

We are the outdoor lifestyle community for the curious, the adventurous, the creative, the spirited. We are united by the drive to try new things, lead a meaningful life and our shared ethos. We encourage adventure and we connect with people, brands and organizations that use the power of creativity for positive change. We are Salt and this is how we embody our mission and bring Salt to life in all we do. To explore, play, connect and grow.

we are

**SALT** 

getting people outside



Geran de Klerk / unsplash.com

**“People will forget what you said. People will forget what you did. But they will never forget how you made them feel”**

– Maya Angelou (author)

Since our start in 2006 Salt presents boundless freedom to roam to an audience of pioneering spirits. We inspire people to find meaning and connection on the trail wherever it takes them.

**This is what we are good at**

- Bringing people together
- Sharing stories in every possible way
- Publishing an inspiring seasonal magazine
- Hosting original meetups
- Inspiring to step outside
- Teaming up with people, brands and organizations to make things happen.

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“We are the stories we tell ourselves. Buying is no longer about getting things we need. It’s about reinforcing a set of beliefs we hold and share”

– David Heatt (Co-founder of The Do Lectures and Hiut Denim)

## We are Salt

Men / Women: 50/50

Age: 28-70

Level of education: higher professional

### Character traits

- Active and adventurous
- Creative
- Curious
- Independent
- Mindful of the future
- Unconventional
- Confident
- Open to doubt
- Optimistic
- Free spirit
- Choose quality over quantity

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© Ard Krikke / Salt

# Salt Meetups

We believe that a person can positively impact their world through an active involvement in their passions. By using our Meetups as the vehicle, we aim to encourage confidence and instill the realization that it is possible to be successful in life by doing what you love.

Throughout the year Salt organizes Meetups. Small-scale and ranging from craft workshops, adventure classes, sports clinics, movie nights, speaker sessions, product testing & tastings to multi-day gatherings where we celebrate the outdoor lifestyle. Salt Meetups are about discovering that the magic is in the doing.

Salt Meetups provide you the opportunities to share your story and connect with the Salt community.

**“A community is a group of people who agree to grow together”**

Simon Sinek (author, motivational speaker)





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## Salt magazine

Print hasn't disappeared, but its role sure has changed. Print, once the old-fashioned content marketing staple, can now actually feel unique, a way to break through the digital advertising clutter. Standing out amongst the ever-growing volume of digital content can be challenging. Print offers a way to make a lasting impression with an audience. You can't put a website on your coffee table. And if design is an important part of the message, print is your medium. It's human and substantial.

1. It is easier to cut through the clutter
2. Print is tangible
3. More easily find and connect with audiences
4. It is a component of a diverse, cross-platform strategy
5. Print is beautiful
6. Print is novel

Salt publishes a seasonal lifestyle magazine filled with stories and eye-catching photography that speaks to the heart 4 times a year.

**“You can't put a website on your coffee table”**

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Stijn van Oss

“It’s not about the size of the tribe, it’s about their passion”

## Salt Online

Everything, everyone, wants our attention. And the one constraint is that we have the same amount of time we’ve always had before all screen distractions came along. 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.

### **GetSalt.com**

Salt basecamp where people gather for community activities, news, memberships, meet-up tickets, downloads, videos, online shop orders and more. Averages 25.000 unique visitors per month.

### **Social media @saltmagazine**

Salt is fresh daily on Facebook (12.000 followers) Instagram (over 10.000 followers) and Spotify (3.500 followers). Added up, our social media has an average message range of 30.000 followers per week.

### **Salt Newsletter**

Weekly inspiration for everyone who loves ideas. 14.000 subscribers.

### **Salt Online Shop**

We love collaborations! Teaming 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.

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shutterstock.com

**“A brand is a story  
and you have to tell it well”**

## Call to action

We love to connect with people, brands and organizations that celebrate the outdoor lifestyle and believe in the power of creativity for positive change. Connect with us and let’s drink coffee (or have lunch) while we talk about the opportunities and how to become a partner of Salt.

### This is in our tool box

#### Print

Salt Magazine  
Salt Books  
Salt Posters

#### Online

GetSalt.com  
Newsletter  
Salt Shop  
Social media  
Spotify

#### Meetups

Craft workshops  
Adventure classes  
Makers Fest  
Sports clinics  
Movie nights  
Speakers sessions  
Testings & tastings  
Fire Starter sessions (B2B)

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Matthew Sleeper / unsplash.com

“Our lives are measured in moments, and defining moments are the ones that endure in our memories”

David Hiatt (Co-founder of The Do Lectures and Hiut Denim)

## 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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