

Media Kit

This is Media Kit for Travel in the Sky – a cooperation served up by King Goya online travel magazine and the travel blog Reiserperler.com

Team Work: Reiserperler and King Goya work as a team! We reach a larger audience - both in Norway, Scandinavia and English speaking countries such as the UK, USA and Canada. As a team we are powerful and genuine. We are Travel in the Sky!

Reiserperler.com: Ms Jeanette Mysen Wilhelmsen is a Norwegian blogger and publisher and she brings out her travel-blog Reiserperler.com Travel is an important part of her life and she is on the move to visit new places and cultures. Above all, Jeanette is active on social media; Facebook, Instagram and Snap. Jeanette is an influencer followed by thousands. Reiserperler.com is published in Norwegian language and provides technical tools to bring out advertisement and content marketing.

Target: Mix male/female in the High End market. 70% female – 30% male readers.

Luxury target: Luxury hotels resorts/Spa resorts /Events /Food

We recommend: Exclusive editorial content and content marketing

Amount readers: Monthly readers 7,000

Followers: Facebook: 4,603 / Instagram: 3,000+

Facebook: @reiserperler

Instagram: @reiserperler

Snap: 500

Web: www.reiserperler.com

Ad size: Header, Top banner: 600 x 150 pixels / Side bar: 300 x 600 pixels

King Goya is an online travel magazine in Norwegian and English written by professional journalists and photographers. King Goya has a positive profile, always searching the best story, meets exciting people and inspires for next trip and vacation. During the year 2017, King Goya reached more than 5 million visits, mainly English speaking audience in the UK, USA and Canada. Kinggoya.no reach Norwegians and Scandinavian readers and followers. Mr Gudmund Lindbaek is the publisher and experienced journalist.

Target group: Mix male/female in the High End market. 55% female – 45% male readers.

Luxury target: Luxury hotels & resorts / Local food / Events / Adventure

We recommend: Exclusive editorial content and content marketing

Readers: Monthly: 300.000 / Year 2017: Total 1 million Unique / 5 million visits

Followers: Facebook: 41K / 7K, Instagram: 3,200, Twitter: 9,190

Twitter: @KingGoya1

Facebook: @KingGoya9 - @KingGoyaNorge

Instagram: @kinggoyamagazine

Web: www.kinggoya.com and www.kinggoya.no

E-mail: gudmund@kinggoya.com

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Travel in the Sky: As media group we create exclusive and bespoke editorial content, provide links to company and product, advertisement and deliver content marketing to selected groups. Readers and followers find facts and information with links to company and product. Getting people reading, talking, liking and trending is what we do well. The advantage is that readers already have confidence in King Goya and Reiseperler.

We deliver: Unique and engaging travel stories and travel blogs, video and photo as well as live updates on social media. We publish links and ads, and basically we say yes to organised press trips. In addition, we are associated with professionals who deliver live videos and storytelling.

Cost: Expenses are related to work, time and service involved, to the amount of target audience and the time blogger and journalist are on mission. If you invite us for a personal visit, Jeanette Wilhelmsen is departing from Oslo, Norway, while Gudmund Lindbaek is departing from London.

In terms of pricing marketing, advertising, distribution of editorial content and content marketing we can match any. Understanding the media landscape is the heart of what we do. After all, creating great content is one thing but knowing how to get it seen is quite another. It's a job and we are experts. As a team, we reach out to a large, high-end and selected audience. Please advise your budget and we will deliver results.

Let's discuss how Travel in the Sky can support your business.

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Våre nettsider: Reiseperler.com / KingGoya.no / KingGoya.com



Reiseperler