**About our company:**

* Reishonger.nl is a Dutch travel- & influence network for independent travellers, outdoor geeks, culture lovers & adventure seekers.
* We don’t sell trips by ourself, we inspire other to travel.
* It’s all about **travel inspiration.**
* We are one of the largest Dutch travelblogs with +100.000 visitors each month.

**About the media kit / brochure:**

* The media kit itself must be a travel experience / inspiration.
* Colourful and clean design.
* Use the colours of our new logo
* Use our icons (marker, worldmap) in the design
* Use the style of our website.
* All the text in the media kit must be adjustable by us
* Page format: A4
* Logo kit added: (1a) + (1b) + (1c) Logo sourcefile

**Content of the media kit / brochure**

* 5 pages
  + **(1)** Front page
  + **(2)** About Us
  + **(3)** Stats / Companies work with
  + **(4)** Advertising
  + **(5)** Back page
  + (6) Our contributors
* Example is attached: (2) example of a brochure with 5 pages A4 (don’t like the design of this example for our media kit, but just to show the idea of the 5 pages).

**(1) Front page**

* Reishonger logo / name
* Slogan: Travel- & influence network for independent travellers, outdoor geeks, culture lovers & adventure seekers.
* Icon with says: MEDIA KIT

**(2) About Us**

* Introduction text (highlight the green words maybe?)
* Some photos of our contributors

***Introduction text***

Reishonger is leading in travel inspiration in The Netherlands. Our impassioned team of travel journalists, bloggers and youtubers create travel stories about independent & off the beaten track travel, near and afar. Created in 2007, Reishonger began as a personal backpack blog that has now turned into an award winning travel platform.

Our blog is all about providing inspiration for your own journeys no matter how big or small. We love documenting the world around us, seeking out eclectic travel moments and inspiring others to live the life they desire. Our knowledge of the world's most inspiring places is unrivalled.

The travel stories by Reishonger show us that we can conquer the world, get lost in its beauty, and find ourselves wherever our feet (or passport) may take us. We take our readers and fans on a digital journey around the world in search of the beautiful, the unusual, the forgotten and the mundane. Sit down, relax and have a browse of our inspiring travel stories and videos on [www.reishonger.nl](http://www.reishonger.nl).

**(3) Stats / Companies work with**

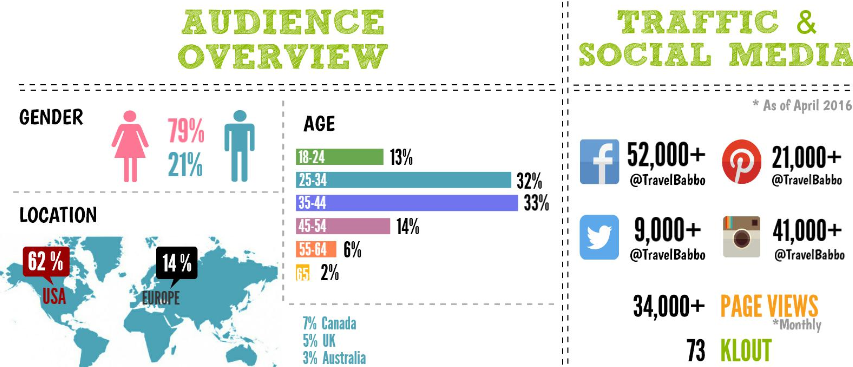
**This page consist of two parts:**

Part 1 - Stats

Part 2- Companies we work with

**(3) Part 1 – Stats**

**For example:**

****

**Audience**

* Gender (actual figures 66% women, 34% men)
* Age (use these figures :
  + 18 – 24 11%
  + 25 – 34 30%
  + 35 – 44 36%
  + 45 – 54 12 %
  + 55 - 64 9%
  + 65+ 2%
* Replace “Location” for “Countries visited” and show one percentage ( 81%)

**Traffic**

* Number of unique visitors each month: 115.000
* Number of page views per month: 240.000

**Social media**

* Show Social media icons and number of social fans
  + Facebook (30.000)
  + Instagram (5200
  + Twitter (7000)

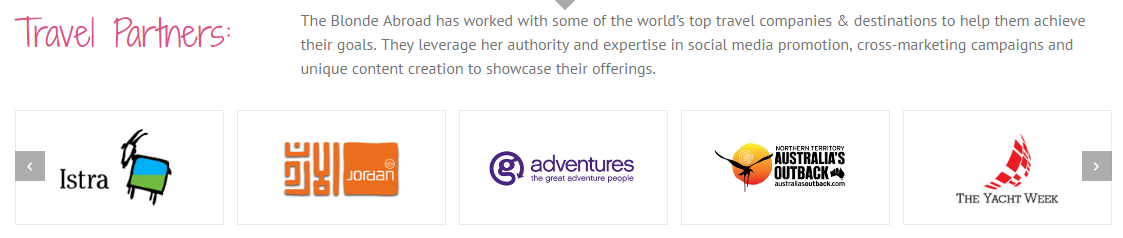
**(3) Part 2 - Companies we work with**

* Somewhere on the page add the slogan “Let’s work together!”
* Add introduction text: Wondering how to transform your product from a commodity into an experience? Not sure how to leverage the power of social media and connect with your target demographic? Need help aligning your branding with your company values? Whether you are a tourism board, travel company, property, or product, we can help. We work with more than 100 travel- and brand partners
* **Travel partners**

Add text: We have worked with some of the world’s top travel companies & destinations to help them achieve their goals. They leverage our authority and expertise in social media promotion, cross-marketing campaigns and unique content creation to showcase their offerings**.**

Add Icons of travel companies we work with KLM / Riksja / Aruba / Skyscanner / Fox reizen Singapore airlines

Example:

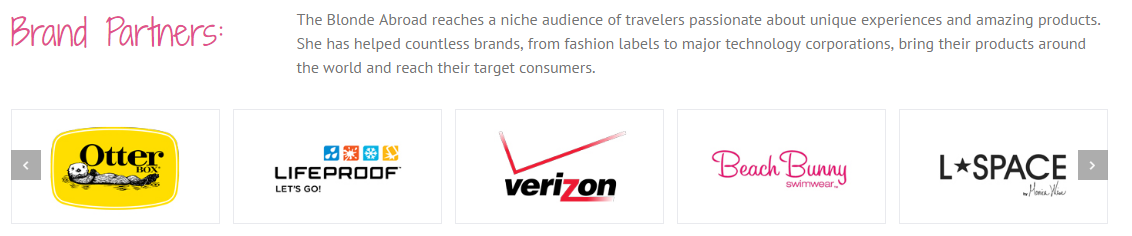


* **Brand partners**

Add text: Reishonger reaches a niche audience of travellers passionate about unique experiences and amazing products. We have helped countless brands, from fashion labels to major technology corporations, bring their products to The Netherlands and reach their target consumers.

Add Icons of brand partners we work with: Nikon, Tom Tom / The North Face / Go Pro / Osprey

Example:



**I added examples of the correct logos:**

* (4a) **logos of Travel partners**
* (4b) **logos of Brand partners**

**(4) Advertising**

Reishonger has a large online interactive community through its readers and social networks that provides a perfect venue to showcase your brand or destination to a highly engaged online audience of travel enthusiasts.

Check out some of the things we can do for you.

* Sponsorship Opportunities
  + Travel Writing

Yes please! Digital Storytelling our core business. About independent & off the beaten path travel. About exciting cities, with their buzzing street life, wild nightlife and unbeatable attractions. About otherworldly landscapes and awe-inspiring natural wonders. Near and afar.

* + Press & Fam Trips

The only thing we love more than experiencing new places is sharing the destinations with our readers. Our travel journalists are invited by tourist offices, airline companies, hotel brands and other partners. In 2016 for example our journalists went to Peru, Norway, South Africa, Costa Rica, Thailand and Spitsbergen.

* + Reviews / Sponsorship

We love reviews! They give us a chance to let our readers know about unique products for the experiential traveler. We’d love to write an honest review for your app, product, hotel or anything else you can think of!

* + Traveldirectory

Are you the owner of a small romantic B&B in Italy? Or of that cool rafting company in Bali? Or do you have an excellent restaurant on Aruba? We invented our unique traveldirectory for local companies, where we match accommodations, attractions, tours, travelcompanies and restaurants to a specific destination.

* + Advertising

Advertorials, SEO articles, sidebars, banners, social media promotion. We have a lot of interesting advertising opportunities to help your business market its products and services to a target audience and help you expand your brand awareness.

* + Photography.

It’s no secret that stunning images are one of the best and easiest ways to showcase your brand or destination. We offer a selection of photography services that help enhance your brands website and social networks.

* + Travelvlogs

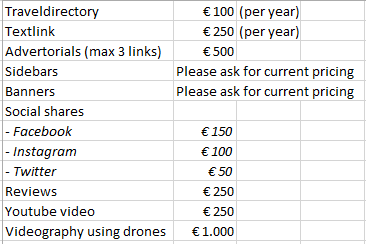
Professionally produced and edited YouTube videos. Showcase your destination through the eyes of a world traveler!

* + Videography using drones

Our state of the art drone footages will blow your mind.

* And add a cool / clean price table of our advertising prices based on this table:

|  |  |  |
| --- | --- | --- |
| Traveldirectory | € 100 | (per year) |
| Textlink | € 250 | (per year) |
| Advertorials (max 3 links) | € 500 |  |
| Sidebars | Please ask for current pricing |  |
| Banners | Please ask for current pricing |  |
| Social shares |  |  |
| *- Facebook* | *€ 150* |  |
| *- Instagram* | *€ 100* |  |
| *- Twitter* | *€ 50* |  |
| Reviews | € 250 |  |
| Youtube video | € 250 |  |
| Videography using drones | € 1.000 |  |



**(5)** Back page

Contact us

And a block with our contact information



( I will send the contact information later, but we need ‘space’ for three contact persons)

Add a block with our social media channels:

https://ci3.googleusercontent.com/proxy/c-rqtKLuHjL29Sx8EWulGD5UJuiUB7-kmUX5gzjGDBpV3G9anudzfRTeTBXdHThqaTZ9Ndq_kUjN_EGT33k5LSWz5aGpehXLDC8QSRwx=s0-d-e1-ft#http://www.vakantiewegwijzer.be/vakantiefoto/twitter.png  Twitter - [twitter.com/reishonger](https://twitter.com/reishonger" \t "_blank)  
https://ci6.googleusercontent.com/proxy/z9lgaXA_5oWjSAWBoh8UUZ2H2gatOWhpfVTZGWNDbnuv97yOoOIwYfS3sU1QkhnFw2wKW0OlJ8NsMknkS_jBnJQ3aIltgAcz_RRuX3zAzvI=s0-d-e1-ft#http://www.vakantiewegwijzer.be/vakantiefoto/pinterest.png  Pinterest - [pinterest.com/reishonger](https://www.pinterest.com/reishonger/" \t "_blank)  
  Youtube - [youtube.com/reishonger](https://www.youtube.com/channel/UCr_58TFXkF3gKUp7NiLtBQw" \t "_blank)  
https://ci5.googleusercontent.com/proxy/NnqbVmcA0VukvJnq-BKV4FXN5ENzmPuXUViMISjS_C-X7uojm6mqjRUYMXUAqtPFV29G4DxcPMvsjPv9hUjz1sSE2126cxzUJCkDjpq0OA=s0-d-e1-ft#http://www.vakantiewegwijzer.be/vakantiefoto/facebook.png  Facebook - [www.facebook.com/reishonger](https://www.facebook.com/reishonger" \t "_blank)  
https://ci3.googleusercontent.com/proxy/k9nebCWKLwXjlwDt-NzxrRHmR7MyXiAkaAOFQ8sublZGwOgm_3l3s0Tamc3oLoZ08gZ4sXEgQUrjC71BN01b44m-m9OP8OPg92A3o1viTKw=s0-d-e1-ft#http://www.vakantiewegwijzer.be/vakantiefoto/instagram.png  Instagram - [instagram.com/reishonger](http://instagram.com/reishonger/" \t "_blank)

(6) Our contributors

Example:



**Footer**

As an idea: In the footer of page 2, 3 and 4 add our contact emailadres: [marketing@reishonger.nl](mailto:marketing@reishonger.nl), our website logo and url ([www.reishonger.nl](http://www.reishonger.nl))

And maybe the following quote:

