



The World Loves Melbourne

*Digital Media
Kit
Sep 2019*

Site Overview

- The World Loves Melbourne is a popular PR Company and awarded premium Melbourne food, travel and lifestyle website.
- We stand out for quality, style of design, and vibrant coverage of food, fashion, bars, shopping, travel and culture to celebrate the best Melbourne has to offer.
- We have successfully worked with hundreds of premium brands on campaigns and collaborations.
- ***We work with well known brands for advertising opportunities and work with cafes, restaurants and other businesses to provide affordable marketing strategies.***

About Our Audience

800+



E-Newsletter Subs

50,000+



Pageviews/mth

10,416



Twitter

38,200 (200-800 likes per post)



Instagram

4,159



Facebook

About Our Audience (Survey)



Gender



Male: 40%
Female: 60%



Age



18-34: 69%



Professionals



92%



Education



Tertiary: 80%

Household
Income



\$60K+: 80%



Engagement



Visit cafes/
rest weekly:
100%

Engaged with TWLM
social media: 88%

Most Popular Articles

Our Most Popular Articles:

- Best Cheap Eats– 132,189 readers
- Best Melbourne Cafes – 145,778
- Things To Do In Melb – 129,685
- Best Burgers– 67,356
- Best Melbourne Shopping - 101,020
- Best Pizza – 62,968

Page One Google Ranking

Page One Google Ranking:

- Best Cheap Eats Melbourne
- Best Burgers Melbourne
- Best Melbourne Shopping
- Best Mornington Peninsula Wineries
- Top 10 Restaurants Chinatown

Marketing Opportunities

- Marketing Campaigns to Increase “Awareness”
- Sponsored posts (featured articles on the site)
- Social Media Management (Twitter, Facebook, Instagram)
- Copywriting/content management
- Photographs to highlight strengths
- Featured profiles
- Newsletter to “influencers”

Marketing Opportunities (2)

- Display advertising/banner ads
- “Best of” lists
- Promotional Events
- Measurable online data
- Website advice
- Strategy/advice
- The World Loves Sydney, The World Loves Adelaide, The World Loves Singapore, The World Loves LA

Awards

- Top Australian Food and Travel websites 2013, 2014, 2015 – HotelClub
- Foodie Expert Melbourne, Foodiehub.TV
- ex Nuffnang "Bloggerati"
- The Weekly Review - Top 23 Instagrammers Australia

Advertising Rates

- To be negotiated ...

7 Reasons to partner with us

1. Extensive track record and successful website since 2011.
2. Dream demographic of 18-34 professionals.
3. Successful campaigns with leading Melbourne cafes and restaurants.
4. TWLM has a “celebratory” tone and we don’t “run down” businesses.
5. We have a good mix of content and advertising.
6. We keep articles on the site after promotional period.
7. We are well connected and our audience is growing.

Clients have included...

- Bunnings
- Little Sunflower Cafe
- CH James, Fairfield
- Marcs
- Bossy Boots Café
- Mr Ramen San
- La Cucina Di Sandra Cooking School
- One Plus Piece Cafe
- Marriott Hotels
- American Express
- Merricks Creek Winery
- Dilmah
- Logitech
- Wine Compass (wine tours)
- Olive Oils of Spain
- Jack Daniel's
- Yarra Ranges Tourism
- Cambridge Hotel Sydney
- Johnnie Walker
- The Swanston Hotel, Grand Mercure

The Next Step...

1. Meet for us to learn about your business.
2. We work out some marketing strategies together.
3. We work out a business agreement.
4. We send an invoice confirming the partnership.
5. Depending on the strategy we take photos, write content, even manage social media etc.
6. You review the content for any edits.
7. We promote your business for greater “awareness”.

Contact us...



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