

Spotted by Locals



An introduction to our advertising options

Spotted by Locals, May 2012

Spotted by Locals

A brief introduction

About us

www.SpottedbyLocals.com is a series of (currently) 41 blogs (cityblogs), iPhone applications and PDF cityguides on cities in Europe. On each blog, 4 to 6 bloggers, handpicked by the Spotted by Locals founders, write about their favorite spots in the city they love.

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 locals language and love their city;
- Personal: Spotters are presented on the web site with their real names, picture and a detailed profile;
- High quality: all locals are personally selected and all articles are edited and checked before publication;
- Up-to-date: All tips are frequently updated.

What we stand for

By experiencing cities the local way, you learn about the culture and habits of the inhabitants. We are convinced a better understanding of different cultures will make the world a better place. We think we can make a modest contribution!

Others about Spotted by Locals

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: www.spottedbylocals.com/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 eDreams.

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 (Quantcast, August 2009)

- 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

Quality traffic

574.000 pages were viewed in April 2012 by 116.700 unique visitors. In the year 2011 over 1 million unique users visited our website. All our traffic is 100% organic.

Social networking

We don't "collect" followers, but actively engage with our 16.000+ Facebook fans and Twitter followers.

Our Twitter channels: www.spottedbylocals.com/contact/twitter-channels

Our Facebook page: www.facebook.com/SpottedbyLocals

Some of the advertising options

Display advertising

We offer a number of standard display advertising positions, on our main website and mobile websites.

An example: a 160x600 banner on our Paris cityblog is Euro 200,= per month for a 3 month campaign.

Sponsored articles / SEO links

We can improve the SEO of your website, by placing relevant links on our websites, or writing sponsored articles.

Our visitors actually like them since we accept relevant content only, and accept only 1% of our content to be sponsored.

Social networking

Reach our loyal Twitter and Facebook followers with a message in their personal social networking environment.

We're flexible, fast, and open to any ideas you may have to promote your product or service in the best way!

For more examples and links, please see www.spottedbylocals.com/advertising.

Your contact

Bart van Poll – Co-founder SpottedbyLocals.com

E: Bart@SpottedbyLocals.com

T: +31 20 8932899