

Expatica Media kit



With our 20 years of experience, **Expatica** is now a household name for both expats settling abroad and businesses looking to reach expat communities. Our website provides all the information that internationals need about life in their new country, and we connect them to our partners through our expert online advertising and content marketing strategies.

Expatica at a glance

At **Expatica**, we understand that smart content marketing means that both our audience and our commercial partners are happy – then so are we! On one hand, our readers need trustworthy information, and on the other, our clients need visibility. We are experts at marrying the two and promoting your business to expats who require your services, without damaging our contents' objectivity.

The reasons for our success?



- **20 years of experience** providing tailored content for global expats, reaching over 1 million unique visitors per month
- **Operations in 15 expat-rich countries**, with plans to expand to many more
- **High quality, factual and objective content** that inspires strong trust among readers
- **Expert SEO strategies** resulting in high search engine rankings and authority
- **Bespoke content marketing** targeted at the expat community, ensuring that your business will increase its visibility
- **Customisable media plans** that offer transparent pricing and clear metrics, so that you can measure your reach from click to conversion
- **A social approach**, promoting ethical and sustainable lifestyle options to our community of readers

Expatica's audience

Our audience consists of millions of expats spanning across the globe (more than 15 million in 2021), with most readers located in the United States and Canada (25%), the United Kingdom (18%), Europe (54%), and India. They include both newcomers and settled expats of all ages and backgrounds. Our network of expat-related websites allows our partners the flexibility to target our entire expat audience in one go, or use targeted content marketing for expats within specific countries.



The Expatica audience is...

- 54% European, 25% American & 20% from the rest of the world
- High earning, with an average income of €87,000
- Typically young, with a median age of 28-37
- 82% university educated

Expatica's countries of operation

We currently operate in 15 countries across Europe, the Gulf and Africa, plus we have one global website where you can advertise your international business to expats worldwide.

In 2020 we added four new countries (Austria, United Arab Emirates, Qatar and Saudi Arabia) to the Expatica family, and have more expansion plans for 2023 - until [Expatica](#) covers the entire globe.



Expatica's global reach in numbers

Country	Monthly visitors	Number of articles	Keywords ranking #1-3	Local Directory
Global	76,000	181	43	➔
UAE	56,000	60	23	➔
Austria	54,000	110	56	➔
Belgium	110,000	138	84	➔
Switzerland	155,000	151	63	➔
Germany	149,000	141	44	➔
Spain	195,000	146	68	➔
France	206,000	141	68	➔
Luxembourg	37,000	83	52	➔
Netherlands	190,000	210	85	➔
Portugal	135,000	102	63	➔
Qatar	51,000	64	31	➔
Russia	77,000	84	38	➔
Saudi Arabia	59,000	50	22	➔
UK	152,000	112	17	➔
South Africa	75,000	94	36	➔



Expatica's content

Expatica publishes English-language guides, news and information aimed at helping expats settle and thrive in their new country. This content is easy to digest, well-researched and unbiased. Alongside providing expats with the resources they need, our content marketing directs them to our partners offering the products and services that assist with their integration.



Our content consists of

- **Country guides** - these essential 'how to' pieces give readers all the information they need in topic areas such as finance, employment, education, healthcare, and lifestyle
- **Directory** - our localized and categorized directories promote local businesses directly with each country's expat community
- **Job listings** - we help match global talent to local employers with our local, always up-to-date 'find a job' pages
- **Housing listings** - in partnership with the biggest names in real estate, we connect expats to their future dream homes
- **Quotes and comparison tools** - we help expats choose between providers with easy quotes and comparison charts, for services such as health insurance
- **News** - we provide daily news updates covering the main events in all of our countries of operation. The Guardian has referred to Expatica as providers of "excellent news and analysis"
- **Dating sites** - our matchmaking service covers 65 countries worldwide and helps newcomers meet singles and find love when moving abroad

Directory listing examples

Featured

Cigna Global

Cigna Global is a world-leader in providing premium international health insurance. Their specifically designed expat-friendly policies offer access to a worldwide network of over 1 million healthcare specialists and providers. So, whether you're moving to Belgium or Belize, you'll get the right health cover for you.

+44 (0) 1475 492119
cignaglobal_sales.team@cigna.com

Visit website [↗](#)

Featured

Lemonade

Lemonade

Lemonade is an insurance provider operating in Germany. They specialize in simple-to-use contents and liability insurance products that are tailored for 21st-century urban dwellers. Make sure your treasured belongings are protected by taking out a policy with Lemonade.

Visit website [↗](#)

Featured

Supreme College Nederland

Supreme College Nederland is an international school in Castricum. It offers a wide-ranging education for students from 14 to 18 years, including the IB Middle Years program. Supreme College offers more affordable tuition than other international schools, so give your child a global education without breaking the bank.

Koning Willemstraat 1
1901 CA Castricum
+31 (0)251-652571
info@supremecollege.nl

Visit website [↗](#)

Country guide examples

Getting health insurance in Austria

We review the differences between public and private health insurance in Austria and how to apply for both.

International schools in Switzerland

For parents living in Switzerland, here's a rundown of what you need to know about international schools in Switzerland, a list of top schools by city, and information about how...

Setting up utilities in Germany: electricity, gas, and water

Discover how to set up your local utilities in Germany including how to connect to water, gas, and electricity in your new home.



Expatica's marketing tools



Expatica's approach to content marketing is unique.

First, our sales and editorial teams work in concert to safeguard the **quality of our content**, and optimize how we put our clients in the spotlight.

Second, we offer a full range of **bespoke commercial options**, along optimisation and tracking tools that together help our partners maximize their reach to expats.

The result is that we pride ourselves on not trying to seduce our clients with empty promises. However, our content marketing strategies, the quality of our content, and our expertise in search engine optimisation (SEO), mean that we consistently over-deliver.

You can choose to promote your business with us via three different types of partnership:

- as a direct client
- as a partner in our affiliate program
- with a premium listing in our business directories



Direct clients

Guided by our dedicated sales manager who works closely with the editorial team, you will associate your brand with specific articles in chosen topic areas. All content will be pre-agreed to ensure it meets your requirements and to optimize your leads and conversions.



Our direct client content marketing includes:

- strategically placed direct links to your own website within our content
- sponsorship of individual articles and guides
- display advertising banners
- premium directory listings
- social media campaigns

Affiliate programs

Get mentioned as a key provider within our informative articles with a direct link to your website. Our team will advise you on content marketing opportunities and will then analyse impact through our sales reports measuring click to conversion rates.



Directory listings

Feature in our country-specific business directories with a premium listing which includes:

- A spotlight, top-of-the-page position in the directory
- Your company's logo
- Your email and telephone number
- An SEO-ready description of your services written by our specialists
- Links to your website and social media profiles

You can speak to our friendly sales team to discuss a tailored plan that best suits your needs. Our pricing is transparent and attractive, with agency discounts on offer.





Expatica's results

Expatica has a proven track record of growing the audience of both local and global businesses by connecting them with expat communities.

Our expertise in content marketing for expats and in SEO means that being featured on the Expatica website is an invaluable asset to your company's growth:

- Direct, high-volume exposure with your target market
- Brand recognition
- Highly valuable backlinks
- Boost in visibility in Google search rankings
- Improved credibility and trust from your customers

Our editorial and sales teams work closely with clients to put them **in the spotlight for optimal leads**. Packages are designed per campaign and allow you to reach an audience of over 15 million expats per year for as little as €8 CPM.

Big name companies we have worked with include:



We have also successfully partnered with many smaller local companies and startups, and love signing clients with sustainable or social goals including:

