

AllRooftops.com

1er novembre

2010

Discover the AllRooftops.com audience, community and advertising opportunities

MediaKit

ALLROOFTOPS.COM

LIFE IS BETTER IN THE AIR

Editorial overview

Allrooftops.com, the first online rooftop bars and restaurants guide, with its unique worldwide selection

Recently launched in 2010, April, <http://allrooftops.com> is a new website which lists the best rooftop addresses and provides comprehensive information about exclusive places, with impressive views from above

Allrooftops.com is dedicated to a new way of enjoying a drink high up outdoor while escaping from the city noise and burden. More than 120 rooftop bars and restaurants from all continents have been selected by the Allrooftops team, thanks to the author's passion for these spots, who strive to add new addresses on a daily basis.

Witnessing a lack of quality information, allrooftops.com has the ambition to offer its visitors all needed information (address, schedules, prices, dress code, atmosphere..) to help them to quench their thirst..

The concept started in New York City, from the observation that it is unfortunately too complicated to obtain information about these magical places. Therefore, a chase for rooftop information has debuted in January, and the authors have been amazed by the quantity of flabbergasting rooftops in the world. Every week, the Allrooftops.com team hears about openings of new rooftops addresses, and makes a point to share it with its community.

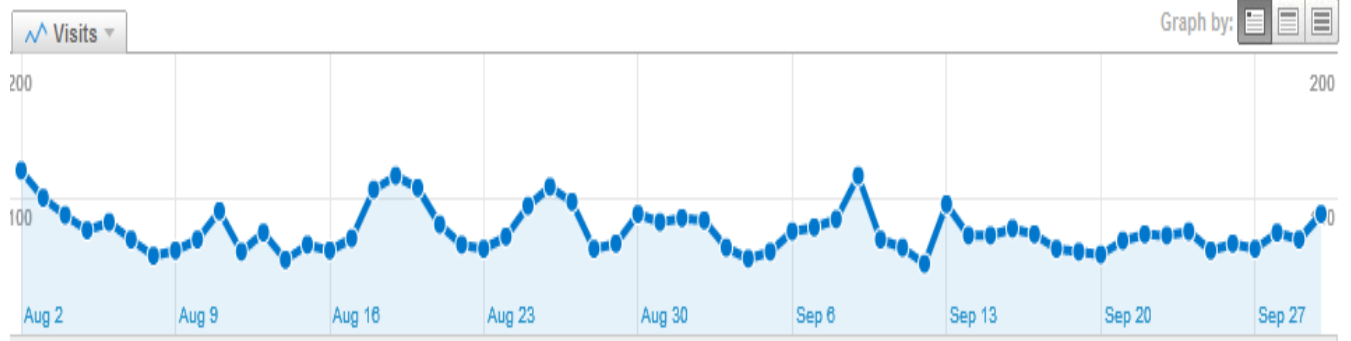
The Allrooftops.com can rely on a large interactive community to extend its addresses database and reviews.

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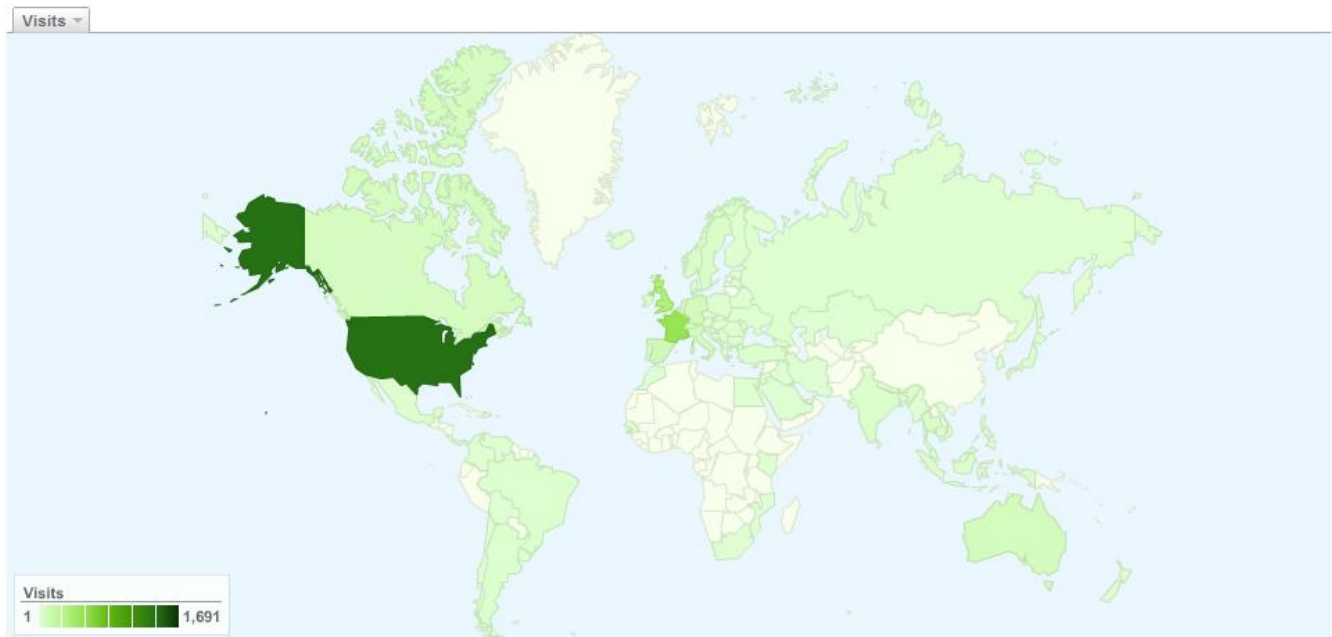
Audience profile

▶ 100 visits / day



▶ Average time on site : 4 mn

▶ High traffic in the US and Europe



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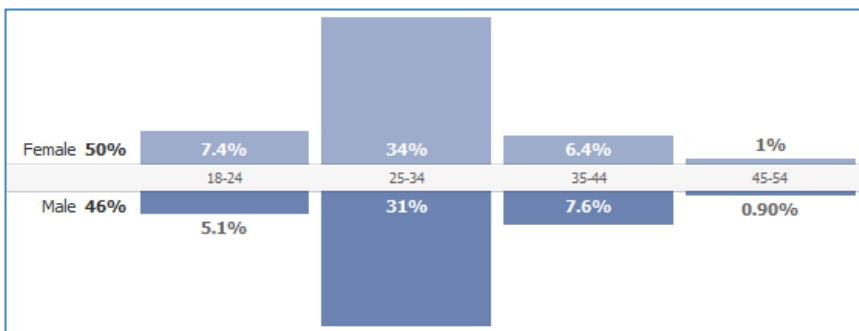
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The Facebook community

- ▶ Over 780 fans on facebook, with a high level of interaction
 - 2/3 posts every week
- ▶ Content posted
 - New articles from AllRooftops.com
 - Partners offers and events
 - Rooftop bars pictures
 - Recommendations
- ▶ A growing community



Gender and Age



- ▶ A quality target group
 - High consuming habits
 - Trendsetters
 - Interests : travels, luxury, party, fashion
- ▶ A young and dynamic audience
 - 50% male / 50% female
 - 65% 25-34 y-o, living in top cities: NYC, Paris, London, Hong Kong

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twitter



- ▶ Over 400 followers
- ▶ New Allrooftops.com articles are posted to the Twitter community
- ▶ Complementary channel to communicate about partners

Advertising opportunities and rates



Standard Offer

100 EUR / US\$140 per month
3 000 visits
(3,3 cents / visit)

- ▶ Image of your bar/restaurant/brand in the top for images, below the site categories
- ▶ Link to your website
- ▶ Display of a clickable banner of your design



Premium Offer

150 EUR / US\$210 per month
3 000 visits
(3,3 cents / visit)

- ▶ Image of your bar/restaurant/brand in the top for images, below the site categories
 - ▶ Link to your website
 - ▶ Display of a clickable banner of your design
 - ▶ Your bar / restaurant / brand is highlighted on our facebook fan page of 800 fans, with special offers, information, link to your website..
- Frequency: 3 posts/ month



Deluxe Offer

200 EUR / US\$280 per month
3 000 visits
(3,3 cents / visit)

- ▶ Image of your bar/restaurant/brand in the top for images, below the site categories
 - ▶ Link to your website
 - ▶ Display of a clickable banner of your design
 - ▶ Your bar / restaurant / brand is highlighted on our facebook fan page of 800 fans, with special offers, information, link to your website..
- Frequency: 10 posts/ month

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