MEDIA KIT & PARTNERSHIPS

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

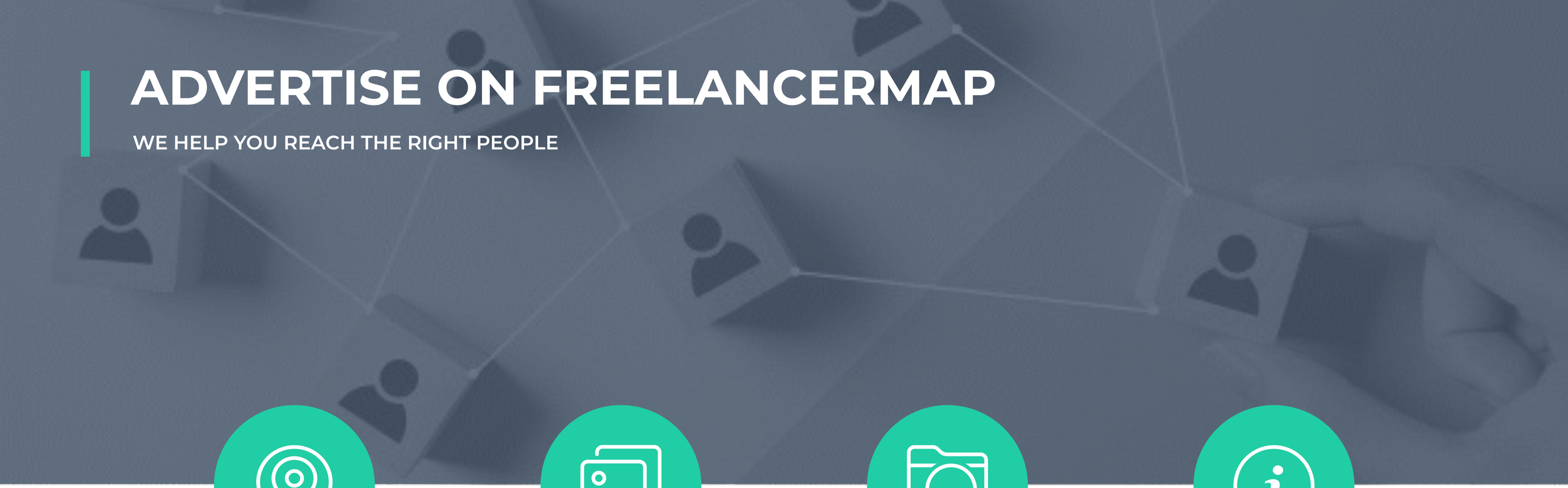
freelancermap has no commission fees for freelancers or business owners. We don’t intermediate between both parties.

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.

OUR AUDIENCE

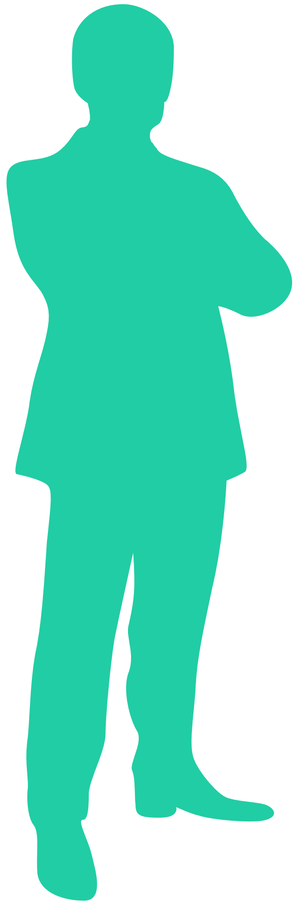
OUR COMMUNITY IN DETAIL

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+

PAGEVIEWS/ MONTH

2020: 230,000

(+ 52 %)

180,000+

SESSIONS/ MONTH

2020: 97,000

(+ 85 %)

+ 61%

BLOG TRAFFIC
COMPARED TO LAST YEAR

Average time:

00:04:59

50,000+

NEWSLETTER SUBSCRIBERS

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!

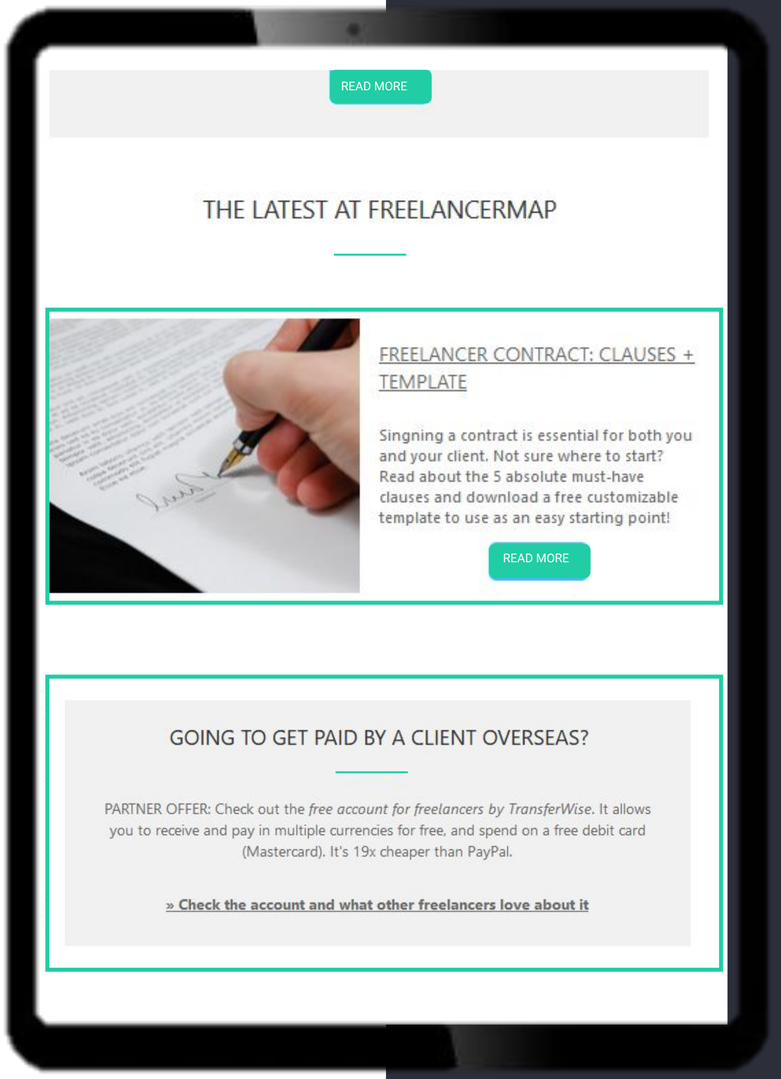
NEWSLETTER AD

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.

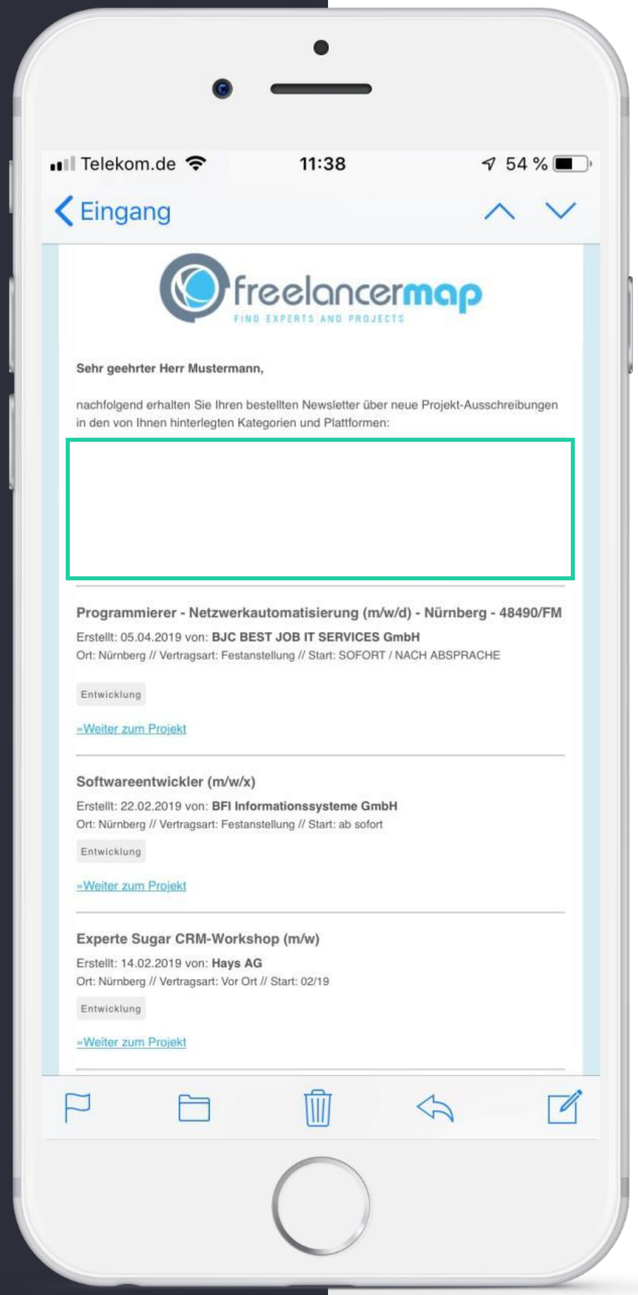
- 400 CHARACTERS + IMAGE + LINK
- PRICE: € 499 (+VAT, if applies)



50.000+
SUBSCRIBERS

EXCLUSIVE PLACED ON FREELANCERS INBOX

TARGET YOUR AUDIENCE



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

- Responsive banner (800 x 200px) with a link of your choice
- High open rates with premium position on top of the e-mail

STANDALONE

GET THE FULL ATTENTION

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

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FIND EXPERTS AND PROJECTS

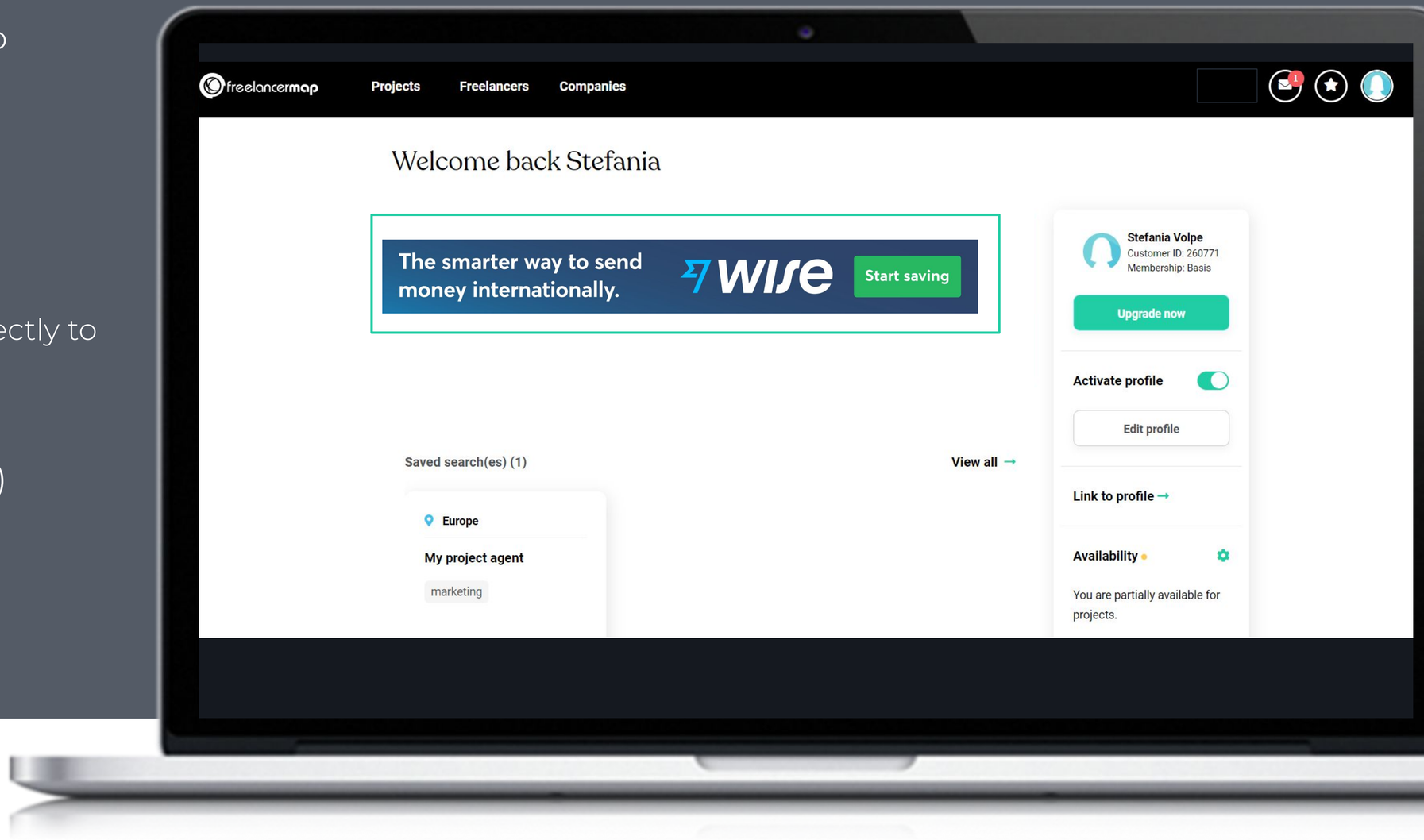
DASHBOARD

BANNER ON USER'S DASHBOARD

Get into our users' private dashboard!

Place your product or offer directly to freelancers and companies.

IMPRESSIONS	PREIS (CPM)
15,000	€ 1,200
25,000	€ 2,500
50,000	€ 3,000



Minimum order: 15.000 impressions

All prices does not include VAT.

FREELANCERMAP BLOG

PROMOTE THROUGH CONTENT

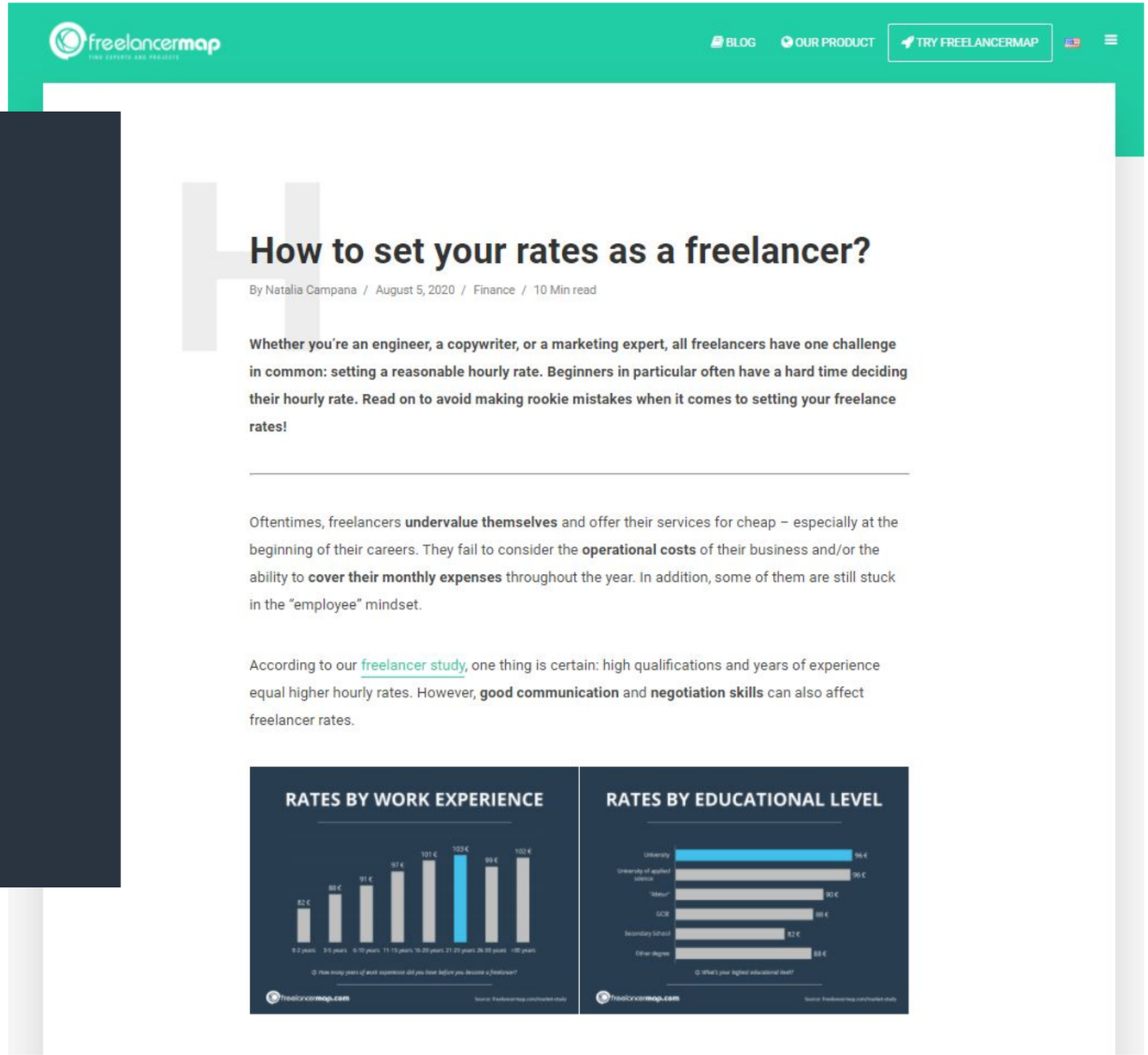
SPONSORED POSTS € 399

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



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FIND EXPERTS AND PROJECTS

PARTNERSHIPS

TAKING ADVANTAGE OF SYNERGIES

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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