FOR IMMEDIATE RELEASE

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Rare Plus Promotions Launches to Put Indie Horror in Front of the People Who Buy It

A new promotion service connects independent filmmakers and small studios with an audience of physical media collectors.

Rare Plus Promotions (RPP) is now open to independent filmmakers, crowdfunded film campaigns and small studios. RPP promotes horror and cult films across a family of physical media websites, eBay stores and social channels run by a seller who has been putting movies in collectors' hands since 2004.

Each promotion is written once and published across the whole network: a sponsored article on Physical Media Hub, a featured spot on the homepage, posts on every social channel, and a clickable link straight to the film's campaign or store page. All paid content is clearly labelled "Sponsored".



Crowdfunding campaigns
Put a campaign in front of fans while it can still reach its goal.



Collectors who buy
The audience is people who buy discs, tapes and soundtracks.



Sponsored posts
Poster, trailer and link, shared to every connected channel.

> "*Indie filmmakers make the movies collectors love, but they rarely get seen by them. We built Rare Plus Promotions so they can.*"
>
> **CJ Hayward, Founder, Rare Plus Promotions**

Packages start at **$50 USD**, and every customer approves a proof before anything goes live. A short results summary with views and clicks is sent when each promotion ends.

Amazon Storefront: Early Results

A three-month snapshot from the Physical Media Hub Amazon storefront

REPORTING PERIOD — **AUGUST–OCTOBER 2026 • 3 MONTHS**

3,783	61	$1,967	0
Shopper clicks	Items ordered	Ordered revenue	Returns

Why the timeframe matters

These figures cover August through October 2026 only—not a full year. Promotion of the storefront began during roughly the final one to two months of this three-month reporting window, so the figures represent early activity while promotion was getting underway.

Audience across the network

Social audience figures and 30-day Instagram views shown on the Rare Plus Promotions website.

PHYSICAL MEDIA HUB

Instagram	4,194
X	1,977
TikTok, Tumblr, YouTube	100

54.8K Instagram views / 30 days

RARE FLICKS PLUS!

Instagram	3,316
X	1,214
TikTok, YouTube	100

7.6K Instagram views / 30 days

RARE PLUS APPAREL

Instagram	415
X	61

New store now open

Amazon reporting period: August–October 2026. Social audience figures are reproduced from the website snapshot provided. Instagram view figures refer to the 30-day period stated on the website.

About the Rare Plus network

Rare Plus Promotions is part of a group of companies built around physical media. A promotion with RPP is shared across all of them and their Facebook, Instagram, X, Bluesky and Tumblr channels.



Physical Media Hub
Horror and cult physical media blog. Home of every sponsored article.
physicalmediahub.shop



Rare Flicks Plus
Rare and out-of-print movies, selling to collectors since 2004.
rareflicksplus.com



Rare Plus Software
WordPress plugins built to run the network.
rareflicksplus.com/software



Rare Plus Promotions
Promotion for indie films, crowdfunded campaigns and small studios.
rareluspromotions.com



VHS Vault Plus
eBay store for VHS collectors.



Rare Tracks Plus
eBay store for music, concerts and soundtracks.



Christmas Movies Plus
eBay store for holiday movies.

Also in the network
Rare Plus Apparel (rareplusapparel.com), plus the Discount DVDs Plus and Rare Plus Clearance eBay stores.

Promotion packages

Silver
$50
One Physical Media Hub Instagram post and Story, a post on physicalmediahub.shop, and a 1-week homepage feature.

Gold
$100
Instagram and X posts, shared by Physical Media Hub and Rare Flicks Plus!, a post on physicalmediahub.shop, and a 1-month homepage pin.

Diamond
$220
Everything in Gold, plus a feature post shared to our socials, an Amazon storefront spot, and a pinned Instagram and X post.

Introductory offer: for a limited time, new Gold and Diamond customers receive a free Release Day Promotion coupon ($100 value), good for 48 months. Prices in USD.

Media contact

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