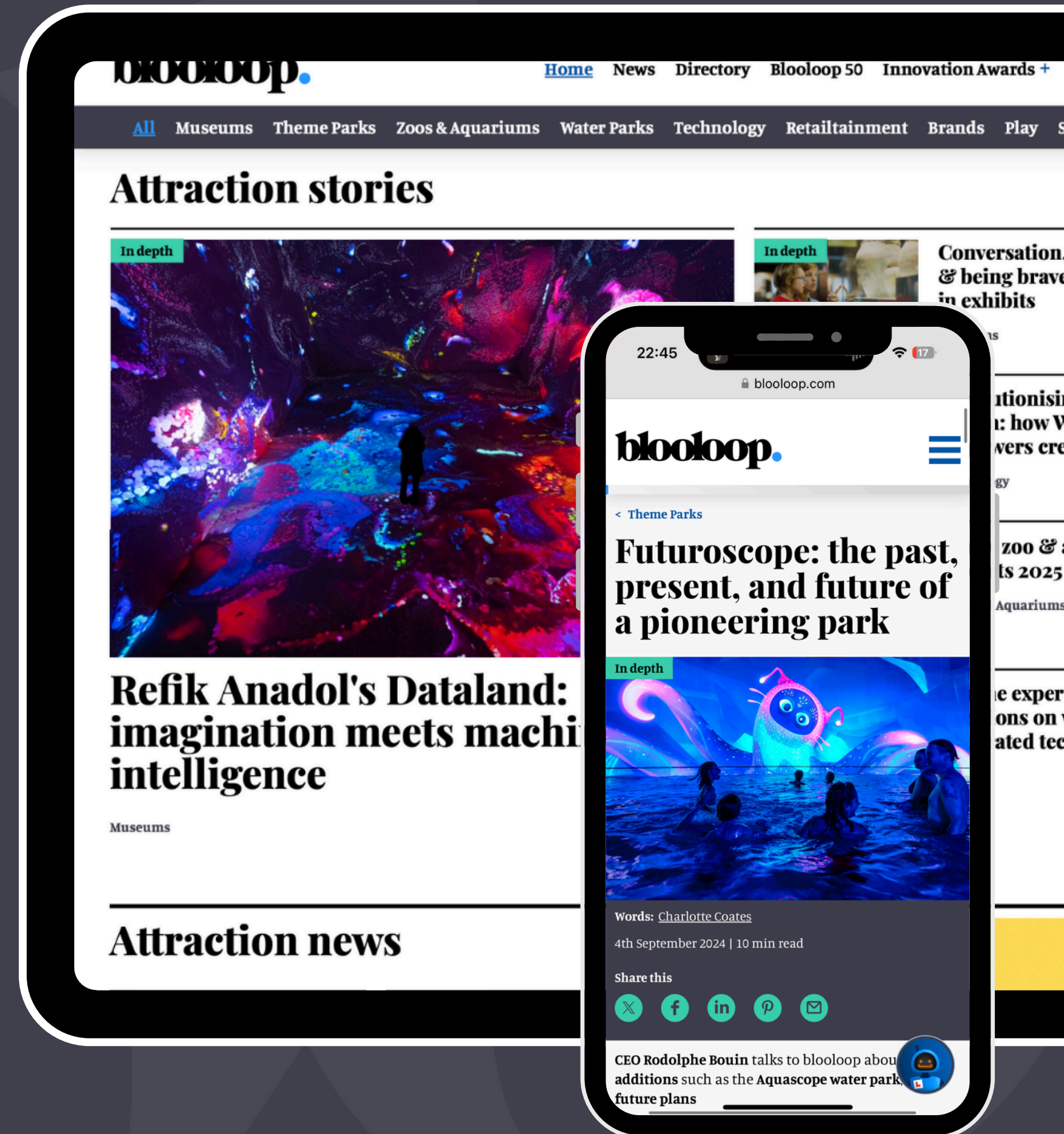


# blooloop.

Work with blooloop to supercharge  
your digital marketing strategy

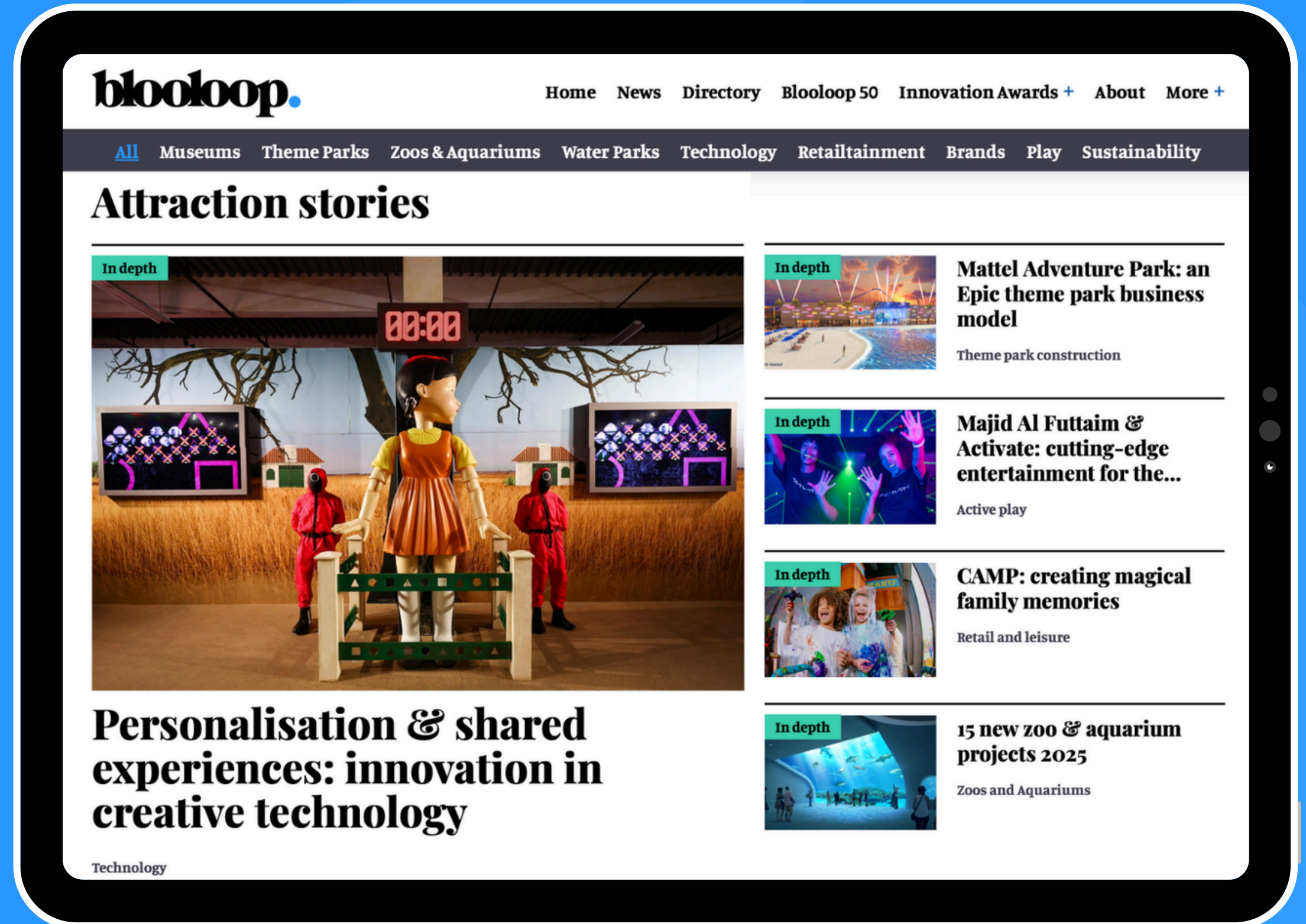


# About us

blooloop is the world's most widely read and trusted news site for visitor attractions professionals.

Read by key decision makers in over **160 countries**, blooloop has the industry's biggest global audience and are experts in creating engaging, shareable, online content for the attractions business.

Work with blooloop and leverage our **influential presence** and **powerful SEO** expertise to boost your digital marketing strategy.





# About us

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**650,000\***

unique visitors a month

\*April 2025

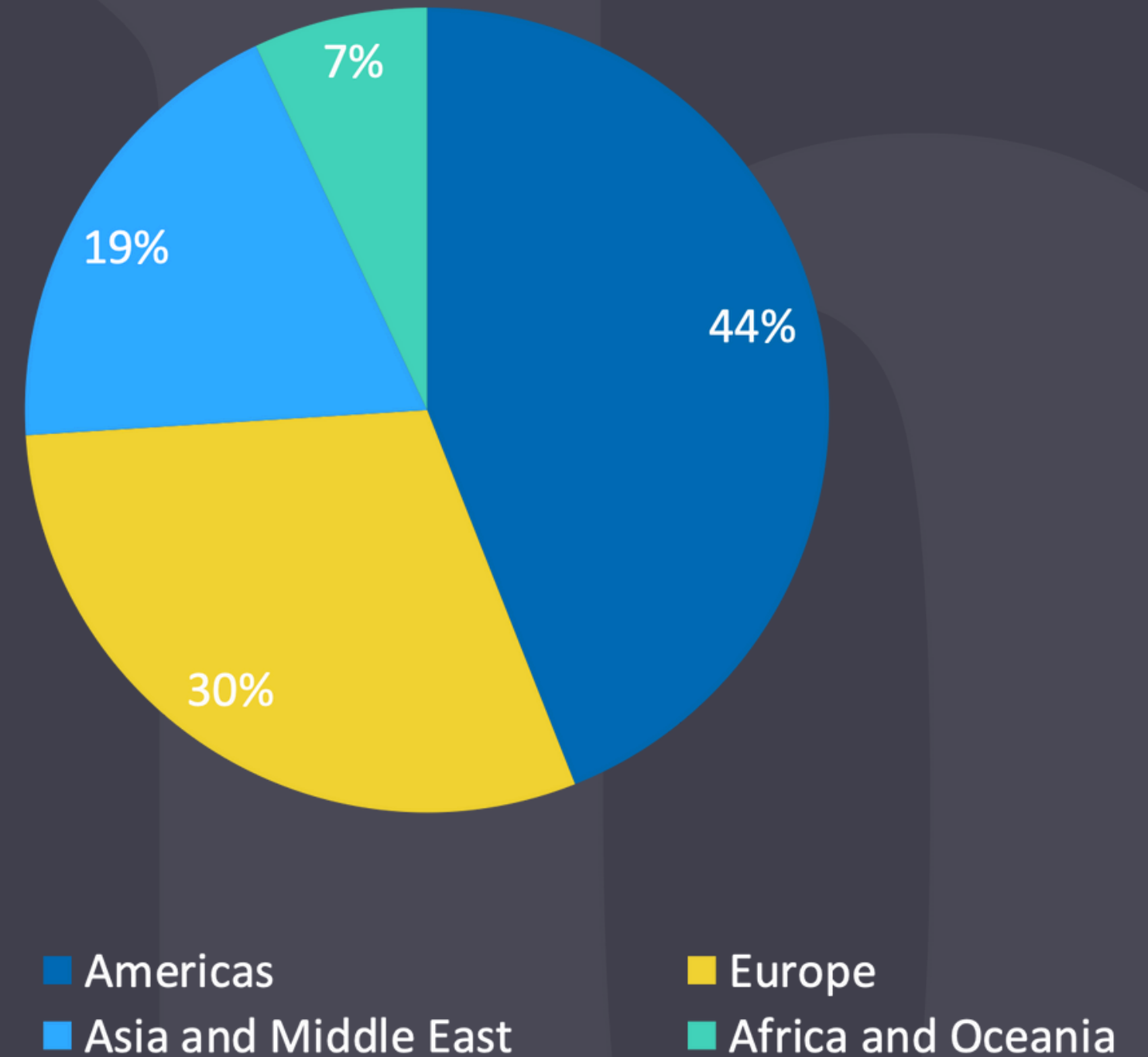
**13 million+**

page views a year

**3 mins 15 sec**

average time spent per visit

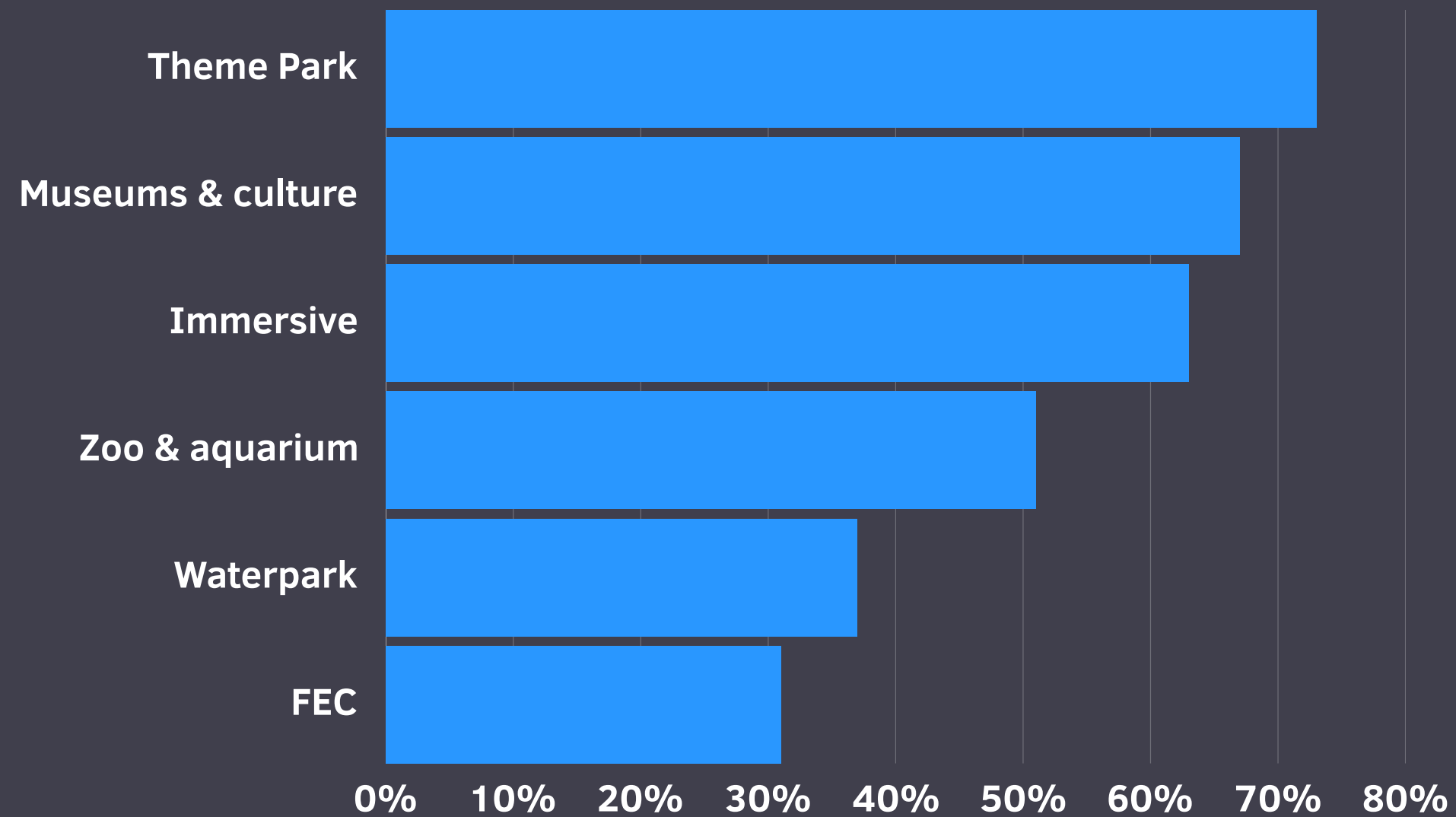
Audience by location:



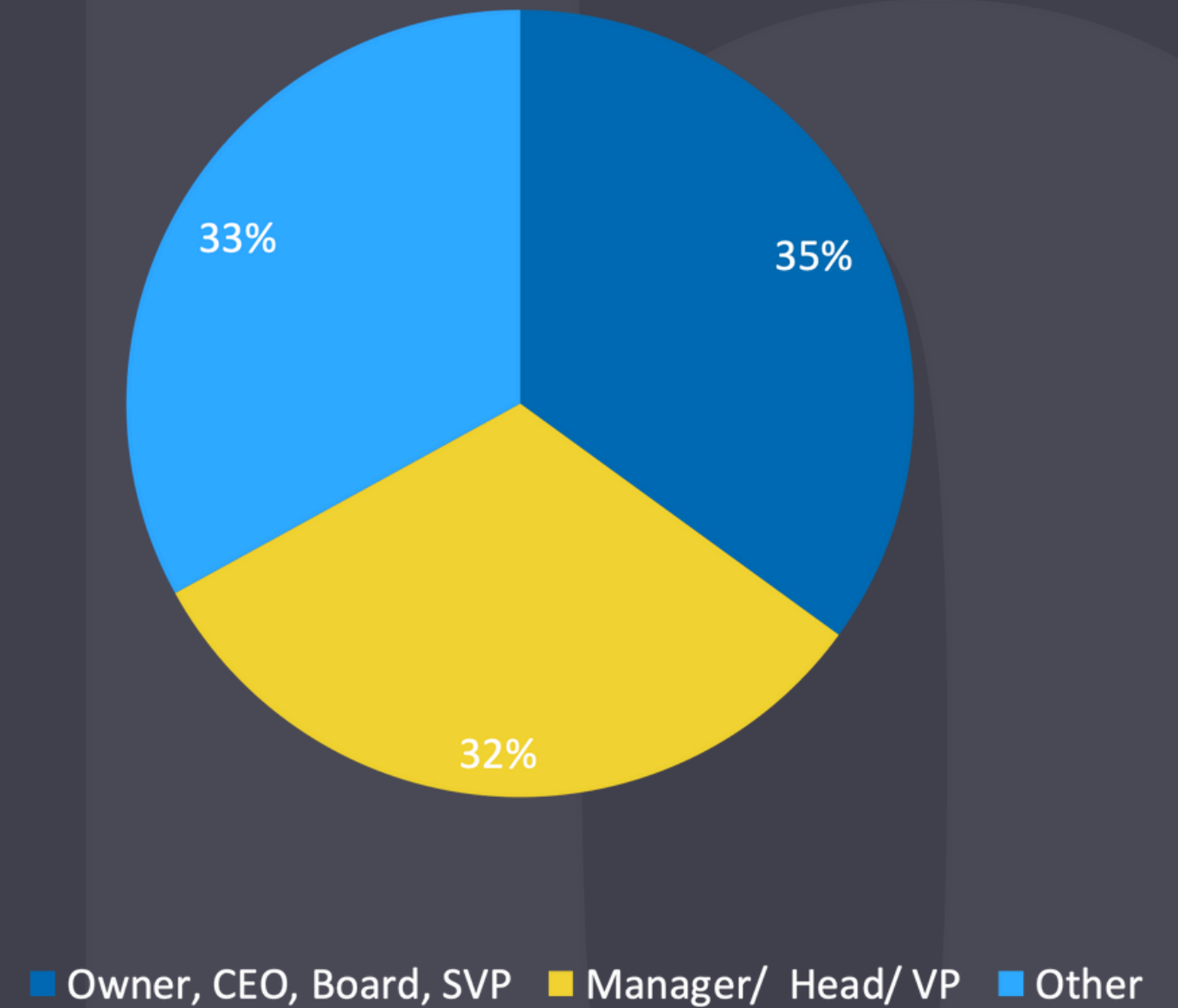
# About us

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Our audience are interested in:





Audience by function:








# Social


 27,000 followers



 10,365 followers



 299,900 monthly views

 1,910,794 views

 10,011 followers

 7,800 followers

**ACCIONA Cultura**  
37,358 followers  
1mo • Edited • 

**Triotech**  
8,780 followers  
2mo • 

NEXT IN 2025 featured or for visitor attractions prof



Blooloop highlights NEXT cultural spaces. From AI-c visionaries—including [Da Lowry](#), [Rafael Lozano-He](#)

What an amazing way to kick off the year! 🎉 [Triotech](#) have been honored with 2 awards at the [blooloop](#) Innovat



Primordial at [Lagoon Amusement Park](#) secured 2nd p

"Thrills" category.

PUBG Battlegrounds World Agent at [LOTTE WOR](#) in the "Immersive Attraction" category.



**Christopher K. Grap** • 1st  
Purveyor of Fleeting Moments of Happiness In A World Full of Ch...  
3w • 

From the early days of shaping the Experiential team at [Mall of America](#) the good folks at [blooloop](#) were incredibly supportive and often gave me a platform to share where we were heading. They are truly the best in the biz. So to have this announcement shared out from them feels pretty g-dang cool.



**World Association of Zoos and Aquariums (WAZ...**  
25,872 followers  
11mo • 

Don't miss out on this Reverse the Red session at [#greenloop24!](#)



Hosted by [blooloop](#), this session of the greenloop conference will include insights from Michael Clifford, from [Reverse the Red](#), Judy Mann-Lang, from [Two Oceans Aquarium](#), and Eugenia Cordero Schmidt, from the [IUCN Species Survival Commission](#) Center for Species Survival Brazil, about Reverse The Red's strategic conservation coordination efforts. This

**Mohamed Abdalla Al Zaabi, DBA** • Following  
Group CEO - Miral | Doctor of Business Administration Holder | C  
4mo • 

It is an honor to be recognized among the Power 10 of [blooloop's](#) Theme Park Influencers List 2024, alongside other inspiring indus leaders. Above all, it is a testament to [Miral's](#) incredible journey a unwavering efforts of the team.

**Winston Fisher** • 1st  
Chief Executive Officer @ AREA15 | Partner at Fisher Brothers  
[View my services](#)  
1mo • Edited • 

Don't miss this fantastic write up of [AREA15](#) in [blooloop](#), highlighting the most groundbreaking immersive art experiences! AREA15 is redefining entertainment, pushing the boundaries of innovation, creativity, and immersive storytelling like never before. As the first-ever purpose-built



**Walt Disney Imagineering**  
277,116 followers  
2mo • 

Three Imagineering projects have been honored with [blooloop](#) Innovation Awards this year! 🏆

The BDX Droids, developed by Walt Disney Imagineering Research & Development, [Disney Research](#), and [Disney Live Entertainment](#), claimed first place in the Experiential Technology category for creating groundbreaking, guest-facing interactive experiences. 🤖

Immersive Attraction category, Zootopia: Hot Pursuit at [Shanghai y Resort](#) earned first place, while Peter Pan's Never Land Adventure [yo Disney Resort \(Oriental land Co. Ltd.\)](#) took second.

opia: Hot Pursuit delivers a high-energy chase adventure, powered by gen media integration, cutting-edge ride technology, and advanced ited figures. 🚗

**Columbus Zoo and Aquarium**  
20,720 followers  
5mo • Edited • 

Congratulations are in order for President and CEO of the Columbus Zoo and [The Wilds](#), Tom Schmid, for being named one of the Top 50 zoo and aquarium influencers by [blooloop](#)! A well-deserved recognition.

Read more: <https://lnkd.in/eU2EsrjJ>

# Content marketing

Get your company news seen by our global audience. Combined with our unparalleled SEO expertise we will maximise its impact across all major search engines.

**Don't have a copy writer? We can help.**

Packages include news items, social media coverage, inclusion on both the daily and weekend newsletters, & a bespoke directory page.

**Supercharge** your directory profile with our featured listings:

- Home page £200
- Sector £150

## 12 month content packages

**6 news**

**£4,675**

**12 news**

**£5,995**

**Best Value**

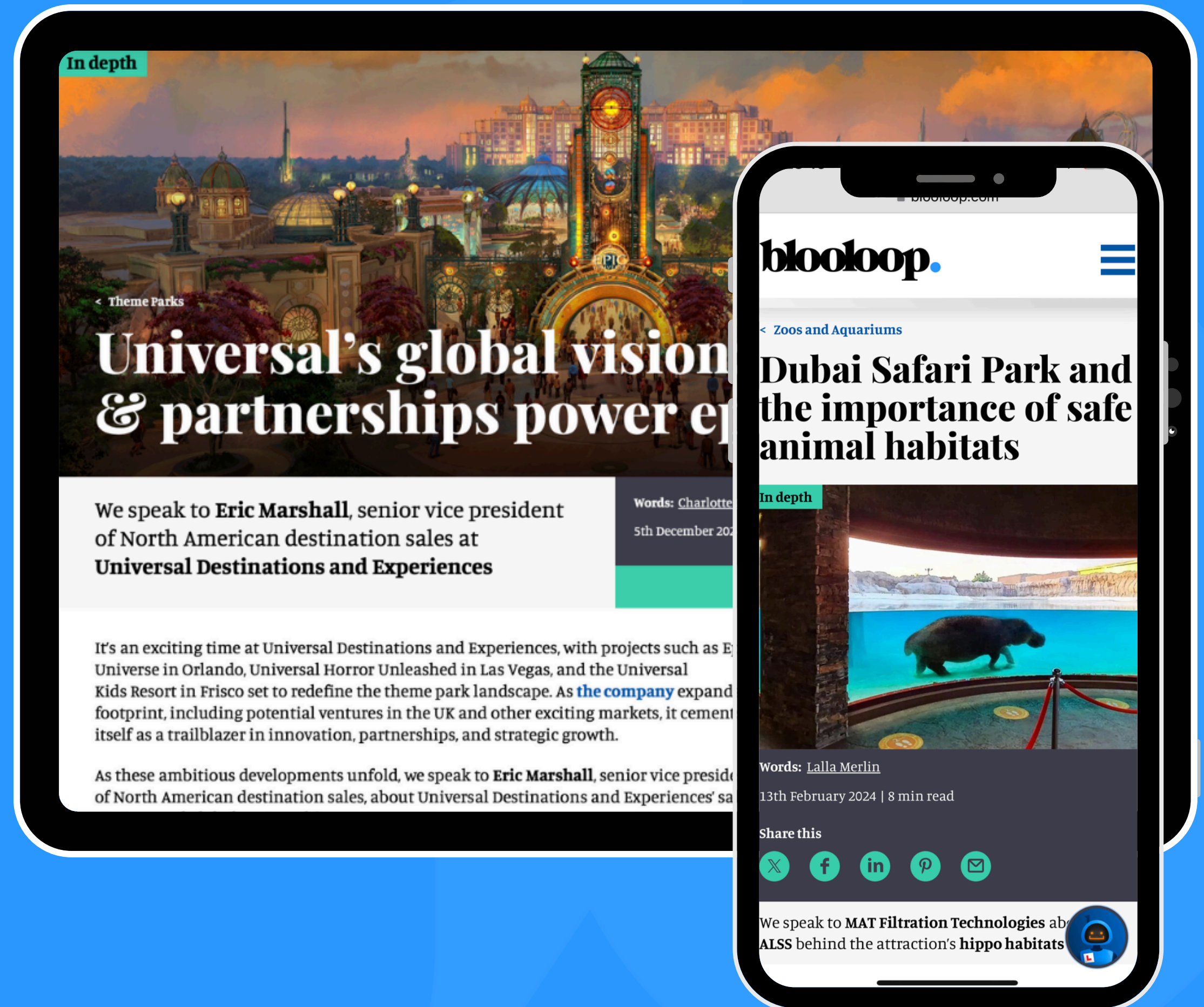


# Featured editorials

Our experienced team of in-house writers can create highly engaging, in-depth and shareable bespoke feature length articles to support your online marketing strategy.

We can do a case study, company profile or even a thought leadership piece to cement your company as industry experts.

**£4,325** per feature article

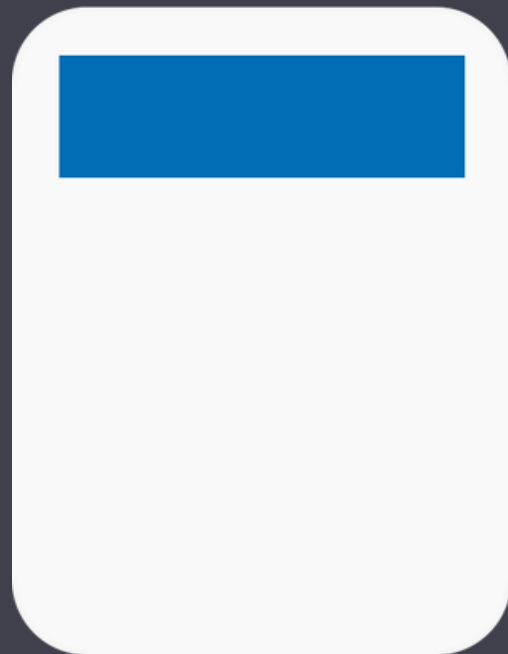




# Advertising

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Be seen with our **highly visible banner ads** that can rotate across all our content. Target your audience by sector, keyword or geographic region, and change creative throughout the year.



## Header

- 12 month homepage + across site £12,100
- 12 month sector £4,535



## Double Spot

- 12 month homepage + across site £9,835
- 12 month sector £3,780



## Spot

- 12 month homepage + across site £6,590
- 12 month sector £2,660



## Background

£1,000 - £3,000 per week depending on date

# Newsletter – Ad banner

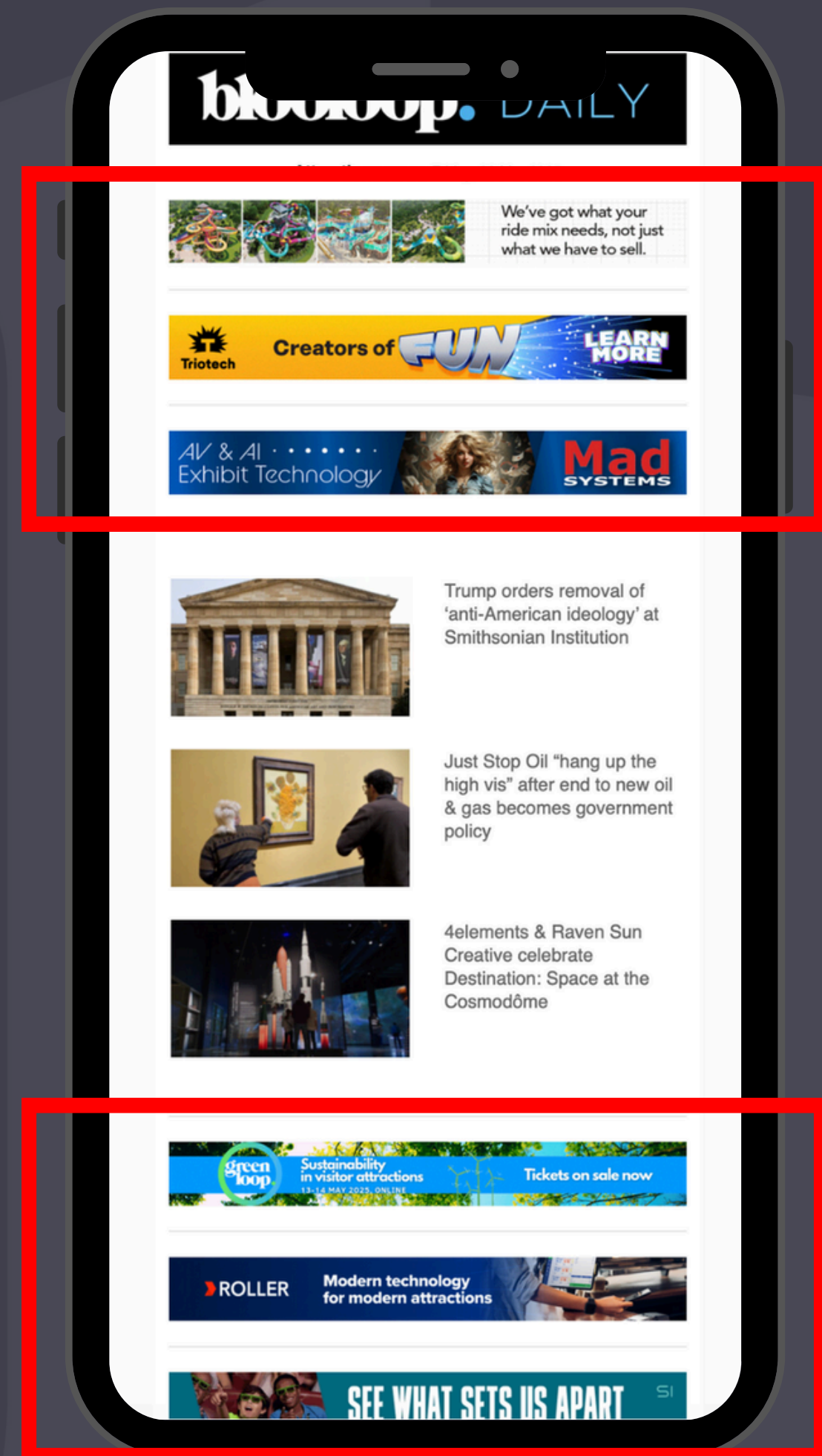
blooloop's daily newsletter is sent out Monday to Friday, with a weekend briefing on Saturday.

1 month	£1,285 - £2,750
12 months	£7,700 - £16,500

24,000+ subscribers

23% open rate

6.5% click-through rate



# Newsletter – Partner showcase

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Be highlighted in blooloop's daily newsletter as an 'Industry Partner' for **£1,500 per week**.

The Industry Partner showcase includes 75 words written by you, one large picture and a hyperlink back to a site/video/content of your choosing.





# Events

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# We work with leading companies in the industry

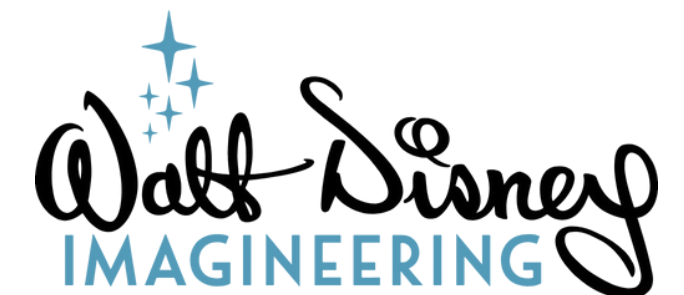


The British  
Museum



fever

TAIT



# Get in touch

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To discuss opportunities with blooloop, talk to us today:



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and sustainability manager  
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**Tom Robinson**

Business development executive  
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