

About Wikiloc.com

Wikiloc.com is a website where users from around the world can explore, discover and share GPS tracks for free.



Wikiloc is built around an enthusiastic

community of users who love travelling and the outdoors and who are actively engaged by creating and sharing their own tracks, photos and videos from around the globe in a Web 2.0 way.

Awards and Achievements



2010. Award to the dynamism in services in 2009

Cambra de Comerç de Sant Feliu de Guíxols



2010. Winner of the **Living Labs Global Showcase**. For the regions of Taipei (Taiwan) and Comarca de la Selva (Girona).



2009. Award to the geotourism development, by **National Geographic and Ashoka Changemakers**.



2008. Agreement with Google to show our tracks as a default layer on **Google Earth**.



2006. **Google Maps** España award to the best mashup.

Statistics (April 2013 Sources: Google Analytics, Alexa.com & Wikiloc.com)

- ✓ **60 different activities**
- ✓ Translated to **22 languages**
- ✓ **1.200.000 worldwide trails**
- ✓ **1.790.460 photos & videos**
- ✓ **17.000.000 monthly pageviews**
- ✓ **2.500.000 monthly visits**
- ✓ Content available on **193 countries**
- ✓ **680.000 registered users**



Target group

Sports, active tourism, outdoor activities, GPS devices

Target

65% from Spain, 35% the rest of the world

Visitor average age between 30 and 55 y.o.

Medium-high purchasing power

70% male, 30% female

From the 60 available activities, hiking and mountain biking are the most visited.

Advertising Options

Suitable for... those organizations wanting to let a very specific target to know about their activities, those promoting products or activities happening in specific region or those looking for promoting touristic areas through a highly segmented target.

1. Content Pages

Trail Pages

Suitable for service companies or stores located along the trail course, rental equipment shops for the available activities, specialty nutrition brands, specialized magazines, travel guides, regional tourism offices, local guides,... Also offering the possibility of advertising on a unique trail if that's the goal of the advertiser

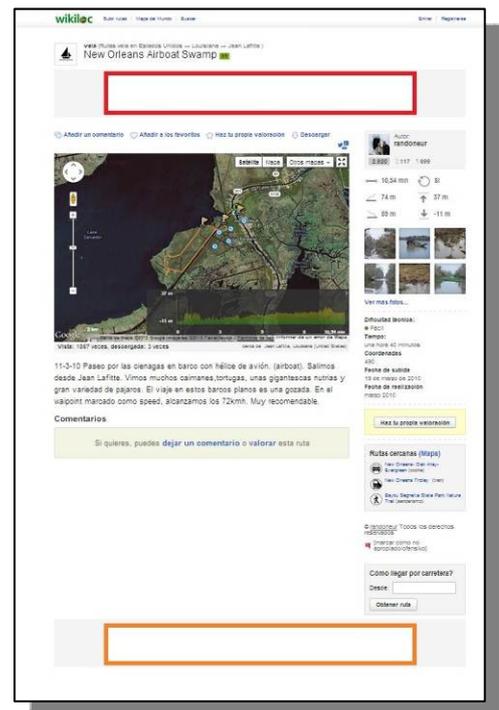
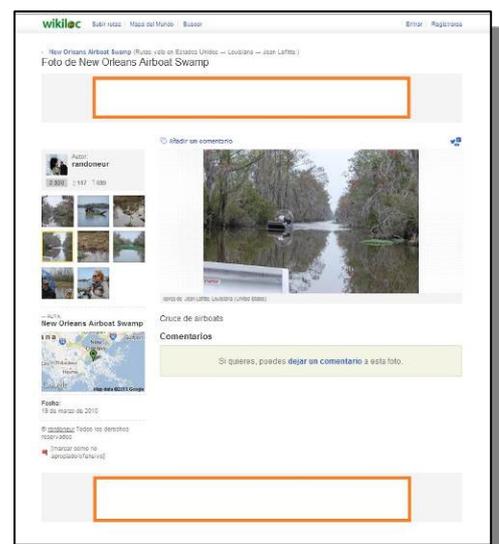


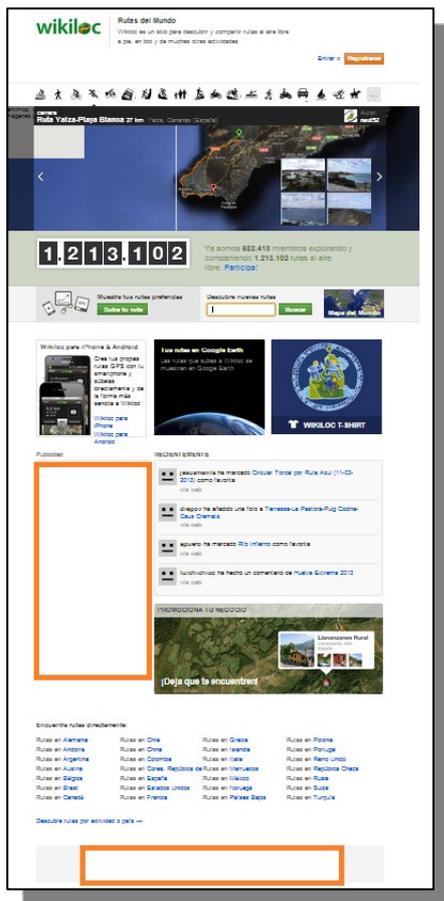
Photo and video pages

Suitable for video and photography brands, photography or travel magazines, travel guides,...



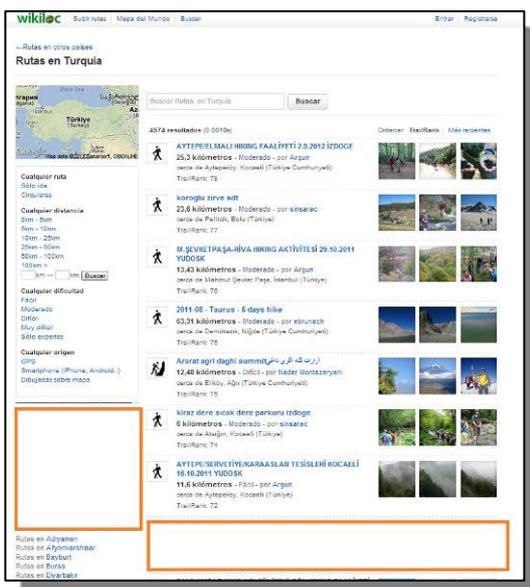
2. Homepage

Suitable for Especially designed for those organizations looking for standing out, giving exposure to the brand image and position it in the mind of the potential target. Due to the duration of the campaigns and to the privileged positioning on the site's homepage, the premium sponsorship gives high effectiveness and strong performance.



3. Search Pages

Suitable for service companies or stores located along the trail course, rental equipment shops for the available activities, specialty nutrition brands, specialized magazines, travel guides, regional tourism offices, local guides,...



4. Customized proposals

Flat rate plans (monthly fix amount), Pack Media (banner creation + CPM), as well as any other options you propose to us we'll be happy to discuss with you.

5. Advertising Chart

Format	Placement	Format	Segmentation Criteria
Squared	Search page	250x250 px Image or Flash	Country Activities Geographic Area Visitor country of Origin
Megabanner	Trail page Photo page Search page	728x90 px Image or Flash	Country Activities Geographic Area Visitor country of Origin
Homepage Premium	Home	300x600 Image or Flash	Visitor country of Origin

For further information

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