

Horizon Guides

Media kit - September '17

For enquiries please contact: info@horizontravelpress.com



How we can help your business

Our guides are downloaded and enjoyed by thousands of travellers every month.

We help you reach your customers at precisely the right time – when they're proactively researching a trip and searching for quality information and suppliers.

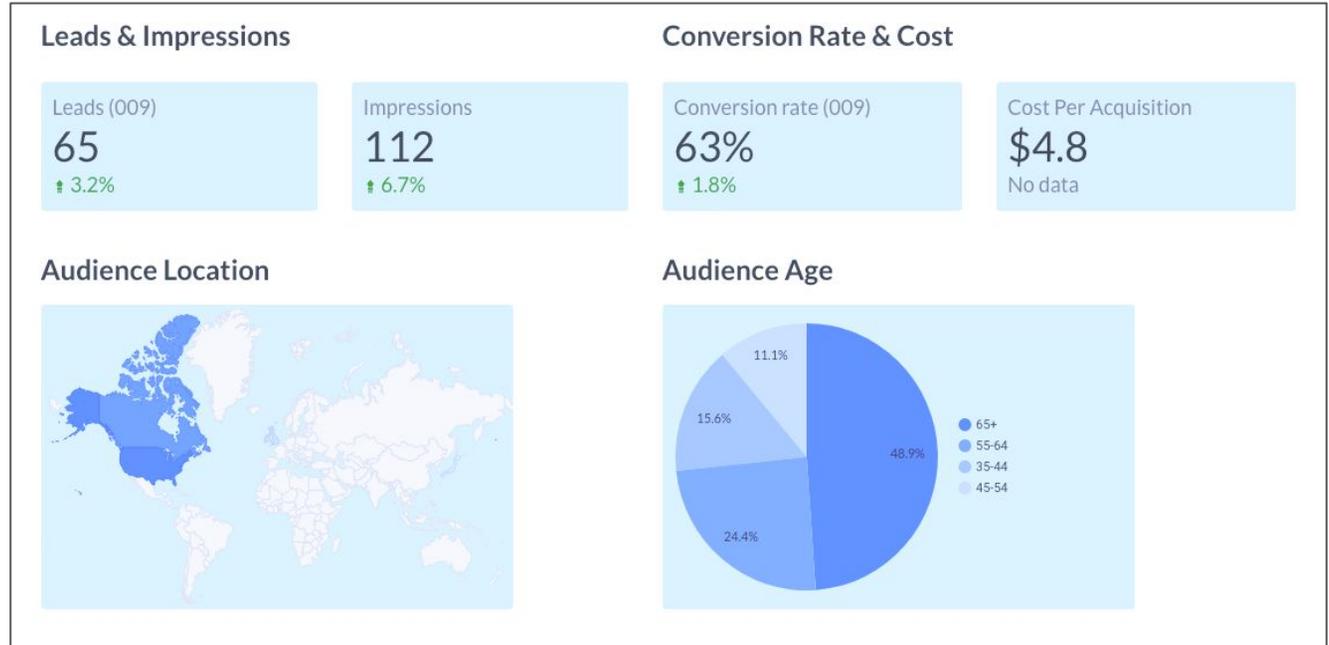
As a partner your business gets an exclusive license to a guide, which includes:

- All leads / booking enquiries from our readers (with their opt-in permission to be contacted).
- Your branding and itineraries listed in the guide and on our website.
- Co-branded guides in Kindle + paperback format in the Amazon marketplace.
- Your trips in our bi-weekly email to tens of thousands of travellers.

Precise audience targeting

You tell us who you're trying to reach and we'll connect you with the right people at the right time.

Your reporting dashboard provides real-time performance data on the leads generated, costs, and your audience profile.



Partner feedback

“Tourism marketing is about solving our customer’s problems with helpful content. Horizon Guides has done all the hard work to create the content, and then given us the revenue generation potential. It’s almost too good to be true.”

–Nick Wright

Marketing manager, [Ker Downey Africa](#)

“No one wants to keep pouring cash into Adwords. With Horizon we've seen an 80% decrease in our Adwords cost per lead with none of the hassle of running our own campaigns.”

–Krista Cheesman

Owner, [Wilderness North](#)

“We don’t have the time, money or know-how to create and promote this kind of content ourselves. Horizon does it all for us and just brings us the leads. They’re a wealth of knowledge and provide fantastic support to our marketing effort. It’s a godsend for smaller travel businesses like ours.”

–Andrew Gilchrist

Owner, [Lost World Adventures](#)

Affordable, transparent pricing

| Small Business | Standard Plan | Agency / Enterprise |
|---|---|---|
| <p>\$360/month (billed annually)</p> <p>\$400/month (billed monthly)</p> | <p>\$540/month (billed annually)</p> <p>\$600/month (billed monthly)</p> | <p>Contact sales for pricing</p> |
| <p>Co-branded travel guide:</p> <ul style="list-style-type: none"> • 60-70 leads per month • Opt-in email address and lead capture • Tour links in email and website • Real-time reporting dashboard | <p>All Small Business features plus:</p> <ul style="list-style-type: none"> • Adwords/Facebook remarketing support • Branded edition in major ebook marketplaces | <p>All Standard Plan features plus:</p> <ul style="list-style-type: none"> • Dedicated customer success manager • Custom volume of leads |

How we can't help your business

There are a number of things our partners don't get:

- Guest posts, paid links or anything that's in any way related to your site's SEO. All links to our partner sites are marked with the nofollow tag.
- Sponsored content, paid coverage, or any editorial involvement in our guides.
- Email addresses or audience information without the reader's express opt-in permission.

Ready to get started?

Drop us a line at:
info@horizontravelpress.com