The GIN KIN

BY GIN LOVERS, FOR GIN LOVERS
THE GIN KIN IS BY GIN LOVERS, FOR GIN LOVERS AND IS A JOINT VENTURE BY SOME OF SCOTLAND’S MOST TRUSTED AND RESPECTED NEWS TITLES.


THE GIN KIN WILL ALSO BE PACKED WITH INFORMATION ON THE BEST GIN BARS AND YOU CAN ALSO MIX THINGS UP WITH OUR IN-DEPTH GUIDE TO GIN COCKTAILS.
### The Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pageviews</strong></td>
<td>200,000 users</td>
</tr>
<tr>
<td><strong>Social Media Following</strong></td>
<td>15,000 monthly post reach</td>
</tr>
<tr>
<td><strong>Sessions</strong></td>
<td>154,000 monthly post engagements</td>
</tr>
</tbody>
</table>

#### Our Audience

- **Women**: 86%
- **Men**: 14%
- **Live in the UK**: 90%
- **Aged 25-54**: 81%

Source: Google Analytics, Sailthru
The TYPES OF CONTENT WE CAN OFFER

1. **PRODUCT REVIEW**  
   (Honest and detailed review of your product)

2. **PRODUCT FEATURE**  
   • News style piece promoting your product

3. **RECIPE FEATURE**  
   • Bespoke cocktail with your product  
   • Bespoke edible recipe

4. **OPINION FEATURE**  
   Write about an aspect of the Gin industry that you want to discuss with our community

5. **EXCLUSIVE ON-SITE OFFERS**  
   • Affiliate sales  
   • Unique discount codes

6. **ON-SITE DISPLAY ADS**  
   • Homepage / Site takeover  
   • MPU’s  
   • Double MPU’s

7. **DISTILLERY FEATURE**  
   • Meet the makers piece  
   • Listicle featuring product portfolio

8. **MULTI-PRODUCT LISTICLE**  
   • E.g. “10 best gins to drink this summer”  
   • E.g. “5 best gins from ____ distillery

9. **SOCIAL MEDIA GIVEAWAY**  
   (Like/share/comment entry mechanism)  
   • Cross promotion with your FB/Twitter accounts  
   • Guaranteed delivery times with x number of repromotes

10. **EMAIL TAKEOVER**  
    • Personalised solus email to the Gin Kin user base of 8,500 users  
    • Featured promotion in the lead slot of our email

11. **ON-SITE GIVEAWAY WITH OPTIONS TO CAPTURE**  
    • Name  
    • Email  
    • Age brackets  
    • Gender

12. **FACEBOOK VIDEO CONTENT**

13. **VIDEO CONTENT**  
    (Taste tests, cocktail recipes)

14. **INTERACTIVE CAMPAIGN EXPERIENCE**  
    • Leverage our audience for a series of online polls  
    • Bespoke personality quiz  
    • Social hashtag walls  
    • Content hub - take over a page with video/image

15. **BEST BUY**  
    Content - Spotlight on one (usually quirky) product with social optimisation.
1 week giveaway on www.theginkin.com with social promotion, data capture (name, email, age, gender) and a gin review

2,542 entries to the giveaway on site

21,000 people total campaign reach

500 page views for the Verdant Gin review

800 email signups to the Verdant Spirits mailing list over 7 days
The CASE STUDY

24 HOUR GIVEAWAY CHRISTMAS DAY GIVEAWAY ON THE GIN KIN’S FACEBOOK WITH CLICKABLE LINKS TO VERDANT SPIRIT’S FACEBOOK PAGE

305 REACTIONS
360 COMMENTS
111 SHARES
10,000 PEOPLE REACHED
7 DAY GIVEAWAY ON
WWW.THEGINKIN.COM WITH
SOCIAL PROMOTION AND A GIN
REVIEW (NO DATA CAPTURE)

1,410 ENTRIES
TO THE ON-SITE GIVEAWAY

15,000 PEOPLE
CAMPAIGN REACH

1370 PAGE VIEWS
ON THE GIN REVIEW ARTICLE

152 REACTIONS,
69 COMMENTS
AND 70 SHARES
ON THE FACEBOOK
POST
FOR MORE INFORMATION ON CONTENT, SPONSORSHIP AND ADVERTISING OPPORTUNITIES PLEASE CONTACT:

ASHLEIGH GIBBS
01382 575067
EDITOR@THEGINKIN.COM