



MEDIA KIT

NGA

NATIONAL GUITAR ACADEMY

www.nationalguitaracademy.com

WHY WORK WITH NGA?



National Guitar Academy

Can't see the video? - [Click Here](#)

OUR VALUES

We use music to spread joy and reduce suffering. We have 6 core values that guide our behaviour.

1. We are a human-first company

The world has too many corporations that put profits before people. We are not one of them. People matter most. We treat people in a warm, friendly, human way, with a generosity of spirit that counts.

2. We are kind & compassionate

We rarely know what challenges other people are bravely facing. So we make our starting position one of kindness and compassion.

3. We are honest & act with integrity

We tell the truth. We admit our mistakes. We do the right thing.

4. We have fun!

We love the work we do, with each other, with our partners and with our customers.

5. We strive for excellence in all we do

Our work matters, so we aspire to world-class quality. Our attention to detail is ultra-high.

6. We are grateful

We are thankful that we get paid to do this fun, creative work. We love our students and serve them with heartfelt gratitude.

OUR AUDIENCE

+ 240,000

email subscribers

+ 100,000

courses sold



30,000
YOUTUBE
SUBSCRIBERS



5,700
INSTAGRAM
FOLLOWERS



15,000 PUBLIC FOLLOWERS
2,500 PRIVATE MEMBERS

2,500,000

annual website visitors

3,538,000

annual page views



NGA PARTNERS

PRODUCT PLACEMENTS AND OPPORTUNITIES

OPPORTUNITIES:

1. Ad placements website:

- a. Sidebar
- b. Sticky sidebar
- c. In-line article

2. Email newsletter:

- a. Weekly updates.
- b. New Video notifications.
- c. Dedicated partner emails

3. Youtube:

- a. Video B-Roll ads.
- b. Product placements.
- c. Product reviews.

4. Podcast:

- a. Front, middle or end ad rolls.
- b. Inline contextual ads within prodcast.

5. Membership:

- a. Product placements in background.
- b. Product reviews

6. Referral opportunities:

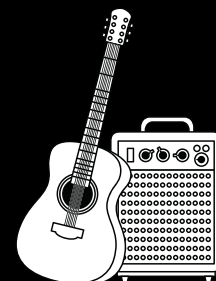
- a. Zero mention placements - Straight referral links.
- b. Mentioned placements
- c. Dedicated email and placements

	Description	Tier 1	Tier 2
	Newsletter content notification and video updates	Large	Small
	Youtube Video (8 per month)	6	2
	Dedicated email newsletter	1	0
	Sticky Side Bar	1	0
	Creative Partnership	Let's discuss the win-win for you!	



Tier 1

£4,000 per month



Tier 2

£1,500 per month

Custom

Interested in a custom package? Let's chat.

TOP 20 WEBSITE PAGES

PRODUCT PLACEMENTS AND OPPORTUNITIES

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	3,538,084 % of Total: 100.00% (3,538,084)	3,162,561 % of Total: 100.00% (3,162,561)	00:04:22 Avg for View: 00:04:22 (0.00%)
1. /lessons/bm-guitar-chord/	116,955 (3.31%)	107,209 (3.39%)	00:05:12
2. /guitar-tabs-for-beginners/	105,466 (2.98%)	95,373 (3.02%)	00:05:51
3. /how-to-tune-a-guitar/	101,494 (2.87%)	92,314 (2.92%)	00:05:58
4. /guitar-riffs/	88,526 (2.50%)	79,289 (2.51%)	00:06:00
5. /acoustic-guitar-tabs/	83,374 (2.36%)	77,080 (2.44%)	00:05:27
6. /easy-guitar-chords/	69,030 (1.95%)	61,906 (1.96%)	00:03:19
7. /how-to-learn-guitar/	66,873 (1.89%)	59,019 (1.87%)	00:03:46
8. /best-beginner-guitar/	65,177 (1.84%)	58,014 (1.83%)	00:06:49
9. /guitar-chord-chart/	63,668 (1.80%)	54,731 (1.73%)	00:03:47
10. /one-string-guitar-songs/	63,351 (1.79%)	55,186 (1.74%)	00:05:49
11. /guitar-exercises/	60,494 (1.71%)	54,469 (1.72%)	00:06:32
12. /lessons/b-guitar-chord/	55,221 (1.56%)	49,828 (1.58%)	00:04:39
13. /lessons/how-to-read-guitar-chordboxes/	54,744 (1.55%)	48,356 (1.53%)	00:05:35
14. /types-of-guitar/	50,669 (1.43%)	46,633 (1.47%)	00:04:41
15. /	50,418 (1.43%)	40,239 (1.27%)	00:01:16
16. /capo-chart/	48,483 (1.37%)	43,572 (1.38%)	00:04:39
17. /guitar-sizes/	47,032 (1.33%)	43,907 (1.39%)	00:04:23
18. /guitar-string-notes/	45,112 (1.28%)	40,601 (1.28%)	00:05:21
19. /easy-songs-on-guitar/	44,772 (1.27%)	38,705 (1.22%)	00:02:57
20. /learn-guitar-scales/	40,689 (1.15%)	34,921 (1.10%)	00:05:00

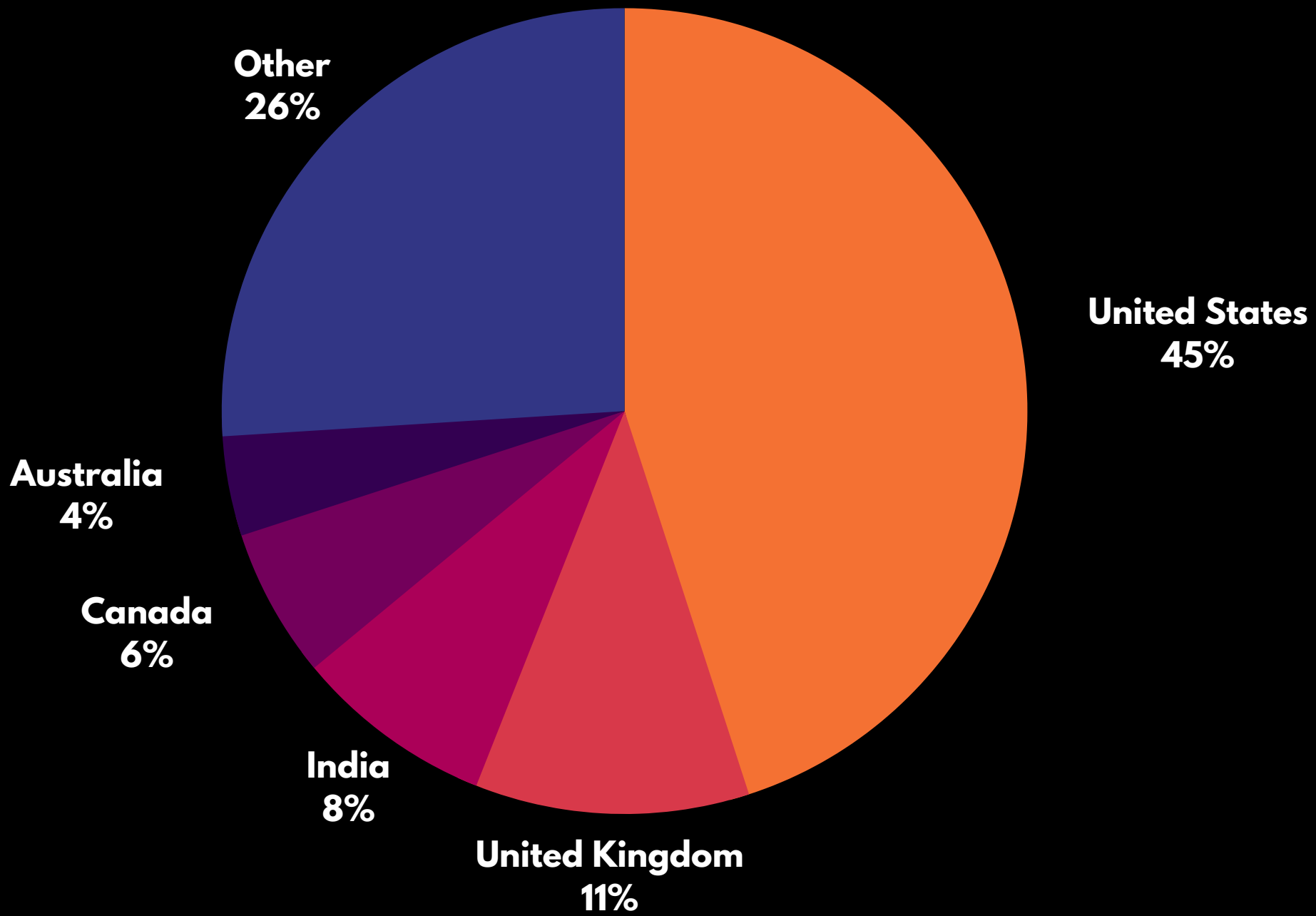


3,538,000
ANNUAL
PAGE VIEWS

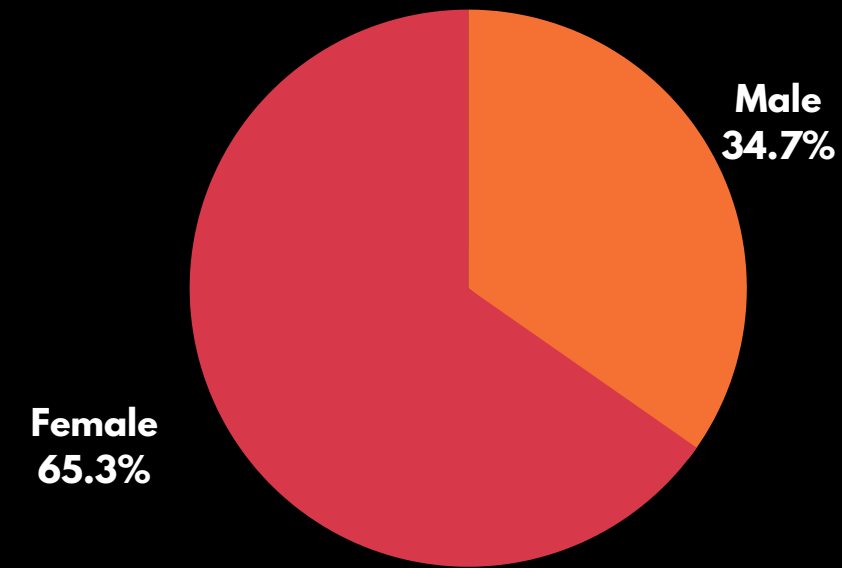


85%
OF NGA'S TRAFFIC
COMES THROUGH THESE
TOP 20 PAGES

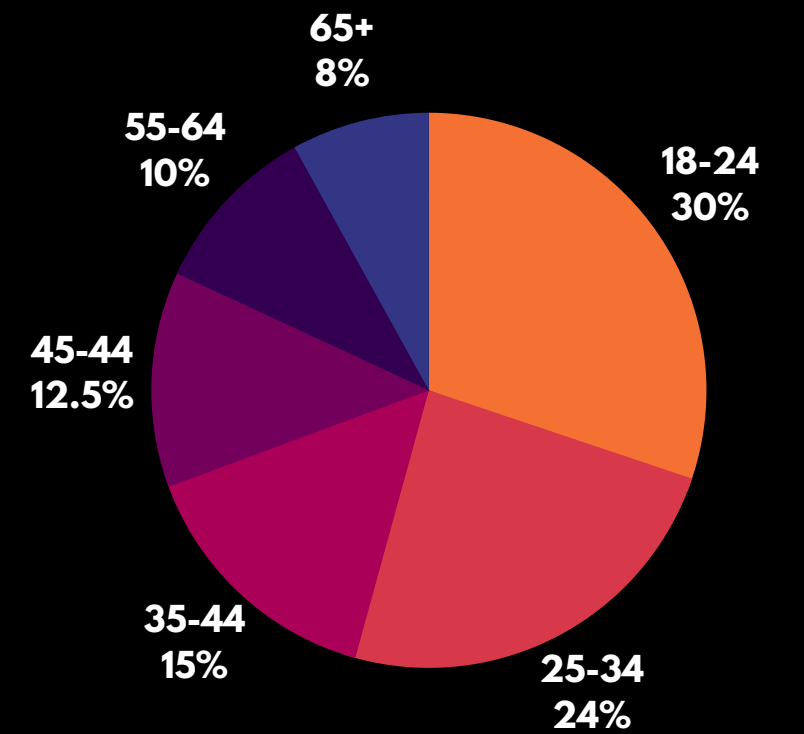
OUR WEBSITE VISITORS



COUNTRY



GENDER



AGE

OUR STUDENTS

OVER 22,300 ACTIVE STUDENTS

DEMOGRAPHIC: MALE, AGED 40 AND ABOVE

CHORDMASTER

- The 11-step program for fast, fluid, seamless chord changes & clean, crisp, musical chords.

RHYTHMMASTER

- Turbo-charge your strumming & play your guitar with rhythm, beat, energy & flow.

LEADMASTER

- How to play incredible lead guitar. Riffs, licks, solos, scales... It's guitar hero time!

THEORYMASTER

- Clear & simple music theory for guitarists. (Understand the fretboard, at last!)

OTHER NOTABLE COURSES: 'BARRE CHORD SECRETS', 'FINGERPICKING SECRETS' AND 'BEGINNER GUITAR SECRETS'

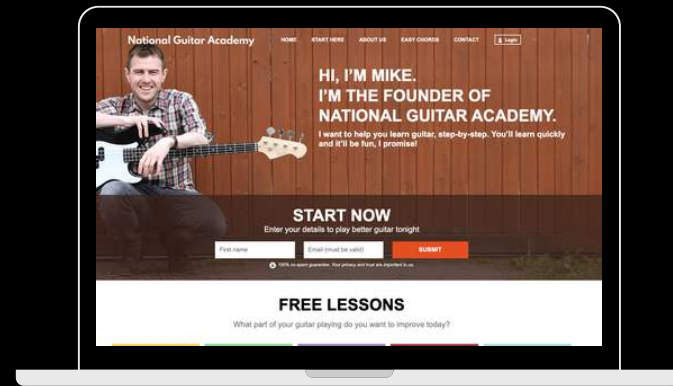
 **ChordMaster**
Fast Chord Changes. Crisp & Musical Chords.

 **RhythmMaster**
Strum with rhythm, beat, energy & flow

 **LeadMaster**
How to play incredible lead guitar

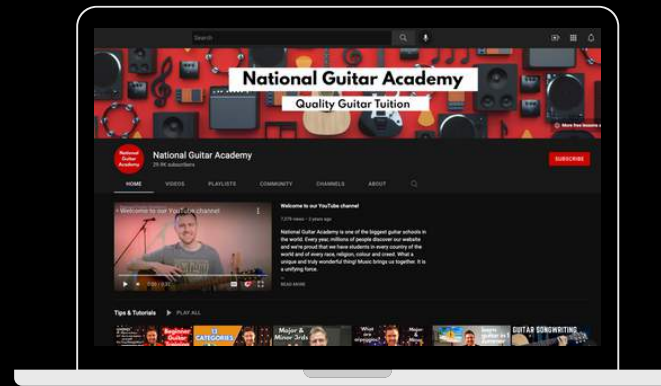
 **TheoryMaster**
Clear & simple music theory for guitarists

CONTACT INFO



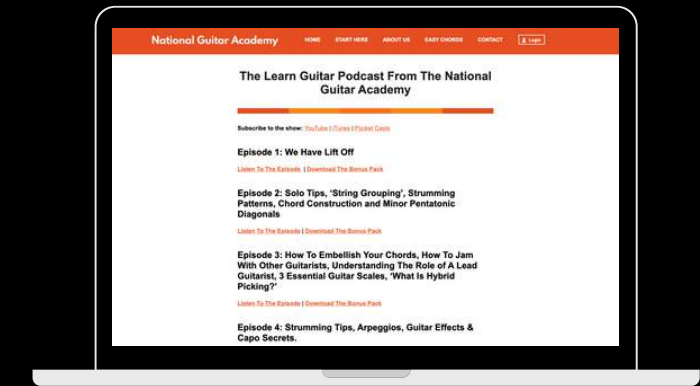
Website:

<https://nationalguitaracademy.com/>



Youtube:

<https://www.youtube.com/c/NationalGuitarAcademy>



Podcast:

<https://nationalguitaracademy.com/podcast/>



Facebook:

<https://www.facebook.com/nationalguitaracademy>



Instagram:

<https://www.instagram.com/nationalguitaracademy>

PARTNERSHIPS

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