

2023

# Media Kit



# About VLT

VanlifeTrader is a modern, easy-to-use marketplace for buying and selling campervans. Our own vanlife started six years ago when we converted an old Sprinter and traveled the country for almost two years. Now we help hundreds of thousands of vanlifers get inspired, find their dream van, or sell their rigs at top dollar.

85k

Average monthly site visits

195k

Instagram followers

2k

Email subscribers



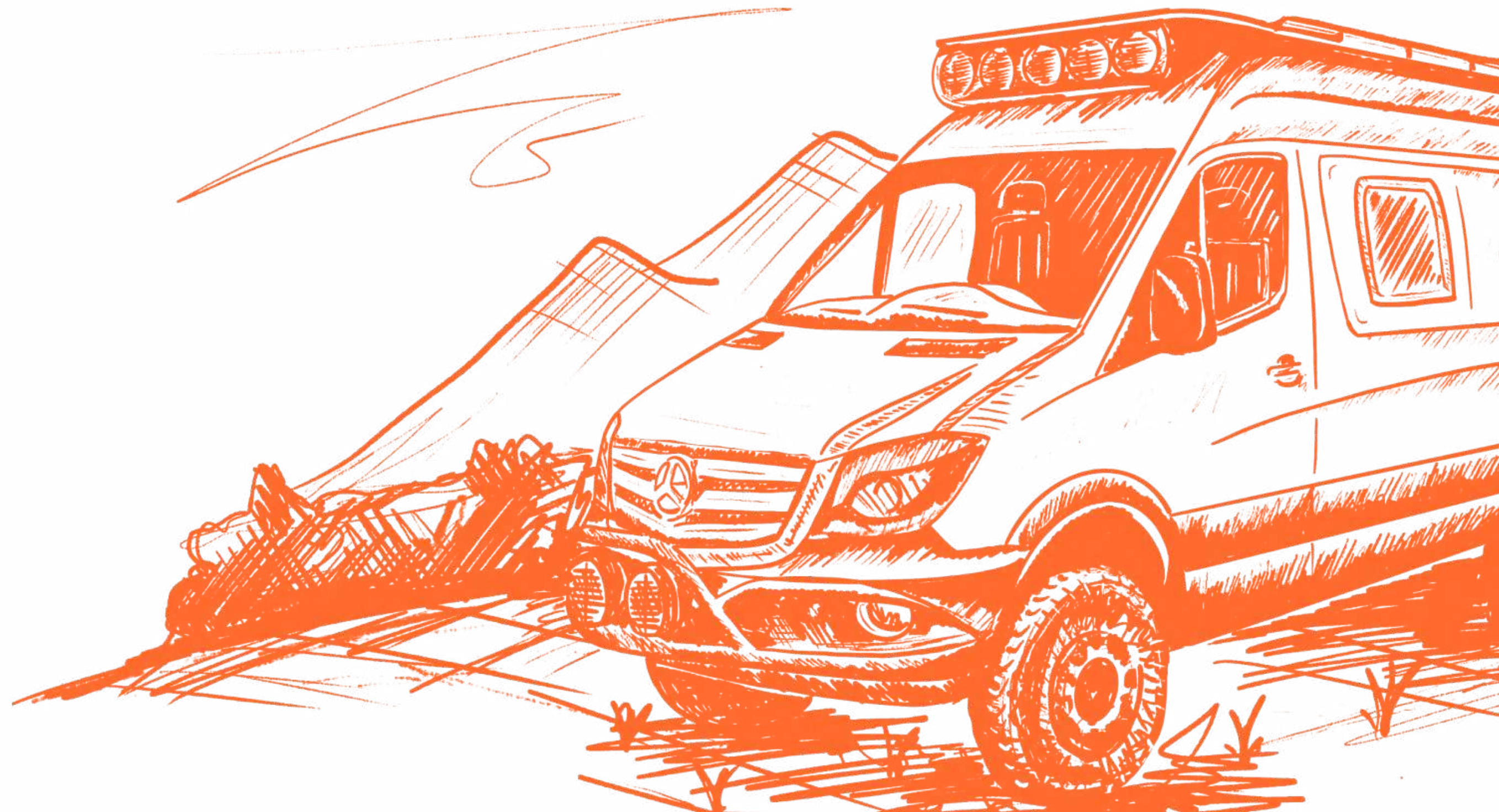




# Our Audience

## Values

- Outdoor Adventure
- Sustainability
- Travel
- Remote Work
- Financial Freedom
- Wellness









# Advertising Opportunities



## Social

195k+ Instagram followers



## Website

85k+ unique monthly visitors



## Email

2k+ email list

Pitch





# Website

85k+ unique monthly visitors

500+ weekly click throughs\*

## **Display Ads** | Starting at \$75/day

- Ad space includes one image, 150 character copy, and CTA with link
- Ad space is intentionally located in high traffic, high visibility areas of our site
- Pricing per day with 7 day minimum

## **Sponsored Blog Post** | \$2,000

- We'll collaborate on a blog post that brings your brand to our community of vanlifers
- The content will live in our Resources indefinitely and we'll share organically and with targeted boosts on our social channels
- Posting amount, blog length, and schedule is flexible.
- Prices based on scope of project(s)





# Social

195k+ Instagram followers

30k+ Average organic impressions per post

2k+ Average organic impressions per story

## **Sponsored Social Campaign** | Custom per campaign

- We'll collaborate on a social campaign (series of images, video, etc.) that brings your brand to our community of vanlifers
- We'll share the content organically and with targeted boosts via curated feed posts, stories, and reels where applicable
- Prices based on scope of project(s)

## **Sponsored Story or Reel** | Starting at \$150

- We'll collaborate on an image, series of images or a video and share on our stories
- Prices based on scope of project(s)





# Email

2k+ email list subscribers

35% open rate

12% click rate

## **Weekly Email Sponsor** | \$400 / month

- Sponsor slot in our weekly email (included amongst "VLT Favorites")
- Starting at \$400 per month (4 emails), pricing is based on scope of project and duration

## **Monthly Email Sponsor** | \$100

- Sponsor our monthly email which features a van and builder of the month with a collaborative banner ad
- Starting at \$100 for one month, pricing is based on scope of project and duration









# Thank you!

Contact [leah@vanlifetrader.com](mailto:leah@vanlifetrader.com) to discuss rates and create your advertising package.

Thank you for your interest in advertising with Vanlife Trader!



Jon Dalman

