

*flea market*   
*Insiders*

MEDIA KIT & INFORMATION

October 2016



flea  
market  
insiders :  
your daily  
breeze of  
vintage

## THE FACTS

Flea Market Insiders is a top-rated travel & lifestyle blog featuring unique review from the world's best flea markets and vintage / antique / design shops. The blog receives over 141,000 page views per month from 150+ countries.

Flea Market Insiders has seen traffic grow considerably since its launch in 2011. Most visits originate from targeted search engine queries, social media interactions, highly relevant inbound links and browser bookmarks.

Our readers are modern, tech savvy, open-minded and socially responsible individuals with a very strong interest in traveling and shopping for vintage, design & antiques.

Flea Market Insiders is a featured source of information on the travel & lifestyle industry. Our readers regularly use the website as a source for useful and interesting travel information. The recommendations published on this blog have helped many readers plan trip itineraries, book hotels and visit recommended travel websites.

## THE NUMBERS

**10,100+**

Facebook followers

**1,480+**

Twitter followers

**73K \***

monthly readers

**141K \***

monthly pageviews

**1.95 \***

Pages/Session

**5:08 \***

minutes / session

**4.71% \***

Bounce Rate

**600+**

comments

**100,000+**

FB post reach/month

**5,000+**

installs of our iOS app

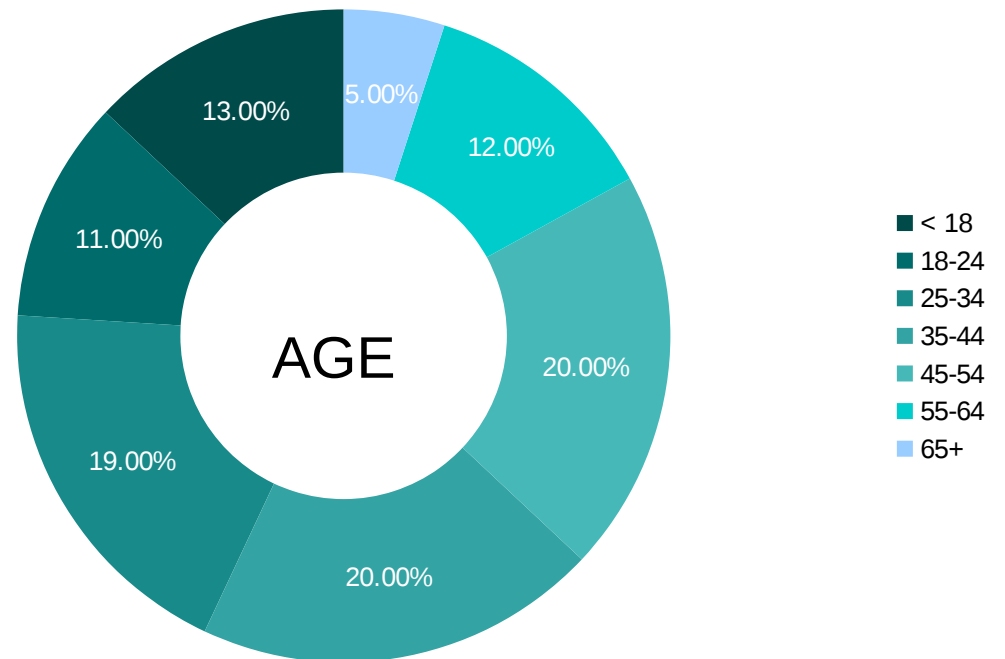
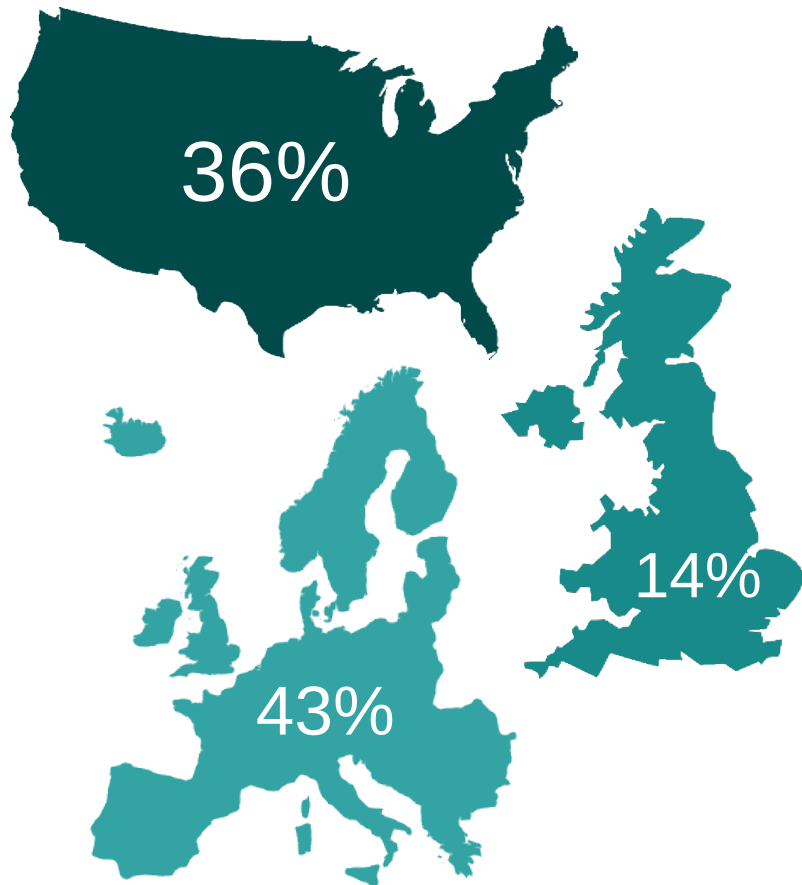
**700+**

downloads of our free eBook "Flea Markets of New York"

\* Data : Quantcast & GA | 10/2016

# FLEA MARKET INSIDERS READERS AT A GLANCE

- 32% Travel Buffs
- 31% Technophiles
- 31% Shoppers/Shopaholics
- 30% Home Decor Enthusiasts
- 26% Cooking Enthusiasts/Aspiring Chefs



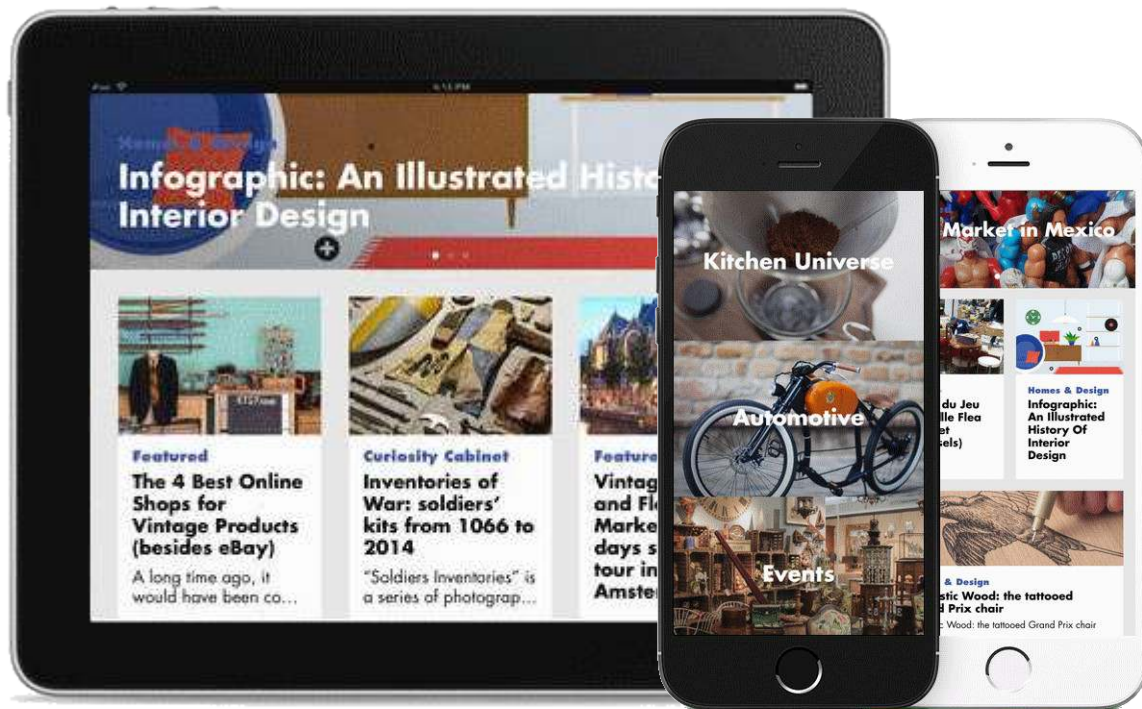
60% ARE BETWEEN 25-54

# NATIVE ADVERTISING

We're experts in publisher-produced brand content for travel and design enthusiasts.

Sponsored Posts are written in our trusted editorial voice, and appear in the editorial well of our homepage. They are also shared with our social community.

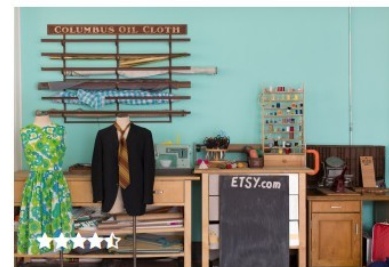
Sponsored Posts can create buzz around a new product, make an announcement, stimulate direct reader engagement, and collect opt-ins.



Design December 13, 2014

## 10 Design Classics That You'll Love for a Lifetime

"Newer isn't always better, especially when it comes to good design." For its DesignLife issue, Wired Magazine picked out 12...



Featured September 9, 2014

## The 4 Best Online Shops for Vintage Products (besides eBay)

A long time ago, it would have been considered ludicrous to compete against such a giant like e-bay. If you...



shopping August 12, 2014

## Shopping: 4 retro modern watches for the summer

Just like the way you dress, the kind of watch you wear tells a lot about who you are. And...



shopping December 2, 2014

## 27 Christmas Gifts with a Vintage Touch

Sweaty, impatient crowds. Overflowing car parks giving way to dizzying lights and music. Undeserving children screaming demands at parents and...



DIY August 16, 2014

## VIDDY Cardboard Camera

After the success of the VIDERE and the pinhole-HASSELBLAD, London-based artist Kelly Angood created and launched on Kickstarter the VIDDY...



Automotive February 12, 2012

## Derringer Cycles: when vintage "hits the road"

Some objects once stepped into the legend and never left it. Because of their manufacturing quality, their performance at the...

# AD PLACEMENT

Our loyal community of readers delivers high click-through rates and strong engagement metrics. Costs are based on a monthly fee across the entire website (over 1,850 pages), with an estimated 110,000 monthly ad impressions.

We offer special mobile and tablet placements to optimize performance across all devices.

Our responsive design makes it easy for our readers to see your banners and find the content they love, even on the smallest, coolest screen size.

Banner sizes:

Leaderboard: 728x90

Sidebar: 336x280, 300x250, 300x600

Mobile: 336x280, 300x250, 280x35

Additional Ad placement: get your Sidebar ad featured in exclusivity on each listing page of fleamarket.com (more than 180 listings available).



## CONTACT INFORMATION

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