



# THE ROOFTOP GUIDE

MEDIA KIT 2018



The background image shows two men on a rooftop bar. On the left, a man with a shaved head and sunglasses, wearing a dark jacket over a grey t-shirt, holds a wine glass. On the right, a man with a beard and sunglasses, wearing a light blue button-down shirt, looks out over a city skyline at sunset. The skyline includes various buildings and a crane in the distance.

## ABOUT THEROOFTOPGUIDE

Therooftopguide.com is a **unique site** and the only one of its kind that provides a **complete guide to the world's best rooftop bars**. Here you can find all the information you need about over 1 000 rooftops in more than 100 of the world's most visited cities.

And also follow us on our trip and our visits to rooftops all over the world (right now over 500).

To eat and drink with a fantastic view is a persistent trend, all over the world. Today there are several roof terraces with bars in all major cities and more are being built consistently, as the choice of drinking and dining with a view is almost expected. And also, we don't think our approximately **1 million visitors** per year can be wrong.

Three times we have been invited to talk about rooftops in Sweden's two leading national TV networks. Therooftopguide is also recurring in various press, including Sweden's largest newspaper Aftonbladet, Café, ELLE, Scandinavian Traveler, Travelmag, Matador Network, Polo Lifestyle and several other media outlets. Given all this, we feel proud to call ourselves "rooftop experts".

We hope you want to join in on our journey!

[www.therooftopguide.com](http://www.therooftopguide.com)

[www.rooftopguiden.se](http://www.rooftopguiden.se)

# STATISTICS & AUDIENCE

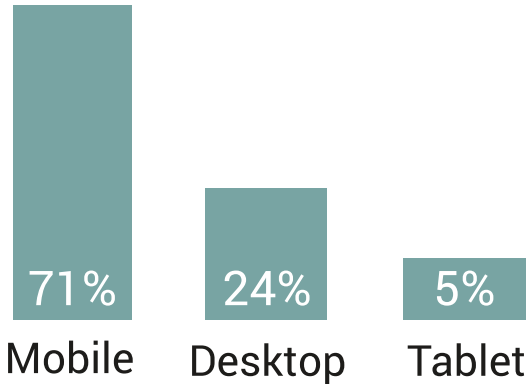
30 days (2018-04-22 - 2018-05-21)

108 945 unique browsers

136 611 visitors

328 105 page views

Distribution per device



## Audience at therooftopguide.com

Therooftopguide.com is mostly visited by travel-interested epicureans who are prepared to pay to get an extra silver lining on their experiences. They like to travel several times a year, especially to larger cities and attaches importance on flights, accommodation and dining before and during travels.

Most of them live in larger cities, shopping is a major interest and they are between 25-44 years old, with a predominance in the 25-34 age group. Gender distribution is relatively even, with slightly more women.

Most of the visits are via mobile phone.

Source: Google Analytics (2018-05-22)

## INTERESTS

Travel, Shopping, Food & Dinner, Hotels & Accommodation, Flights, Arts & Entertainment, Sports & Health, Finance & Investment

25-44  
AGE

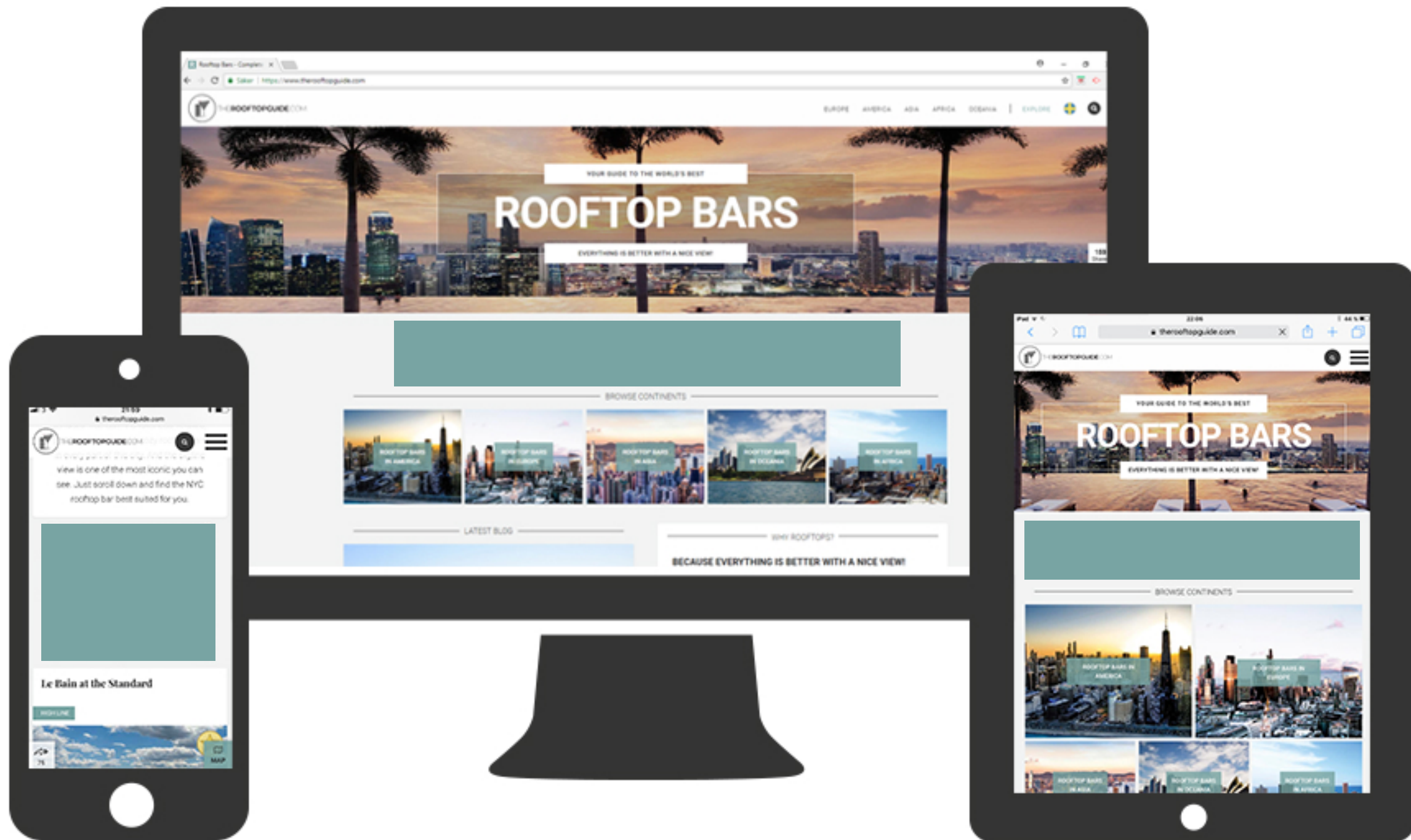
41 %  
MALE

59 %  
FEMALE

64 700  
FOLLOWERS INSTAGRAM



# PRODUCTS



# DISPLAY ADS

## TOP-PANORAMA (DESKTOP/TABLET + MOBILE)

Dimensions 980x120 / 320x320

Format types: Display, Rich Media, Video

Placement: ROS

Price: 3 990€/month (minimum 330 000 page views)

*(Visible at the top of all pages, can be customized in height for desktop)*



## RIGHT COLUMN (DESKTOP/TABLET + MOBILE)

Dimensions: 320x320

Format types Display, Rich Media, Video

Placement: ROS

Price: 2 190€/month (minimum 330 000 page views)

*(Visible on all pages, right column desktop and in feed on mobile)*



## BOTTOM-PANORAMA (DESKTOP/TABLET + MOBILE)

Dimensioner: 980x120 / 320x320

Format types: Display, Rich Media, Video

Placement: ROS

Price: 1 590€/month (minimum 330 000 page views)

*(Visible on bottom part of all pages, can be customized in height for desktop)*



# NATIVE

## ROOFTOP-AD (DESKTOP/TABLET + MOBILE)

**Dimensions:** Responsive

**Format:** Headline (max 40 characters), image 640x360px, body text (max 120 characters)

**Placing:** Stadssidor (en eller alla)

**Price:** 950€/year + 0.8€ per click

An effective way to send a specific message to a specific audience interested in travel, shopping, accommodation, flights and memorable experiences.

Ad with heading, image and text visible in the flow of rooftop bars on all city pages (such as Rooftop bars in London, Rooftop bars in New York, etc.). Possible to choose specific cities or all.

Link to any page on your site, or to hosted article at our site. Possibility to vary and change messages and articles.

You only pay when someone clicks on the ad and can set any budget.





# OTHER PRODUCTS

## INSTAGRAM (SPONSORED POST)

**Followers:** 64.7K (May 2018)  
**Format types:** Image, Video  
**Price:** Contact us

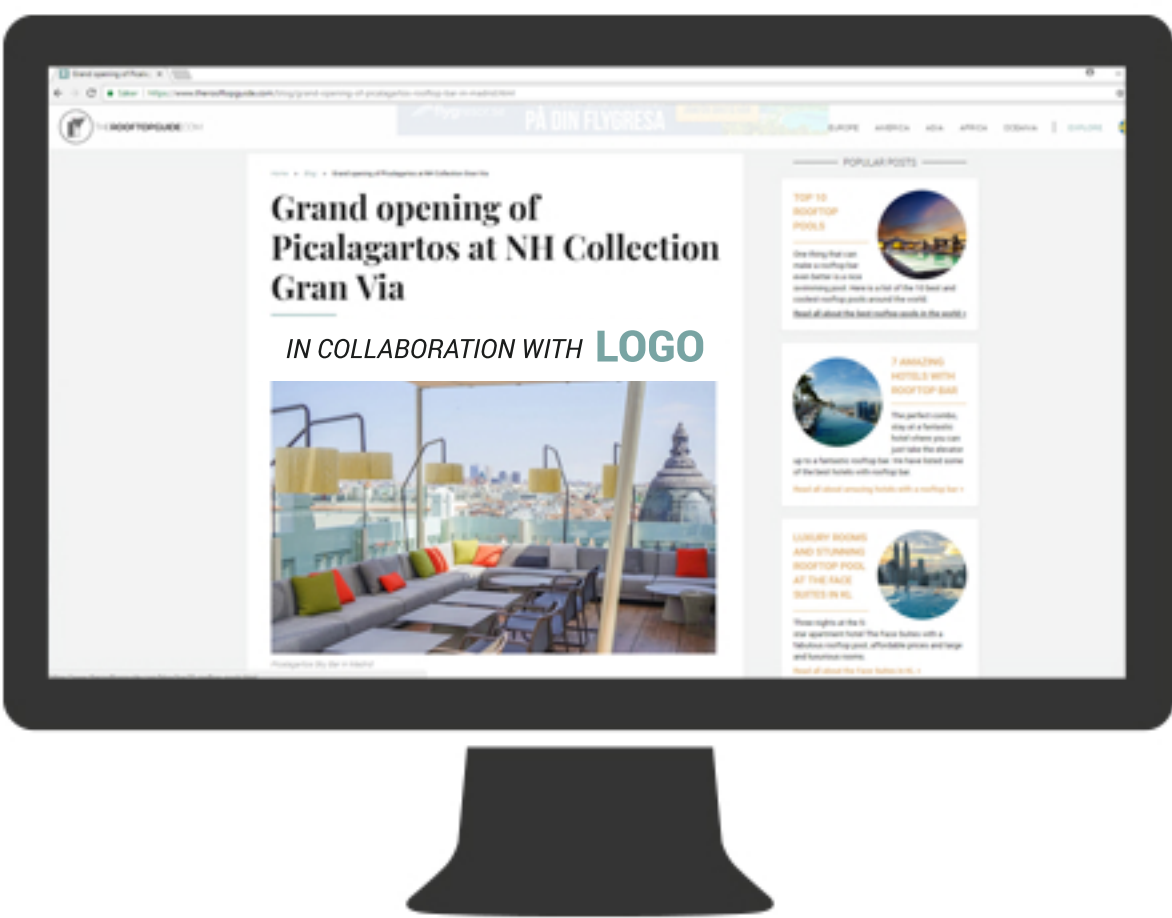


## BLOG (SPONSORED POST/POST IN COLLABORATION WITH)

**Format:** By agreement  
**Price:** Contact us

Visible in connection with all our blog posts about visits to rooftop bars. Published on site and also marketed in social media.

Example





# CONTACT

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