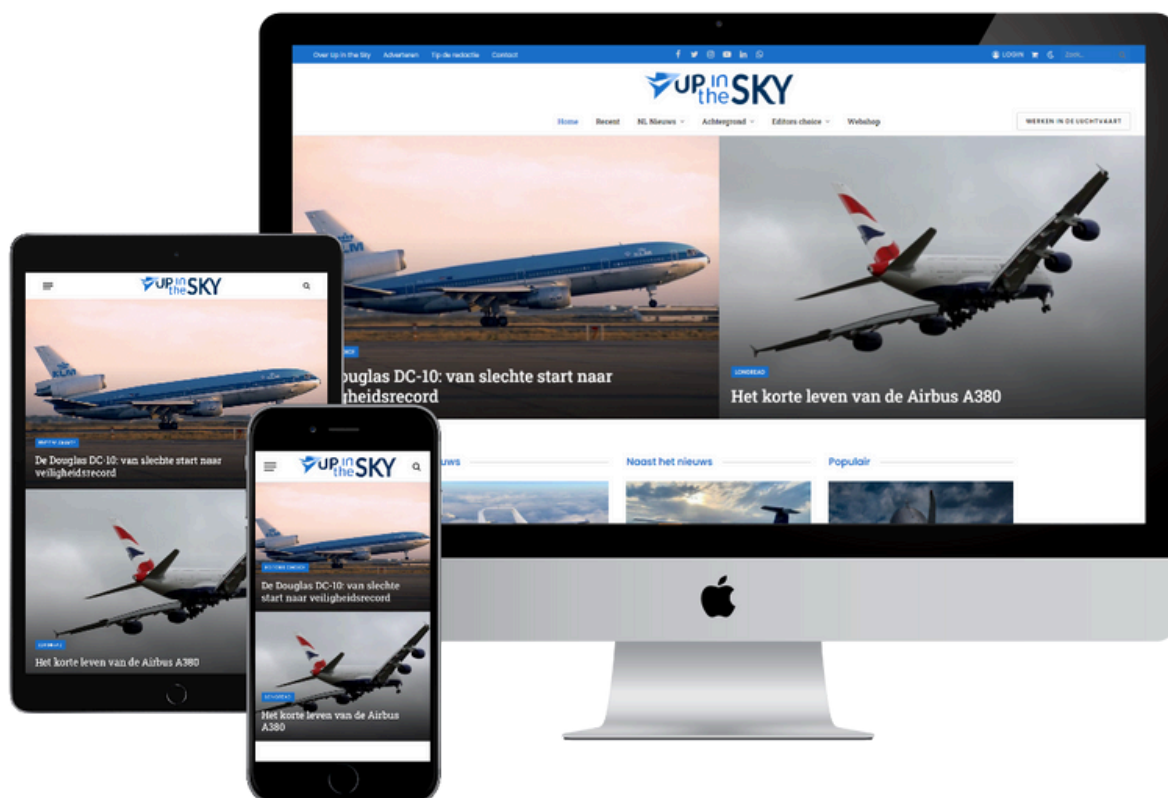




# MEDIA KIT

Up in the Sky  
*All About Aviation*



# OVERVIEW



24K followers



15.1K followers



6.3K followers



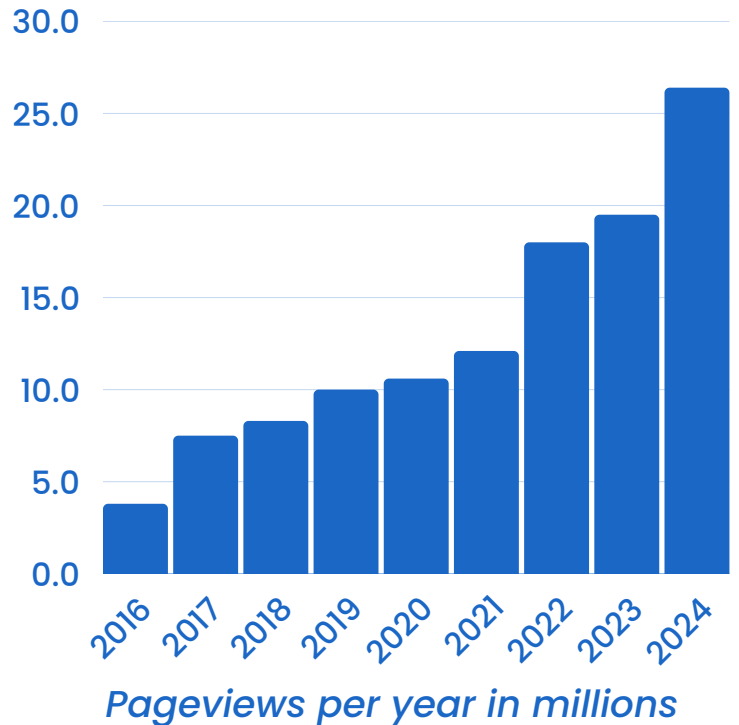
3K followers



2.8K followers

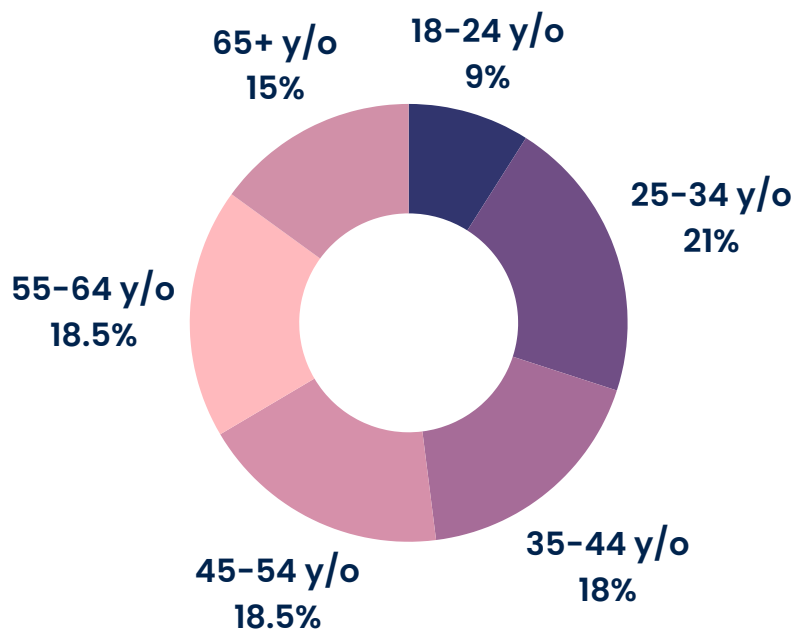
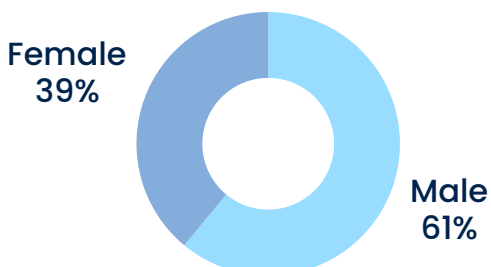
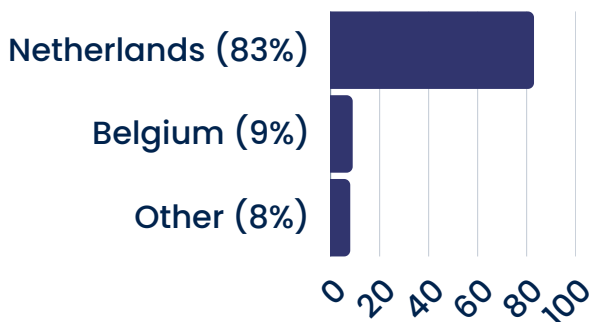


5.4K subscribers  
Opening rate 52%



## Growing Aviation Platform

1.200.000+ 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 1 million unique visitors per month, that together generate 2 to 3 million monthly pageviews.

Already interested? Contact us via [advertising@upinthesky.nl](mailto: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](mailto: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 multiple/recurring advertorials. This way, your company will enjoy frequent and repetitive promotion (also on social media) reaching a wider audience, alongside competitive rates that match your business situation.

For single publications of advertorials, the following rates apply:

- Content provided & temporary publication: €300,-
- Content provided & permanent publication: €450,-
- Content composed by Up in the Sky & permanent publication: from €595,-

In the case of multiple advertorials per year, we can offer significant discounts of up to 50 percent or more. Contact us at [advertising@upinthesky.nl](mailto:advertising@upinthesky.nl) to learn more about the possibilities!

*All prices exclude VAT.*

# ADVERTISING

## WORK IN AVIATION

### JOBS/VACANCIES

[UPINTHESKY.NL/WERKENINDELUCHTVAART](https://upinthesky.nl/werkenindeluchtvaart)

In 2024, we launched the newest, long awaited addition to Up in the Sky: 'Werken in de Luchtvaart', or: 'Working in Aviation'. This will make it possible to feature your company's job openings on Up in the Sky. Through our platform, your enterprise will be able to easily reach over one million aviation professionals and enthusiasts per month, and in doing so a high number of potential applicants.

The regular vacancies are posted on our new 'Werken in de Luchtvaart' platform, part of the website domain of Up in the Sky. They will also be promoted through its social media channels. Additionally, regular vacancies will be featured in the daily Up in the Sky newsletters as well as in the dedicated vacancies newsletters. Furthermore, we'll always optimize the job posting in such a way that it will be picked up in the various algorithms as much as possible.

For maximum reach, we recommend to opt for the 'Premium' job posting. This highlights your job posting on Up in the Sky and will make it visible in dedicated job widgets, that are featured in every single article as well as on our homepage. Additionally, we will promote your job posting on Up in the Sky's own social media channels. This way, your vacancy will reach more than one million aviation professionals and enthusiasts. Premium job postings can eminently be combined with advertorials and/or banner campaigns

Interested? Contact us at [vacancies@upinthesky.nl](mailto:vacancies@upinthesky.nl) or check [upinthesky.nl/werkenindeluchtvaart!](https://upinthesky.nl/werkenindeluchtvaart!)

### REGULAR

- ✓ Job posting on 'Werken in de Luchtvaart'
- ✓ Promoted on 'Werken in de Luchtvaart' social media
- ✓ Photos and/or video possible
- ✓ Company logo visible
- ✓ Picked up by algorithms
- ✓ Featured once in daily newsletters Up in the Sky
- ✓ Featured in dedicated vacancy newsletters
- ✓ Fully processed by Up in the Sky

available from  
just €99 /30 days

### PREMIUM

- ✓ Premium job posting on Up in the Sky
- ✓ Visible in **all news articles** & the Up in the Sky **home page**
- ✓ Promoted on social media channels 'Up in the Sky' and 'Werken in de Luchtvaart'
- ✓ Featured in **all** daily and vacancy newsletters
- ✓ Photos and/or video possible
- ✓ Company logo visible
- ✓ Picked up by algorithms
- ✓ Fully processed by Up in the Sky
- ✓ Reach **1 million+** aviation professionals and enthusiasts

available from  
just €150 /30 days

# ADVERTISING

## OPTIONS

### BANNERS & SHOUTOUT

Your company's advertisement beneath each article?

Contact us at [advertising@upinthesky.nl](mailto: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 in the Sky. With this advertising space, you will reach nearly all visitors of our platform. 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](mailto: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. In case of images, we request to receive the media items in 4 times the relevant sizes mentioned above.*

### SOCIAL MEDIA

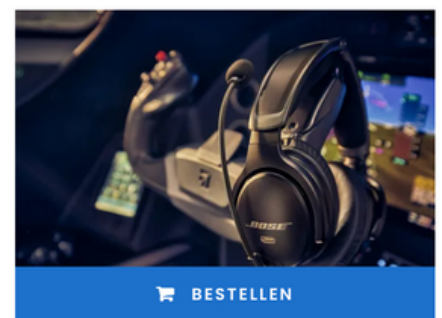
As a major aviation and news platform Up in the Sky has a significant reach through social media. Needless to say, we therefore also offer social media campaigns. We generally offer social media promotion as part of our broader advertising packages, but it is also possible to put together an exclusive social media campaign. For every social media campaign we deploy all channels that suit your campaign, including Facebook, X/Twitter, Instagram, LinkedIn, Threads and - if applicable - YouTube. Contact us at [advertising@upinthesky.nl](mailto:advertising@upinthesky.nl) for more information and to discuss the possibilities.

### PRODUCTS & WEBSHOP

At Up in the Sky, we have numerous aviation products on offer in our webshop, which has been an active part of our platform since 2021.

There are various possibilities for us to offer your company's product in our webshop, including direct referrals and 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](mailto:advertising@upinthesky.nl) to discuss the possibilities.



**Bose A30 Aviation Headset**

FLIGHT GEAR

€1.439,95

# ADVERTISING

## OPTIONS

### NEWSLETTER

Among the advertising options is a tailored newsletter campaign. Up in the Sky has roughly 5,000 active subscribers. The opening rate is 52 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](mailto:advertising@upinthesky.nl) for more information and to discuss the possibilities.

### OTHER

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 also be delighted to come over for a visit and a first acquaintance with you and your business or welcome you to our office instead, 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.

[CONTACT US](#)

