



therooftopguide.com

MEDIA KIT
2017



THE ROOFTOP GUIDE



ABOUT THE ROOFTOP GUIDE

Founded in 2015 by childhood friends Hans Ebenman & Rikard Fredricson, who share a passion for traveling and enjoying life. The idea behind the project is simply to help people find their way to the best rooftop bars around the world and to work as an inspiration for places to visit.

Today therooftopguide.com list over 1 000 rooftop bars in more than 100 of the worlds biggest cities. On the site the visitor gets all the info needed in form of maps to the bar, pictures, contact info, opening hours and so on. But also links to the bars own pages for more in-depth reading.

Every month or so we travel to new cities and visit new rooftop bars to be able to give our visitors an up-to-date experience. We also write about our experiences at different rooftop bars in our blog.

Our visitors are mostly younger adults with a big interest in traveling and exploring the world. And they are prepared to invest that little bit extra to get the most out of every experience, both regarding places to visit and places to stay.

LET'S WORK TOGETHER

Website: www.therooftopguide.com

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STATISTICS

92 000+

MONTHLY UNIQUE VISITORS

255 000+

MONTHLY PAGE VIEWS

57 000+

SOCIAL MEDIA FOLLOWERS

Top placement on Google for most searches including keywords: "ROOFTOP BAR + CITY NAME"

THE AUDIENCE

56% female / 44% male

49% age 25-34

Avg. time spent on site **2:15 min**

Main interests:

Travel

Hotels

Financial investments

Geographics:

US 10%

UK 8%

Thailand 7%

France 6%

Sweden 6%

Source: Google Analytics

SERVICES OFFERED

- Web banner advertisement
- Premium membership for bars
- Featured blog posts
- Sponsored social media posts
- Social media campaigns
- Ambassador partnership

FEATURED IN

- Aftonbladet & Expressen, Swedens two largest newspapers
- TV4 Morning News, nationwide morning show
- Scandinaviantraveler.com
- Travelmag.co.uk
- Matadornetwork.com
- Elle.se
- Cafe.se

AT A GLANCE

