

FLEA *market*
INSIDERS

Media Kit

January 2019

www.fleamarketinsiders.com



*Your daily
breeze of
vintage*

The Facts

Flea Market Insiders is a top-rated **lifestyle, travel, and home decor** website.

We feature unique content focusing on the world's best flea markets, shopping tips, and the latest news from the vintage & design industry.

Flea Market Insiders receives over 78,000 page views per month from 150+ countries. Traffic has grown considerably since the website's 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 individuals with a very strong interest in traveling and shopping for vintage, design & antiques and home decor.

Flea Market Insiders is a well-reputed source of information and entertainment. The recommendations published on this blog have helped many readers plan travel itineraries, book hotels and check out recommended products.

The Numbers

FMInsiders | FMapket

47K* | **19K***

Monthly readers

78K* | **54K***

Monthly pageviews

1.65* | **2.85***

Pages / Session

2:20* | **1:40***

Minutes / Session

64% | **36%**

Mobile visits vs Desktop

12,000+

Facebook followers

1,870+

Twitter followers

960+

Instagram followers

5,000+

newsletter subscribers

1300+

Comments

27%

Newsletter open rate
(Industry average = 14%)

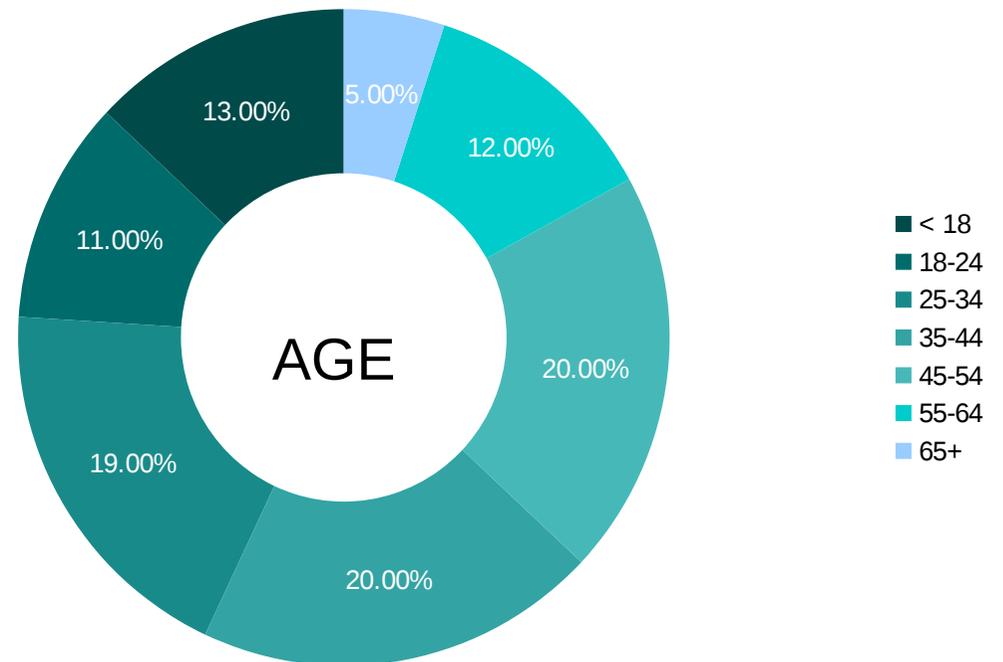
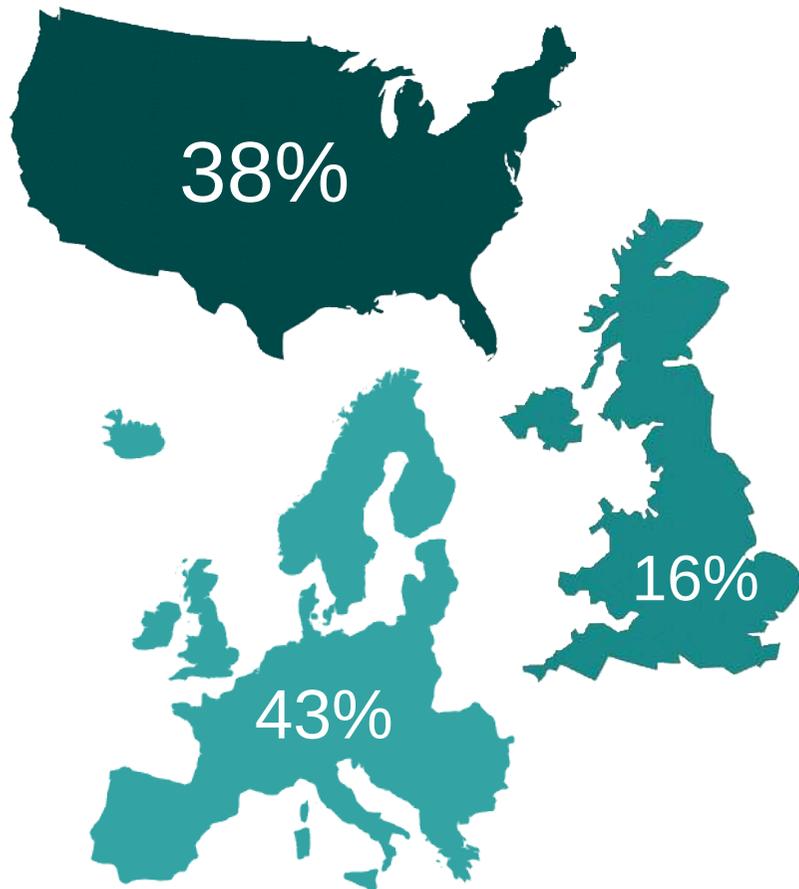
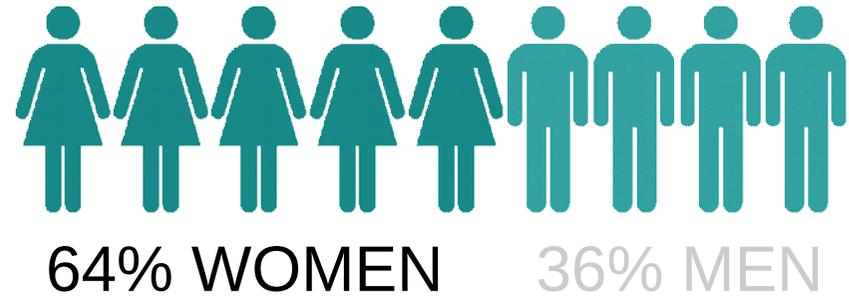
11%

Newsletter click rate
(Industry average = 4%)

* Data : Google Analytics | 01/2019

Our Readers at a Glance

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



Press coverage

Flea Market Insiders is a well-reputed and recognized source in the world of flea markets antiques, and vintage.

Over time, we have been featured in a wide array of print media, broadcast news, online newspaper, and blogs from around the world. We were even invited to co-host a whole season of a TV show in Hong-Kong, and another one in the UK!

Consult a more thorough list on [our website](#).



REFINERY29

homestyle weekly
simple solutions for everyday living

**THE
WALL STREET
JOURNAL.**

STARS  STRIPES.

**HOMES
& ANTIQUES**

THE *List.*

Living
France



ANTIQUÉ
COLLECTING

Reloved

Banner Advertising

Our loyal community of readers delivers high click-through rates and strong engagement metrics. Our prices are monthly fees for banner ads across the entire website (over 1,850 pages), with an estimated monthly average of 67,000 impressions per ad.

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 also on mobile devices.

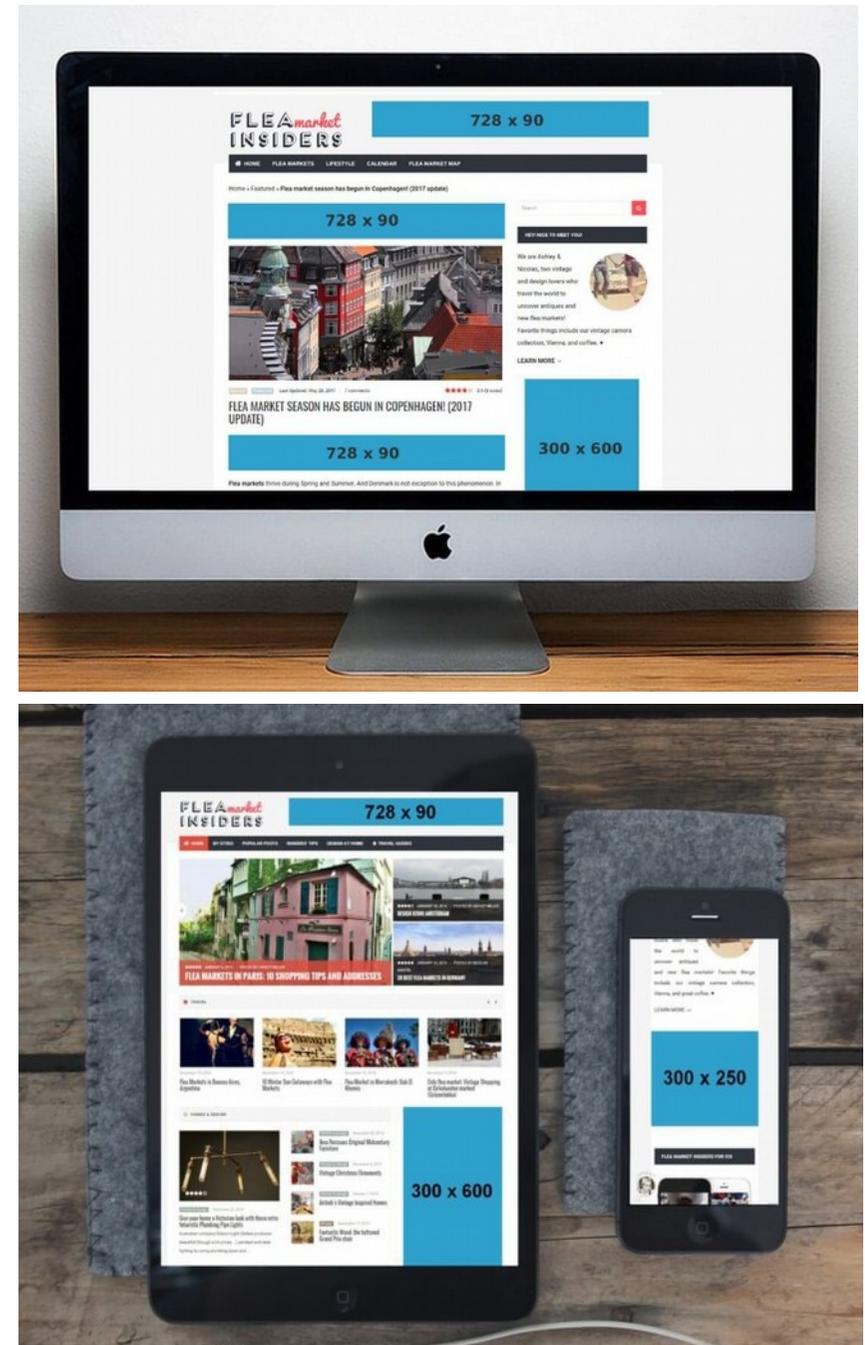
Banner sizes:

Desktop Leaderboard (x4): 728x90

Desktop Sidebar (x2): 336x280, 300x600

Mobile (x6): 300x250

[Request](#) our rate card for all details.



Native Advertising

We're experts in publisher-produced brand content for travel, design and vintage enthusiasts. We stand for expertise, trustworthy information and entertaining stories.



Sponsored articles

Sponsored articles are written in our trusted editorial voice, and appear in the editorial well of our homepage. They are also shared with our social following. **Sponsored articles** can create buzz around a new product, make an announcement, or stimulate direct reader engagement.

Sponsored links

We also offer the option of inserting **sponsored links** into already existing, high-performing articles (up to 7,200 monthly page views). Benefit from continuous updates & social media sharing of our cornerstone articles.



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"

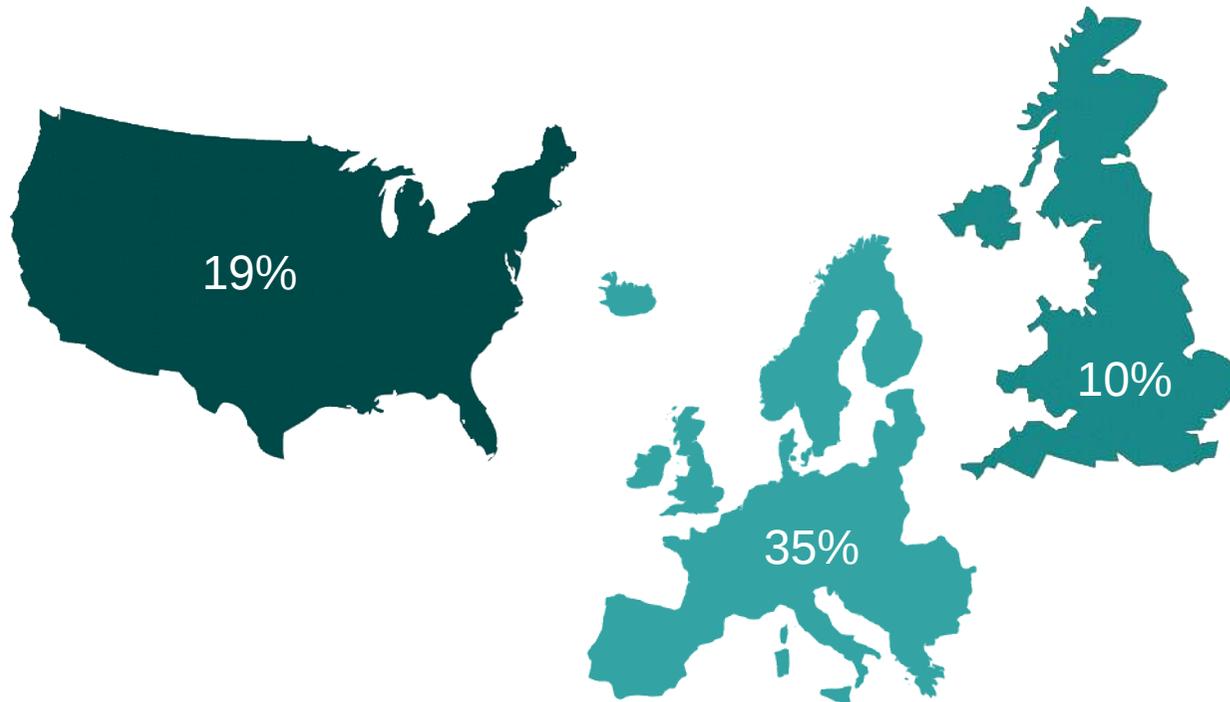
Some objects once stepped into the legend and never left it. Because of their manufacturing quality, their performance at the...

Social Media Campaigns

We can lend you our voice on social media to get in touch with our following of loyal subscribers

Flea Market Insiders is a trusted source of information and entertainment on Facebook and Twitter, bringing a breeze of vintage into our readers' lives.

We actively engage with our readers, which has led to the organic growth of a global and vibrant community over the years.



12,000+

Facebook followers

1,800+

Twitter followers

15,000+

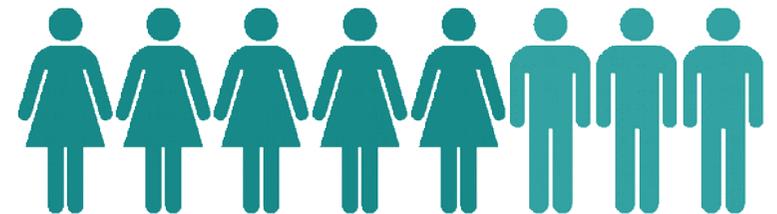
Weekly organic reach

300+

Engaged users per publication (in average on Facebook)

77 %

are between 25 and 54 years old



70% WOMEN

30% MEN

*Request our rate card &
your tailor-made quote now*

CONTACT INFORMATION

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