



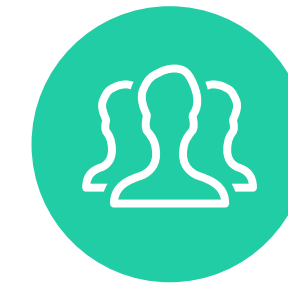
# MEDIA KIT & PARTNERSHIPS

# 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.



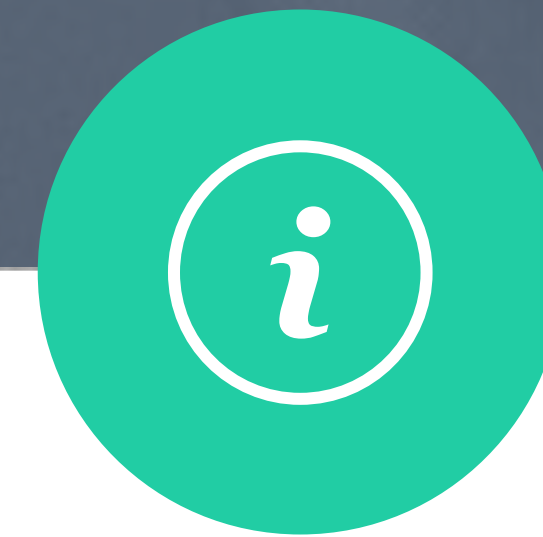
## **Different channels**

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

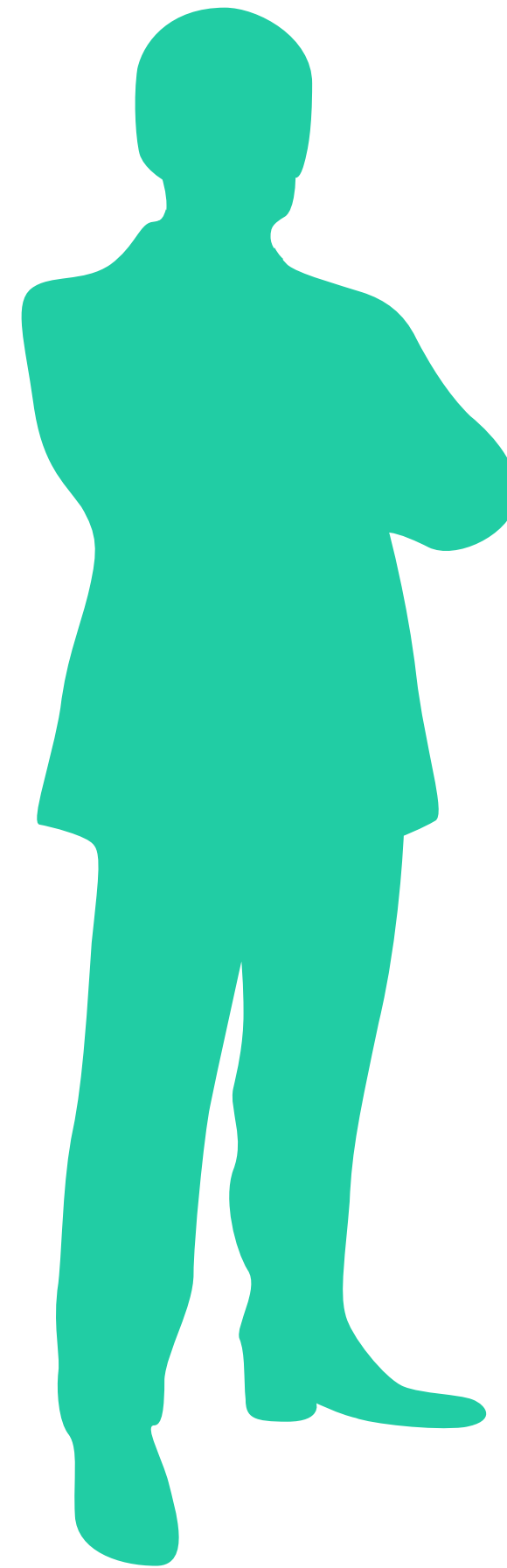
OUR COMMUNITY IN DETAIL

## 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!

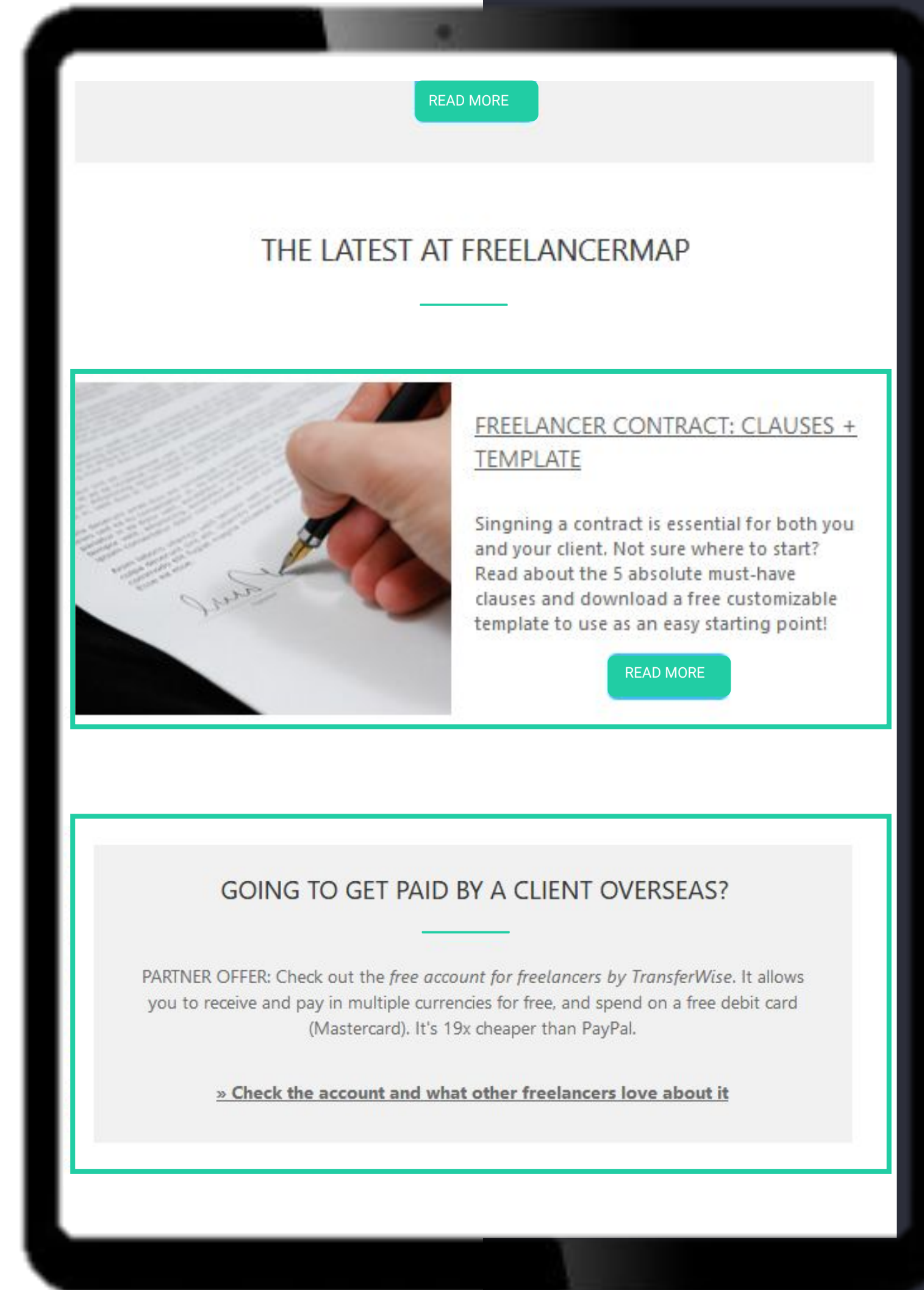
## NEWSLETTER AD

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 (2<sup>nd</sup> example) if you want. We can discuss the exact details.

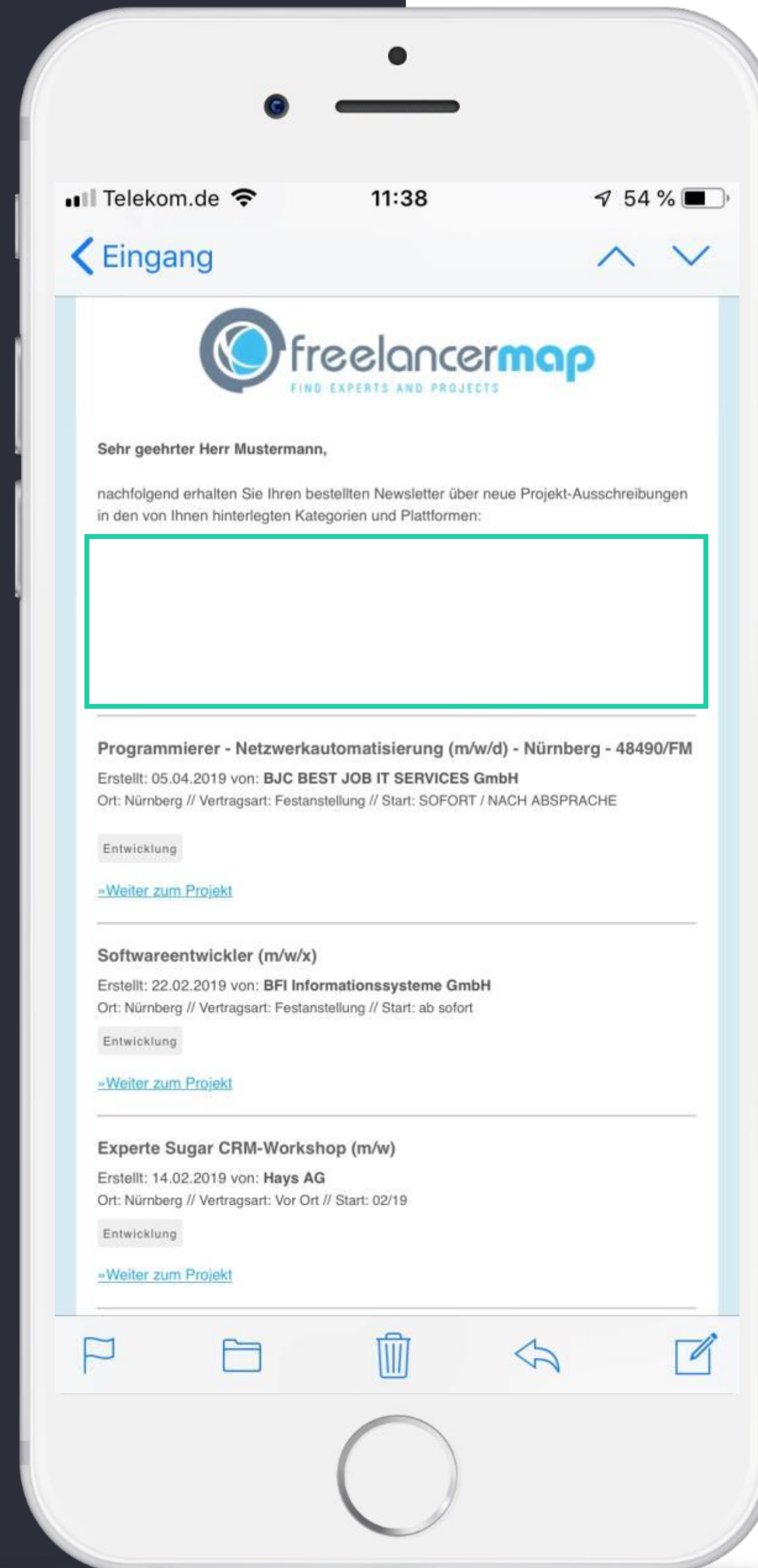
- 400 CHARACTERS + IMAGE + LINK
- PRICE: € 499 (+VAT, if applies)



**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 your own HTML design and present your offer as you want. Tell us about your product and we'll send an individual offer!

# DASHBOARD

BANNER ON USER'S DASHBOARD

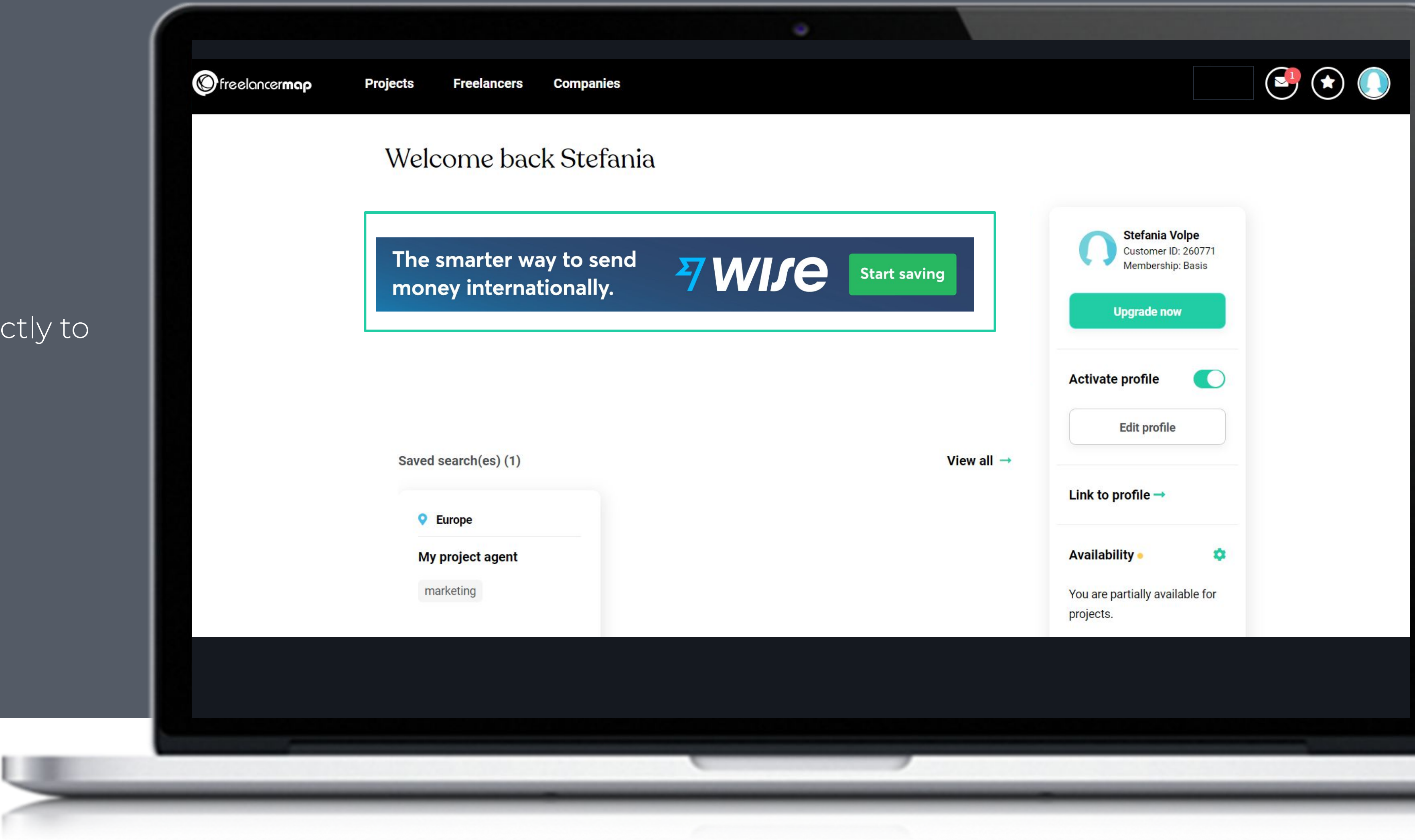
## Get into our users' private dashboard!

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

 **freelancermap**  
FIND EXPERTS AND PROJECTS

[BLOG](#) [OUR PRODUCT](#) [TRY FREELANCERMAP](#)  

## How to set your rates as a freelancer?


By Natalia Campana / August 5, 2020 / Finance / 10 Min read

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.

### RATES BY WORK EXPERIENCE

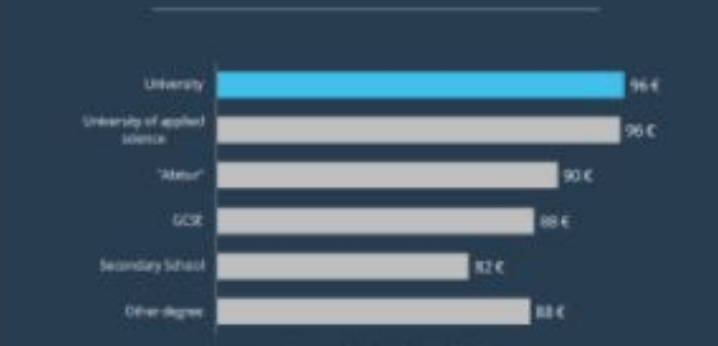


Work Experience	Hourly Rate (€)
0-2 years	82
3-5 years	88
6-10 years	91
11-15 years	97
16-20 years	101
21-25 years	103
26-30 years	99
31+ years	100

Q: How many years of work experience did you have before you became a freelancer?

Source: freelancermap.com/market-study

### RATES BY EDUCATIONAL LEVEL



Educational Level	Hourly Rate (€)
University	98
University of applied sciences	96
Master	93
GCSE	89
Secondary School	82
Other degree	88

Q: What's your highest educational level?

Source: freelancermap.com/market-study

# 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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