



# Global Kite Spots

## MEDIA KIT

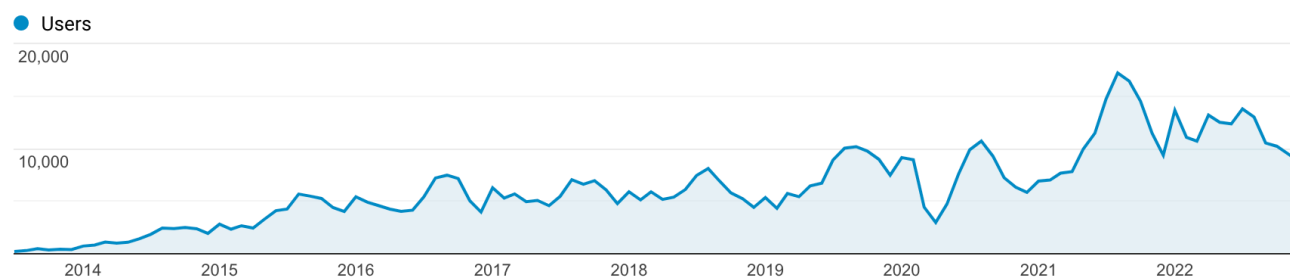
[Sales@globalkitespots.com](mailto:Sales@globalkitespots.com) | [Globalkitespots.com](http://Globalkitespots.com)





# GLOBAL KITE SPOTS IS A TRIP PLANNER FOR KITESURFERS

Global Kite Spots has helped kitesurfers find their next kitesurf holiday since 2013, filling a gap in the online spot guide space by starting with WHEN rather than WHERE. Since then the site has grown steadily in both content and visitors, with the aim to become one of the top online references for kitesurf trip destinations.



## POWERED BY PASSION

The site is run by Martin Sandstrom, an avid kitesurfer sharing the passion for the sport and lifestyle with the site's visitors. This ensures high quality content, and guarantees that the site is aligned with market trends while maintaining a personal tone.



## KEY STATISTICS 2022

Global Kite Spots is an online reference kitesurfers bookmark and come back to. It's the perfect place to introduce your local business, be it a kitesurf school, hotel or organiser of downwinders.

### STEADY STREAM OF TRAFFIC

Monthly visitors

**11.7k**

Monthly sessions

**15.1k**

### ENGAGED & LOYAL VISITORS

Time on site

**02:06**

Pages viewed

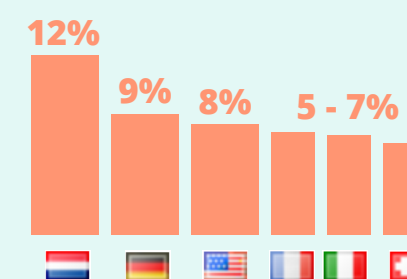
**4.7**

Returning visitors

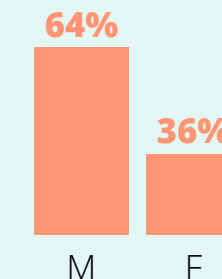
**14.2%**

### THE RIGHT AUDIENCE FOR YOUR BUSINESS

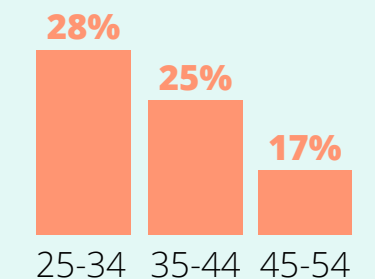
Location



Gender



Age



Source: Google Analytics

# YOUR WAYS TO ADVERTISE

Global Kite Spots is the first stop for DIY-type kitesurf holiday planners. As an advertiser of a local business it's the perfect space to catch your audience before everyone else. Create awareness of your brand and drive traffic to your website where and when your potential customers are looking for your services.

There are two ways to promote your business on Global Kite Spots. Both are highly cost-effective and safe from ad-blocking technology for guaranteed exposure.

## BANNER ON REGION PAGE

- **Banner or logo on a region page**
- **Immune to ad blockers**
- **Be seen when your region is being researched**

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**6 months: £20 + VAT\***

**12 months: £30 + VAT\***

## SPONSORED SPOT GUIDE

- **Provide a spot guide or article to promote your business**
- **Pay once, get permanent exposure**
- **High value to both user and advertiser**
- **Spot reviews are posted on related region pages**

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**One-off fee: £99 + VAT\***

# PAYMENT OPTIONS

Advertising must be prepaid, using Paypal on the site or directly to sales@globalkitespots.com.

Global Kite Spots is run by Double Clap Ltd and is VAT registered in the UK. VAT no. 202487724. Company no. 9335339

Twelve Quays House, Egerton Wharf Wirral CH41 1LD UK

## NEXT STEPS

### BANNER ON REGION PAGE

1. Pay £20 + £4 VAT if applicable\* for 6 months, or £30 + £6 VAT for 12 months exposure
2. Email sales@globalkitespots.com with the following:
  - Banner/logo graphic, max 380px x 220px, png, jpg or gif
  - URL the banner should link to
  - Which region page the banner should be displayed on
  - Go-live date (ASAP if nothing mentioned)
3. You receive a receipt of your order and the banner is published

### SPONSORED SPOT GUIDE OR ARTICLE

1. Pay £99 + £19.80 VAT if applicable\*
2. Email sales@globalkitespots.com with the following:
  - Text and images for your article
  - URL the intro text should link to
3. Your article is created and shared for review and approval
4. You receive a receipt of your order

\* VAT is **applicable** to companies in the UK, and individuals regardless of their location. VAT is **not applicable** to companies outside the UK.