



# MEDIA KIT

2016




freelancermap is one of the leading project boards in the IT-industry. Since 2005 we support freelancers, self-employed employees, contractors as well as companies in their search for IT-projects and appropriate candidates.

With over 4.000 new job postings every week and more than 100.000 registered users in 130 different countries worldwide, freelancermap is an ideal network for projects and staffing without commission fees.

In the daily updated project database freelancers and contractors can find IT and SAP-openings and apply directly to the hiring companies. Companies with staff requirements and recruiters can publish their vacancies and contact appropriate IT-talents in the directory also with no limits.

Besides the job board, freelancermap provide freelancers and IT professionals with useful tips, tools, and checklists on its blog.



The screenshot shows the top navigation bar of the freelancermap website. It includes the logo, menu items (Projects, Freelancers, Companies, News, My Account), user status (Status: Not logged in), a Login link, and a prominent green 'Register now' button. The main banner area features the heading 'For freelancers' and a list of benefits: 'Cost free membership', 'Unlimited applying - No bidding', and 'Profile upload'. A green button below the list says 'Register now - It's free!'. On the right side of the banner, there is a photo of a man with glasses and a beard, wearing a blue shirt, with his arms crossed. A laurel wreath graphic behind him contains the text 'Est. 2012'.

## FACTS

- Launched in Germany in 2005
- Internationalization in **2012**
- More than **4.000 new openings** per week
- Represented in **130 countries**
- More than **100.000 registered professionals** in the IT and SAP industry
- More than 50.000 Newsletter recipients
- Unlimited applications, no bidding and no commission fees

## FIGURES (Google Analytics January 2016)



### Freelancermap.com

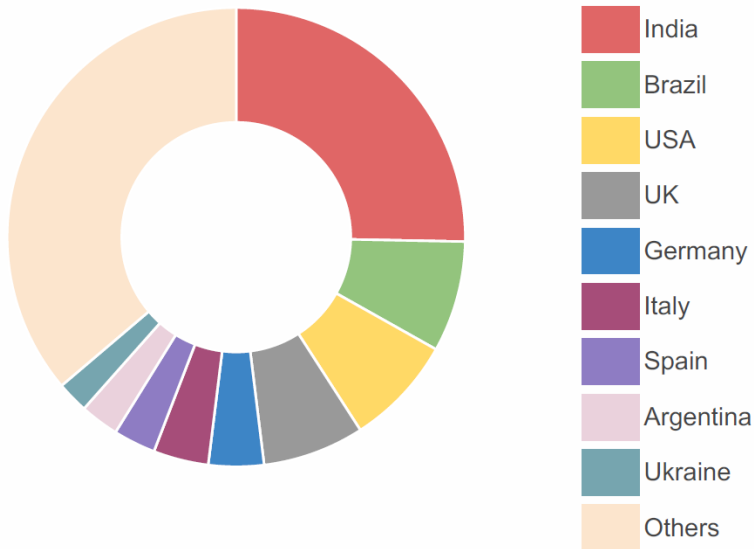
- Visits: 51.968
- Unique visits: 39.060
- Page views: 148.496
- New visits: 70,56%



### Freelancermap.de

- Visits: 126.738
- Unique visits: 66.387
- Page views: 559.354
- New visits: 45,49%

## TOP COUNTRIES ON FREELANCERMAP.COM



Since the internationalization of the platform in 2012, freelancermap is represented in **132 countries worldwide.**

## TARGET GROUP

- 80% of the users are male
- Age: 25 – 58 years
- Web affine visitors with high interest in IT-related topics and events
- High affinity in web
- Above average income

## YOUR ADVANTAGES AT FREELANCERMAP.COM

**Target-group specific address:**

freelancermap is used by IT affine experts, freelancers, contractors, and companies – the right place for your advertisement.

**Strong presence:**

Raise your profile and set your company apart from competitors in the market.

**Variety:**

Different advertisement formats allow you to approach your prospective clients – choose the ideal format to market your products/services as its best.

**Secured future:**

Have a media presence in a fast growing and interesting market.

**Top consulting:**

We design an individual marketing concept in cooperation with you to tap the full advertising potential of your company.

## ADVERTISE A PROJECT – Free of charge

Recruiters and IT companies can publish their job offers **completely for free** and reach IT professionals worldwide.

### This is a test project - Looking for a WordPress developer

Remote Job

freelancermap

Listed: 12.08.2016 at 14:01

Please give details about the project - what is the essence of it, what the freelancer will be expected to do and/or which...

Development

## FEATURED PROJECT


If you need urgently someone for your project, you can get a top position for your job offer with our “featured project” for **just \$49**. For **two weeks** your project will be highlighted so you can grab the attention of the best professionals.

### Featured Project

#### This is a featured project - WordPress developer wanted - Immediate start



**From:** freelancermap

**Place:** Anywhere 

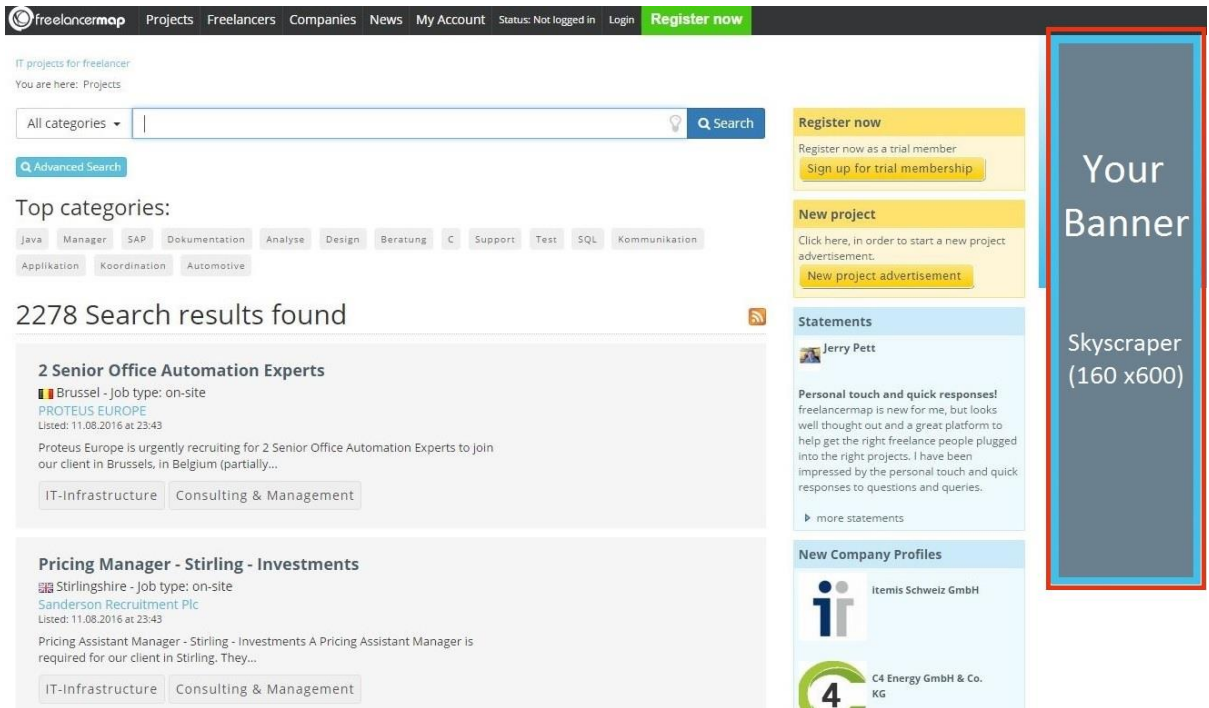
**Job type:** remote

Here is the description of your featured project. EXAMPLE: I'm looking for someone who can create a blog in WordPress....

## FEATURED PROJECT IN DETAIL

- Extended project display: More B14 highlighted, company logo and more!
- Top position on our home page and matching listings
- Promoted in our Newsletter

## BANNERS



The screenshot shows the Freelancermap website interface. At the top, there is a navigation bar with links for Projects, Freelancers, Companies, News, My Account, Status: Not logged in, Login, and Register now. Below the navigation bar, there is a search bar with 'All categories' and a search button. A sidebar on the right contains several promotional boxes: 'Register now' (trial membership), 'New project' (advertisement), 'Statements' (by Jerry Pett), and 'New Company Profiles' (listing Itemis Schweiz GmbH and C4 Energy GmbH & Co. KG). The main content area shows search results for '2278 Search results found', with two job listings: '2 Senior Office Automation Experts' and 'Pricing Manager - Stirling - Investments'. A red-bordered box on the right side of the page highlights a vertical banner area labeled 'Your Banner' with dimensions 'Skyscraper (160 x600)'.

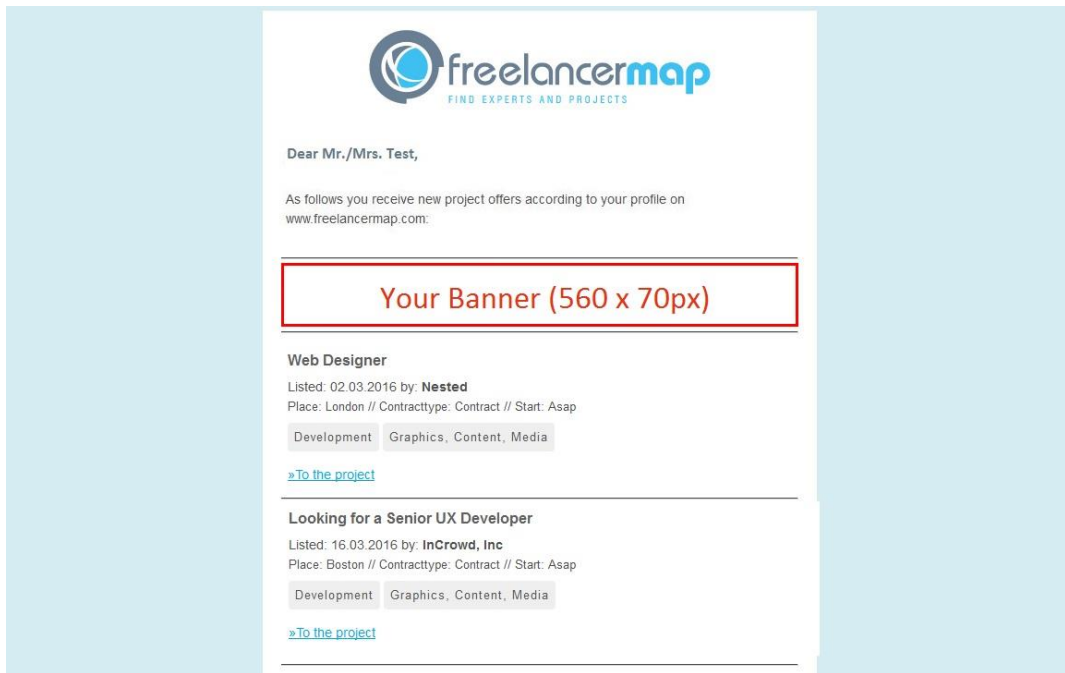
### BANNER PRICES - Wide Skyscraper (160x600)

Situated in the visible parts of the website, your company will strike the users immediately. Your banner will be displayed on all project listings and lower pages. Frequency of impressions and dispatch times can be negotiated.

Impressions	CPM (Cost per 1.000 impressions)
Up to 50.000 impressions	€ 30 CPM
Up to 100.000 impressions	€ 25 CPM
Over 100.000 impressions	€ 22 CPM

Minimum order: 25.000 impressions. All prices do not include VAT. Skyscraper (120 × 600), Half Page Ad (300 × 600) are also available formats. Contact us to get a quote.

## PROJECT AGENT



### BANNER IN PROJECT AGENT - (560 x 70 px)

Our project alert is an automatic HTML email which is sent daily to freelancers informing them about new project offers. Freelancers set up this mailing by selecting the keywords and categories that match their profile and interests. You can include your banner and link to your offer within this mail and market your brand to the targeted audience.

Impressions	Price
25.000 impressions	€ 199
50.000 impressions	€ 299
100.000 impressions	€ 499

Weekly distribution. All prices do not include VAT.



## NEWSLETTER

### Why Animation Matters for a UI Designer

Animation is a wonderful craft and a profession on its own. And although it's not considered to be an essential skill for a UI Designer our guest author Carlos Villarreal Kwasek will show you why and how UI Designers should use animation...

» [Proceed to article](#)



### Your Advertising

400 characters - orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. orem ipsum dolor sit amet, consectetur adipiscing elit.

» [Your Link](#)

Your  
Image

### Latest News in IT and Technology



**Motorola's new flagships** come with special attachments



**Meet Meem, the charging cable** that backs up your phone



**Apple reveals app store changes**, which benefit developers

## PLACEMENT IN NEWSLETTER

Our newsletters are very popular within our users and distributed bi-weekly to more than 35.000 recipients worldwide. Your newsletter advertisement consists of a text of max.

400 characters, an image (217 x 239 px) and a link.

### Newsletter package

### Price

400 characters + Image (217 x 239 px) + Link

€ 399

Bi-weekly distribution. All prices do not include VAT.

## STANDALONE NEWSLETTER



Dear Mr./Mrs. Test,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Your  
Advertisement

### STANDALONE NEWSLETTER

You can book complete editions of our newsletter. We take care of the corresponding editorial for your standalone newsletter and integrate your HTML-snippet between our Header and Footer.

Recipients	CPM
7.000 - 9.999	€ 350
10.000 - 14.999	€ 240
15.000 - 19.999	€ 180
20.000 - 24.999	€ 160
25.000 - 30.000	€ 140

Minimum order: 7.000 recipients. All prices do not include VAT.

## CONTACT DETAILS

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**With great pleasure, we design an individual marketing package for you.  
Do not hesitate to contact us for a detailed discussion about your needs!**

## IMPRINT

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