

The World Loves Melbourne

Digital Media Kit Sep 2019

Site Overview

- The World Loves Melbourne is a popular PR Company and awarded premium Melbourne food, travel and lifestyle website.
- 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 have successfully worked with hundreds of premium brands on campaigns and collaborations.
- 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

50,000+



10,416
Twitter

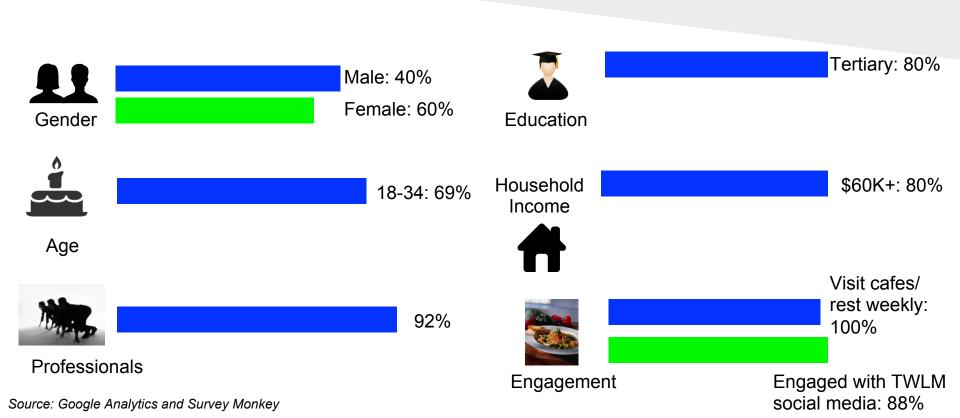
38,200 (200-800 likes per post)





Source: Google Analytics

About Our Audience (Survey)



Most Popular Articles

Our Most Popular Articles:

- Best Cheap Eats
 – 132,189 readers
- Best Melbourne Cafes 145,778
- Things To Do In Melb 129,685
- Best Burgers 67,356
- Best Melbourne Shopping 101,020
- Best Pizza 62,968

Page One Google Ranking

- Page One Google Ranking:

 Best Cheap Eats Melbourne
- Best Burgers Melbourne
- Best Melbourne Shopping
- Best Mornington Peninsula Wineries
- Top 10 Restaurants Chinatown

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, The World Loves LA

Awards

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

Advertising Rates

To be negotiated ...

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...

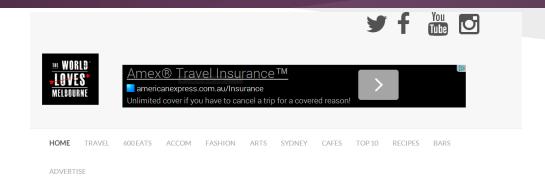
- Bunnings
- Little Sunflower Cafe
- CH James, Fairfield
- Marcs
- Bossy Boots Café
- Mr Ramen San
- La Cucina Di Sandra Cooking School
- One Plus Piece Cafe
- Marriott Hotels
- American Express

- Merricks Creek Winery
- Dilmah
- Logitech
- Wine Compass (wine tours)
- 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...





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