



we are

SALT 

inspiration for the modern explorer & adventurous soul



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 meet-ups

Salt organizes various meet-ups 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 Meet-up.

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 plus making products available.
- Organizing a Meet-up that stands alone and runs completely around the brand.
Rates start at € 5,000, **including** on- and offline promotion.
- 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 | **148 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 2022

Edition	Publication date	Deadline Advertisements	Deadline Advertorials
#1 Spring	March 22	March 4	Februari 18
#2 Summer	June 21	June 3	May 20
#3 Autumn	September 20	September 2	August 19
#4 Winter	December 20	December 2	November 18

RATES

ADVERTISEMENT / ADVERTORIAL IN SALT MAGAZINE

• 2/1 Page spread

Advertisement: € 4.000.

Advertorial € 5.000.*

Size: 400 x 265 mm + 5mm bleed

• 1/1 Page

Advertisement: € 2.500.

Advertorial € 3.500.*

Size: 200 x 265 mm + 5mm bleed

**including production costs*

Advertisement delivery: certified pdf to laura@getsalt.com

Surcharges: Cover inside 10%.

Agency discount: 15%. Attachments, fold-outs etc. on request.

Participation in the yearly Salt pocket agenda or our year book on request.

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Kimson Tibbs / unsplash.com

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, meet-up tickets, downloads, video's, online shop orders and more. Average 25.000 unique visitors per month.

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

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 (13.000 followers) Instagram (8.250 followers) and Twitter (4.850 followers). Added up, our social media has an average message range of 30.000 followers per week. (*followers on 24-02-2021*)

Rates for a post on Facebook start € 350, **including** a deep link to the companies website.

Rate for a Instagram story (max 5 slides) is € 1.000.

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 co-LAB, 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.

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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.



NATASHA BLOEMHARD
/ FOUNDER

The one to team up with
for partnerships.

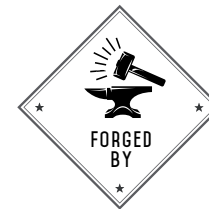
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