



# Media Kit

[www.stmaartenmap.com](http://www.stmaartenmap.com)

March 2017

# AUDIENCE

## Audience overview

12572 Monthly sessions  
36524 Monthly page views  
9950 New visitors  
2622 Returning visitors

Age: 3/4 are between 25 and 44 years old  
Gender: 61,1% female, 39,9% male  
Location: 68,5% USA, 10,2% UK,, 10% Canada  
11,3% other



## Survey Stats

(Information from a survey to our mailing list)

46,2% earn more than \$65K, 53,8 % earn less than \$65K  
59,4% take vacations once a year  
24,5 % take more than 2 vacations per year  
18,7 % already went to St Maarten  
36,4 % of them plan to go again in 2017

## Social Media

3864 Instagram Followers  
1345 Facebook Fans  
1457 average monthly viewers on Pinterest



## Email list



10635 Newsletter subscribers

The number of subscribers is growing by an average of 12% every month



# ABOUT US

Thank you for your interest in stmaartenmap.com, a travel blog made and animated by St Maarten lovers for future st Maarten lovers.

We are Anna and Kevin Wynter and we are in love with this island, More than a year ago, we decided to **help future and current tourists enjoy this island** as much as we enjoy it, thanks to a friendly website, social media and a newsletter. The website focuses on giving information through an interactive map, a blog and thematic pages that inform about great places to visit, things to do, where to stay and some trip tips.



# WHY WORKING WITH US

We are not only a lovely family, we are **online marketing professionals and field marketers**. We know that **tourists are hungry for honest and helpful information**, as well as reviews that will help them to know where they should stay and what they should visit on the island, but **we also understand that businesses need influencers like us** in order to promote and talk about their activities to grow with a good return on investment. We also know that having a business is not an easy road and we always focus on the "positive points" of what we experience to never hurt the image of our collaborators.



# OUR STRENGTH

## Our Target Audience is also Your Target Audience

Our website focuses on touristic information about St Maarten as well as St Barths, Anguilla, Saba and Statia and therefore our audience is **a niche of people that are about to visit these islands and that are already on the island**. We also have an increasing audience of people who **recently moved to the island** and who look for helpful information about future events, and where to find specific businesses.



## An Interactive Map

Our website also contains an interactive map, which is **one of our most visited pages**, that recommends people where to stay, where to eat and what to visit.

In order to make it helpful for our audience, we are developing a list of **Top 10 places** per category: Top 10 restaurants, Top 10 hotels, Top 10 activities...

## An Effective Strategy

We are very active on our website in order to increase its audience more and more every day and we work on **improving its ranking on Google and Yahoo**, on informing, entertaining and interacting with people on **Facebook, Instagram and Pinterest**, but also on increasing our daily subscribers number in order to have our readers come back to our website and share information with their friends. We use **Google and Facebook ads** in order to increase awareness, and we do remarketing campaigns to make people come back to our website. We will also soon have a **Youtube channel** with a strategy that will make our video viewers want to visit our website, as well as active Twitter and Google + accounts.



# WORK WITH US

Several Advertising options

**Presence on our Online Map**  
**Newsletter**  
**Blog Post**  
**Homepage Top Banner**  
**Sidebar Banner**  
**Social Media Posting**  
**Personal Experience + Review**  
**Contest**  
**Giveaway**  
**Interview**



## Experiencing & Reviewing

We are open to work with any type of businesses that have the same target audience than our website. We are interested in testing and reviewing products and services and participating in events that will enable us to experience an offer and to take photos and videos for our website.

*Let's*  
**WORK  
TOGETHER**

OUR FASTLY GROWING AUDIENCE IS WAITING TO KNOW YOU

CONTACT US  
[stmaartenmap@gmail.com](mailto:stmaartenmap@gmail.com)  
[www.stmaartenmap.com](http://www.stmaartenmap.com)