

**InsideFlyer**

**MARKETING & MEDIA KIT 2019**

# INSIDEFLYER



Founded by the creators of BoardingArea and Flyertalk, InsideFlyer is an online platform **designed by frequent travellers, for frequent travellers.**



Every day, **local teams of expert writers** fill the homepage with articles inspired by everything travel-related. Although the heart of InsideFlyer, focuses on airline and hotel loyalty programmes, we reach a much broader audience with a range of additional travel topics. Everything from car rental to destination guides.



Together with our readers, we are always on the lookout for the best ways to optimize travel, make the booking process easy, earn elite status, use/earn points and miles, find award availability, etc.



Through this unique peer-2-peer concept and writing from their own experience, our writers are considered an authority/trusted source for travel advice.



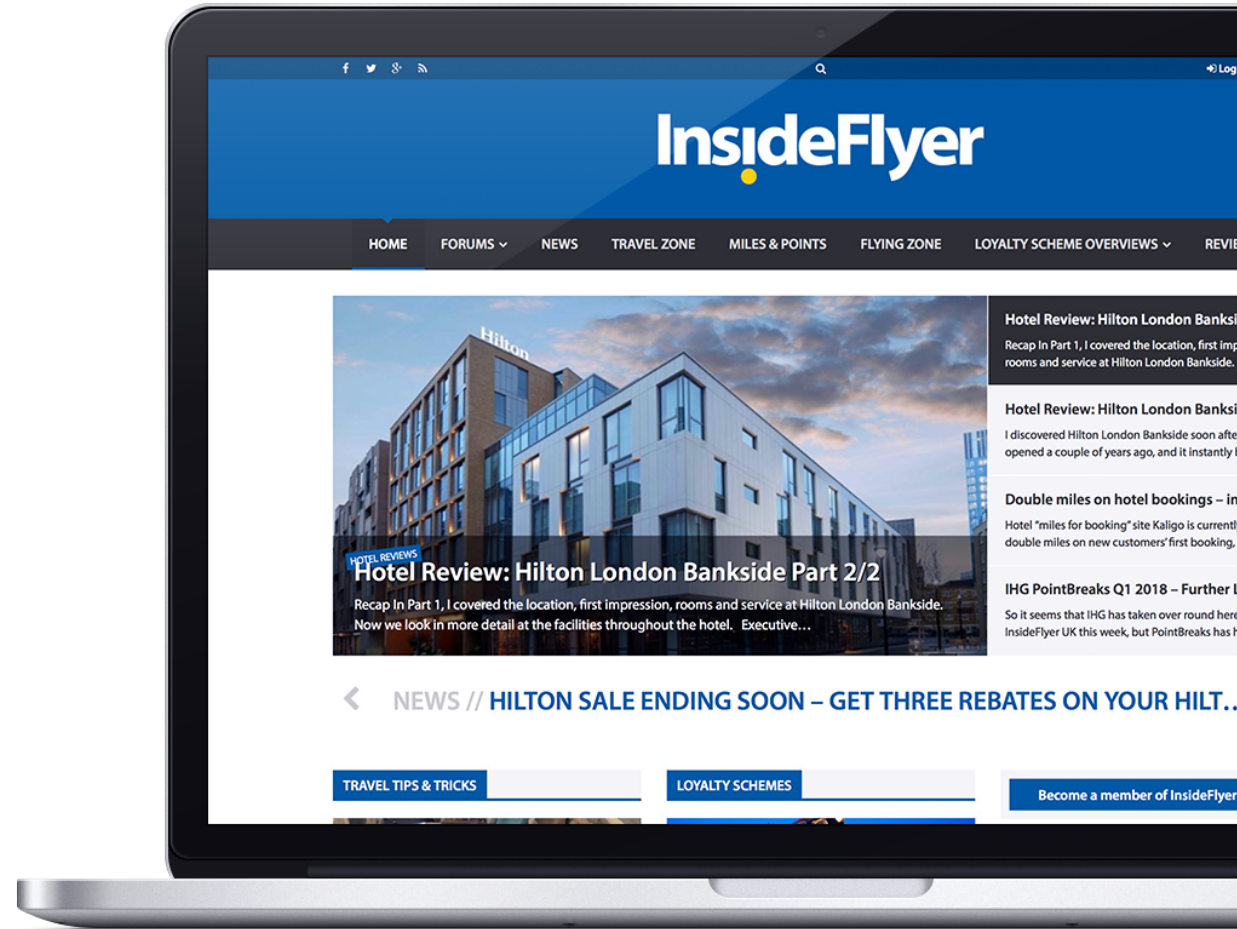
Whatever the **travel question** is, you'll find the answer within our network.



In addition to our homepage content, we've got **active forums** where InsideFlyer users, both leisure and business travellers, share their own travel tips, tricks and experiences.



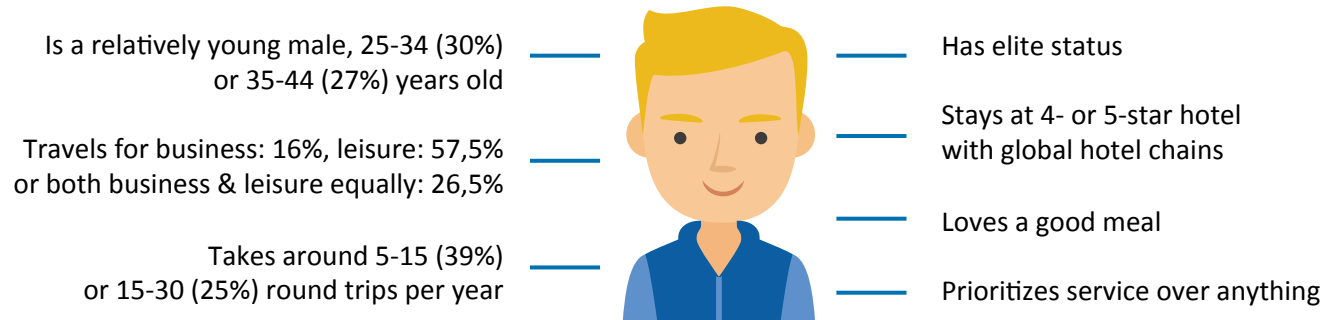
Each local website has a **fortnightly newsletter** with the most important articles, including news, reviews, promotions and deals.



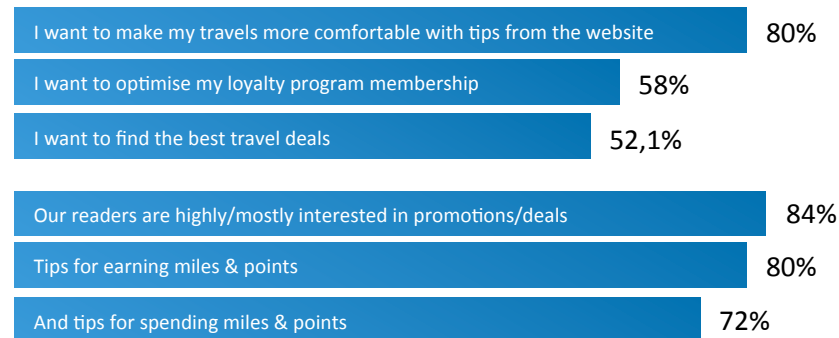
# OUR MEMBERS

InsideFlyer members not only travel, they immerse themselves in travel. From researching who to fly with and where to stay, to which technologies to use along the way and where to eat when they get there, InsideFlyer members leave no travel stone unturned. Generously sharing their experiences and knowledge on InsideFlyer, they influence the travel decisions for millions of other travellers. As an InsideFlyer partner, you reach informed, educated and connected frequent travellers.

## The ultimate average InsideFlyer reader



## Why do they visit InsideFlyer?



## IN-MARKET SEGMENTS

- Travel/hotels & Accommodations
- Travel/Air Travel
- Travel/Trips by Destination (various destinations)
- Financial Services/ Investment services
- Financial Services/Credit & Lending/Credit Cards
- Autos & Vehicles/Motor Vehicles/Motor Vehicles by Type/Hybrid & Alternative Vehicles
- Travel/Car Rental
- Real Estate/Residential Properties
- Consumer Electronics/ Mobile Phones
- Travel/Bus & Rail Travel

## AFFINITY CATEGORIES

- Travel/Travel Buffs
- Lifestyles & Hobbies/ Business Professionals
- Travel/Business Travellers
- Shoppers/Value Shoppers
- Banking & Finance/Avid Investors
- Lifestyles & Hobbies/Art & Theatre Aficionados
- Lifestyles & Hobbies/ Green Living Enthusiasts
- Food & Dining/Foodies
- Media & Entertainment/ Music Lovers
- News & Politics/News Junkies

InsideFlyer

# NETWORK

Started by the creators of BoardingArea, FlyerTalk and the Freddie Awards, our global InsideFlyer network has a combined reach of **2.5 million page views** per month.

## Global yet local

InsideFlyer is currently online in: United States, United Kingdom, Denmark, Norway, Netherlands and Germany. With more to come.

The InsideFlyer site traffic sees continued growth each year. Jul2017 - Jun2018 vs. Jul2018 - Jun2019:

	PAGE VIEWS/ MONTH	% GROWTH TO LAST YEAR	USERS/MONTH	NEWSLETTER READERSHIP
Globally	2.500.000	+19%	858.800	212.000
Scandinavia	1.000.000	+15%	71.000 (+17%)	25.400
United Kingdom	148.000	+12%	56.000 (+14%)	23.100
Germany	239.000	+12%	88.000 (+5%)	24.000
Netherlands	241.000	+37%	55.000 (+55%)	13.000

InsideFlyer goes far beyond these borders as we see readers joining us from all over the globe. Yet all of the InsideFlyer websites operate locally. Unique to InsideFlyer are the local editors and over 50 writers in Europe alone, that produce content in the local language for better reach and adaptability. All of the network's countries cooperate with each other on a daily basis and share their wisdom and news whenever necessary. This also means that any sort of campaigns are easily run on multiple InsideFlyer websites at once. Translations can be sorted in a matter of days.

In addition, we have active communities with 175.000 frequent flyers engaging in our forums.



**InsideFlyer**

# PARTNER OPPORTUNITIES

## Advertising

Several advertising options exist – we offer a complete array of traditional online advertising units. Request / see our Advertisement Kit for more information and pricing.

## Sponsored content packages

We highly value our authenticity and any content published to InsideFlyer will be written by our own contracted writers. It is however possible to sponsor content / articles or links in content / articles. InsideFlyer will always review these requests carefully and has the right to decline any sort of content or links that we do not think are right for our readers. Nevertheless, any sponsored content published to InsideFlyer will stay online as long as our sites are! Have your rooms, routes, aircrafts, services et cetera reviewed, inform our audience about your news, promotions or deals, or simply get the word out about your brand. Request / see our Content Packages Kit for more information.

## Exclusive promotions

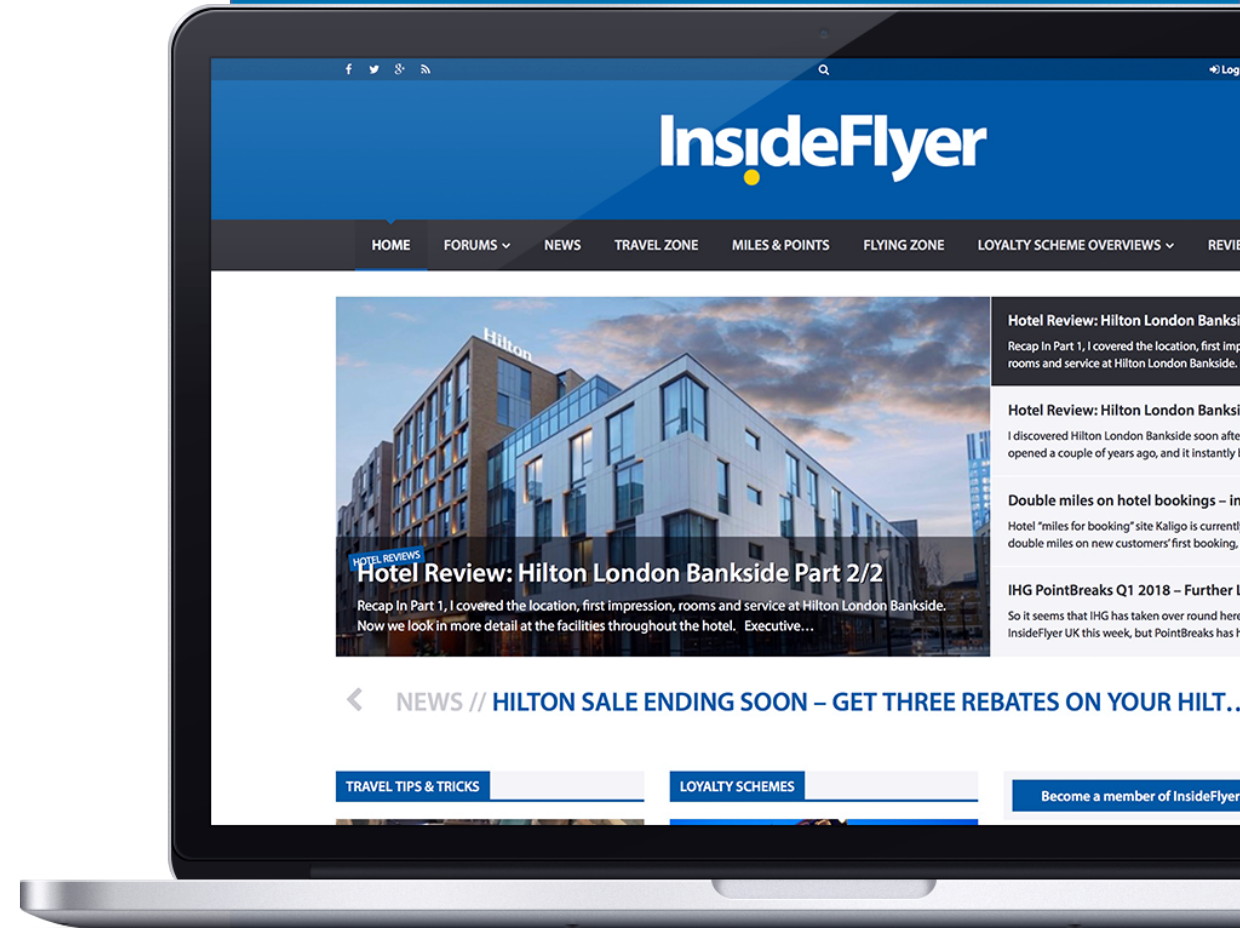
Use the InsideFlyer network for exclusive promotions in a targeted frequent travel market. This way you get the most out of your offer – and direct the InsideFlyer traffic your way. It also functions as the perfect environment to run any test-promotions or deals.

## Giveaways

If there's one thing we like to offer our audience other than great content, it's a gift. A giveaway or contest is always a great way to get InsideFlyer readers excited (and talking!) about your brand or latest promotion. Possibilities include: free tickets, a weekend away, Loyalty Points/Miles, lunch/dinner, etc. Depending on the offer and the extent of the giveaway or contest, our fees are very reasonable for this service and can even be as low as zero

## InsideFlyer Premium Memberships

We are launching our InsideFlyer Premium Memberships this year! Participating partners have the opportunity to gain thousands of valuable new frequent traveller customers. Request / see our Premium Memberships Kit for more information.



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## GET IN TOUCH

Contact us today and learn how you can partner with InsideFlyer and ensure your message is seen by thousands of travellers every day.

Add [pressrelease@insideflyer.com](mailto:pressrelease@insideflyer.com) to your media & press lists to keep us updated on any news we should share about your organization.

Partnerships contact: [amy@insideflyer.com](mailto:amy@insideflyer.com)