

# Media kit



Portugal.com

2023

# About Us

Portugal.com is an independently owned and operated tourism portal about Portugal.

Our website provides all the information expats and tourists need about life in Portugal.

From travel tips and expat guides to news and much more in English, we are a one stop shop for everything Portugal.

Since our launch in November 2021, we have built a strong international community, one that trusts us to provide the most accurate information and connect them with the best services and products.

**120K**

Monthly visits

**40%**

From the USA

**70%**

Traffic through  
Organic Search



## CONTACT

hello@portugal.com  
www.portugal.com

# Audience

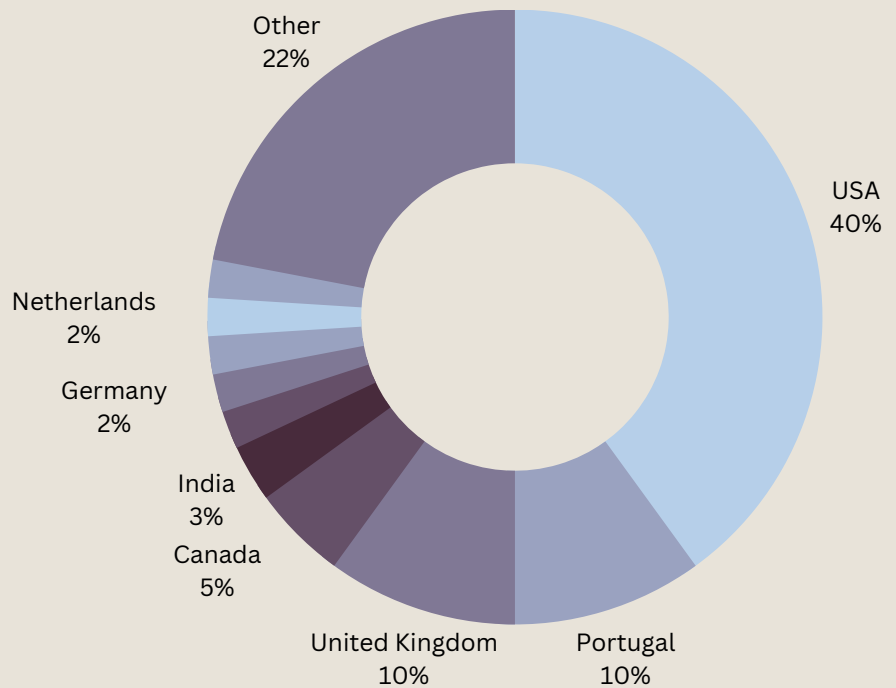
Our audience consists of expats and tourists all over the globe, **over 1 million** in 2022 to be exact.

Working with Portugal.com means reaching a **global audience**. You will attract customers around the world, increasing your market share and brand equity.

Most of our audience is located in **North America (45%)**, **Europe (40%)**, and **Asia (10%)**.

Our top audience is coming from the **United States (40%)**, a valuable target audience.

These users are from the wealthiest cities in the US including **New York City and Los Angeles**.



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# Partnerships

Want to reach our target audience? Then our content partnerships might be the right marketing tool for you.

We work with **sponsored content**. This is a type of advertising content paid for by a business (you) that is produced and published by a media outlet (us).

This kind of content blends in with our website's content. Our sponsored articles are written in an **educational and engaging** way, without "salesy" and deceptive jargon. It is natural, unlike traditional "in your face" advertising.

## The **benefits** of sponsored content

- Build **credibility** as it shows audience a source they trust believes in your business
- Get your brand noticed on an **international scale**, including an American audience with a large purchasing power
- **Storytelling** is more memorable than one-off ads
- **Fee per content piece**, rather than having to pay-per-click

However, we don't promote just any business. We care about who we work with and want to find partners that our audience can trust.

If you are a business that expats and/or tourists in Portugal should know about, contact us at [hello@portugal.com](mailto:hello@portugal.com).