



Portugal Confidential

TRAVEL & LIFESTYLE

MEDIA KIT
2023

The Source for Affluent Consumers

Since 2010, **Portugal Confidential** has built a recognizable brand and loyal online following as a go-to source for discerning travel and lifestyle in Portugal. Our content features luxury hotels and fine dining as well as art, culture and events. We reach the high-end local and international clientele you want to target.

Portugal Confidential EXPERIENCES

In 2018 **Portugal Confidential Experiences** was launched to service exclusive travellers visiting the country. Together Portugal Confidential and Portugal Confidential Experiences are the ideal outlets to deliver your message to the luxury, trendy and contemporary users in Portugal.

SITE STATISTICS*



Monthly Visits

44,790



Unique Monthly Visits

30,458



Monthly Page Views

184,834

USER VISITS FROM*

Portugal	29.2%
United States	21.4%
United Kingdom	17.8%
Canada	3.6%
Germany	3.0%
France	3.0%
Netherlands	2.5%
Spain	2.4%
Ireland	1.7%
Switzerland	1.2%

*WP Stats Monthly Average 1 Jan 2022 - 30 Jun 2023

*Google Analytics 1 Jan 2022 - 30 Jun 2023

SOCIAL MEDIA FOLLOWERS



18,511+

@PortugalConfidential



7,800+

@PortugalCNFDTL



5,011+

@portugalconfidential



1,934+

@PortugalCNFDTL



1,108+

@portugal-confidential

DIGITAL STRATEGY

Portugal Confidential offers a multi-faceted digital marketing strategy.



Desktop



Laptop



Tablet



Mobile

CONTENT MARKETING

Like an advertorial, we write personalized content to promote your brand, product or service. We can slant content to fit in any (or all) of our key categories.



HOTELS



DINING



NIGHTLIFE



TO DO



STYLE



SHOPPING



ART & DESIGN



MONEY

Attention to key words and URL structure makes your story SEO -friendly.

BANNER ADVERTISING

We can place banner in the sidebar of the site or embedded between paragraphs of individual posts, so that visitors see your ad no matter what page they visit.

EMAIL MARKETING

Our monthly COOLMAIL newsletter features your published stories. As well, advertisers benefit from their logo at the bottom with link to their website.

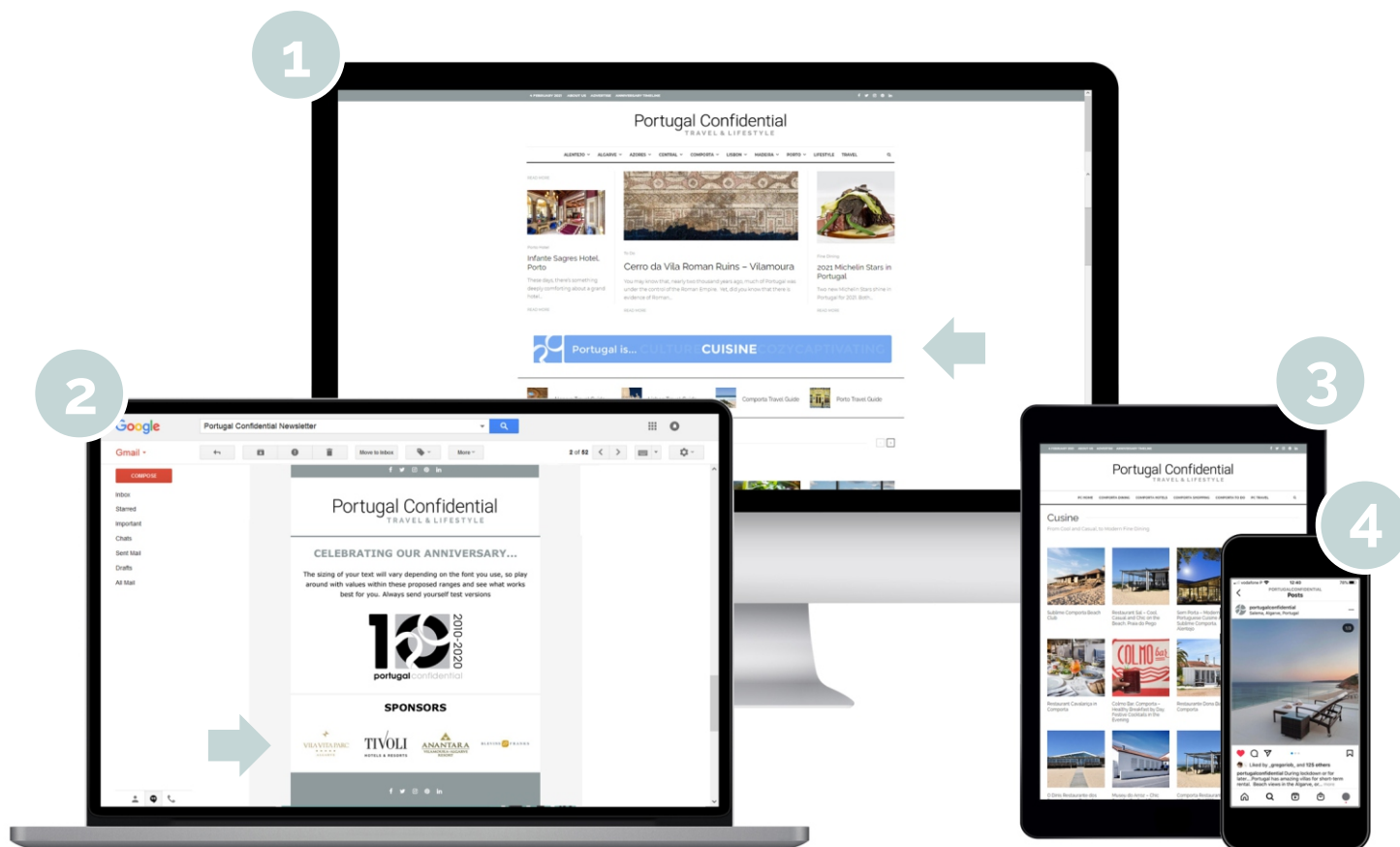
Dedicated email blasts are also negotiable.

SOCIAL MEDIA PROMOTION

Stories and advertiser promotions promoted across PC social media accounts.

ADVERTISING RATES 2023

Annual Digital Marketing Package



1

Banner with link to your website in the PC homepage sidebar

2

Logo with link to website in monthly newsletter

3

Content marketing of your services and promotions

4

Promotion in PC social media

€2,400 +iva

Only €200 per month
CPM = €6.18

1 YEAR

most popular option

ADVERTISING RATES 2023

CONTENT MARKETING

You provide required information and images. We chat with you to learn more about the business. Our editors write a 300 word (minimum) story in English, utilizing a marketing slant to best position your business against the competition. We also include a hyperlink to your website, generating a much-coveted backlink that Google considers in determining top search result placement. The story is published in the appropriate category on Portugal Confidential, and remains on the site for as long as you desire. We promote the story across all of Portugal Confidential social media platforms.

€300
+iva

ONE TIME FEE

BANNER ADVERTISING

Provide us your banners in JPEG, PNG or GIF format for display on our websites. We will link them directly to your website. We can also design your banners. Please request a quote for this service.

Sidebar Banner Advertising

Appearing on the side bar of each individual post
(and occasionally on landing pages)



360 x 300 px

€450 +iva	3 MONTHS
€700 +iva	6 MONTHS
€1,100 +iva	12 MONTHS

Leaderboard Banner Advertising

Appearing on the side bar on the home page as
well as regional landing pages (e.g. Algarve)



1150 x 100 px

In rotation with other banners

€450 +iva	3 MONTHS
€700 +iva	6 MONTHS
€1,100 +iva	12 MONTHS

For dedicated banner (not in rotation) add 50%

Sidebar & Leaderboard Banner | COMBINATION Advertising

€650 +iva	3 MONTHS	€900 +iva	6 MONTHS	€1,500 +iva	12 MONTHS
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Let's find a way to work together. Contact us!

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