

Live. Life. Anywhere.

Global Media Pack

If your best friend recommends something to you, you are more likely to buy it. We are that friend to millions of your potential customers.



Hi!

Welcome to Angloinfo.

We passionately believe in the value of a truly connected global community, and seek to support people moving to or living by choice in countries different from their birth.

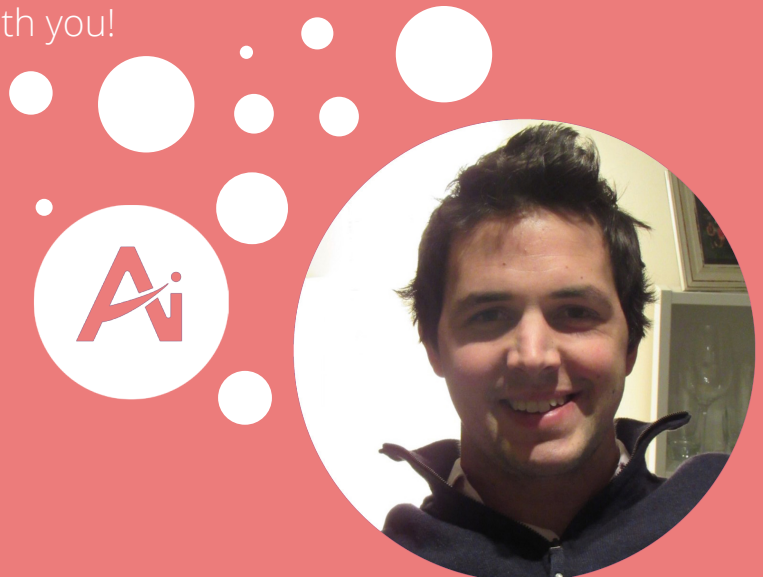
As a result, we make it our business to help your business reach English speaking expats, in 40 countries worldwide. Expats represent a growing and valuable market. In 2016 the UN reported a 41% increase in the global migrant population since 2000 (currently numbering 244 million worldwide) and 72% of them are in the economically active 20-60 age range.

Over 1 million expats use our website each month because we give them all the information they need for their new life abroad, from a list of English speaking plumbers in Mexico City, to details on how to change a UK driving licence to a Singaporean one. This presents the perfect stage for you to show off your product or service to an engaged audience, helping them enjoy their new home and overcome common expat problems.

We've been going since the year 2000, we are expats ourselves and we'll always exist to serve our own global community.

We'd love to hear what you have to offer to complement our own service, and we look forward to working with you!

Graham Hutchings, COO.



Sponsored EDMs with in-house copywriting support, to 300,000 registered members. Also sponsored blog posts.

Directory, classified or display advertising targeted to relevant pages amongst the 8 million across the website. Also newsletter sponsorship opportunities.

Bespoke advertising packages in a separate recruitment portal used by 30,000 users each month



CONTENT



ADVERTISING



JOB ADVERTISING



SOCIAL MEDIA PROMOTION

sponsored blog posts are shared on our social channels with over 100,000 followers. Also collaboration on competitions, surveys and news stories.



GLOBAL PARTNERSHIP

Bespoke package for preferred partners, recognised as leaders in their industry. Includes all the above as well as additional options such as exclusive content zone, member welcome pack content and Ask the Expert events.



OFFLINE EVENTS

Sponsorship and co-hosting of local events, to which local users and businesses are invited.

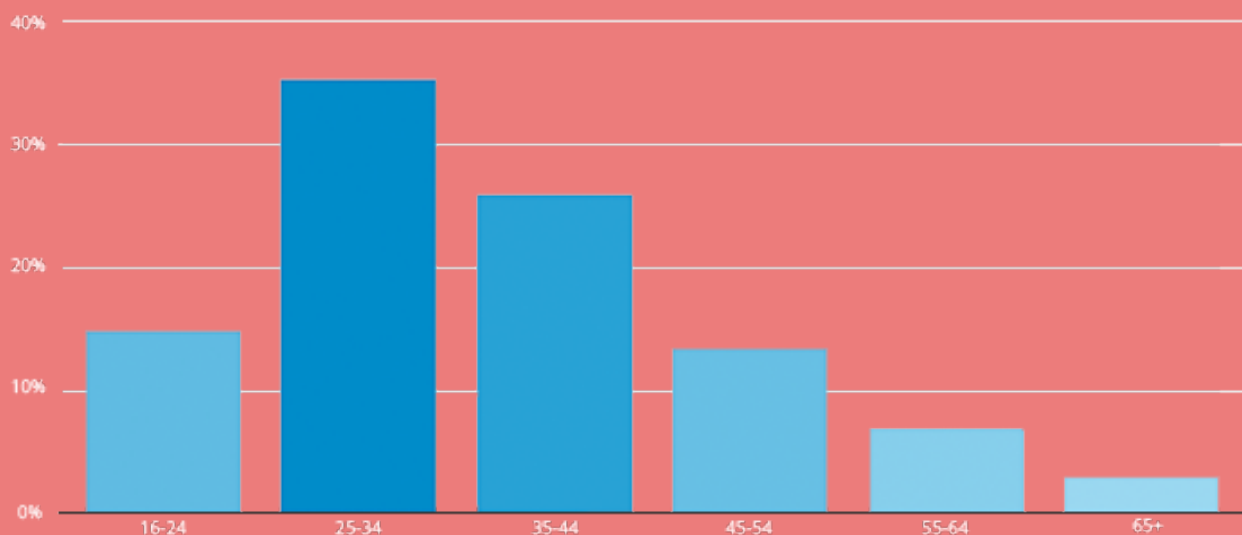
Our users represent everyone, everywhere...

What is your target market?

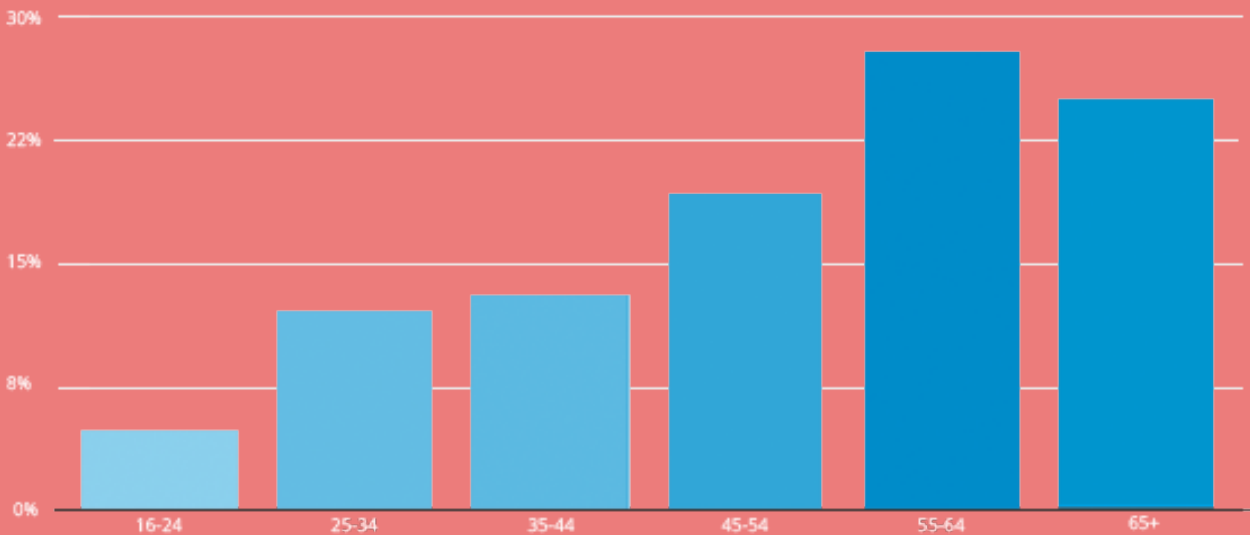
We serve global campaigns for many advertisers but you might like to be more specific!

Looking to reach the younger or early middle-aged generations who may be studying or working abroad? We suggest focusing on our “city sites” like **Hong Kong, Luxembourg, Geneva** (full list available on request).

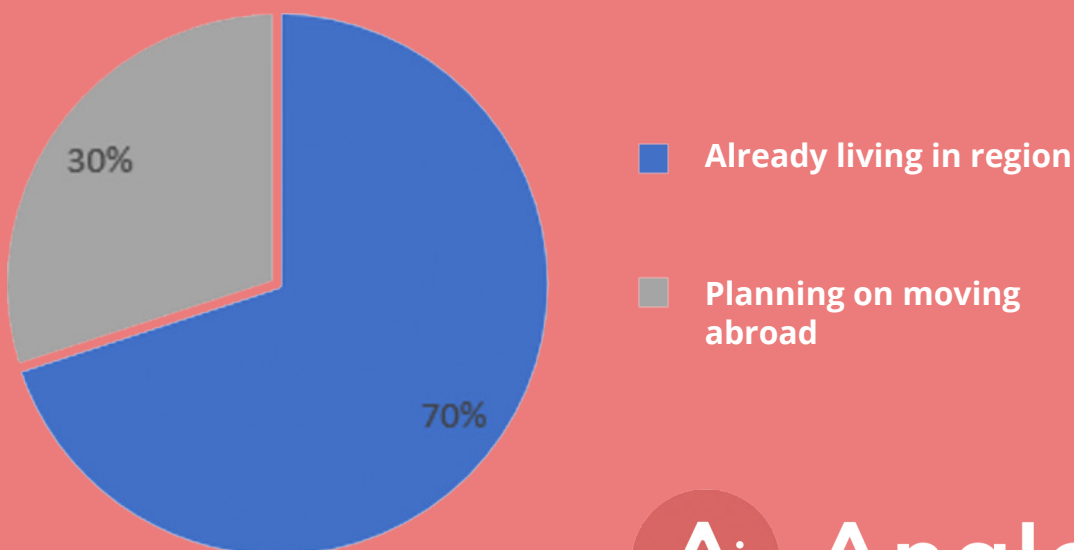
According to our surveys and analytics, our users here tend to be interested in **travel, socialising, digital communication** and **career planning**. The age breakdown from this group looks like this:



Or are you after the older market, with more disposable income, who tend to show a greater affinity to **property, lifestyle, health** and **retirement planning** matters. Our sites serving the long established expat communities in places like **Cyprus, Brittany** and **the Spanish Costas** are best to reach these groups. Here's our "rural site" users breakdown:



You might also like to target people not yet living abroad. Around 3000 new members register on our site each month and the majority of these are planning on making a move. If you consider the cost of moving abroad tends to be well over £5000, this is a very attractive, economically active target group valuable to a whole range of sectors, from removal firms to health insurers and currency exchange groups. This shows the full breakdown on these lines of Angloinfo's 1 million monthly users:



“We have been working with Angloinfo for many years now and their contribution to our marketing programme has been priceless. I look forward to many more years of working together.”

Danny Nagra, DigitasLBI Account Manager for BUPA Global



OUR PRODUCTS

SPONSORED CONTENT

Provide essential, valuable advice to expats, from the moment they think about moving, through to settling into their new country, with content that ensures your brand is top of mind.

- Co-create engaging, editorial content that we'll host and promote on our sites
- Feature your articles and blogs in our weekly Newsletter, reaching a potential 228,198 expats
- Provide valuable information, so that expats will trust your brand
- Showcase career or real estate opportunities in our Property and Jobs Newsletters

EDM CAMPAIGNS

Take advantage of what's on offer in our Editorial Suite. Work with our team to create content that publicises your products and services to our varied audience, across different stages of their Expat journey.

- Co-create a targeted email campaign with our Digital Communications team
- Send your emails to the most active and relevant percentage of our 230,000-strong list
- Target our business database by industry
- Combine emails with blog posts, weekly newsletters, social media and follow up sequences to ensure you're sending your message to the right audience, at the right time
- Take advantage of fully-optimised and lead-driven layouts and templates
- Enjoy average open rates of 26%



SOCIAL MEDIA

Engage with our proactive community of Expats from around the world, on multiple different social media sites.

- We'll promote your sponsored blog posts on Facebook, Twitter and Instagram

- Engage with over 100k fans on Facebook, 60,000 plus followers on Twitter and hundreds of Instagram followers



DIRECTORY ADVERTISING

Display your business on our busy directory pages and present your business to a wide range of local expats who are already looking for your services. We have three different levels of Directory Advertising to suit your needs.

Directory Sponsorship

- Be seen as the market leader in your sector
- Enjoy an exclusive, number one position above all competitors in your industry
- Create a prominent, text-based advert at the top of your category, achieving up to 25% click through rate
- Gain brand awareness through banner advertising surrounding pages
- Have an additional presence across the rest of the website with content sponsor boxes and banners

Directory Showcase

- Enjoy a fixed position at the top of your category
- With only three slots available in each category, take advantage of a highly sought-after opportunity
- Achieve up to 15% click through rate
- See your showcase displayed above all free and entry-level adverts

Directory Featured Listing

- See your advert displayed above all free listings
- Enjoy an average of five times as many clicks as free ads on the same page

HOW TO GUIDES SPONSORSHIP

Our 'How To' pages are some of the most-viewed and valuable pages on the Angloinfo sites, giving expats valuable, regional advice to help with their move. You can sponsor this content and share your expertise in a specific area.

- Become the exclusive partner for each 'How To' guide
- Be seen as the market leader in your sector
- Take advantage of prominent banner advertising opportunities and content sponsor boxes
- Associate yourself with high quality editorial content
- Create additional 'How To' content pages

DISPLAY ADVERTISING

Create a bespoke package to advertise your business on our global or regional platforms to reach Expats throughout the Angloinfo website.

- Utilise MPU and Leaderboard formats to achieve average click through rates of 0.1-0.15%
- IP address and region/country specific targeting is available
- Track cookies and re-target your ads to your audience
- Combine this package with other products to make a well rounded campaign and reinforce brand awareness

FEATURED EVENTS

Take advantage of the opportunity to showcase your own events and adverts to an engaged audience.

- Promote your event effectively by appearing in our busy 'What's On' guides
- Take advantage of the opportunity to become a 'What's On' sponsor, and your banner adverts could be seen by thousands of users every month

FEATURED CLASSIFIEDS

Our Classified pages are where Expats go to buy and sell products and services, making it the ideal place to target new customers.

- Want to promote specific offers or services? Featured Classifieds will work best for you
- Receive thousands of views each week
- Achieve open rates of 0.25-0.5%



ADVERTISING JOB OPPORTUNITIES

Engage with our expats on our active Jobs Portal, to advertise your own vacancies or promote your business.

- Showcase your jobs through our specialised online portal
- Monitor the campaign easily and receive CV's in your inbox
- Sponsor the portal and be seen as a leading recruiter in your sector

ADVERTISING PROPERTIES

Do you have a fantastic portfolio of properties, or provide a related service? Our Property Portal can provide you with a multitude of different options.

- Highlight your stand-out properties by uploading them to our online portal
- Enjoy minimal manual administration and easy feed import system
- Monitor the response in real time

“Our partnership with Angloinfo goes from strength to strength every year, largely thanks to their knowledge, hard work and commitment - which is second to none in their sector.”

Nick Welch, Business Development Manager
TorFX



Angloinfo