The Wareable Media Group is an innovative and independent organisation focused on **guiding the consumer tech buying decision** with high quality, authoritative editorial, which users can trust.

Wareable was formed in 2014 and has grown to become the world’s biggest website dedicated to smartwatches, fitness tech, virtual reality and all things wearable tech – reaching **2 million readers per month**.

The company expanded with the launch of The Ambient in January 2018, has already grown to become a voice of authority for the smart home, reaching **400,000 readers per month**.

In April we were nominated for two AOP Awards: **Best small digital media company 2018** and **Best Digital Launch 2018** for The Ambient.
Wareable launched in August 2014 with the goal of becoming the authority on wearable technology and the connected self.

The site has become the go-to resource for wearable technology reviews, news and analysis for consumers, shoppers and those within the industry.

Wareable is dedicated to helping readers buy the perfect smartwatch, fitness tracker VR headset or other wearable device via news, reviews and buyers guides.

Wareable now reaches 2 million unique users per month, generating over 4 million page views, with a strong reader engagement. Its revenue is heavily diversified, blending traditional advertising with impressive affiliate conversion across all channels.
Wareable's verticals are based on our reader's passions

**Connected fitness tech**
Fitness trackers from likes of Fitbit and Garmin have taken the world by storm, and their popularity shows no sign of abating.

**Smartwatches and hybrids**
Led by Apple, smartwatches have started gaining serious ground with fashion brands such as Fossil, Tag Heuer and Hugo Boss.

**Virtual reality**
Virtual reality surged in popularity in 2016, with the launch of the PlayStation VR, as well as Oculus Rift, HTC Vive and Google Cardboard.

**Running and sports**
Tech from the likes of Garmin and Polar mean that amateur athletes can train like the pros. Wareable is the biggest source of guides and tips online.

**Smart health**
Connected technology can help us take control of our own health and huge names are jumping on board. Health is becoming a consumer tech trend.

**Tech and wellbeing**
Slouching, sitting and stress are the smoking of our generation, but tech is increasingly out to help our wellbeing and becoming a huge market.
The smart home is the **most exciting** area of consumer tech and The Ambient is fast becoming the **voice of authority** in that space.

Evidence shows that the smart home has huge buying intent, but is hampered by confusion around its potential, ease of integration and usefulness.

The Ambient is designed to help people buy and use their devices, and includes a lot more practical content covering all major ecosystems, to inspire confidence and to match the way people want to choose and use smart home technologies.

The Ambient is already proving to be a huge success, **reaching over 400,000 unique users per month**, after its launch in January 2018. Like the smart home market, it’s growing fast.
Buying tech in this brave new world is especially confusing – and the wearable tech and smart home markets continue to pose challenges for consumers.

Wareable Media Group produces buying guides concerning all aspects of smart tech, helping people to choose the best device for them and get a good deal from reputable sources.

We review every feature and option – pouring over the data to check accuracy, and live with it over time.

The key part of Wareable Media Group's editorial and monetisation strategy – via Wareable and The Ambient – is testing products inside out to create industry-leading buyers guides.

Wareable set the standard for the discussion around heart rate accuracy, and this is the same whether we’re looking at the performance of the latest smart light bulbs and plugs, or the latest Apple Watch.

Whether it’s deep analysis into smart home standards or examining the social challenges around putting wearables on our faces, Wareable Media Group still puts huge importance on long reads.

Our aim is to be the most respected voice within our niches – and that means setting the tone in terms of editorial quality.

Our long reads remain some of our most shared and digested content and is a cornerstone of our brand.
The brands we work with
Wareable

- Heath and fitness beginners.
- Established prosumer athletes looking for high end devices.
- Early adopters and super-connected digital natives.
- Millennials (18-35) make 47% of our readership; women 28%.
- Engineers, investors and CEOs working within the wearable tech industry.

The Ambient

- People starting out with the smart home, looking to build an ecosystem.
- New users confused about what voice assistants can offer.
- Millennials (18-35) make up 46% of audience.
- Voice assistant users looking for the next step.

Wareable + The Ambient

- Early adopters of all technologies.
- Highly connected audiences, weighted towards millennials (47% of combined demographic).
- High disposable incomes.
- Strong proportions of technology influencers and millennials.
Wareable advertising products

**Wareable Display - (£12cpm)**
- Basic display ads
- Target to the most relevant content
- Optimised for best performance

**Wareable Showcase - (£40cpm)**
- High impact
- Billboard sized unit (970 x 250) across articles
- Road-blocked creative - 100% share of voice across articles (3-4 ad units per page)

**Wareable Create (£POA)**
- Bespoke native advertising
- Written by Wareable staff

**Wareable Bespoke**
- Let us create a blend of native and traditional advertising
- Tap into the Wareable Media Group voice and expertise to build your campaign.
- Mix affiliate into your deal
The Ambient: Site takeover (£30cpm)

Whilst we’re still growing, we can offer one exclusive partner the opportunity to take 100% share of voice on The Ambient, including the homepage and three ad units per page.

This incredible opportunity is the ultimate statement and will only be viable for a limited amount of time as the site is in a steep growth curve. Until then - it’s a fantastic opportunity to own 100% of this valuable real-estate on a beautifully designed site.

The Ambient: Bespoke

While our focus is about building an audience, you can still enable us to build a Bespoke campaign, blending advertising and natives for The Ambient.

• Bespoke native advertising
• Written by The Ambient staff, in the site’s voice
• High impact advertising
• Affiliate options
Advertising across Wareable Media Group properties even bigger opportunities to suit your marketing objectives through combined **Display**, **Showcase**, **Create** and **Bespoke**.

While both sets of audiences are coming to each site for different reasons, there are plenty of similarities between them including age, demographic and tech engagement. We’re lucky to have two audiences with such high percentages of millennials and early adopters.

By advertising across the Wareable Media Group - you’re more likely to reach more of these potential buyers, at a crucial point in their buying journey.
Why work with us?

• Whatever size or scale the campaign - we work tirelessly to get the very best results for you.

• Our websites are beautifully designed, and ad placements are limited in numbers per page yet highly visible to reduce outside noise and increase the impact of your campaign.

• We offer a full service for content partnerships from ideation, writing, design and campaign promotion.

• We approach branded content in the same way that we approach editorial across Wareable and the Ambient.

• All campaigns start with pre-agreed KPIs and our campaigns are constantly optimised to meet these objectives.
Now in its third year, the Wareable Awards have become a hugely authoritative industry event.

With 200 attendees from the biggest global brands and global media reach, this year Wareable and The Ambient will combine to make the awards bigger and better than ever before.

**Want to get involved? Become a sponsor**

We have a range of sponsorship opportunities for you at and around the awards; your chance to support this exciting industry and enhance your brand and products to an engaged audience of tech early adopters and influencers. Contact [ads@wareable.com](mailto:ads@wareable.com) for details to create your perfect sponsorship package.
For more information please contact
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