



Goboony Mediakit

target the fast growing community
of camper renters and travellers
throughout Europe



About Goboony

Endless miles, ending footprint

Nothing is more beautiful than a road trip. So why are there on average 2.4 million motorhomes across the UK and Europe standing still on driveways?

By sharing motorhomes, more eager travellers can experience the thrill of a road trip for themselves. At the same time, owners who share their motorhome with us earn a tidy profit. This will give them the opportunity to save and invest in a more sustainable motorhome or greener upgrades for their current model. Together, we can make sustainable travel possible for everyone!

Through our platform you can rent camper vehicles from local owners in the Netherlands, Belgium, Germany, France, Italy and the UK.

Our media

We target 3 different groups with our newsletters:

- Camper Owners (subscribers are interested in renting their camper)
- Camper Sharers (subscribers are users of the Goboony platform)
- Camper Travellers (subscribers have rented or are interested in renting a camper via our platform)

We offer branded content opportunities on our websites:

- www.goboony.be
- www.goboony.nl
- www.goboony.it
- www.goboony.co.uk

1. Newsletters

a. Camper Owners Newsletter:

Goal: convincing camper owners to join the renting platform.

Content: explaining the Goboony platform, introducing the Goboony community, FAQ's, showing the benefits of sharing your camper.

Profile subscribers:

Serious earners

These advertisers understand the true earning potential of our platform, and see motorhomes as investment objects. They might have started with the immediate intention to collect a significant income, or they might have seen the opportunity after starting. Either way, they develop a serious passive income, sometimes even becoming their primary source of income. To get to that point, they often own and hire out multiple vehicles. They sometimes work professionally.

Casual earners

These advertisers are motivated by the earning potential of our platform, but more so to compensate for their vehicle costs and to be able to finance their own trips. It allows them to cherish a very costly hobby, without effectively having to lose any money on it. For some, hiring out is also a necessary means to be able to purchase or convert a camper van or motorhome in the first place. As such, our platform functions as the enabler of their new hobby. Others use their earnings to save up for a new vehicle.

Sustainability advocates

These advertisers have realised that millions of motorhomes have been produced, and still are, only to stand still for most of the year. To break that trend and to stress that it's not always necessary to purchase a vehicle of your own, and also to take responsibility as owners, they start sharing their vehicle with other camper enthusiasts.

Freedom sharers

These advertisers are so appreciative of the freedom they enjoy through their motorhomes, they want to enable others to experience the same. As they can only use their vehicle for a limited time a year, they want to list it to be hired the remainder of the year. These are the advertisers who most enjoy exchanging travel stories with their renters, and who might even stay in touch with them after the booking is over.

Newsletter subscribers per country:

BE	11.500
NL	18.000
UK	25.500
IT	14.000
Total	69.000

Average open rate 30%

Average CTO 5%

Publication dates: 8/6, 6/7, 10/8, 7/9

Example Advertiser Leads newsletter



b. Camper Sharers Newsletter:

Goal: engaging them as platform users.

Content: tips & tricks, updates and travel inspiration.

Profile subscribers:

Camper owners that have finished their listing and are renting out their campervan on Goboony.

Newsletter subscribers per country:

BE	2.000
NL	5.000
UK	5.000
IT	2.000
Total	14.000

Average open rate 42%

Average CTO 15%

Publication dates: 6/6, 4/7, 8/8, 5/9

Example Advertiser newsletter



c. Travellers newsletter

Goal: Inspiring camper travellers and converting them into renting.

Content: travel destinations for a camper trip, 'how to's'.

Profile subscribers:

1. Families

2. Older couples

(middle aged or older)

3. Millennial aged couples

Families bring in most bookings and display very predictive behaviour as they are bound to school holidays. Couples are valuable in that they are more flexible as they are not bound to school holidays. Outside of the peak season, they are our primary segment. Generally, the older couples are, the longer the trips they take.

Our camper renters are an excellent group to target as a camper dealer or manufacturer. They often rent a few models before proceeding to purchase and 37% of our renters proceed to purchase a motorhome.

Newsletter subscribers per country:

BE	44.000
NL	92.000
UK	78.000
IT	45.000
Total	259.000

Average open rate 30%

Average CTO 7%

Publication dates: 14/6, 28/6, 12/7, 26/7, 16/8, 30/8, 13/9

Example Traveller newsletter



Specs newsletter banner



Op zoek naar een betaalbare elektrische fiets?

Neem dan eens een kijkje bij Upway: het eerste platform voor refurbished elektrische fietsen in Nederland. Door een fiets bij Upway te kopen, verleng je de levensduur van een bestaande elektrische fiets. Goed voor het milieu en je portemonnee. Deze maand heeft Upway een eenmalige super sale met kortingen tot €800 op heel veel modellen!

[Meer over Upway](#)

- ◆ Title max 45 characters
- ◆ Copy max 300 characters
- ◆ CTA max 20 characters
- ◆ Image 600x600 px

Rates

Country	Camper Owners	Camper Sharers	Travellers	Total
BE	€ 695	€ 695	€ 1.750	€ 2.995
NL	€ 1.095	€ 995	€ 3.650	€ 5.500
UK	€ 1.500	€ 995	€ 3.150	€ 5.500
IT	€ 850	€ 550	€ 1.800	€ 2.995
Total	€ 3.995	€ 3.195	€ 9.995	€ 16.995

Prices VAT excluded.

Only 1 banner per newsletter

Surplus of 20% April, May, June, July, August.

Package deals for all countries or segments available.

2. Website

Branded content

We integrate your brand into our content with that typical Goboony tone-of-voice that is highly appreciated by our travellers. Our aim is to provide our readers with relevant content that is of immediate value. Every article is optimized following SEO best practices, and by the dedicated content marketer per market. We will include a link to your website. Our blogs attract 150.000 unique visitors per month.



Specs branded content

Imagery:

- ◆ Horizontal images + vertical images
- ◆ Indicate which is the central campaign image
- ◆ Minimum 72 DPI or above (aiming at 300 DPI – high res)
- ◆ Images should be at least 960 pixels wide
- ◆ Header Background Images: These should be at-least 1600 x 500 pixels.
- ◆ When exporting your files, be sure to use the following settings:
- ◆ Export JPGs as sRGB quality
- ◆ GIFs should be set to loop

Copy:

- ◆ Which USP's have to be mentioned in the text?
- ◆ Provide us with 3 headlines to choose from
- ◆ Provide us with 3 CTAs to choose from
- ◆ Provide us with the right URL with corresponding UTM if needed
- ◆ Max 450 words for the entire page, the Goboony team will do the final editing to align the TOV to the Goboony brand

Rates

Country	Branded content + content banner newsletter
BE	€ 2.995
NL	€ 5.995
UK	€ 5.495
IT	€ 3.495
Total	€ 17.980

Prices VAT excluded.





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Pasar is the advertising partner of Goboony bv.