



# The World Loves Melbourne

*Digital Media Kit  
September 2016*

# Site Overview

- The World Loves Melbourne is a popular PR Company and awarded premium Melbourne food, travel and lifestyle website.
- Part of exclusive Nuffnang Bloggerati.
- Top Australian Travel & Food Blog 2013, 2014, 2015 by Hotel Club Aust.
- Foodie Expert Melbourne for Global Foodiehub.TV.
- Ranked number 1 in Melb and no 4 blog in Australia by Alexa rating.
- We stand out for quality, style of design, and vibrant coverage of food, fashion, bars, shopping, travel and culture to celebrate the best Melbourne has to offer.
- ***We work with well known brands for advertising opportunities and work with cafes, restaurants and other businesses to provide affordable marketing strategies.***

# About Our Audience

**800+**



E-Newsletter Subs

**80,000+**



Pageviews/mth

**10,800**



Twitter

**32,500** (200-600 likes per post)



Instagram

**2,630**



Facebook

# About Our Audience (Survey)



Gender



Male: 34%

Female: 66%



Education



Tertiary: 80%



Age



18-34: 69%

Household  
Income



\$60K+: 80%



Professionals



92%



Engagement



Visit cafes/  
rest weekly:  
100%

Engaged with TWLM  
social media: 88%

# Most Popular Articles

## Our Most Popular Articles at Sep 2016:

- Best Cheap Eats– 85,951 readers
- Best Melbourne Cafes – 96,018
- Things To Do In Melbourne – 90,960
- Best Burgers– 67,356
- Best Melbourne Shopping - 42,849
- Best Breakfasts – 42,745

# Page One Google Ranking

## Page One Google Ranking (at 27/8/2016):

- Best Cheap Eats Melbourne
- Best Melbourne Cafes
- Best Pizza Restaurants
- Best Burgers Melbourne
- Best Melbourne Shopping

# Marketing Opportunities

- Marketing Campaigns to Increase “Awareness”
- Sponsored posts (featured articles on the site)
- Social Media Management (Twitter, Facebook, Instagram)
- Copywriting/content management
- Photographs to highlight strengths
- Featured profiles
- Newsletter to “influencers”

# Marketing Opportunities (2)

- Display advertising/banner ads
- “Best of” lists
- Promotional Events
- Measurable online data
- Website advice
- Strategy/advice
- The World Loves Sydney, The World Loves Adelaide, The World Loves Singapore



# Awards

- Top Australian Food and Travel websites 2013, 2014, 2015 – HotelClub
- Foodie Expert Melbourne, Foodiehub.TV
- Bloggerati, Nuffnang
- The Weekly Review - Top 23 Instagrammers Australia

# Advertising Rates

- To be negotiated with my managers Nuffnang Bloggerati.
- We host sponsored psots and ads for clients, as well as social posts.

# 7 Reasons to partner with us

1. Extensive track record and successful website since 2011.
2. Dream demographic of 18-34 professionals.
3. Successful campaigns with leading Melbourne cafes and restaurants.
4. TWLM has a “celebratory” tone and we don’t “run down” businesses.
5. We have a good mix of content and advertising.
6. We keep articles on the site after promotional period.
7. We are well connected and our audience is growing.

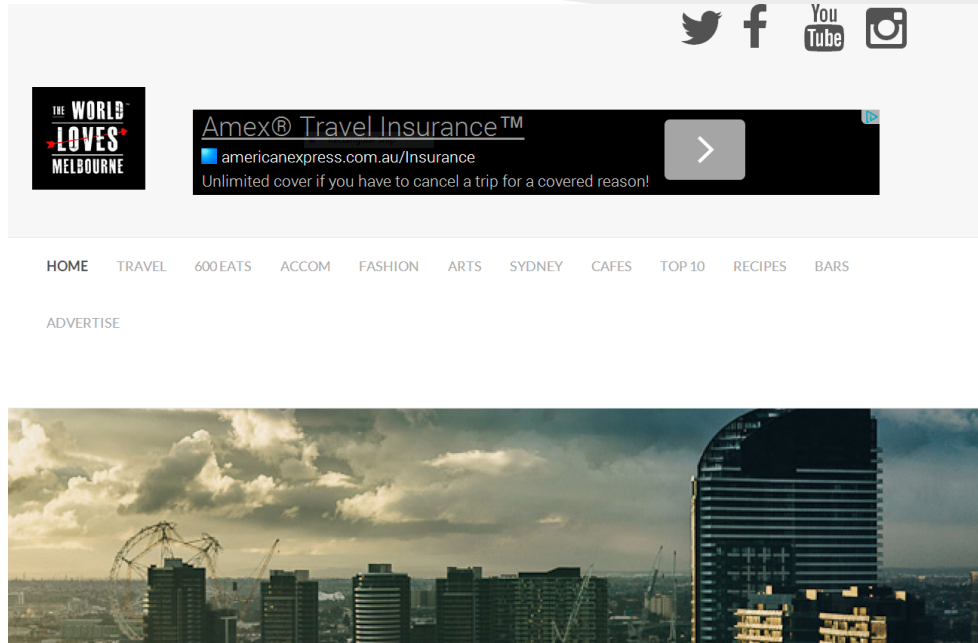
# Clients have included...

- Altair Restaurant
- Little Sunflower Cafe
- CH James, Fairfield
- Marcs
- Bossy Boots Café
- Mr Ramen San
- La Cucina Di Sandra Cooking School
- One Plus Piece Cafe
- Masak Ku
- American Express
- Merricks Creek Winery
- Saint Barry restaurant
- Logitech
- The Kitchen Place
- Olive Oils of Spain
- Jack Daniel's
- Yarra Ranges Tourism
- Cambridge Hotel Sydney
- Johnnie Walker
- The Swanston Hotel, Grand Mercure

# The Next Step...

1. Meet for us to learn about your business.
2. We work out some marketing strategies together.
3. We work out a business agreement.
4. We send an invoice confirming the partnership.
5. Depending on the strategy we take photos, write content, even manage social media etc.
6. You review the content for any edits.
7. We promote your business for greater “awareness”.

# Contact us...



Contact Nuffnang for Marketing Campaigns [theworldlovesmelbourne@nuffnang.com.au](mailto:theworldlovesmelbourne@nuffnang.com.au)  
or for PR David Hagger [david@theworldlovesmelbourne.com](mailto:david@theworldlovesmelbourne.com) or ph: 0404014479