



Media Kit

This is Media Kit for King Goya online travel magazine, created by experienced journalists and photographers. King Goya is not a traditional travel blog!

Mission Statement. King Goya is the world's one and only online travel magazine created and published by professionals in English and Norwegian languages.

But we are more than a travel magazine. Here you meet interesting people, locals at vacation destinations, you find cultural experiences and family getaways, and you can read stories about travel, holiday and people. Our mission is to offer inspiration and information.

Audience. King Goya has a positive profile, always searching the best story, meets exciting people and inspires for next trip and vacation. During the year 2018, King Goya reached more than 3 million visits, mainly English speaking audience in the UK and USA.

Kinggoya.no reach Norwegians and Scandinavian readers and followers. Gudmund Lindbaek is the publisher and experienced journalist.

Target group: Mix male/female in the High End market. 55% female – 45% male readers. Luxury target: Luxury hotels & resorts / Local food / Events & Culture / Adventure.

We recommend: Exclusive editorial content and content marketing

Audience: Monthly: 150 - 200.000 on two websites

Followers: Facebook: 41K / 7K, Instagram: 3,100, Twitter: 9,190

Twitter: @KingGoya1 Facebook: @KingGoya9 - @KingGoyaNorge

Instagram: @kinggoyamagazine

Web: www.kinggoya.com and www.kinggoya.no

E-mail: gudmund@kinggoya.com

Ad size: Header, Top banner: 600 x 150 pixels / Side bar: 300 x 600 pixels

Content marketing. As media group we create exclusive and bespoke editorial content, provide links to company, advertisement and deliver content marketing. Getting people reading, talking, liking and trending is what we do well.

The advantage is that readers have confidence in King Goya. For years we published exclusive and engaging travel stories, video and photos as well as live updates on social media. We publish links and ads, and basically we say yes to press trips.

In addition, we are associated with professionals who deliver live videos and storytelling.

Cost: Expenses are related to work, time and service involved, the amount of target audience and the time spent on mission. If you invite us for a personal visit, Gudmund Lindbaek is departing from London.

In terms of pricing marketing, advertising, distribution of editorial content and content marketing we can match any. Understanding the media landscape is the heart of what we do. After all, creating great content is one thing but knowing how to get it seen is quite another. It's a job and we are experts. As a team, we reach out to a large, high-end and selected audience. Please advise your budget and we will deliver results.

Let's discuss how King Goya become your media partner and your business reach a bigger audience. Because King Goya is real and genuine!

Gudmund Lindbaek

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