

# PROMOTING ON LONE DRIFTERS

## SPRING 2024



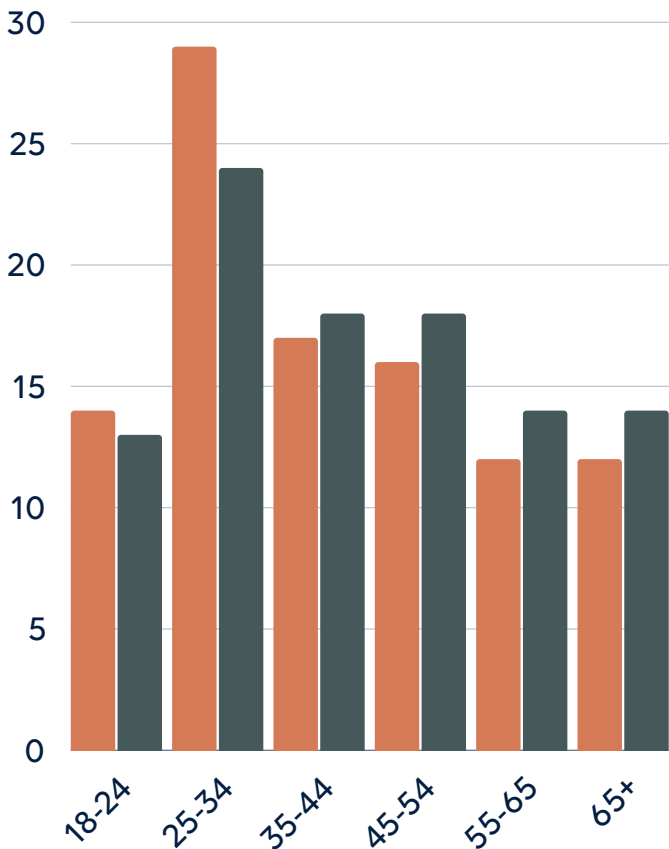
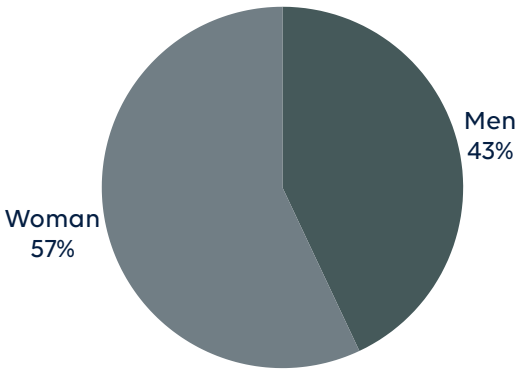
# Lone Drifters

Lone Drifters is The adventurer's ultimate guide to exhilarating adventures and captivating destinations. We are:

- One of the biggest Dutch travelblogs with a focus on the outdoors, active travel and funsports with 700.000 yearly visitors (2023)
- We have a high engagement on Instagram and a total of 5.000 social media followers on different platforms.

## OUR READERS AND FOLLOWING

Are mostly couples and friends who love to go outside and enjoy nature and being active. They like to hike, bike, climb, stand-up paddle, and all the other fun sports. They look for inspiration for adventure destinations but they also want comprehensive travel guides.





# Why work with us

Next to a platform that attracts between 53 to 89k followers a month, we aim for quality over quantity.

We spend time updating old content and we spend time getting to know our visitors through either heatmaps, surveys or keyword research.

We'd rather write an article that answers the questions of the reader than several clickbait articles. Unlike social media platforms like Instagram, our content will still be available years later. We inspire through Instagram and inform our followers through our blog.





# Previous collabs

Over the years, Lone Drifters has worked with various companies, brands, and PR agencies.

We work with brands such as Gore-Tex, Coleman, Protest, Roxy, Knives and Tools, Fjällräven, Garmin & Sockwell.

Every year, we partner up with different destinations to light up the active side of the destinations. In 2023, we worked together with **Switzerland, Jordan, Malta, Austria, Croatia, and Savoie Mont Blanc**. We do this through (large) PR agencies such as **BuroSix, Baltus Communicatie, Check-in PR, and AviaReps**.

In 2023 Lone Drifters also was invited for and participated in the **Bever Dutch Mountain Trail** - 100 kilometers of walking in South Limburg in 3 days.





# Advertising rates

Spring 2024

## Sponsored articles

Sponsored article (12 months online) € 600

Sponsored article (24 months online) € 800

Sponsored article (unlimited online) € 1000

## Social media

Sponsored post on Pinterest € 150

Sponsored post on Instagram € 150

Sponsored post on Stories € 250

Sponsored reel on Instagram € 400

## Newsletter

1 news item in newsletter € 150

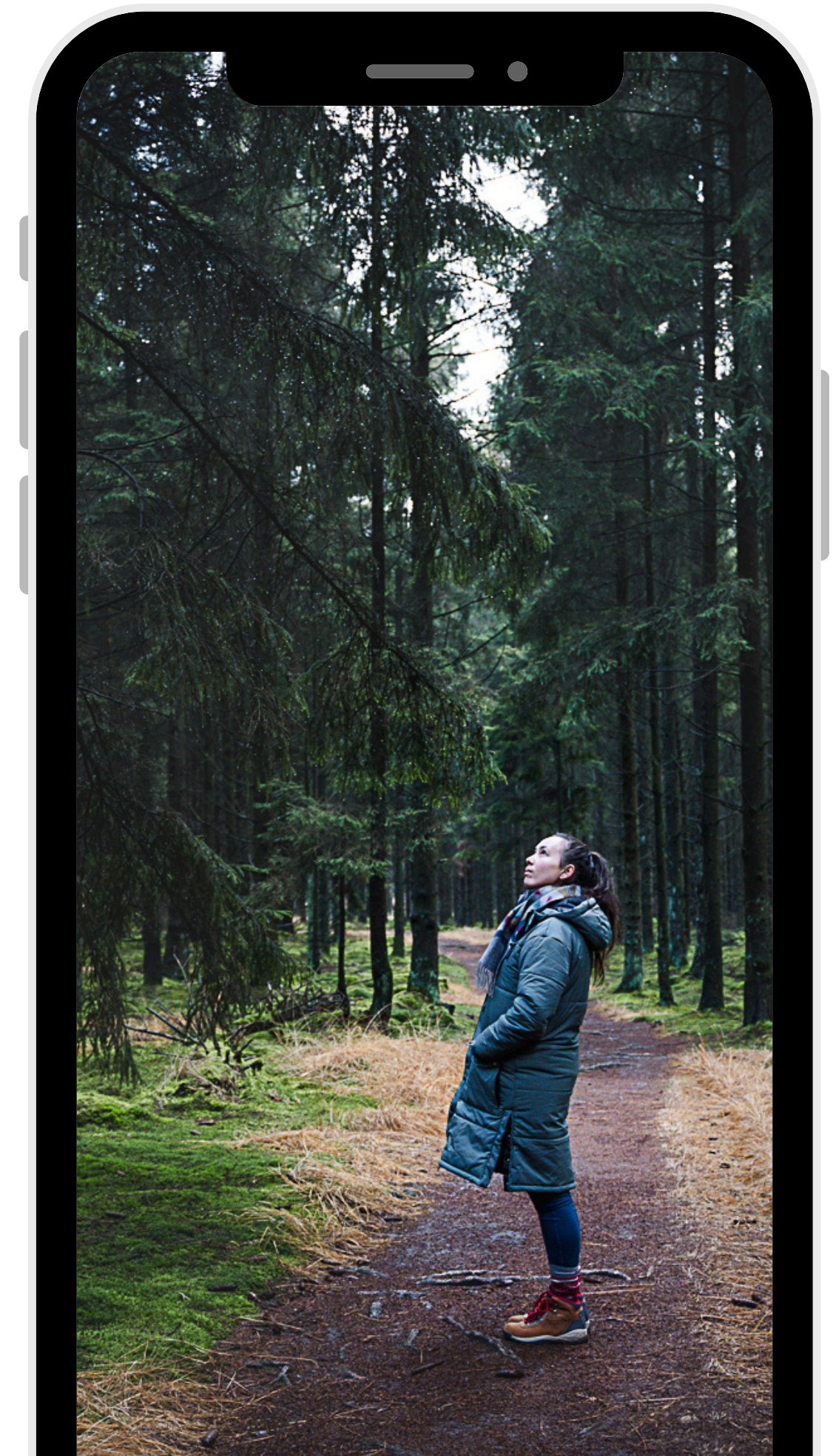
Dedicated newsletter € 350

## Bannering

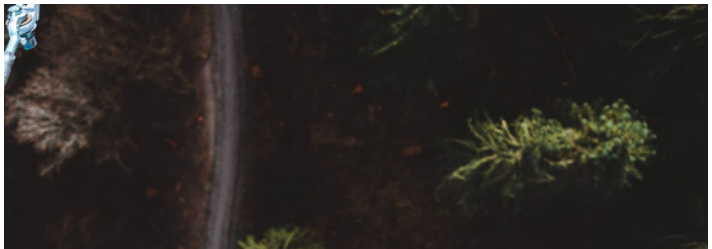
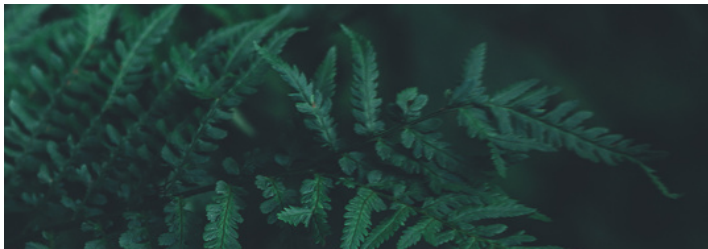
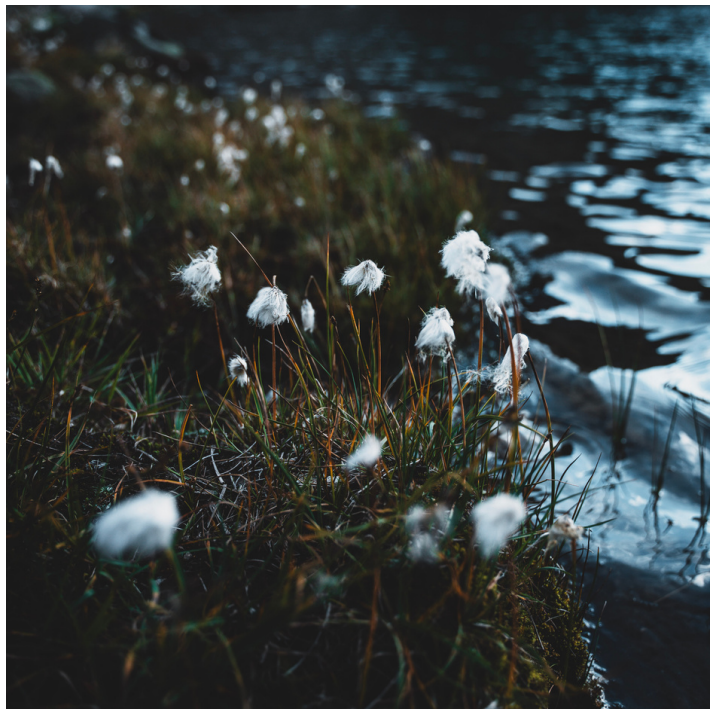
Bannering above blogposts/pages per month € 1000

## Dedicated page

Your own webpage on Lonedrifters.nl (6 months) € 1500









# Contact details

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