

# IRRESISTIBLE

*BUILDING BRANDS FOR THE FUTURE*

[thisisirresistible.com](https://thisisirresistible.com)

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

## Problem

**Traditional publishers continue to battle with digital advancements, meaning:**

- An expected increase in output across formats (editorial, audio visual)
- Unattainable set-up costs to facilitate this at scale
- Changing reader expectations that favour access, authority and exclusivity

## Solution

**A cross-platform approach to deliver specialist media to audiences in line with consumption habits:**

- Leverage industry collaboration to produce and deliver one-of-a kind content that appeals to audiences
- Establish a core set-up to create content that's scalable in line with revenues
- Focus on audience and content to maintain sustainable brands

## ROADMAP TO DATE



## WHERE WE ARE



Owner of the UK's leading monthly pop music title

**MAGAZINE SALES**

**NEWSTRADE (UK)**

+14.25%

**SUBSCRIPTIONS**

**(UK+ROW)**

+221.95%

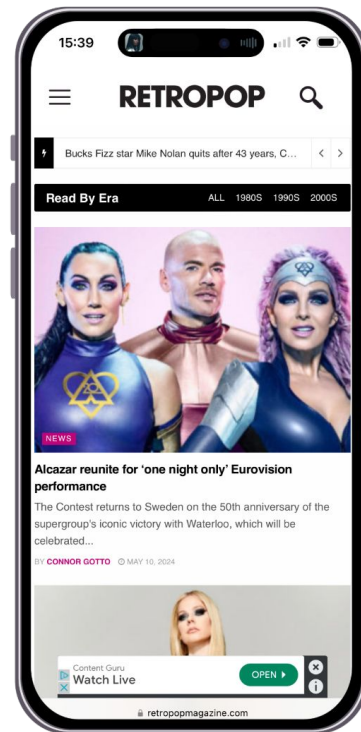
**ONLINE STATS**

**GLOBAL REACH**

>6Mn Views

**WEB TRAFFIC**

>250K UMV



WHO WE WORK WITH



## MARKET

*Global market growth BUT the 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

*A multi-format, cross-platform approach gives brands the foundations for a sustainable future*

CAGR  
341%



*Internet users spend nearly 2½ hours a day on social media*

**AUDIO/VISUAL ADS  
POTENTIAL**

**15Bn**

Overall YouTube Ad  
Revenue  
**2019**

**3.4Bn**

Overall YouTube Ad  
Revenue  
**2018**

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

**504.9Mn**

Expected Global  
Podcast Listeners  
**2024**

**30% ROI**

Short-Form Video  
Engagement  
**2022**



# 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

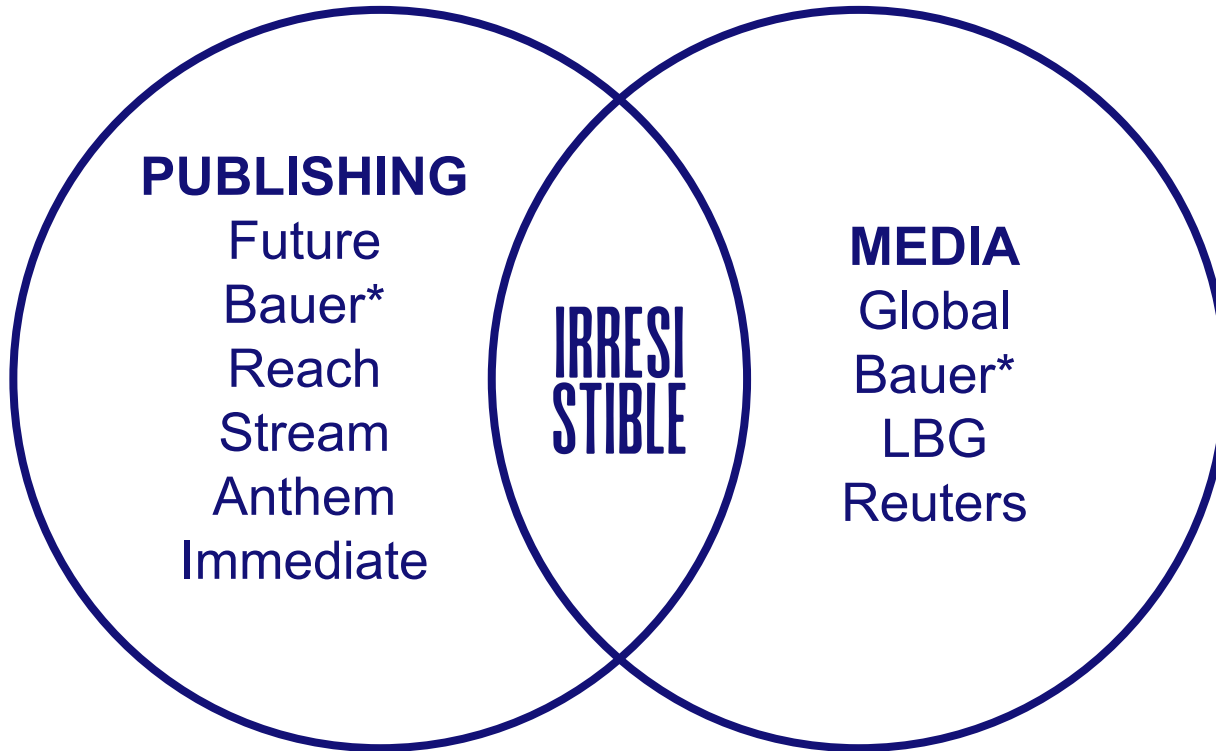
A team of industry-leading creatives including copywriters, journalists, photographers, videographers and sound engineers, all of whom work collaboratively to deliver content seamlessly and at the highest quality.

## IRRESISTIBLE LABS

An in-house creative solution, devising campaigns with a focus on automation and optimisation to propel brands via compelling content that grabs consumers' attention and drives action.

***A full service creative network***

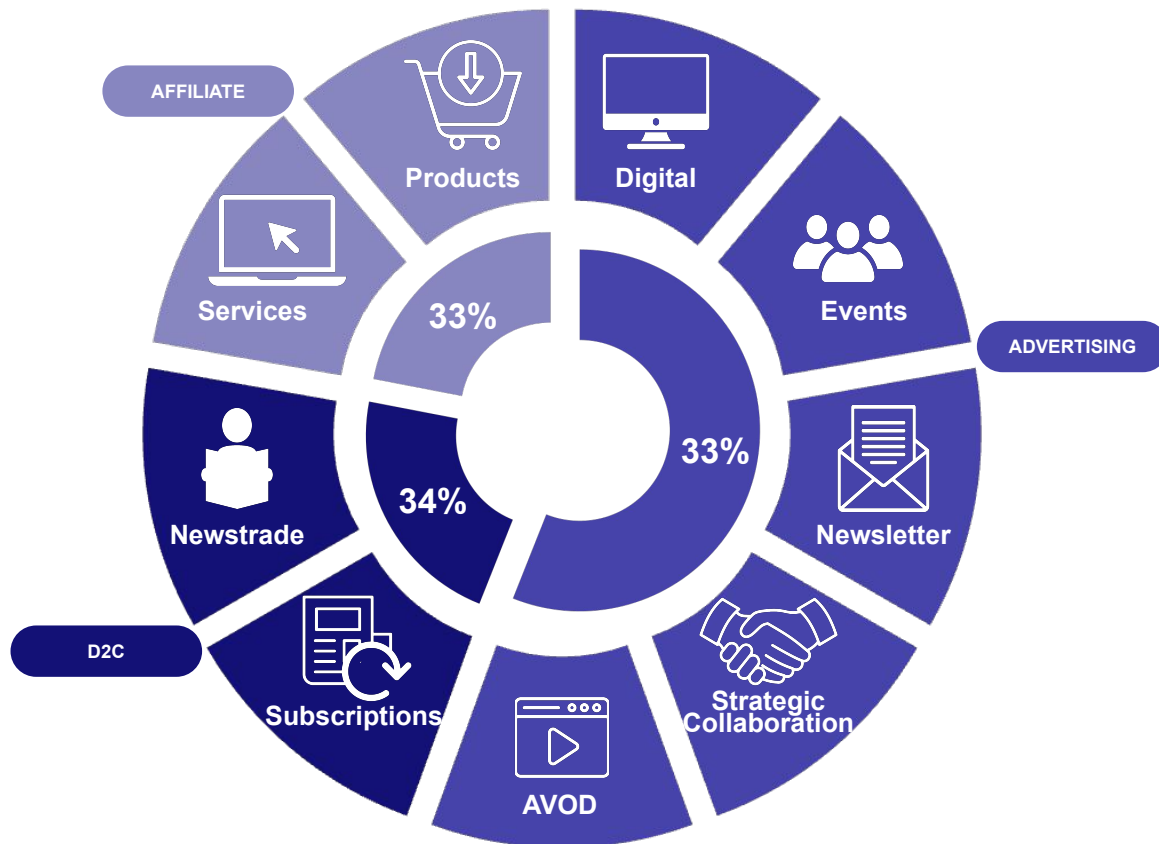
# INDUSTRY LANDSCAPE



***“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 editorial; MEDIA audio/visual)*

# REVENUE STREAMS





# 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*)

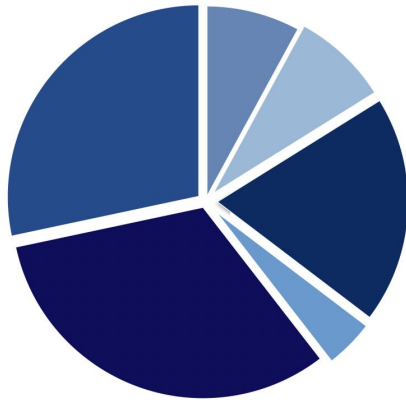
Donna McConnell (*via MailOnline*)

Darren Scott (*via Gay Times*)

## ASK

**£375,000**

for 10% of IRRESISTIBLE



- Capex (Studio)
- Marketing Cost
- Personnel
- Cost of Revenue
- Other Overheads
- Tech Costs





# IRRESISTIBLE

*MORE THAN A MEDIA COMPANY*

## CONTACT

Connor Gotto

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## THANK YOU