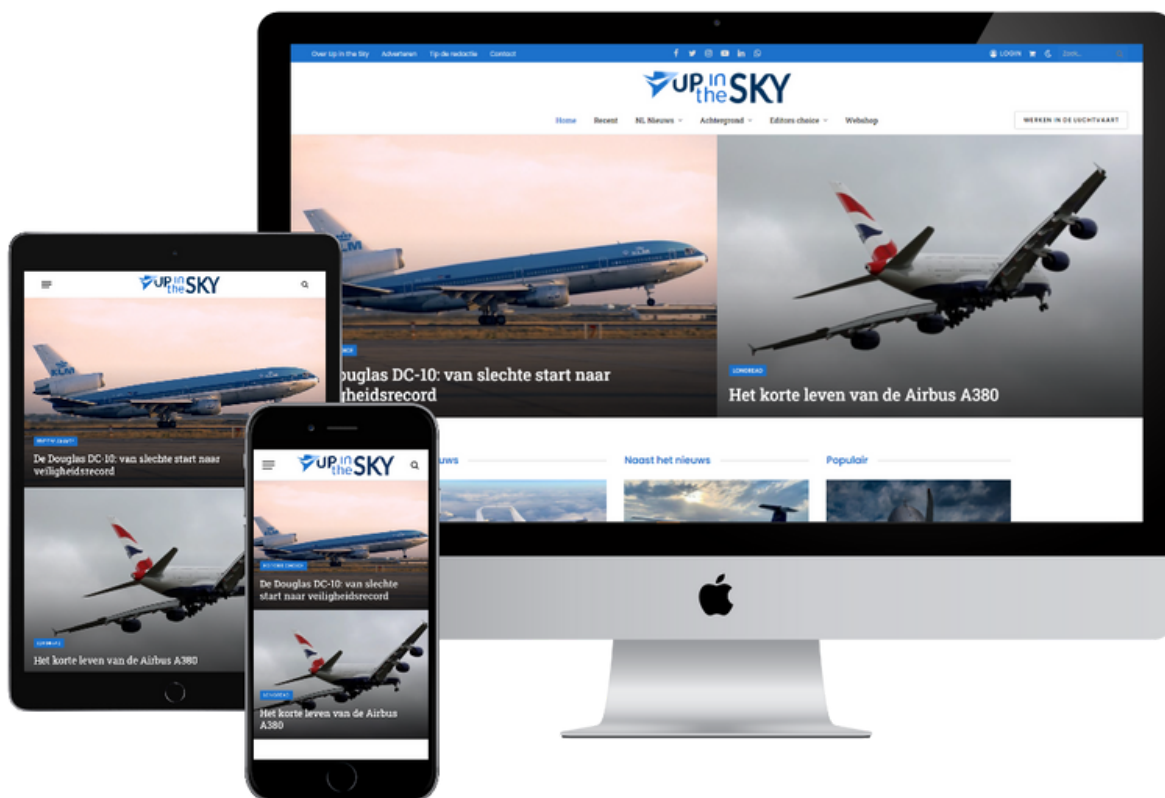




MEDIA KIT

Up in the Sky
All About Aviation



OVERVIEW



19K followers



16K followers



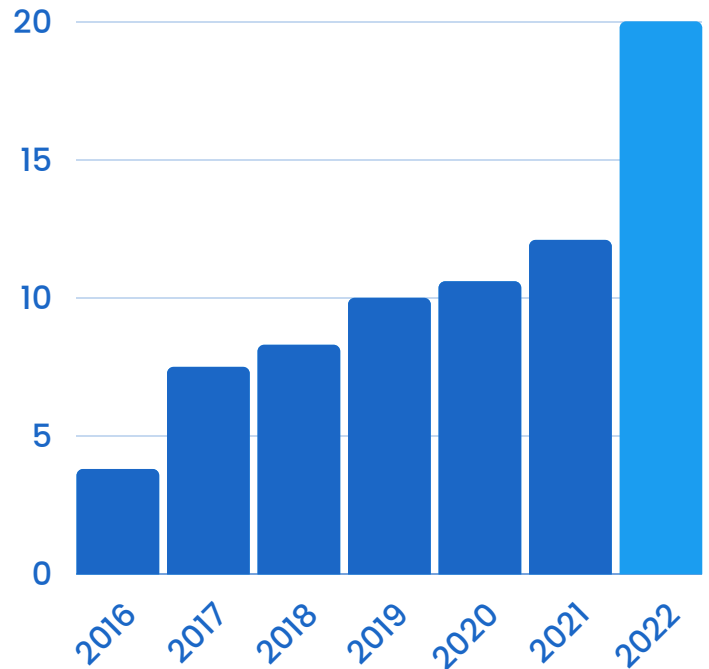
6.8K followers



2K followers

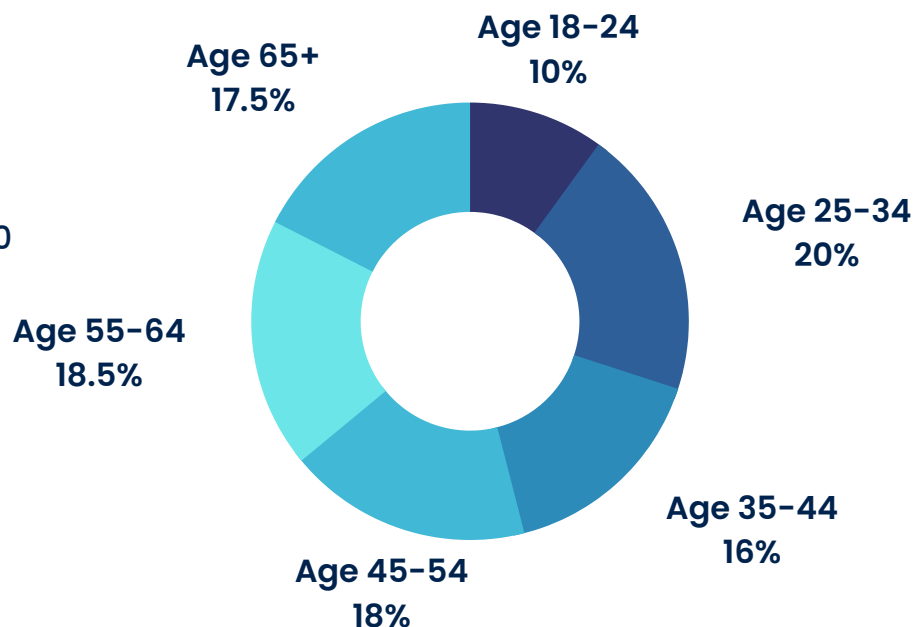
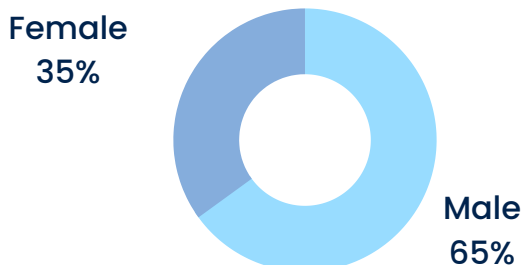
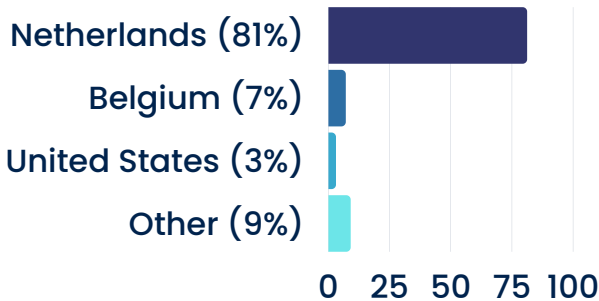


4K subscribers
Opening rate 55%



Pageviews per year in millions
Forecast 2022: 20 million

Growing Aviation Platform 600.000+ unique visitors/month



ADVERTISING

OPTIONS



ABOUT US

Up in the Sky offers a number of options for advertisers. The 'Up' aviation platform is visited daily by many, loyal followers. As an advertiser at Up in the Sky, you will regularly reach over 600.000 unique monthly visitors, that together generate 1.5 to 2.5 million pageviews.

Already interested? Contact us via advertising@upinthesky.nl to discuss the possibilities.

BESPOKE

At Up in the Sky, offering tailor-made service is our highest priority. We always optimize our advertising options to ideally suit your needs. Alongside single advertising packages, there is a wide range of options for long-term, extensive advertising cooperations, both for brands and products campaigns as well as targeted promotions of vacancies. Your company will have a dedicated space on our fast growing aviation platform whilst the rates are especially competitive and tailored to meet your specific business situation. Please contact us at advertising@upinthesky.nl so we can schedule a first acquaintance and put together a personalised offer.

Below is a selection of the advertising opportunities Up in the Sky has to offer.

ADVERTORIALS

Publish a temporary or permanent article ('[advertorial](#)') on Up in the Sky. Advertorials are the perfect way for increasing the online awareness of your brand, product and/or company. It is possible to submit an article of your own, as well as having one of our editors create the content for you. Either way, the article will be tailored to meet your wishes and target audience in the best way possible.

We would gladly discuss the possibilities for recurring advertorials. This way, your company will enjoy frequent and repetitive promotion (also on social media) alongside competitive rates that match your business situation.

For single publications of advertorials, the following rates apply:

- Content provided & temporary publication: €250,-
- Content provided & permanent publication: €400,-
- Content composed by Up in the Sky & permanent publication: from €550,-

All prices exclude VAT.

ADVERTISING

OPTIONS

JOBS

Starting this year, it is also possible to promote your vacancies on our aviation platform. Through Up in the Sky, your company can easily reach over 600.000 aviation professionals and enthusiasts, thereby helping you to find the ideal candidate you've been looking for.

When partnering up with us, your job offers will in the first place be highlighted on the newest element of Up in the Sky: 'Werken in de Luchtvaart' (*Working in Aviation*). All vacancies will then be promoted on our social media channels, including Facebook, Instagram and LinkedIn, and within our newsletters. Furthermore, to ensure your vacancies reach as many readers as possible it is possible to advertise them across different places on the website, for example by advertorials, banners and the so-called 'shoutout': a space underneath each article published on Up in the Sky.

Interested? Please contact us at vacancies@upinthesky.nl to discuss the possibilities.

BANNERS & SHOUTOUT

Your company's advertisement beneath each article?

Contact us at advertising@upinthesky.nl to discuss the possibilities!

It is also possible to advertise on Up in the Sky using ad banners.

The advertisement can be displayed across multiple website locations, including the so-called 'shoutout': an advertising space beneath each article (ever) published on Up. Among the possibilities is also the option to reserve a banner space on our homepage or within the sidebar.

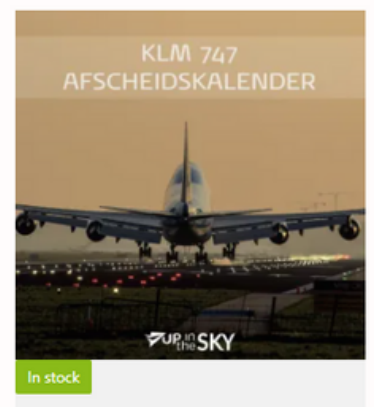
Banners are an ideal way of advertising to increase your company's brand awareness and/or to sell a certain product, and it is often included in a broader advertising package. Contact us at advertising@upinthesky.nl to learn more about the possibilities and submission guidelines.

Common banner sizes are 970 x 250, 728 x 90 en 250 x 250. Custom sizes are possible.

PRODUCTS & WEBSHOP

Alongside the daily news and background articles, Up in the Sky offers a number of aviation products in its webshop, which has been an active part of our aviation platform since 2021. It is possible for your company to offer and promote its product(s) within our webshop in a number of different ways, including drop shipping. Another option is to simply supply Up in the Sky with a number of products, after which we will manage sales and deliveries for you.

Offering a product in the Up in the Sky webshop can be very efficient when combined with other means of advertising, such as advertorials and banners. Contact us at advertising@upinthesky.nl to discuss the possibilities.



KLM 747 Afscheidskalender

€17,95

Add to cart

ADVERTISING

OPTIONS

NEWSLETTER

Among the advertising options is a tailored newsletter campaign. Up in the Sky has roughly 4,000 active subscribers. The opening rate is 55 percent on average. Besides a customized campaign, features in our daily newsletters - though already included in most of our advertising packages - are available separately as well, for example in the form of banners.

Contact us at advertising@upinthesky.nl for more information and to discuss the possibilities.

SOCIAL MEDIA & PODCAST

Needless to say, Up in the Sky also offers social media campaigns. We generally offer social media promotion as part of our broader advertising packages, but it is also possible to put together an exclusive social media campaign. For every social media campaign we deploy all channels that suit your campaign, including Facebook, Twitter, Instagram, LinkedIn and - if applicable - YouTube.

Contact us at advertising@upinthesky.nl for more information and to discuss the possibilities.

Alongside our social media channels, it is also possible for your company or product to be featured in one of our podcasts. We are working hard to expand our number of podcast productions.

OVERIG

The advertising campaigns mentioned above are a selection of the opportunities Up in the Sky has to offer. We gladly think along and actively contribute ideas in the process of shaping your advertising package. As our partner, you can reach us anytime. We would additionally be delighted to visit for a first acquaintance with you and your business, thus allowing us to have a better understanding of your business activities. This enables us to optimally customize and personalize our advertising options to your needs.

