

## **About**

wbpstars.com is an online publication only about the very best hotels and restaurants in the world and not just those parts of the world that have the greatest economic influence. There is a constant search for the world's top hotels and restaurants and wbpstars.com constantly deliver, in what is the ultimate global guide. The Top 60-lists are regularly updated with the foremost restaurants and hotels just now.

## **Audience**

wbpstars.com is the publication for everyone considering accommodation and food more than just for sleeping and eating, but a lifestyle. The world's food lovers, travellers and the hospitality business are the core readers.

## **Statistics**

At its peak, wbpstars.com has been visited by over 100,000 unique visitors monthly

Average visit duration: 35 minutes

(Source: Google analytics)

## **Social Media**

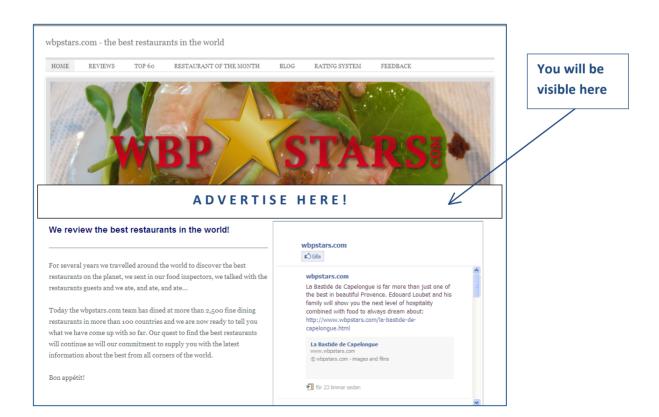
- > 7,000,000 views at the YouTube channel http://www.youtube.com/wbpstarscom
- > 42,000 Facebook likings at the Facebook page www.facebook.com/wbpstars
- > 11,000 Twitter followers at the Twitter page http://twitter.com/wbpstarscom

## Why advertise at wbpstars.com?

- One of the biggest and fastest growing hotel and gourmet publications in the world
- The accurate and useful reviews have become a restaurant and hotel business standard
- High perceived value to the customer
- A global audience
- Appeals to frequent travellers and food lovers who use the publication as the trusted source for independent reviews and an accurate documentation only of the best
- The best and most reliable truly interactive guide where everyone gains complimentary access straight into the most exclusive restaurants and hotels in the world
- The ultimate global guide no other publication shows more and is more genuine
- 95 % of all content is exclusive and can not be found anywhere else
- Everyday visits by affluent and influential advisors and decision-makers
- A valuable audience of discretionary income and refined tastes
- The majority of the readers and viewers are living in or travelling to major metropolitan areas
- The audience are true connoisseurs of quality products and services

## Advertising

Run ads on wbpstars.com. We will create an impression-based package based on your budget and goals.



You will be visible here

### Guy Savoy - haute French with humour

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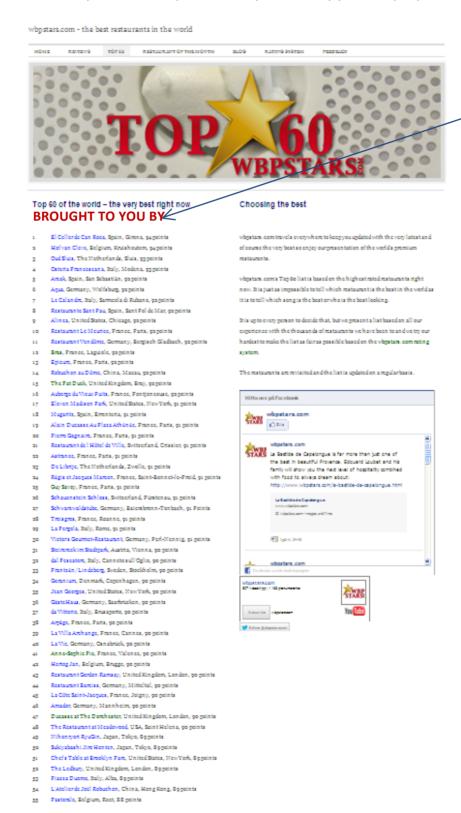


## **Sponsorship**

Become associated with the world's best hotels and restaurants and the leading global guide by sponsoring one or several sections of wbpstars.com like the Top 60 list, the YouTube channel, or sponsor all the reviews from a specific country or continent. Gain maximum exposure by sponsoring free access to any section of wbpstars.com – presented by your company.

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# Media coverage sample

Aftonbladet Söndag, "Look into famous kitchens", 2012-10-12 (Sweden)

Dagens Nyheter, DN Söndag, "New list ranks the best restaurants", 2012-09-09 (Sweden)

Politiken, "New international restaurant list dumps Noma", 2012-09-06 (Denmark)

Berlingske Tidende, "Swedish food critics: Noma out of the top-50", 2012-09-06 (Denmark)

Metro, "Come inside at one of the world's most exclusive wine cellars", 2012-09-04 (Sweden)

Folkebladet, "Gets a lot of praise", 2012-08-28 (Norway)

Sunshine Coast Daily (and more than 20 other of the APN News & Media Limited newspapers), "Rembrandt Hotel achieves honors", 2012-09-06 (Australia)

Misset Horeca, "Oud Sluis\*\*\* at top three in best restaurants list", 2012-04-04 (Netherlands)

El Mercurio, "The great achievement of Rodolfo Guzmán", 2012-10-02 (Chile)

Het Nieuwsblad, "Website mentions Hof Van Cleve best restaurant in the world", 2011-10-11 (Belgium)

De Staandard, "Hof Van Cleve best restaurant in the world", 2011-10-10 (Belgium)

Aftonbladet, "Here you will have the best meal right now", 2011-09-25 (Sweden)

Nordjyske Stiftstidende, "Food stars on the internet", 2011-05-20 (Denmark)

Dagens Nyheter, DN Kultur, "Frantzén/Lindeberg kicks Noma", 2011-05-13 (Sweden)

Verdens Gang, "Will challenge the Michelin Guide", 2011-05-12 (Norway)

Ekstra Bladet, "New site for gastro nerds", 2011-05-07 (Denmark)

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