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JOURNALIST
PHOTOGRAPHER
BERLIN



TANO
HOBO
FROM
SPAIN

LITTLEST HOBO IS THE STORY OF A SHELTER DOG, WHICH IS NOW TRAVELING THE WORLD.

In this way, Littlest Hobo offers your brand and advertising an outstanding environment. Littlest Hobo is content marketing and story-telling for three leading companies in the field of outdoor, travel and dog products. With an advertising placement in the Web-Magazine, you benefit from the reach and credibility of the sponsors. Littlest Hobo is published in German and English. The English side has focus Northern Europe / Scandinavia, North America and Canada.

Littlest Hobo offers the possibility of product advertising as:

- (Custom) Press / Travel Blog
- Publication of Product Reviews
- Raffle of products or vouchers
- Advertorials accordance with appropriate labeling
- Banner Advertising

Channel-related social media strategy with their own formats



With Littlest Hobo, the reader travels the world and sees it from the dog's eyes and from the premises. Photo galleries, videos, reports and portraits in conjunction with service articles and blog posts. In addition come for medical products experts say.

What sponsors say:



The team and the type of travel are simply perfect to Ruffwear.

Frauke Gamblin, Ruffwear



We are pleased to reach us new audiences with our products.

Inga Palme, Deproc Kommunikatins



We see this as an opportunity to get market leader for Ruffwear-products in Germany

Dirk Jeske, Hund-unterwegs

Referenzen





187 100 EXTRA REACH WITH ABSOLUTE CREDIBILITY.

Important things first. Littlest Hobo is content marketing. Ruffwear, Deproc and Hund-Unterwegs share my content. Because they want to have more relevance in my audience. And they want to be present in social media permanently and because they benefit from each of the target group of the other. And of course. I telling there customers in a beatiful way of there products.

The credibility of my sponsors comes advertisers on my website to good. 187.00 more readers who are interested in exactly this subject. The acceptance is higher by a lot.

In Germany, 10 million people are living with at least one dog and spent four Billion euro alone to dogs articles. The target group of post-materialist, modern performers, experimentalists and the civic center brings a fundamental willingness to be open to change, is innovative, it offers a high editorial diversity and a special potential for advertisers. The group is characterized by high desire for innovation, trendiness, life and especially purchasing power of between 2500 -3500 euros per month.

Following the motto „Work hard play hard“, like the reward center must be addressed in their free time. It is modern, ambitious, successful at work and look for a change from everyday life in the individual leisure activity. The dog is in this case not only pet. Since it allows her profession, the dog is also integrated in professional life and shares all spheres of life of the owner.



| | | |
|-------------|----------------|--------|
| RUFFWEAR UK | Facebook | 10.500 |
| RUFFWEAR US | twitter | 43.000 |
| | instagram (US) | 6.000 |
| | | 15.800 |



| | | |
|--------------|----------|-------|
| DEPROC | Facebook | 9.100 |
| OUTDOOR-SHOP | | 9.500 |



| | | |
|----------------|------------|--------|
| Hund Unterwegs | Facebook | 65.000 |
| | Newsletter | 50.000 |
| | twitter | 1.700 |

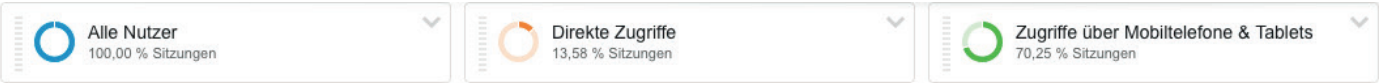
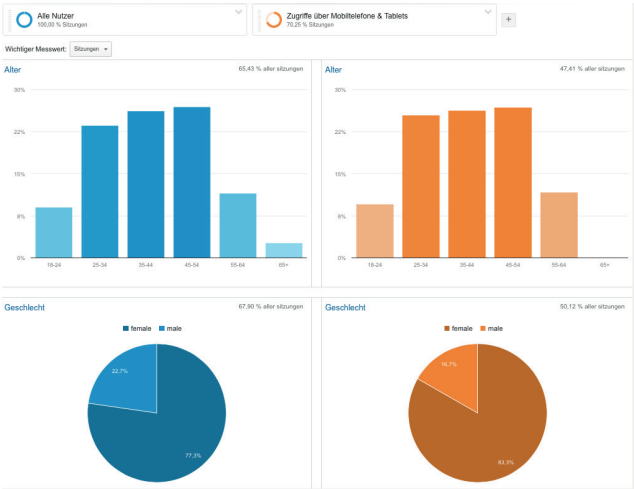
Littlest Hobo Follower on most important channels



Stand Feb 2016 (Lean)



| Unique visitors | Number of visits | Pages | Hits |
|-----------------|--------------------------------|-------------------------------|-------------------------------|
| 3,781 | 5,261 (1.66 visits/visitor) | 41,065 (11.24 Pages/Visit) | 103,238 (28.26 Hits/Visit) |



Wichtiger Messwert: Sitzungen

| Affinitätskategorie (Reichweite) | 67,65 % aller Sitzungen | Affinitätskategorie (Reichweite) | 6,30 % aller Sitzungen | Affinitätskategorie (Reichweite) | 49,88 % aller Sitzungen |
|--|-------------------------|--|------------------------|--|-------------------------|
| 5,78 % Pet Lovers/Dog Lovers | | 7,32 % Shoppers/Shopaholics | | 6,13 % Pet Lovers/Dog Lovers | |
| 5,59 % Shutterbugs | | 7,32 % Shutterbugs | | 5,33 % Shutterbugs | |
| 4,65 % Movie Lovers | | 6,48 % Home Decor Enthusiasts | | 4,77 % News Junkies & Avid Readers/Entertainment & Celebrity News Junkies | |
| 4,33 % Social Media Enthusiasts | | 6,48 % Mobile Enthusiasts | | 4,68 % Movie Lovers | |
| 4,08 % News Junkies & Avid Readers/Entertainment & Celebrity News Junkies | | 6,48 % News Junkies & Avid Readers | | 4,48 % Social Media Enthusiasts | |
| 3,99 % News Junkies & Avid Readers | | 6,20 % Movie Lovers | | 3,88 % TV Lovers/Game, Reality & Talk Show Fans | |
| 3,92 % TV Lovers | | 6,20 % Social Media Enthusiasts | | 3,75 % Home Decor Enthusiasts | |
| 3,84 % Home Decor Enthusiasts | | 5,63 % Cooking Enthusiasts | | 3,59 % Cooking Enthusiasts/Aspiring Chefs | |
| 3,28 % TV Lovers/Game, Reality & Talk Show Fans | | 5,35 % Cooking Enthusiasts/Aspiring Chefs | | 3,50 % News Junkies & Avid Readers | |
| 3,20 % Cooking Enthusiasts/Aspiring Chefs | | 5,07 % Travel Buffs | | 3,41 % TV Lovers | |

Prices and types of advertising opportunities on Littlest Hobo

Productreviews

Does your product fit to my target audience? Should I take it on a journey or test it? If it's not with the interests collides my of sponsors we can talk about it.

Raffle of products or vouchers

Your product needs more attention? A lottery or coupon code is what has proposed your marketing department. Let's talk about it.

Advertorials (as appropriate labeling)

Simple expense (300-500 words) 350 Euro editorial effort as photo galleries and videos, etc. need to be discussed separately.
The products are not designed in the marketing-speech and adjust to the overall tonality of Littlest Hobo on. They are referred to as „display“.
But like other products treated.

Sponsored Posts (according to appropriate labeling)

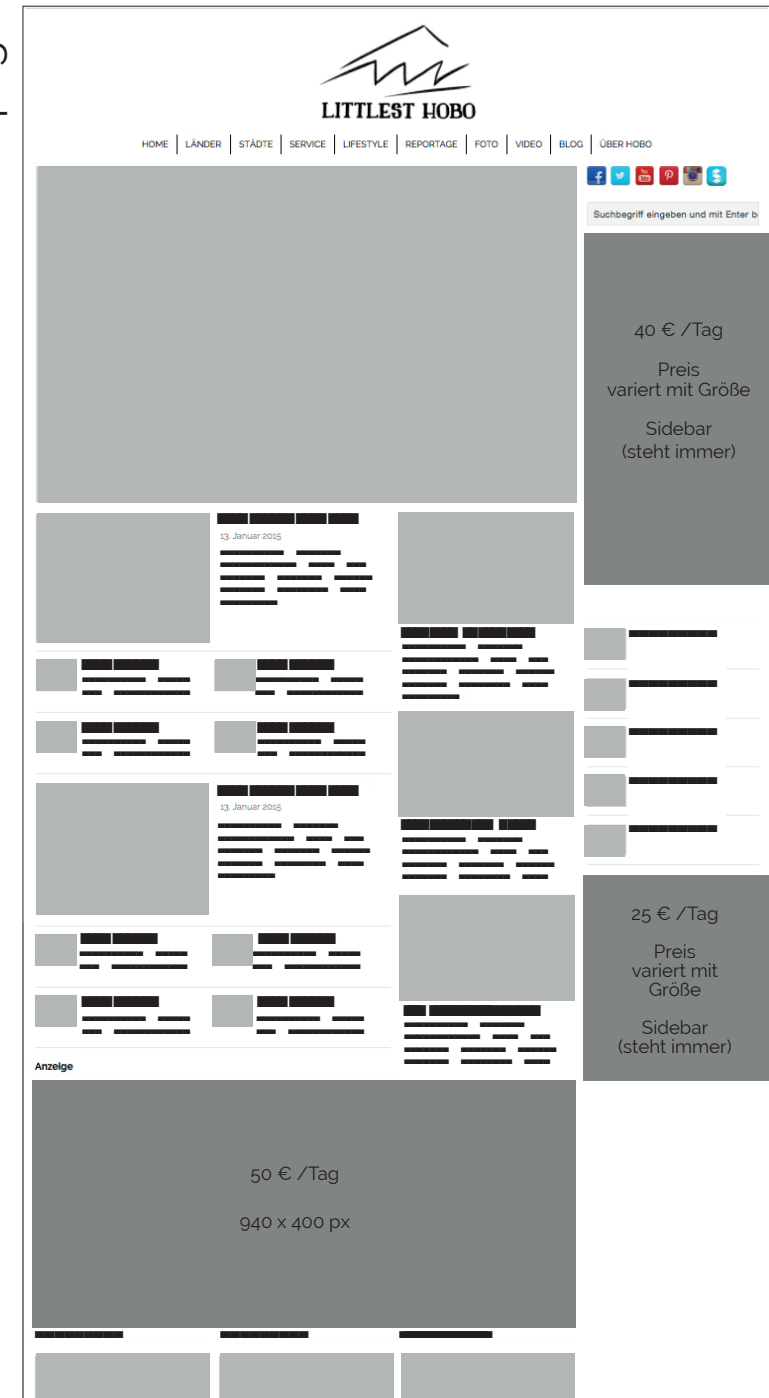
The credibility of Littlest Hobo, which is important for readers and customers alike must not suffer logically. For this reason, Sponsored Posts rather the exception. If no editorial effort behind it, 250 euros is estimated here. Littlest Hobo takes carry out modifications to the supplied text.

All measures will be posted on all social media channels of Littlest Hobo. Regardless of the type of advertising, but by appropriate labeling, spread.

Advertising banner(all prices excl. VAT.)

Prices of banner advertisement vary with the presence and duration of the visibility of this. All prices can be seen in the graphs. Package bookings and discounts are available.

Homepage





[HOME](#) | [LÄNDER](#) | [STÄDTE](#) | [SERVICE](#) | [LIFESTYLE](#) | [REPORTAGE](#) | [FOTO](#) | [VIDEO](#) | [BLOG](#) | [ÜBER HOBO](#)

Suchbegriff eingeben und mit Enter b

29. Dezember 2014



40 € /Tag

Preis
variiert mit Größe

Sidebar
(steht immer)

29. Dezember 2014



30 € /Tag
in der Archivebene alle 2 Artikel

26. Dezember 2014



26. Dezember 2014



#

26. Dezember 2014



Littlest Hobo wird gesponsert von und



HOME | LÄNDER | STÄDTE | SERVICE | LIFESTYLE | REPORTAGE | FOTO | VIDEO | BLOG | ÜBER HOBO

Suchbegriff eingeben und mit Enter b

[illegible]

40 € /Tag

Preis
variiert mit Größe

Sidebar
(steht immer)

[illegible]

15 €
wird für jeden
Artikel extra
gebucht

15 €
wird für jeden
Artikel extra
gebucht

[illegible]

Anzeige

30 € / Tag
(steht unter allen Artikeln)

Littlest Hobo wird gesponsort von und



LITTLEST HOBO

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