

## AUDIENCE AND READERSHIP

Purposefully reaching across global demographic groupings. Already high levels of contact with influential taste makers and cultural leaders. Psychographics are engagement with the urgent issues of the day and arts and culture. Projected readership numbers expected to surpass 100K monthly visitors with 200K page views with an above average time spent on the site. Subscribers projected at least 50K within two years.

## ENGAGEMENT AND REACH

Social Media Presence on Instagram. Rollout of other social media accounts over next 12 months. Email newsletter will be sent out monthly. Partnering and collaborating with Travel Weekly and Misfits Media Company. Multiple festivals around the world and cultural organisations through content and directly through the Irresistible Agency.

division  
ecoterrorism  
the gender pay gap  
not finding your passion  
plastic  
the patriarchy  
dodgy politicians  
non-irresistibleness