


We are the best known medium for gay travelers and feature travel tips and community hotspots, backed by 50 years of experience.

SPARTACUS is editor of the renowned Gay Travel index and Gay Pride Calendar.


Our platforms offer digital marketing tools for campaigns, promotions and raffles to raise awareness.

A new focus is digital production of gay travel content. We boost the text, videos and pictures via social media and deliver reporting and analysis.

WEBSITE
250.000 pageviews




MOBILE APP
175.000 downloads



SOCIAL MEDIA
120.000 followers



YOUTUBE CHANNEL
10.000 subscribers



EFFECTIVE MARKETING

| | S | M | L | XL |
|---|---------------|---------------|-----------------|-----------------|
| LISTING WEBSITE & MOBILE APP general text, listing of services, 12 pictures, link to website, information about price and rooms, geo targeting, BOOK NOW button | + | + | + | + |
| ONLINE ADVERTORIAL editorial text with many information, pictures and if available video. published on SPARTACUS gay blog sections, link to website | | | 1 | 2 |
| SOCIAL MEDIA Spartacus post „hotel of the week“, facebook link, link to website hashtags, pictures / video and text | | 1 | 2 | 5 |
| BANNER leaderboard or sidebar banner (number contacts) | | 75.000 | 150.000 | 200.000 |
| COMBI PACKAGES / running time 1 year | 450 \$ | 700 \$ | 1.350 \$ | 2.500 \$ |


CONTENT PRODUCTION



VIDEO

We offer the entire production. From the planning to the production of the video material. In addition, customers receive images that can be used with the video on all SPARTACUS platforms and can be presented on the platforms of the customers.


6.500 \$



ADVERTORIAL

An advertorial is an advertisement in the form of editorial content and differ from traditional advertisements in that they are redesigned to look like the articles that appear in the digital publication. We promote hotels and destinations in our categories inspiration and travel.

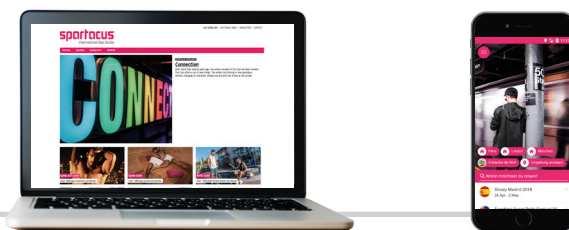
450 \$



APP

We offer countries, cities and also prides own gayguide-APP's with the gay locations of the respective region. The content can be individually designed. Monetisation via a sponsor is also possible, so that the own APP can also lead to further income.

PRICE ON REQUEST



BANNER (website only)

Allowed file formats: .jpg, .png, .gif

PREMIUM SUPERBANNER

(at the top of all pages)

Desktop: 1200 x 120 px, max. 100 kb
Mobile: 320 x 100 px, max. 50 kb

CPM 7,50 \$

LEADERBOARD BANNER

(top right, next to the Spartacus logo)

Desktop: 635 x 85 px, max. 50 kb
Mobile: 320 x 50 px, max. 50 kb

CPM 5 \$

SIDEBAR BANNER

(right column on desktop, centered on mobile)

Desktop: 255 x 255 px, max. 50 kb
Mobile: 255 x 255 px, max. 50 kb

CPM 4,50 \$

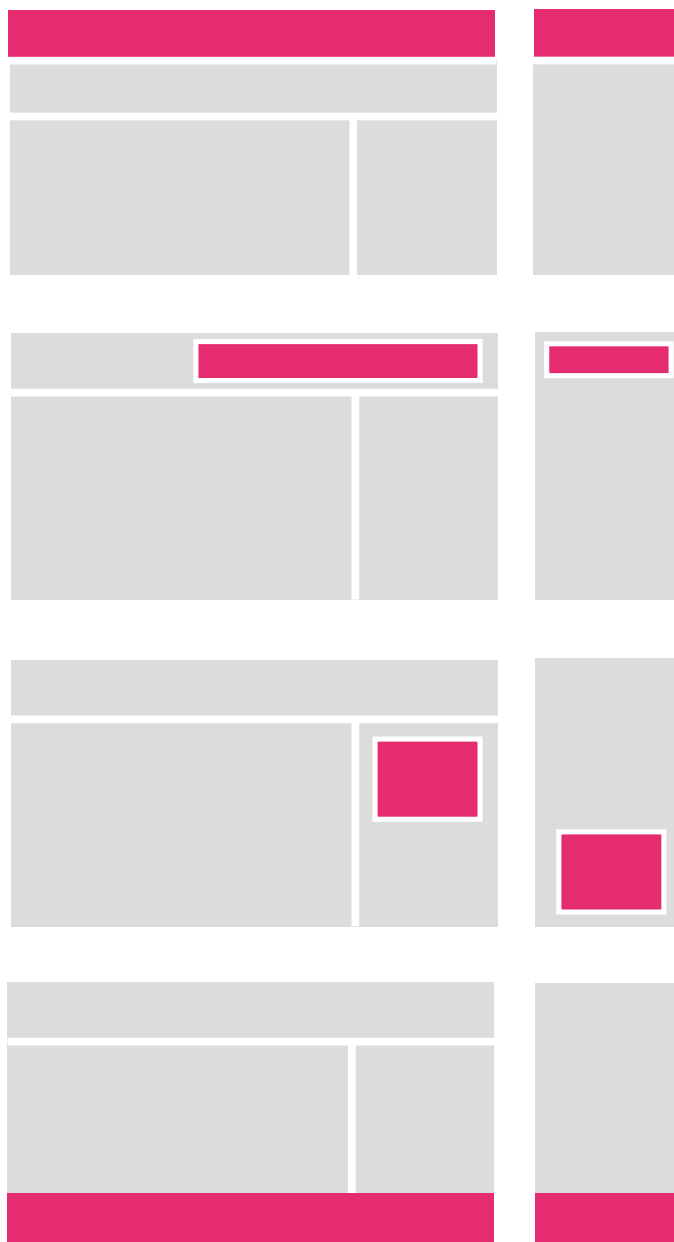
FOOTER BANNER

(at the bottom of all pages)

Desktop: 1200 x 120 px, max. 100 kb
Mobile: 320 x 100 px, max. 50 kb

CPM 4 \$

DESKTOP | MOBILE



CONTACT



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