

INSIDE  
Lifestyle 

MEDIA PACK



# THE BRAND

We are *Inside Lifestyle*. One of the largest and most influential media sources in the world, dedicated to Travel & Hospitality. With a highly loyal follower base, we pride ourselves on delivering exceptional content and articles that captivate and inform.

Our dedicated team of journalists, photographers, and videographers create high-quality content that resonates with our audience, making InsideLifestyle the premier platform for promoting your brand. Discover our media packages designed to enhance your brand's presence and *drive unparalleled engagement*.

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# THE BRAND: *OUR SOCIALS*

## **SOCIAL FOLLOWING:**

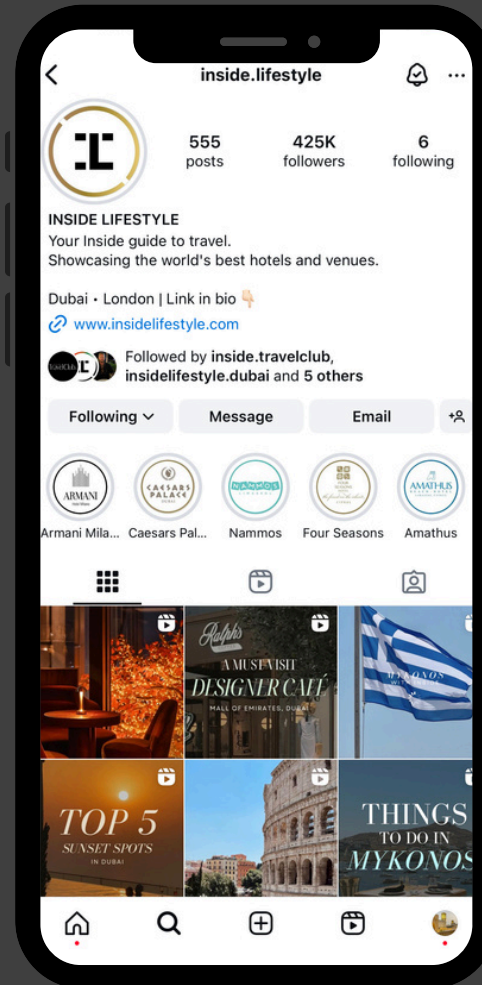
 **426,000** FOLLOWERS

 **203,000** FOLLOWERS

## **MONTHLY FIGURES:**

 **10.5M** IMPRESSIONS

 **2M** ENGAGED ACCOUNTS



Our social following spans across Instagram, Facebook and TikTok, reaching over 700K accounts.

We have 426,000 followers on Instagram alone, with an average engagement rate of 20,000 accounts per month.

## **OUR AUDIENCE:**

**18-40** YEARS

## **TOP COUNTRIES & CITIES:**

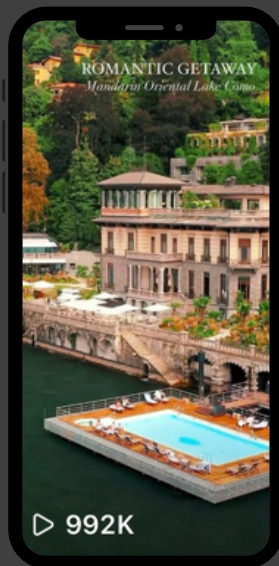
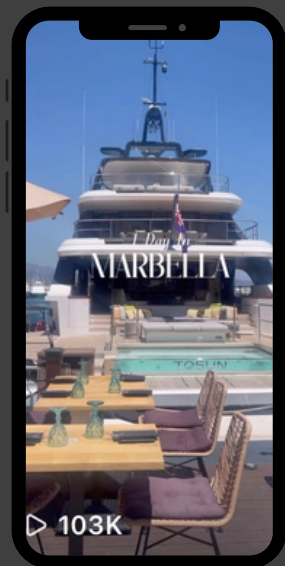
**UK, USA & UAE**

**LONDON, NEW YORK & DUBAI**

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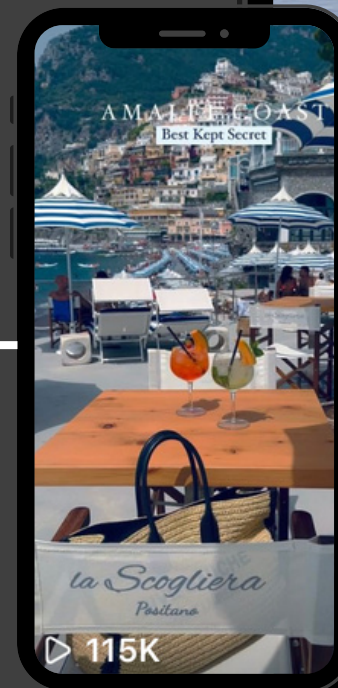
# THE BRAND: *OUR CONTENT*

Our content draws in the attention of our followers through captivating story-telling, focusing on key **USPs** and a **UGC** approach.



▶ 115K  
♥ 3.8K  
🚩 1.5K  
📍 487

▶ 163K  
♥ 4.8K  
🚩 3.1K  
📍 1.2K





# THE BRAND: OUR WEBSITE

InsideLifestyle.com commands a strong monthly traffic of 450,000 visitors, with a dominant presence in **affluent markets such as the UK (specifically London), major European cities and the USA.**

Our platform effectively captures a high-value audience that consistently returns to our site, with an **average session time of 7 minutes.** This high level of engagement translates into strong click-through rates (CTR) on targeted campaigns, ensuring your brand message resonates and drives conversions.

InsideLifestyle.com offers an unparalleled opportunity to connect with customers who are **ready to invest in luxury.**

## MONTHLY WEBSITE INSIGHTS:

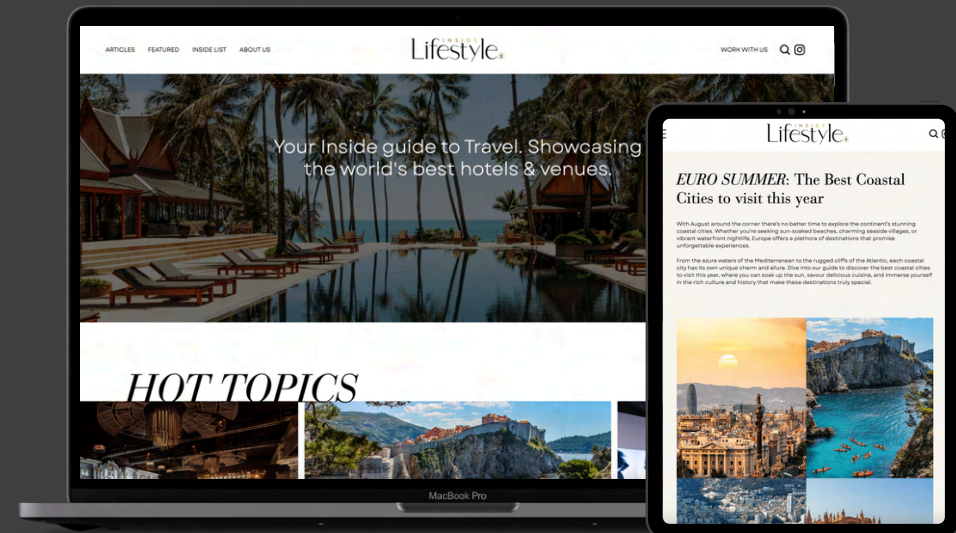
 **450,000** VISITS

 **203,000** CLICKS

## AUDIENCE:

 **25-40** YEARS

 **UK, DUBAI & USA**



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# THE BRAND: *HOW WE INFLUENCE*

Over the last 10 years we have built an organic social following through documenting our unbiased experiences of travel, hotels, and venues worldwide. We provide an insight into their key USPs and showcase them on a global stage - positioned as the ***go-to source of travel inspiration for the UK audience.***

Having worked on campaigns in over 20+ countries for 5\* hotels and luxury venues we know what it means to execute and deliver ***unparalleled content that inspires and informs our audience.***



# THE MEDIA PACKAGE OPTION

**MEDIA PACKAGE - €3,000**

## ***Comprehensive Promotional Package***

### **1x Reel Posted on @inside.lifestyle**

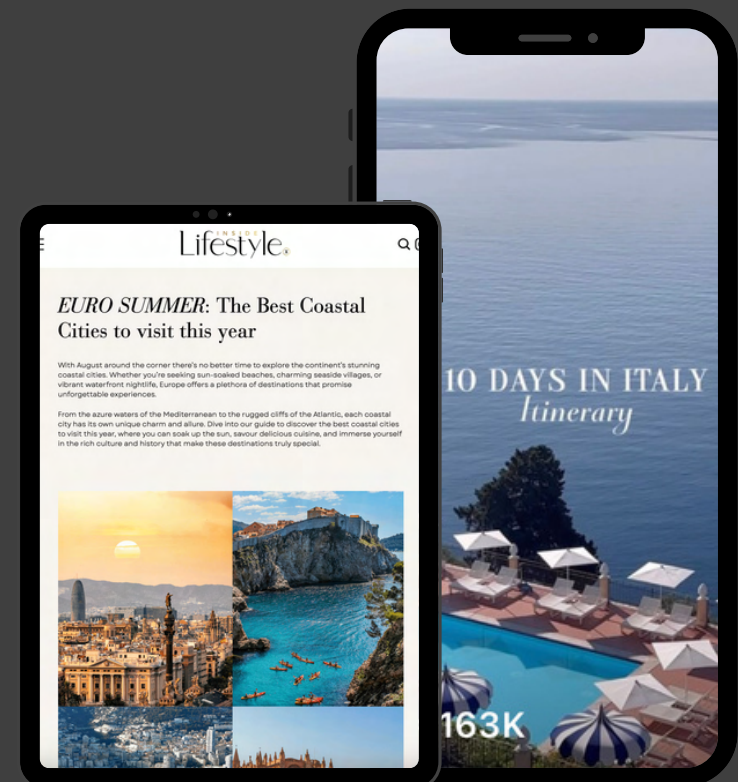
- Description: A high-quality, engaging reel posted on our Instagram account, @inside.lifestyle. This reel can be co-branded with the client's Instagram for maximum reach and engagement.
- Benefits: Leveraging our substantial follower base, your brand gains visibility and credibility through our established social media presence and credibility.

### **1x Article on [www.insidelifestyle.com](http://www.insidelifestyle.com)**

- Description: A professionally written article by one of our experienced journalists, featured on [insidelifestyle.com](http://insidelifestyle.com)
- Benefits: Enhance your brand's authority and reach a broader audience with expertly crafted content that resonates with our readers.

### **1x Story Set Promoting the Hotel or Venue**

- Description: A series of Instagram stories promoting both the article and the reel, driving traffic and engagement.
- Benefits: Increase visibility and interaction with targeted promotions across our social media channels.



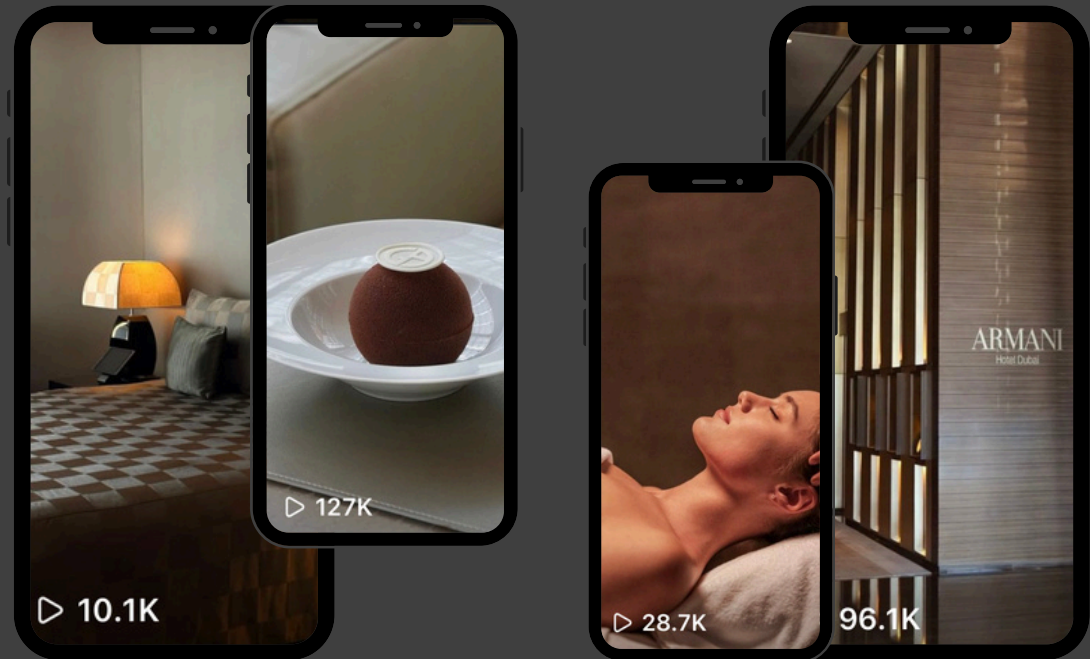
# REEL CONTENT PACKAGE OPTION

**4x REELS - €2,500**

## **Engaging Video Content Package**

### **4x Reels created by our in-house team**

- Description: Four high-quality Reels created by our team of professionals, designed to encapsulate your Brand Identity and showcase the true-lived experience.
- Benefits: With our expertise in creating compelling video content, your brand will benefit from increased engagement, visibility, and brand awareness.



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# PHOTOGRAPHY PACKAGE OPTION

## PHOTOGRAPHY PACKAGE - €2,000

### Professional Photography Services

- Description: 50X Images captured by our in-house Photographers, edited and colour graded.
- Benefits: This image library provides a source of high-quality content that can be used to elevate your brand's visual appeal across digital media, enhancing your overall marketing strategy and brand aesthetic.



## VIDEOGRAPHY CAMPAIGN - €5,000

### *Comprehensive Video Campaign Package*

#### **30-50 Second Campaign Video**

- Description: A powerful campaign video that captures the essence of your brand identity and message.
- Benefits: Engages your audience with a visually compelling and professionally produced video.

#### **Mood Board, Planning, and Structure**

- Description: Detailed planning and creative direction to ensure your campaign's success through meticulous planning and execution.
- Benefits: A well-structured approach guarantees that your campaign aligns with your brand's objectives and resonates with your target audience.

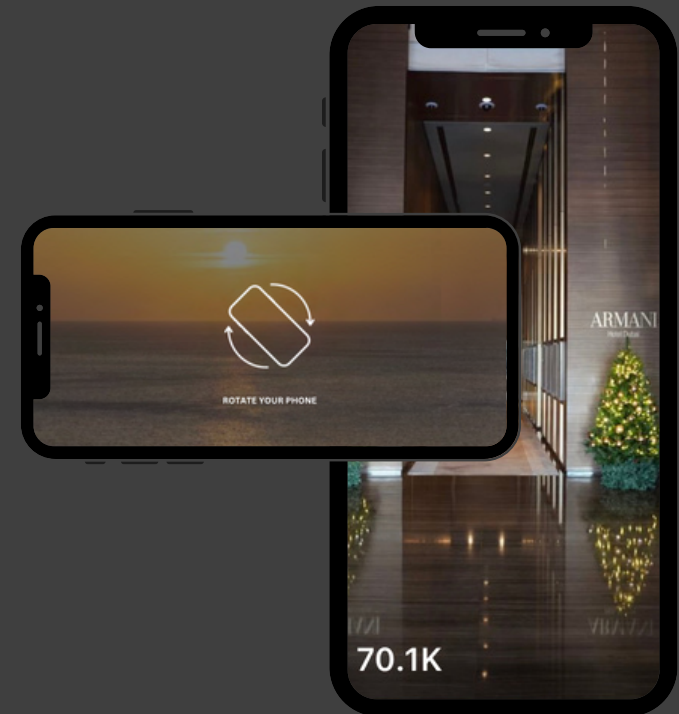
#### **2x Professional Camera Crew**

- Description: Two experienced camera operators to capture high-quality footage, using high-performance equipment.
- Benefits: Professional expertise ensures top-notch production quality.

#### **Editing and Colour Grading**

- Description: Expert editing and colour grading to enhance the visual appeal of your campaign video.
- Benefits: A final product that stands out and makes a lasting impression.

# VIDEOGRAPHY CAMPAIGN





# THE AGENCY

At Inside Lifestyle, we don't just showcase our own experiences; we leverage over 10 years of expertise and knowledge to ***collaborate with clients worldwide.***

Our in-house team offers a ***comprehensive suite of services***, including Social Media Management, Videography, Photography, Consultancy and Digital Marketing expertise.

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# THE AGENCY: *HOW WE WORK*

## ***SOCIAL MEDIA MANAGEMENT***

In today's digital era, your social media presence is a ***pivotal touch point for consumers***. We craft compelling, visually striking content that commands attention. Our winning formula? Seamlessly integrated content that fosters organic growth, alongside data-driven strategies to ***achieve unparalleled performance***.

- Instagram & Facebook Management
- Planning & Scheduling
- Content Creation
- Analytical Reports
- Digital Management





# THE AGENCY: *HOW WE WORK*

## **CONSULTANCY & DIGITAL MANAGEMENT**

In today's fast-paced business environment, finding the right path to engage your audience is crucial. We strategically allocate budgets to amplify your brand's resonance with your target audience, while sparking wider interest. We provide **clear and comprehensive** reporting tailored to your needs, guiding you towards achieving and **exceeding your Social Media goals**.

- Digital Management
- Targeted Ad Analytics
- Detailed Reporting & Advice



# OUR CLIENTS



# GET IN TOUCH: *LET'S WORK TOGETHER*

**Ready to elevate** your brand's presence with InsideLifestyle?  
Contact us today to discuss your social media goals and how  
we can help achieve them.

## **KEY CONTACTS:**

**Founder & CEO:** Nick Marshall  
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**Head of Marketing:** Rosie Mallinson - Beedie  
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**Social Media Manager:** Holly Mallinson-Beedie  
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