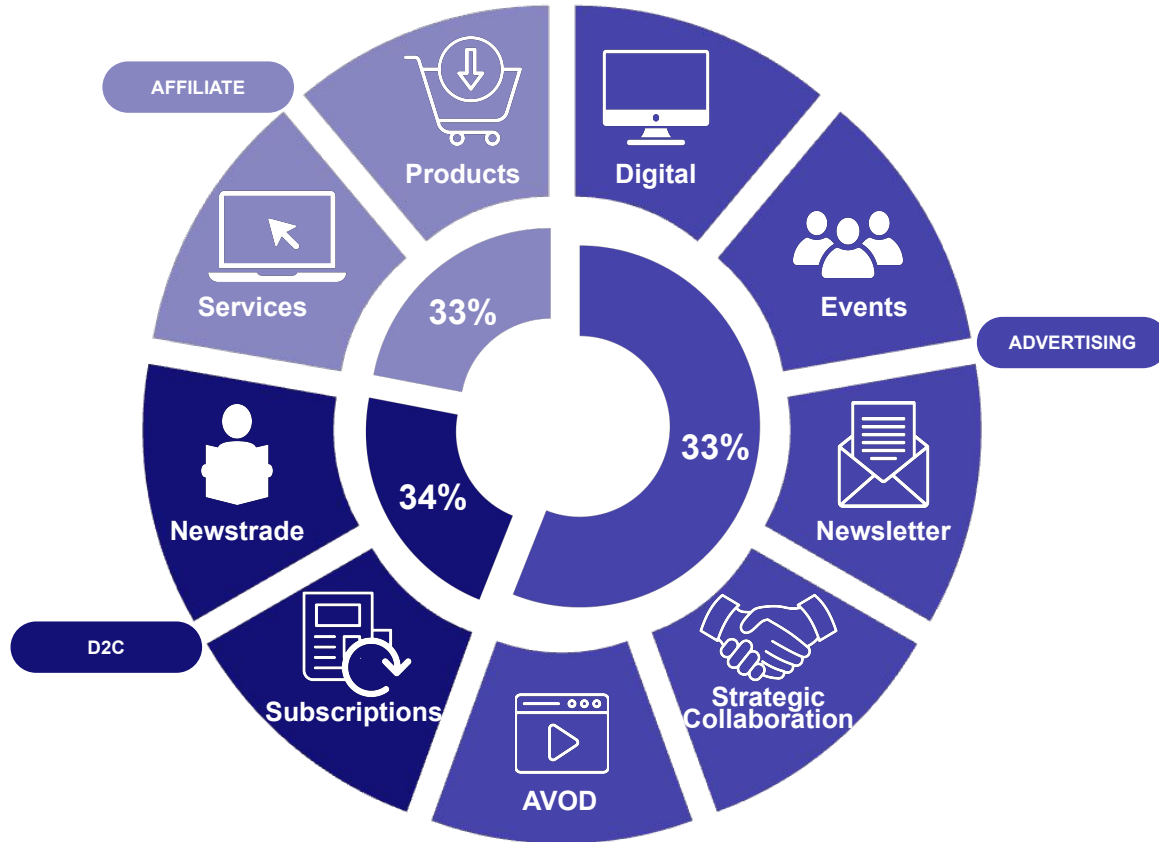
INDUSTRY LANDSCAPE



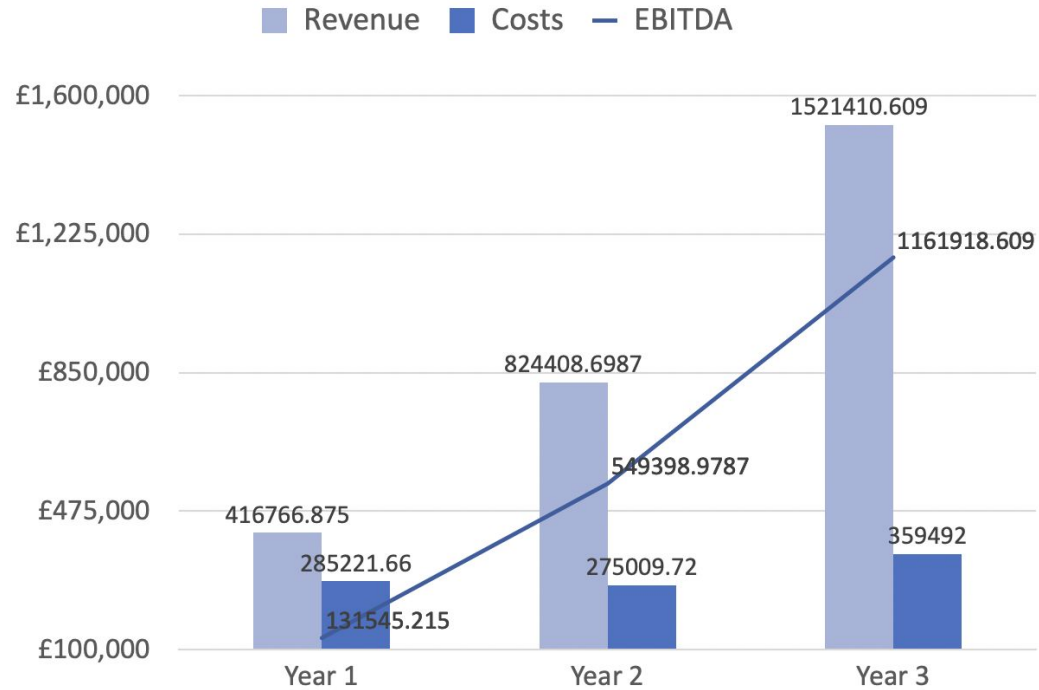
“A cross-platform approach, operating in the physical and digital spaces across editorial, audio and video to propel brands, attract audiences and drive profitable revenues.”

**Each serves different brands and platforms
(PUBLISHING magazines; MEDIA radio)*

REVENUE STREAMS



FINANCIAL PROJECTIONS



MARKET STRATEGY



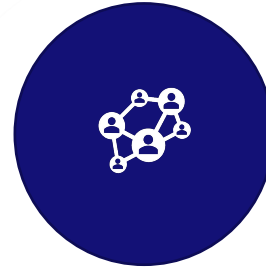
MAIL DROPS

Targeting industry executives with invitations to launch event



PRESS

Coverage from industry launch to gain exposure for IRRESISTIBLE's services



SOCIAL MEDIA

Targeting creatives on platforms such as TikTok and Instagram for brand awareness



LINKEDIN

Expanding to a wider network of potential clients who may utilise IRRESISTIBLE's services

THE TEAM

FOUNDER & CEO

Connor Gotto

PUBLISHING ADVISER

Toby Granville (*via Newsquest*)

DIGITAL & GROWTH ADVISER

Ross Barnes (*via The&Partnership*)

ART DIRECTOR

Owen Connolly (*via Smash Hits*)

EDITORIAL CONTRIBUTORS

Simon Button (*via Attitude*)

Fabio Magnocavallo (*via Euphoria*)

Donna McConnell (*via MailOnline*)

Darren Scott (*via Gay Times*)

£375,000

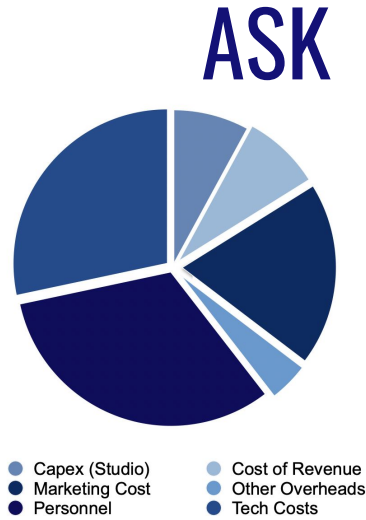
KEY POINTS OF SPEND

HIRES

- Entertainment Writer
- Creative Assistant (Social Media - Audio)
- Creative Assistant (Social Media - Video)
- Account, Marketing & PR Manager

SET-UP COSTS

- Office/Studio Space
- Tech and Equipment





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CONTACT

Connor Gotto

connor@thisisirresistible.com

THANK YOU