

Advertising on Aerohaveno (www.aerohaveno.com)

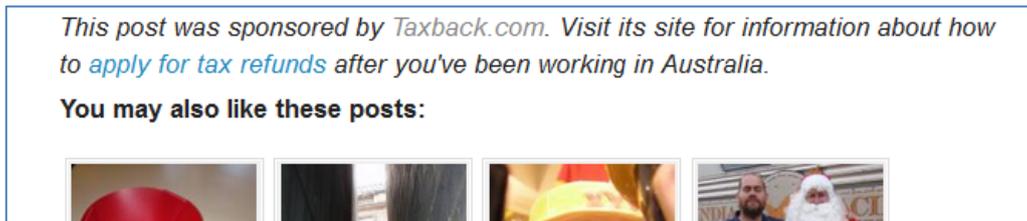
The weekly travel blog of travel writer Tim Richards



Ad types and fees:

1. Sponsored posts.

Sponsored blog posts are written by me, and are followed by an acknowledgment of the sponsorship along the following lines:



The acknowledgment can contain up to two links (marked "no follow" to stay within Google's rules), describing the sponsor's products or services in straightforward, informative terms.

To maintain credibility with readers, I operate on the basis of editorial independence, ie I decide the content of the post without influence from advertisers. I am, however, willing to consider a suggested destination or topic if I have suitable material to hand.

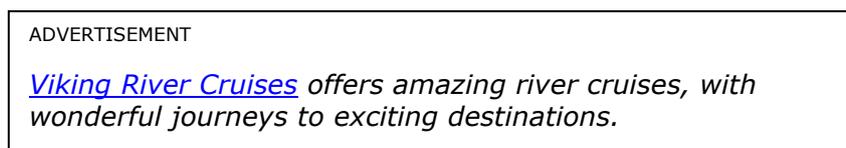
Fee per sponsored post: **A\$150 per post** (plus 10% GST for sponsors within Australia).

You can see examples of sponsored posts here:

- [The Long & Winding Dollar: Saving Money While Travelling](#)
- [Written in Dublin](#)
- [Rail Trails of Melbourne](#)

2. Text advertisement in sidebar.

An ad of up to 50 words can be placed in the right-hand sidebar of the blog, below the "Follow Me" section, along the following lines:



The acknowledgment can contain one link (marked "no follow"). As it is clearly labelled advertisement, it may contain more colourful language in promoting the sponsor.

Fee per advertisement: **A\$50 per month** (plus 10% GST for advertisers within Australia), paid quarterly.

Why advertise on Aerohaveno?

Aerohaveno is one of Australia's longest running and consistently published travel blogs. Since March 2008, I've kept to a weekly or greater schedule, publishing independent, content-rich blog posts, passing the milestone of 300 posts in early 2014.

Aerohaveno posts perform well on Google, as the search engine has increasingly been prioritising independent, original material.

For example, my review of the Vibe Hotel Sydney quickly appeared in the top ten Google results for the search *Vibe Hotel Sydney review*, standing out from the accommodation booking sites above and below it:

The Bed Report 2: Vibe Hotel Sydney Accommodation Review
aerohaveno.blogspot.com/.../the-bed-report-2-vibe-hotel-sydne... ▼
by Tim Richards
Aug 16, 2013 - The Bed Report 2: **Vibe Hotel Sydney Accommodation Review**.
Last week I attended the Storyology media conference in **Sydney**. The venue ...

Other posts on specialised travel topics also perform well, even some time after publication. For example, my 2012 post on catching regular public transport to Melbourne Airport regularly scores the number 1 spot on a Google search of the words *cheap way to melbourne airport*:

cheap way to melbourne airport

Web Images Maps Shopping More ▼ Search tools

About 2,350,000 results (0.32 seconds)

Aerohaveno: To Melbourne Airport the Cheap-Arse Way
aerohaveno.blogspot.com/.../to-melbourne-airport-cheap-ar-se-w... ▼
by Tim Richards
Mar 26, 2012 - However.... there is a **way** of getting to and from **Melbourne Airport** ... there is a relatively new and much **cheaper way** into the city centre than ...

Note that this post is still available for sponsorship, as are all previous posts on *Aerohaveno*. Staying online indefinitely, they'll continue to receive traffic into the future.

Also note that I am very active on social media, particularly Twitter, and regularly promote my blog posts to my followers there.

NEXT PAGE: Important stats and other numbers >>>

Significant figures*:

1. Stats (from Google Analytics, for 1 January to 31 December 2013)

Visits 15,036	Unique Visitors 12,412	Pageviews 22,315
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2. PageRank (via www.prchecker.info)

4

3. Klout score (Tim Richards)

67

4. Social media followers (Tim Richards)

Twitter (twitter.com/Aerohaveno) 2,106	Facebook (facebook.com/iwriter.timrichards) 330	Google+ (plus.google.com/+TimRichards/) 682
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***As of 31 December 2013.**

What next?

Email me at tim@iwriter.com.au, or phone 0411 242327 (international +61 411 242327) to arrange your sponsored post or to place your advertisement.

I look forward to hearing from you.

Tim Richards

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Published in major outlets including the Los Angeles Times, The Age, Sydney Morning Herald, The Australian, The Herald Sun, The Daily Telegraph, Australian Traveller, NineMSN Travel, Qantas Magazine, Jetstar Magazine, Virgin Blue Voyeur; and in Lonely Planet guidebooks.

For full details of my published work, visit www.iwriter.com.au.