



media information

..... www.goyourownway.info

readership

We're targeting...

Fully independent travellers who:

- are generally financially better placed to travel
- are more inclined to use private tour guides
- are resourceful and adept at arranging transport
- are more inclined to use public transport
- are adventurous and free-spirited
- will spend money to achieve their travel goal/ambition
- will travel to multiple sites in multiple destinations to fulfil a lifelong ambition
- will travel often and for longer periods

the numbers
game

We're building a community...

www.goyourownway.info:

- measures unique visits per week using Google Analytics
- actively markets to a worldwide target audience
- actively encourages new editorial contributors

GoYourOwnWay has partners...

The GYOW editorial team is encouraging links with appropriate partners, including:

- Cambridge Local Secrets - around 60 000 visitors per month @ www.localsecrets.com, AnotherTravelGuide.com, Facebook - we're connecting our sort of travellers on the world's largest noticeboard! And we're always looking for more partners to build our community and advertising base.

advertising

We're looking to build relationships...

Private guide? Tourist board? Boutique Hotel? Adventure Specialist? If you arrange for us to experience adventures in your town, city or country, we're happy to a) write about it, and b) negotiate a great deal on advertising your service on our site.



1) GoYourOwnWay coverage

Place an advert on the GYOW website

- change it as often as you like
- we'll put it on the relevant page i.e. stories on your flight destinations if you're an airline, your city if you're a hotel or restaurant
- measured click-through from our site to yours
- keep it there for a week, a month or a year - it's up to you!
- be seen by independent travellers who actively seek unique and high-quality airlines, restaurants, hotels, tours and places to visit

How much?

- £50 per week **or**
£150 per month **or**
£1500 per year

OR

- **Let's negotiate a deal:**
We'll take air tickets, hotel stays, tours etc. in exchange for advertising space on our site - you decide!

What do you need to provide?

- **Horizontal Banner**
728 (w) x 90 (h) pixels JPEG or Animated GIF
- **Vertical Skyscraper**
160 (w) x 600 (h) pixels JPEG or Animated GIF

Send all artwork, and details of your company URL to:

andrew@goyourownway.info.



GoYourOwnWay
www.goyourownway.info



LocalSecrets
the lively guide to everything local

2) Combined coverage on GYOW and Cambridge Local Secrets

You get all the benefits of GYOW coverage (i.e. your advert on the GYOW site) **PLUS** you advertise on Cambridge Local Secrets:

- a range of options for advertising i.e. banners, features, sponsorships
- 30,000 **unique** website visitors per month in one of the UK's most affluent regions
- over 60,000 **total** visitors to the website every month
- measured click-through to your website
- the ability to offer competitions and prizes

How much?

- **Master Banner (171 (w) x 285 (h) pixels)**

1 week	£135
2 weeks	£245
3 weeks	£350
4 weeks	£425

For combined prices on longer advertising campaigns, please contact Andrew at andrew@goyourownway.info or Sheila at sheila@localsecrets.com

For Local Secrets: Other Business to Business, Sponsorship and Commercial Feature options are available - please email sales@localsecrets.com for more information, or call +44 8707 201 205

What do you need to provide?

- Artwork for GYOW as per opposite.
- **For Local Secrets Artwork please contact Sheila Mitham (sheila@localsecrets.com) for technical details.**

about us

Mike Levy

Mike is a highly experienced travel writer and editor, and has covered almost all parts of the globe in search of new and exciting destinations (primarily outside of the mainstream tourist market).

He is an expert on Central and Eastern Europe, and covers all topics from food and wine, to Holocaust and Refugee History. Much of the latter has been conducted during his work with the Holocaust Memorial Trust (part of the Imperial War Museum London), and has meant extensive trips to Poland and Israel in search of hundreds of hidden stories and narratives.

Andrew Young

Andrew is South African by birth, now living in the UK, and has travelled extensively throughout Europe (Italy in particular) and Southern Africa. As an English and History graduate, and an avid reader, his main interests lie in uncovering the truth or the reality behind stories he reads in books (or read as a child). In particular, Cold War narratives, 1970s Soviet architecture and spy history fascinate him, and he loves nothing more than to invent a trip along a Frederick Forsyth-inspired path, to uncover facts and fictions of the places he read about as a boy.

get in touch

Mike Levy

t: +44 7816 468 760

e: mike@goyourownway.info

w: www.goyourownway.info

Andrew Young

t: +44 7879 057 252

e: andrew@goyourownway.info

Postal address

32 Kelvin Close
Cambridge
CB1 8DN

www.goyourownway.info