

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.***

INSIDE
Lifestyle®

THE BRAND: *OUR SOCIALS*

SOCIAL FOLLOWING:

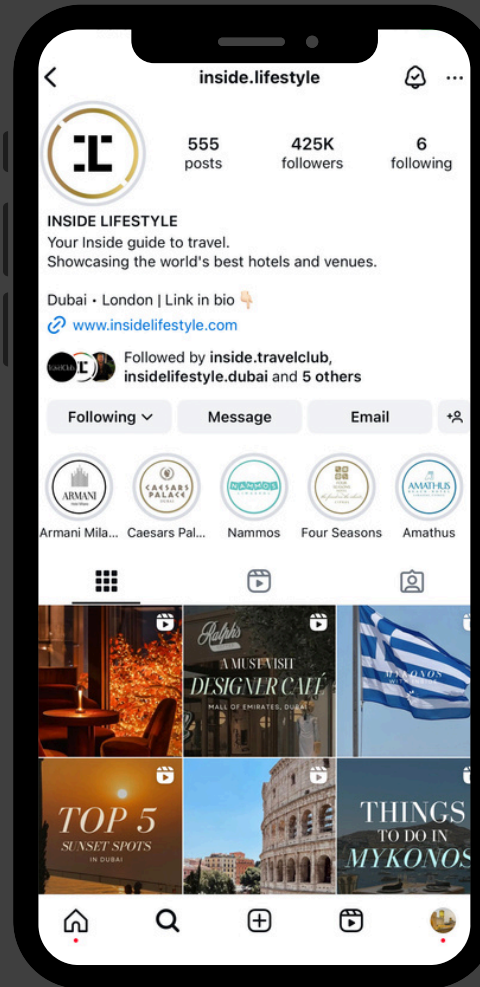
 **426,000** FOLLOWERS

 **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:

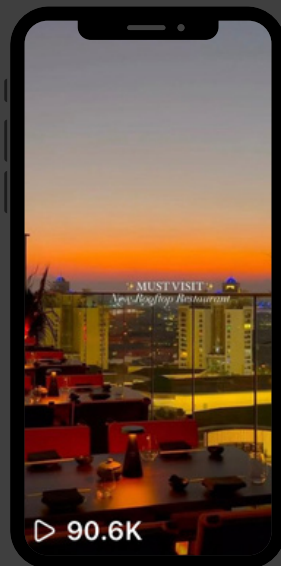
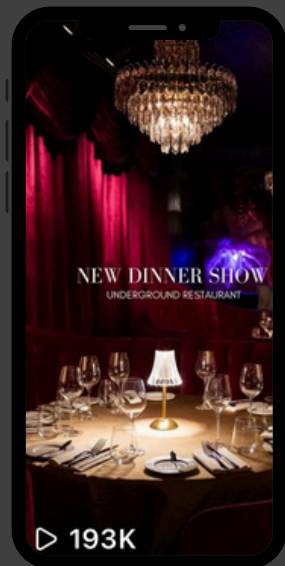
UK, USA & UAE

LONDON, NEW YORK & DUBAI

INSIDE
Lifestyle 

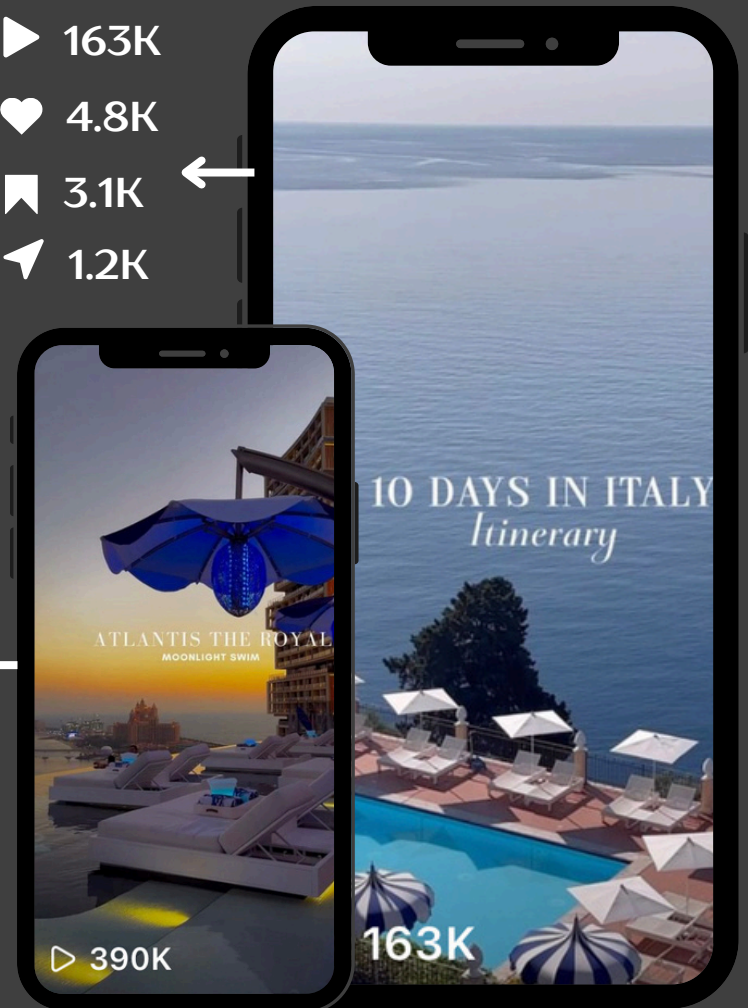
THE BRAND: *OUR CONTENT*

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



▶ 390K
♥ 15K
🚩 4K
📍 2.1K

▶ 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 Dubai, the UK (specifically London), 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:

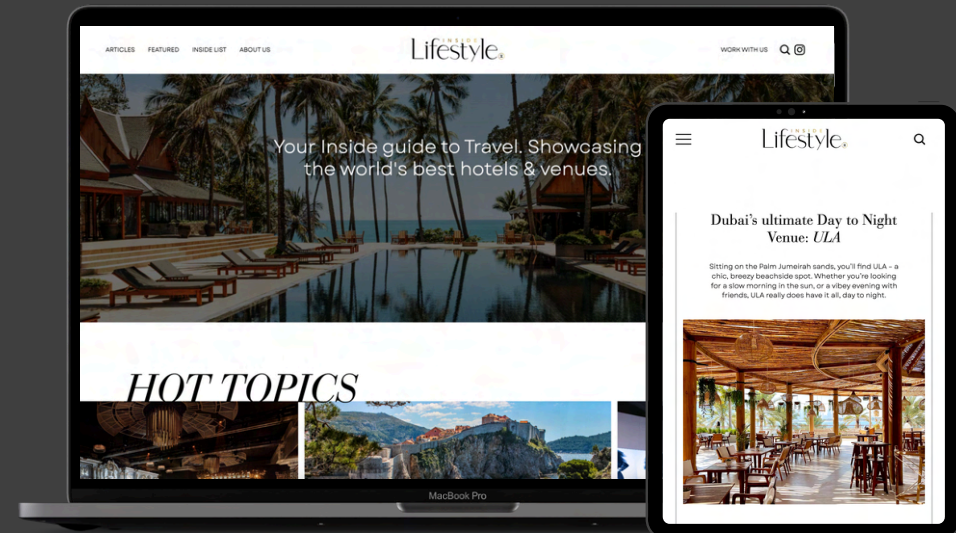
 **450,000** VISITS

 **203,000** CLICKS

AUDIENCE:

 **25-40** YEARS

 **UK, DUBAI & USA**



INSIDE
Lifestyle®

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 - AED 10,000

Comprehensive Promotional Package

1x Reel Posted on @inside.lifestyle

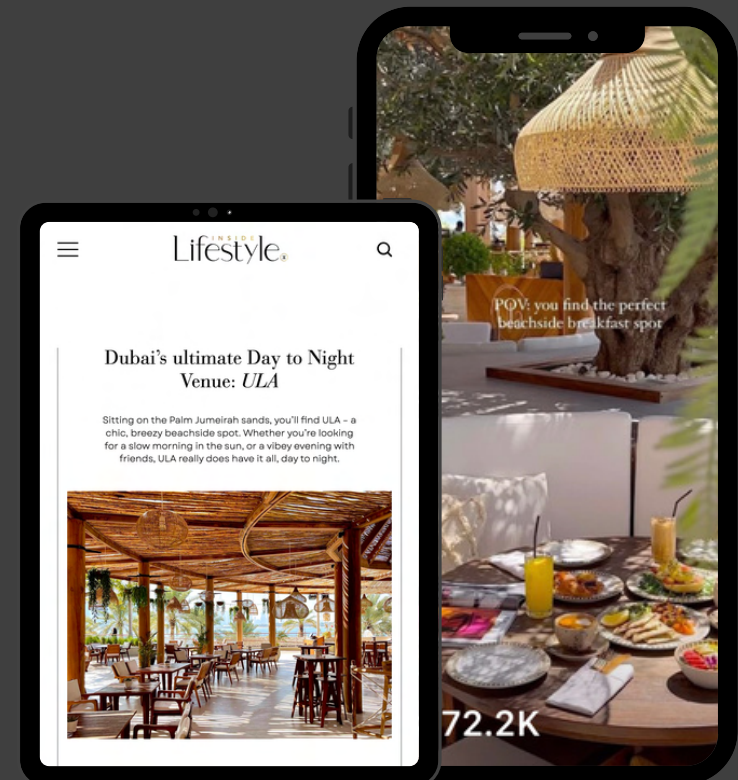
- Description: A high-quality, engaging reel posted on our Instagram account, @inside.lifestyle. This reel can be co-branded with the client's Instagram for maximum reach and engagement.
- Benefits: Leveraging our substantial follower base, your brand gains visibility and credibility through our established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

1x Article on www.insidelifestyle.com

- Description: A professionally written article by one of our experienced journalists, featured on 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.



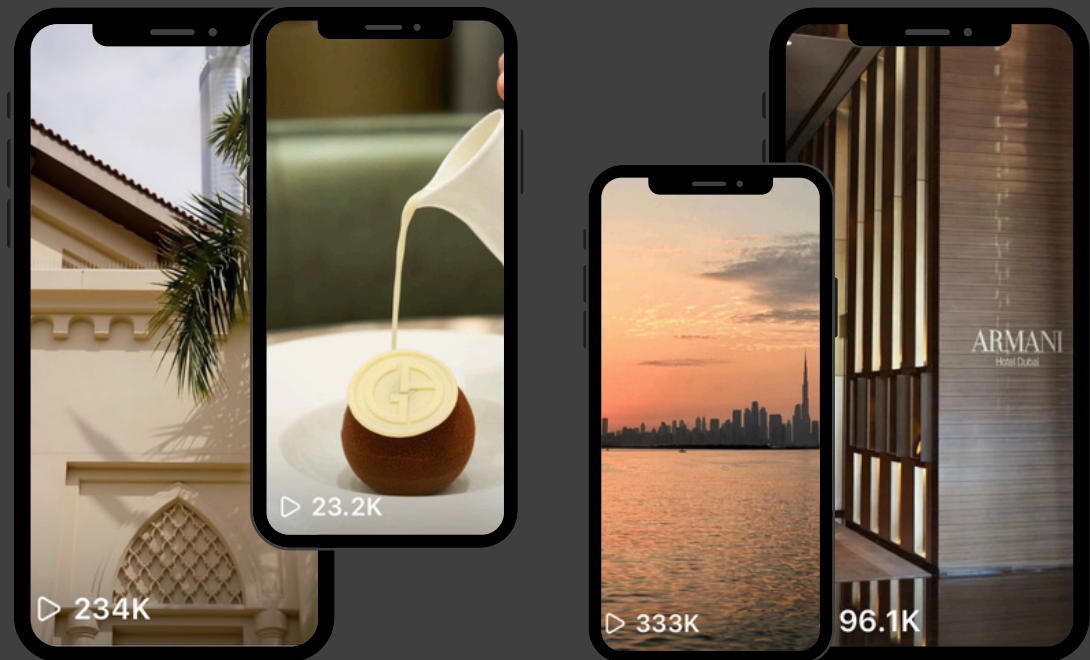
REEL CONTENT PACKAGE OPTION

4x REELS - AED 10,000

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.



PHOTOGRAPHY PACKAGE OPTION

PHOTOGRAPHY PACKAGE - AED 10,000

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 - AED 15,000

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.

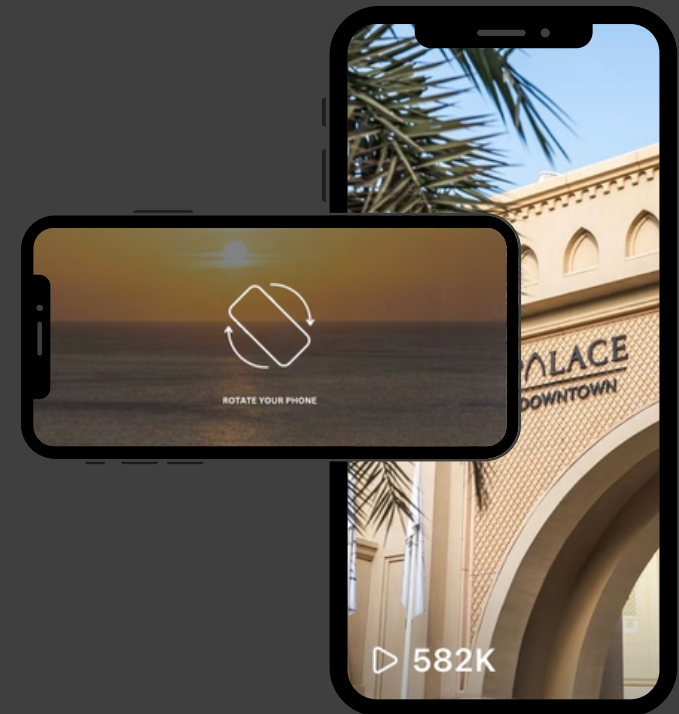
2x Professional Camera Crew

- 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.

INSIDE
Lifestyle®

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
nick@insidelifestyle.com

Head of Marketing: Rosie Mallinson - Beedie
rosie@insidelifestyle.com

Social Media Manager: Holly Mallinson-Beedie
holly@insidelifestyle.com

