



we are

**SALT** 

Inspiration for an active, adventurous and sustainable way of life



Flavio Gasperini / unsplash.com

## Business as unusual

At Salt we love to do business as unusual. With all our activities we're not looking in the first place for the big numbers and we find it pretty boring to only talk about conversions, ROI and circulation. Numbers certainly count, but are far from the only thing that determines whether a campaign or activation is successful or not. Why? Because these figures do not say anything about the real reach, about people's trust in your brand, whether they believe you and about their willingness to commit themselves. Salt believes that it is about the passion of the tribe, not about the size. It's about reinforcing a set of beliefs they hold and share. Good content adds value to someone's life and can turn customers into ambassadors. And ambassadors will do the work.

So consider this document primarily as an invitation to come and talk to us. Together we will work on original marketing concepts that talk to the heart. But for those who like to start with our facts and figures, we've put them here together.

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© Ard Krikke / Salt

## Salt meetups

Salt organizes various meetups throughout the year where we bring people together. Always small-scale, ranging from 10 people who come together for a workshop to a maximum of 200 people for a lecture or film screening. As a brand there are different ways to participate in a Meetup.

### **These are the three most common ones:**

- Connecting with an existing concept through product placement that allows participants to meet in a natural way.  
Rates start at € 500
- Organizing a tailor made Meet-up that stands alone and runs completely around the brand.
- B2B: Salt can be a valuable partner in completing a B2B session to inspire colleagues and/or clients. Salt has a huge network of storytellers who tell stories that inspire, motivate and stick.

**Contact us to discuss opportunities and possibilities.**

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# Salt magazine

**Frequency** 4 x per year | **132 pages** | **Circulation** 17.000 | **Paid circulation** 10.000 | **Read along factor** 3 | **Distribution** memberships, newsstand sales, coffee cafés, organic restaurants, stores, waiting rooms and sampling at events.

## Publication dates Salt magazine 2024

Edition	Publication date	Deadline Advertisements	Deadline Advertorials
#1 Spring	March 26	March 6	Februari 23
#2 Summer	June 25	June 5	May 24
#3 Autumn	September 24	September 4	August 23
#4 Winter	December 24	December 4	November 22

## Rates Advertisement and advertorials in Salt magazine

### • 2/1 Page spread

Advertisement: € 4.500. | Advertorial € 5.500.\*  
Size: 380 x 250 mm + 5mm bleed

### • 1/1 Page

Advertisement: € 2.500. | Advertorial € 3.500.\*  
Size: 190 x 250 mm + 5mm bleed  
*\*including production costs*

**Advertisement delivery:** certified pdf to [laura@getsalt.com](mailto:laura@getsalt.com)

**Agency discount:** 15%.

Attachments, fold-outs etc. on request.

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Stijn van Oss

## Online

The Salt community is certainly present online but the people are critical users. To stand out in a busy world we all have to do our best to make our message, our story super-useful, truly inspiring and deeply relevant. Let's think together about the best way to tell your story.

### And these are our online tools:

#### GetSalt.com

Salt basecamp where people gather for community activities, stories, memberships, meetup tickets, downloads, video's, online shopping and more. Average over 30.000 unique visitors per month.

**Rates** for a sponsored blog post start at € 1.000, including a teaser on social media.

#### Salt Online Shop

We love collaborations! To team up with each other offers a great way of story telling. In addition, the (limited edition) products that originate from a collab, give both the makers and the buyers the unique opportunity to stand out from the crowd. Just contact us if you interested in a collaboration.

#### Salt Newsletter

Weekly inspiration for everyone who loves ideas. 13.000 subscribers.

**Rates** for participation in the newsletter start at € 1.000 including a deep link to the companies website and a teaser on social media.

#### Social media

Salt is daily fresh on Facebook (12.000 followers) Instagram (9.000 followers) and Spotify (2.800 followers). Added up, our social media has an average message range of 30.000 followers per week. *(followers on 03-01-2024)*

**Rates** for a post on Facebook start € 500, including a deep link to the companies website. Rate for a Instagram story (max 5 slides) is € 1.000.

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Clark Tibbs / unsplash.com

## Contact us

Salt is a proud product of Rebel Media Creators BV, a small media house with big dreams. We forge our work with love, are driven with boundless energy and a relentless curiosity for the world around us.



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