FREELANCERMAP

ABOUT US

Freelancermap is an open marketplace that connects companies with freelancers, self-employed and agencies in the IT industry.

Find out how freelancermap can help you reach over 200,000 tech-savvy users all over the world.

200,000+ IT professionals
One of the leading freelance platforms with focus in the IT industry – specially developers and IT/SAP consultants.

Over 10+ years experience
Since 2005 freelancermap supports freelancers, consultants and contractors in their search for interesting projects.

Zero commission fees
freelancermap has no commission fees for freelancers or business owners. We don’t intermediate between both parties.

International presence
Most of our talent is located in Europe (DACH / BENELUX region) as well as the US and Latin America.
ADVERTISE ON FREELANCERMAP
WE HELP YOU REACH THE RIGHT PEOPLE

Focused target group
Promote your product to tech-savvy people and decision-makers.

Different channels
We offer a wide-variety of advertising options – e-mail, display, etc.

Boost your visibility
Position yourself and your product in the fast-growing IT market.

Assistance on your campaign
Together we'll find the best option to promote your product.
**Tech-savvy people**
Our professionals work mainly within the fields of IT, Engineering, and SAP.

**Graduated**
Around 70% of our freelancers hold a university degree or masters.

**Majority of men**
80 - 90% of our freelancers are men.

**High level income**
Freelancers in our directory are charging $105/hr. on average

**Over 35 years old**
Most professionals registered are between 35 and 50 years old.
FREELANCERMAP BY THE NUMBERS

ADVERTISE TO AN EXCITING AND GROWING MARKET

350,000+
PAGE VIEWS /
MONTH

180,000+
SESSIONS /
MONTH

+ 61%
BLOG TRAFFIC
COMPARED TO
LAST YEAR

50,000+
NEWSLETTER
SUBSCRIBERS

2020: 230,000
(+ 52 %)

2020: 97,000
(+ 85 %)

Average time:
00:04:59

Average opening rate:
19% - 20%
OUR ADVERTISING OPTIONS

SELECT THE BEST CHANNEL TO DELIVER YOUR MESSAGE

E-MAIL
Newsletter / Standalone
Bring your message directly to our user’s inbox!

DISPLAY
Dashboard
Place your banner in our listings or user’s dashboard.

CONTENT
Sponsored posts
Use the power of words to introduce your business!
NEWSLETTER AD

You can advertise in our monthly newsletter and reach 50,000+ subscribers worldwide.

The ad includes a text up to 400 characters, an image (282 x 250px) and a CTA. See first example on the right.

You can submit a text-only ad (2nd example) if you want. We can discuss the exact details.

- 400 CHARACTERS + IMAGE + LINK
- PRICE: € 499 (+VAT, if applies)
Responsive banner (800 x 200px) with a link of your choice
High open rates with premium position on top of the e-mail

**PROJECT ALERT AD**
Freelancers can set an alert to receive new projects that match their interests. This e-mail is a great place to reach IT experts and freelancers.

**IMPRESSIONS PRICE**
- 25,000 €399
- 50,000 €599
- 100,000 €899
- 200,000 €1,499

- Exclusive placed on freelancers inbox
- Target your audience
STANDALONE
GET THE FULL ATTENTION

Squeeze into our subscriber’s inbox as you always imagined. Submit your own HTML design and present your offer as you want. Tell us about your product and we’ll send an individual offer!
Get into our users’ private dashboard!

Place your product or offer directly to freelancers and companies.

<table>
<thead>
<tr>
<th>IMPRESSIONS</th>
<th>PREIS (CPM)</th>
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<tbody>
<tr>
<td>15,000</td>
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<tr>
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<tr>
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Minimum order: 15,000 impressions
All prices does not include VAT.
The freelancermap blog provides practical advice for freelancers, entrepreneurs and IT professionals, as well as useful checklists, templates and inspiring interviews.

**Categories:** Marketing & Clients, Management, Finances, Lifestyle, Career, Interviews

**Details:**
- Topic relevant for our audience
- 800 – 1,500 words
- No-follow links
- Article online at least for a year

**SPONSORED POSTS**  € 399

Whether you’re an engineer, a copywriter, or a marketing expert, all freelancers have one challenge in common: setting a reasonable hourly rate. Beginners in particular often have a hard time deciding their hourly rate. Read on to avoid making rookie mistakes when it comes to setting your freelance rates.

Oftentimes, freelancers undervalue themselves and offer their services for cheap – especially at the beginning of their careers. They fail to consider the operational costs of their business and/or the ability to cover their monthly expenses throughout the year. In addition, some of them are still stuck in the “employee” mindset.

According to our [freelancer study](#), one thing is certain: high qualifications and years of experience equal higher hourly rates. However, good communication and negotiation skills can also affect freelancer rates.
Looking for a long term partner?

Does your brand have the perfect product for our audience? Could your users benefit from freelancermap?

If IT freelancers are also among your target audience, we’ll be happy to explore potential partnerships with you. We can tailor a bespoke offering that aligns goals for both parties so that we can grow together!
GET IN TOUCH
WE’LL BE HAPPY TO DESIGN AN INDIVIDUAL OFFER FOR YOU!

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