



2011 Media Kit

Bucharest Expat is one of the most creatively informative Bucharest related resources on the web today.

Bucharest Expat caters not only to the local English-speaking expatriates and “long term tourist”, but to World travelers hoping to make Bucharest a destination for the future as well.

We offer a unique perspective and point of view that is a highly valued tool for both expatriates and travelers alike.

What We Are:

A valuable english speaking web resource that gives individuals a pertinent view as to daily life and living in Bucharest, Romania.

What We Are NOT:

A recycled news and headline website that generates poor quality leads and traffic. Additionally we are not solely a business directory; we have content.

Target Audience

We put you directly in front of your warm market clientele.

Foreign business people doing business in Romania – either managers or entrepreneurs; worldwide target, with a regional sub-focus

Foreign business people interested in doing business and/or moving to Bucharest

Foreign individuals interested in investing in Bucharest

Local english-speaking expat community

Short term and long term Foreign travelers organizing their vacation to Bucharest and surrounding areas or already in Bucharest

All foreigners in need of an accurate and complete resource on life and living in Bucharest

Romanians who wish to re-discover Bucharest and gain an insight in to the unique point of view of foreigners within Bucharest

Both expats and travelers who wish to be a part of a unique community

High Visibility

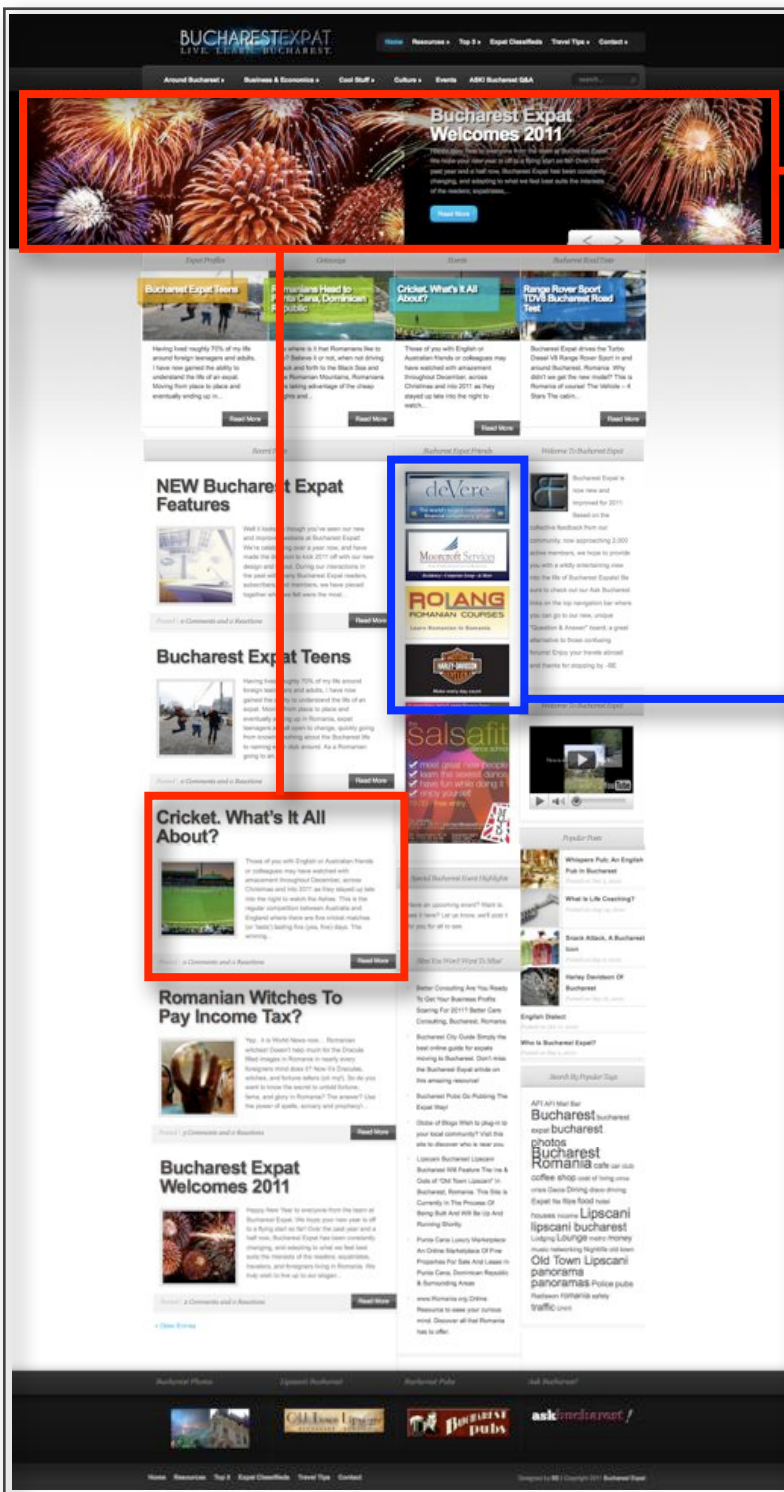
www.BucharestExpat.com/ received 3,035,130 hits in 2010. Are traffic is rapidly increasing. That is and average of 252,928 monthly hits.

Bucharest Expat has a global reach. Our readers our virtually everywhere. Our staff includes search optimization specialists and a former insider of Google which creates HIGH VISIBILITY for your business or service and its selected keywords.

Bucharest Expat is a valued member of the most well known social media sites as well as some “secret weapon” traffic-generating niche sites.

Consider Your Visibility: Google, Yahoo, Bing, Facebook, Twitter, Ezine Articles, Article City, Trip Advisor, Foodspotting, Foursquare, Digg, YouTube, ...and more...

With over 2,000 members on Facebook, 450+ followers on Twitter and many fans throughout the web, Bucharest Expat is a marketing MUST for you Bucharest related business or service. Each advertiser will be mentioned at least once monthly on Twitter and Facebook.



Package I

Our primary package, Package I includes an advertorial/article on your business or service. This advertorial will be a minimum of 1,000 words and include at least 3 photos of or related to your business or service.

Your advertorial will run for one calendar month (30-31 days where February articles will run Feb 1 - March 3) and feature a 1600 x 300 image on our rotating banner, with brief description as a clickable lead-in to your front page article. You may receive up to ten clickable links back to your business or service.

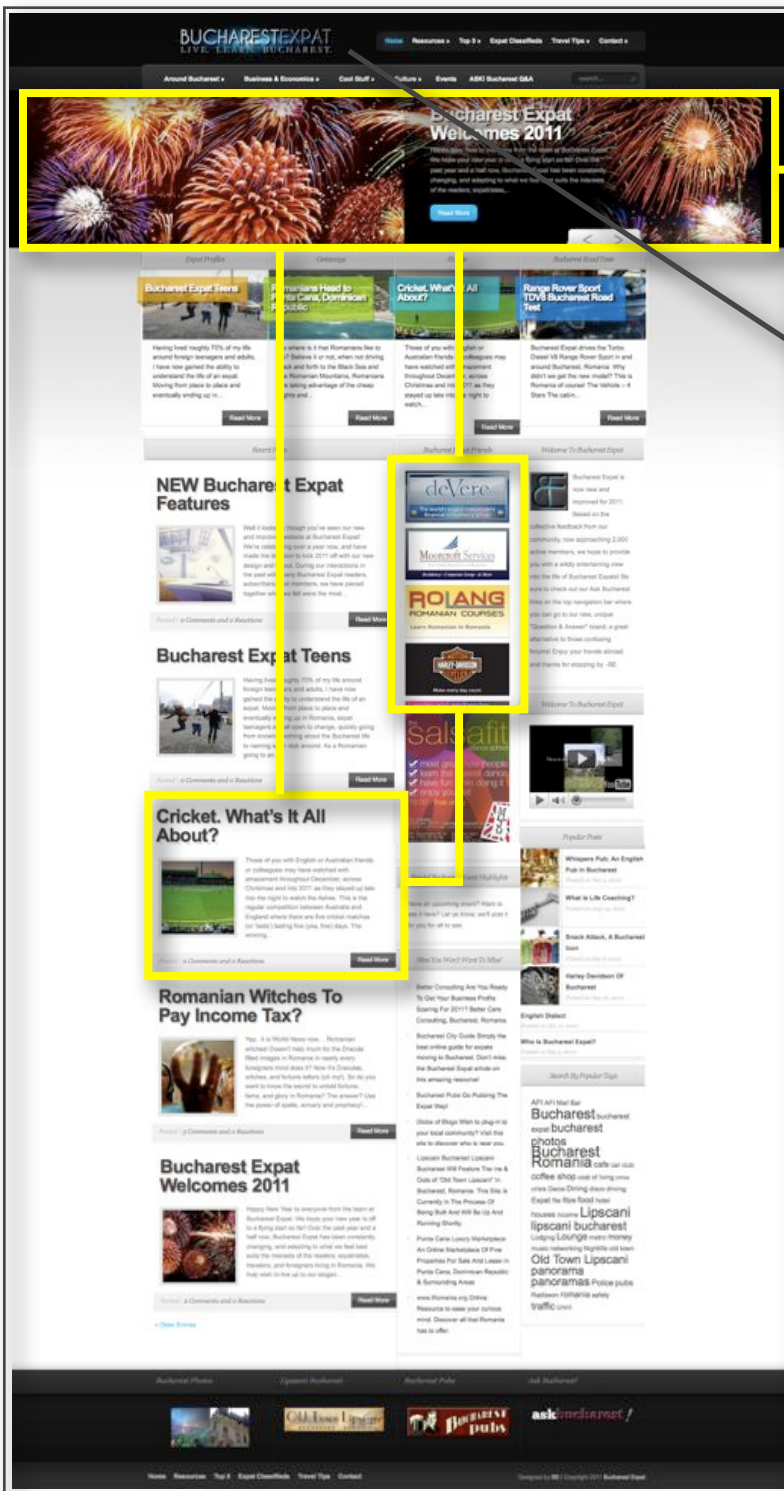
Package I
1 Month Advertorial/Article
280 Euros Per Month

Package II

Package II includes a 200 x 100 (approximate) clickable sidebar banner. Your banner will be prominently displayed on the homepage (our primary landing page) at www.BucharestExpat.com.

Your button will run for one calendar month (30-31 days where February articles will run Feb 1 - March 3) and link back to a website of your choice. If you do not have a button we will design one for you free of charge.

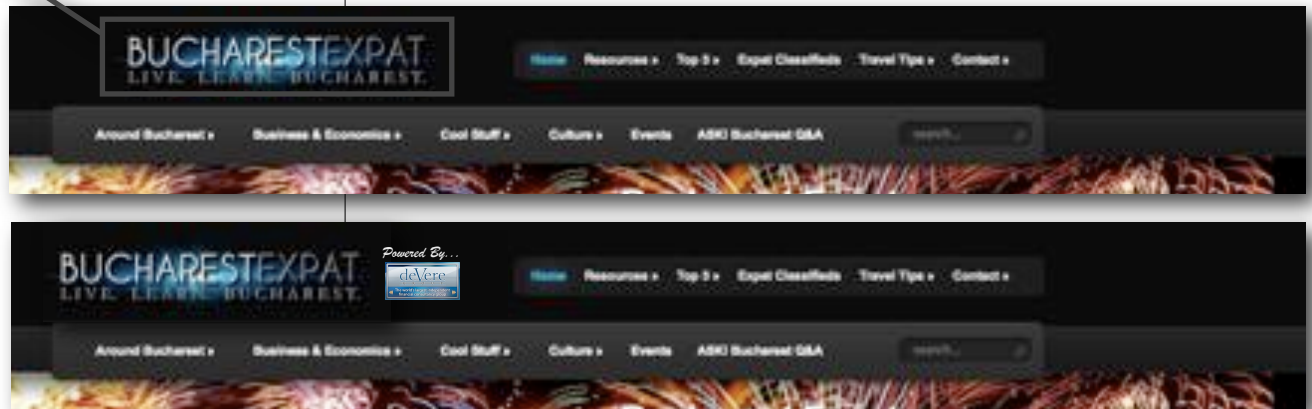
Package II
1 Month Sidebar Button
120 Euros Per Month



Package III

Package III combines our top primary packages I & II for maximum value.

Package III
1 Month Advertorial/Article + Sidebar Button
340 Euros Per Month



Please Consult Us For Custom Packages & Long-Term Rate Discounts.

Package IV

Package IV, will be for a select few businesses or services in the Bucharest, Romania area. There will only be one allowable "Powered By" position every 3 months (approximately 90 day period). There will be no overlapping competition during your block of time.

Your "Powered By" Package IV will include a Powered By button on the header of Bucharest Expat adjacent to our logo. Sizes may vary dependent on your business or services' message. Additionally, you will receive Package III.

Package IV
3 Months "Powered By" exclusive, + 3 Months Package III
1,920 Euros For 3 Consecutive Months



Contact Us At:

Advertising@BucharestExpat.com

www.BucharestExpat.com

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