

Spotted by Locals



An introduction to our advertising options

Spotted by Locals, October 2016

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A brief introduction

About us

www.SpottedbyLocals.com is a series of blogs, PDF city guides and mobile (iPhone, Android) apps with up-to-date tips by handpicked local writers in 60+ cities in Europe & North America. In each of the guides 4 to 6 bloggers - handpicked by the Spotted by Locals founders - write about their favorite spots in the city they love.



The graphic features a green eye icon on a map in the top left. The main text reads "Spotted by Locals City guides with insider tips by locals in 66 cities". Below this, it states "Spotted by Locals is a series of blogs, mobile (iPhone, Android) & PDF city guides with up-to-date insider tips by city loving locals". At the bottom, it says "Download our city guides as:" followed by three options: "iPhone app" with a teal phone icon, "Android app" with an orange phone icon, and "PDF city guide" with a red PDF icon.

What makes us different?

We're different from our main "competitors" - user generated travel information web sites, paper travel guides written by journalists, and blogs by individual locals - on a few important points:

- Local: Writers are locals who live in the city, speak the local language and love their city;
- Personal: Spotters are presented with their real names, picture and a detailed profile;
- Handpicked: all locals are personally selected and all articles are edited before publication;
- Up-to-date: All published tips are always up-to-date and up-to-season.

What we stand for

By experiencing a destination like a local, travelers learn about the local culture and habits. We are convinced more intercultural understanding leads to a better world.

Others about Spotted by Locals

The Times (2013): “...tips rarely found in the guidebook. [...] My first port of call”

New York Times (2012): “...a useful series of blogs and iPhone app with locally written travel guides and reviews...”

Huffington Post (2012): *The Spotted By Locals app is, to put it simply, awesome.*”

The Telegraph (2011): *...a real insider voice and offbeat cities...*”

We won the Lonely Planet Best Travel Blog Award (2009), and The Guardian “Best Travel website” award (2010).

More press & awards: <http://www.spottedbylocals.com/about-us/press-kit/>

Our partners

Our content licensing partners include The Guardian, Sueddeutsche Zeitung, MyCityWay and Volkswagen. Our advertising partners include TGV Europe, Grand Hotels, EasytoBook, Booking.com and Waytostay.

Let us make a proposal!

We love thinking about how we can get our readers to talk about your organization. Please contact Bart for a proposal!

Bart van Poll – Co-founder SpottedbyLocals.com

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Our audience

Young and curious travelers

Our readers are young (mostly 20-45), experienced and frequent travelers, with an extensive knowledge of the internet. They are curious and open - they like to try new things, and try to stay away from the “obvious”.

Other significant characteristics of our visitors (source: Quantcast, Facebook insights)

- Fewer kids - High index of household with no kids
- Affluent - High index of households with income higher than US\$ 100k
- Educated - High index of Graduates and Post-graduates
- 65% female, 33% male (2% unknown)
- 95% aged 18-44
- 68% aged 18-34

For more background information about our audience, please check out the [“Audience” page](#) on our website.

Quality traffic

2,059,363 pages were viewed in the last quarter by 498,156 unique visitors. In the year 2015 over 2 million unique users visited our website.

Display advertising

We offer a number of display advertising opportunities, to promote your product or service.

We use the IAB Ad Unit Guidelines

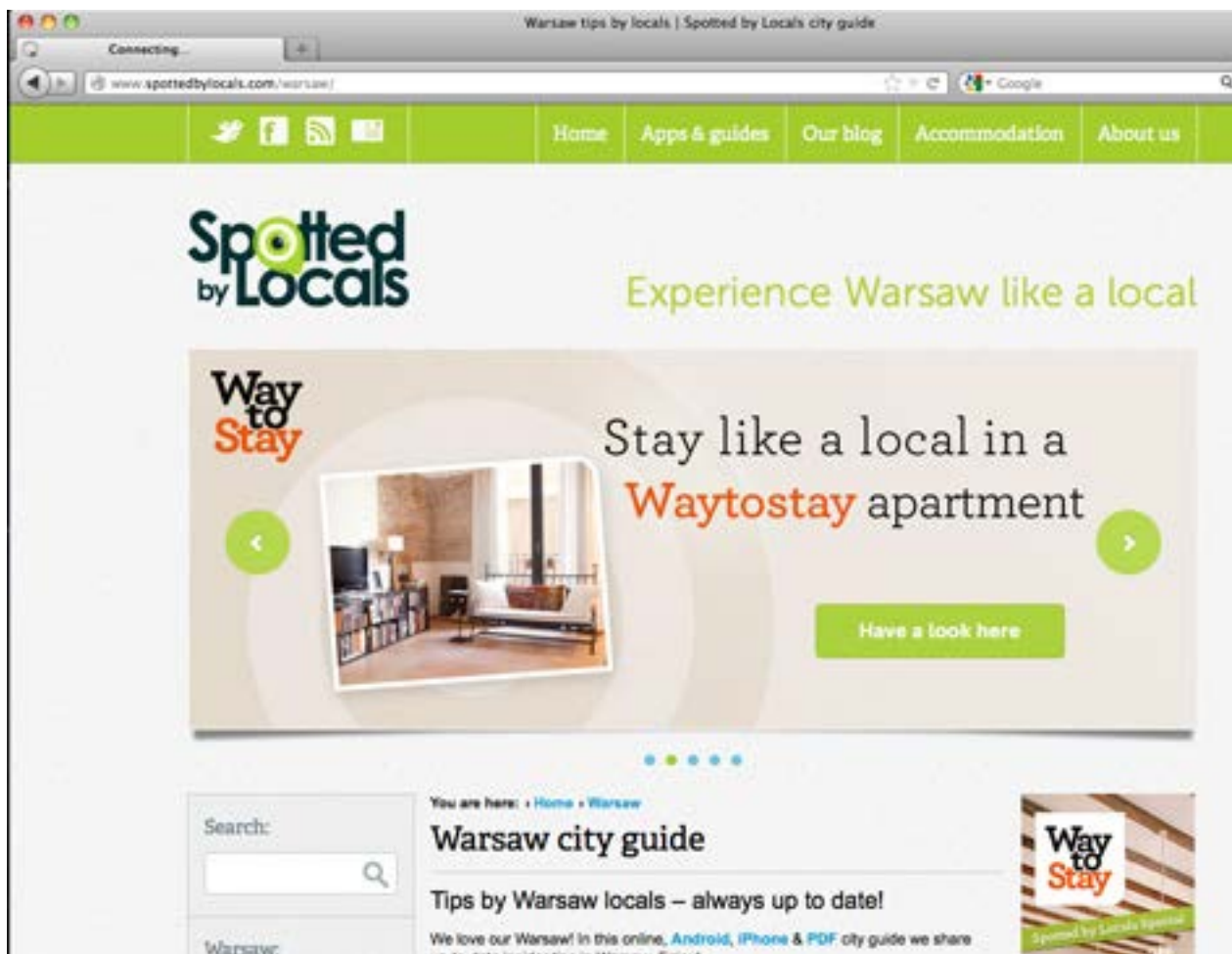
Wide Skyscraper banner on our blogs

Reach our visitors with a 160 x 600 px –Wide Skyscraper banner in the right sidebar of all our blogs.

See www.spottedbylocals.com/about-us/business/display/ for an example.

Example prices per month, for 100% exposure (no other banners), on all our 50+ blogs:

- Euro 2,500 for 1 month campaign (< Euro 5 CPM)
- Euro 1,750 for 3 month campaign (< Euro 4 CPM)



Premium rotating header banner on our blogs

Reach our visitors with a 930 x 350 px premium rotating header in the header of all our 50+ blogs.

See www.spottedbylocals.com/about-us/business/display/ for an example.

Example prices per month, for > 20% exposure (the headers rotate), on all our 50+ blogs:

- Euro 1200,= per month, for 1 month campaign, (< Euro 12 CPM)
- Euro 1000,= per month, for 3 month campaign (< Euro 10 CPM)

Button banner on our blogs

Reach our visitors with a 160 x 90 or 160 x 120 px – button banner in the right sidebar of all our blogs.

See www.spottedbylocals.com/about-us/business/display/ for an example.

Example prices per month, for 100% exposure (no other banners), on all our 50+ blogs.

- Euro 1250,= for 1 month campaign (< Euro 2.50 CPM)
- Euro 900,= for 3 month campaign (< Euro 1.80 CPM)

Mobile display advertising

Currently not possible. Our paid iPhone and Android apps do not contain ads.

Please contact Bart for more details, or to get a quote!

Sponsored / branded content

We can publish a sponsored blog post, written by your organization, on each of our cityblogs.



The rate for one sponsored posting is Euro 250

The post will be clearly identified as paid or sponsored content, to meet with the DisclosurePolicy.org guidelines, and stay online for 6 months (first week on homepage!)

Please contact Bart for more details, or to discuss your ideas!

Social media campaigns

Reach our social network followers with a message in their social networking environment!

We don't "collect" followers, but actively engage with the 64,210 people who follow Spotted by Locals.

- Our Twitter channel: 9,740 followers
- Our Facebook page: 46,617 fans
- Our LinkedIn account: 890 likes
- Our Pinterest page: 4,185 followers
- Our Instagram account: 2,778 followers



See the www.spottedbylocals.com/about-us/business/social/ page for links to our social media pages and profiles

We love thinking about how we can start up a social media conversation about your organization among our readers. Please contact Bart for a proposal.