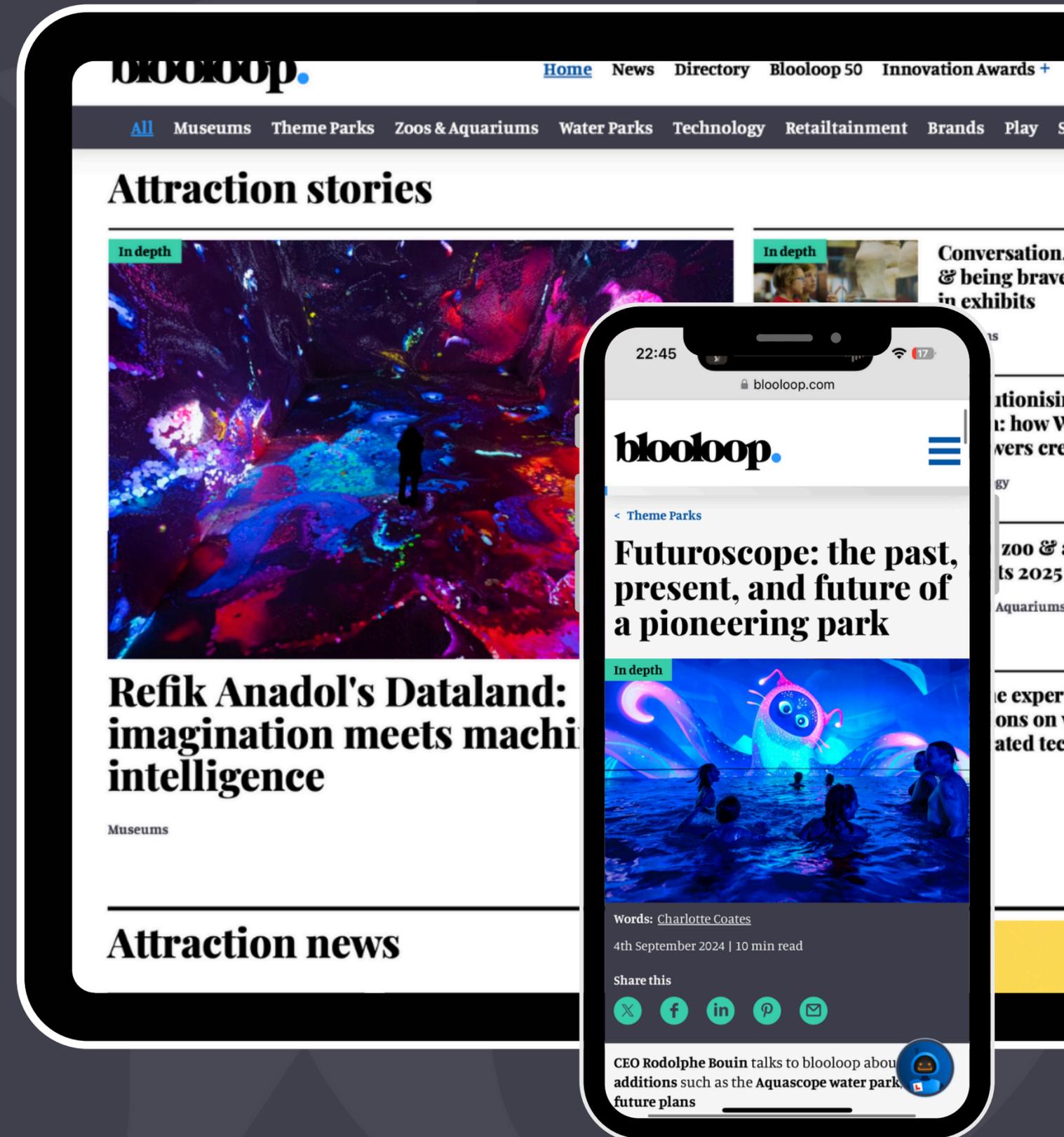


blooloop.

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.

The screenshot displays the blooloop website interface. At the top, the logo 'blooloop.' is on the left, and navigation links 'Home', 'News', 'Directory', 'Blooloop 50', 'Innovation Awards +', 'About', and 'More +' are on the right. Below the logo is a secondary navigation bar with categories: 'All', 'Museums', 'Theme Parks', 'Zoos & Aquariums', 'Water Parks', 'Technology', 'Retailtainment', 'Brands', 'Play', and 'Sustainability'. The main content area is titled 'Attraction stories'. A large featured article on the left has a thumbnail image of a museum exhibit with a woman mannequin and a red digital clock showing '00:00'. The article title is 'Personalisation & shared experiences: innovation in creative technology' and it is categorized as 'Technology'. To the right, there are three smaller article thumbnails, each with an 'In depth' tag. The first is 'Mattel Adventure Park: an Epic theme park business model' (Theme park construction), the second is 'Majid Al Futtaim & Activate: cutting-edge entertainment for the...' (Active play), and the third is 'CAMP: creating magical family memories' (Retail and leisure). At the bottom right, there is a fourth article titled '15 new zoo & aquarium projects 2025' (Zoos and Aquariums).

About us

650,000*

unique visitors a month

*April 2025

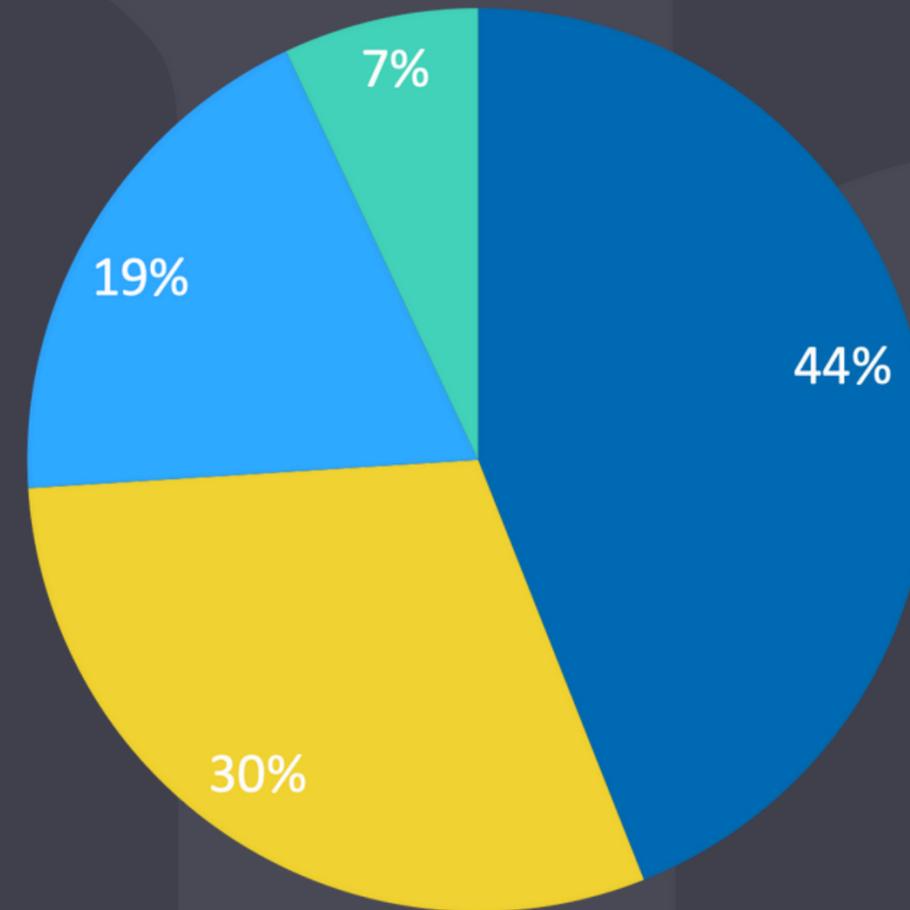
13 million+

page views a year

3 mins 15 sec

average time spent per visit

Audience by location:



Americas

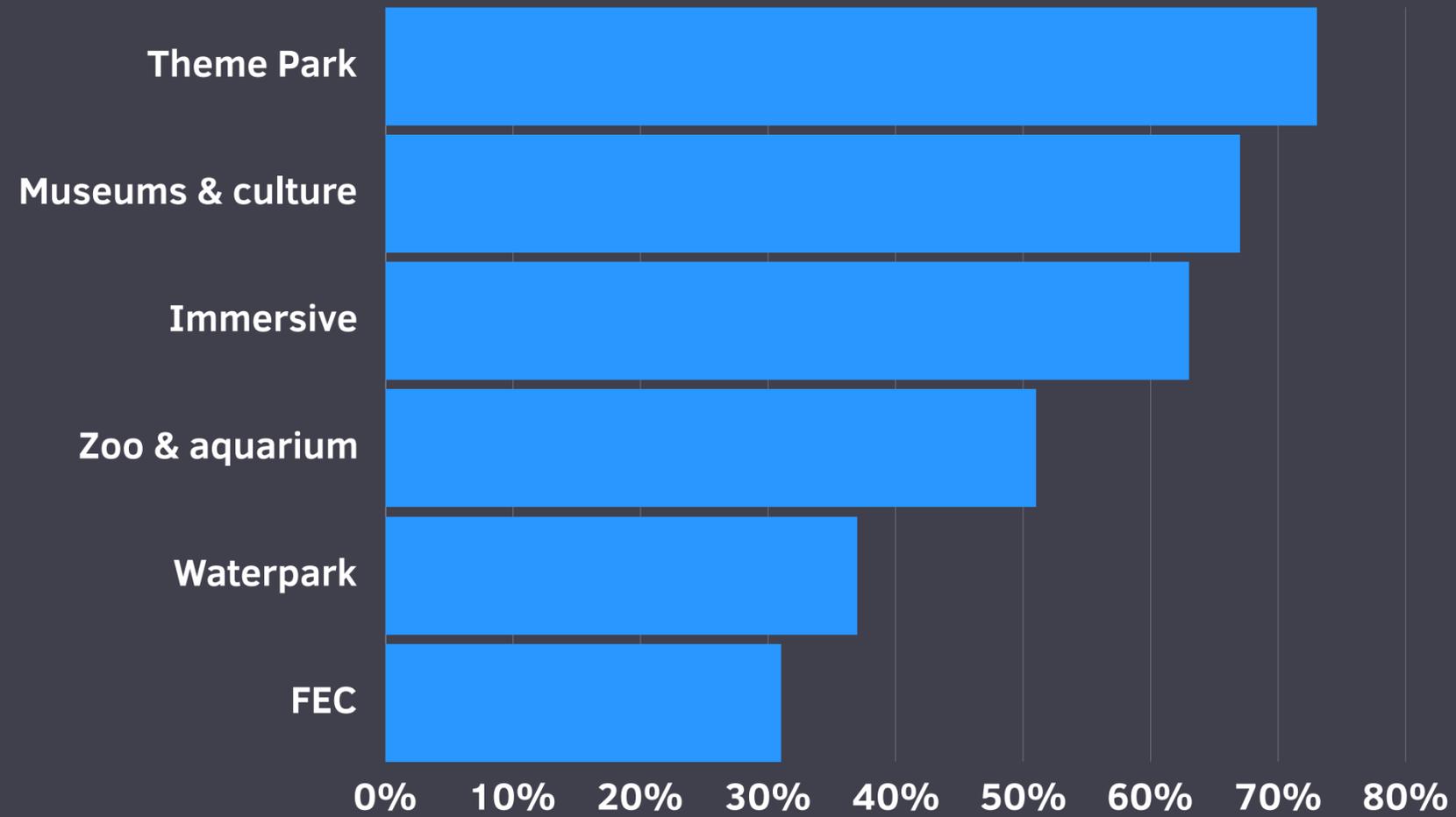
Asia and Middle East

Europe

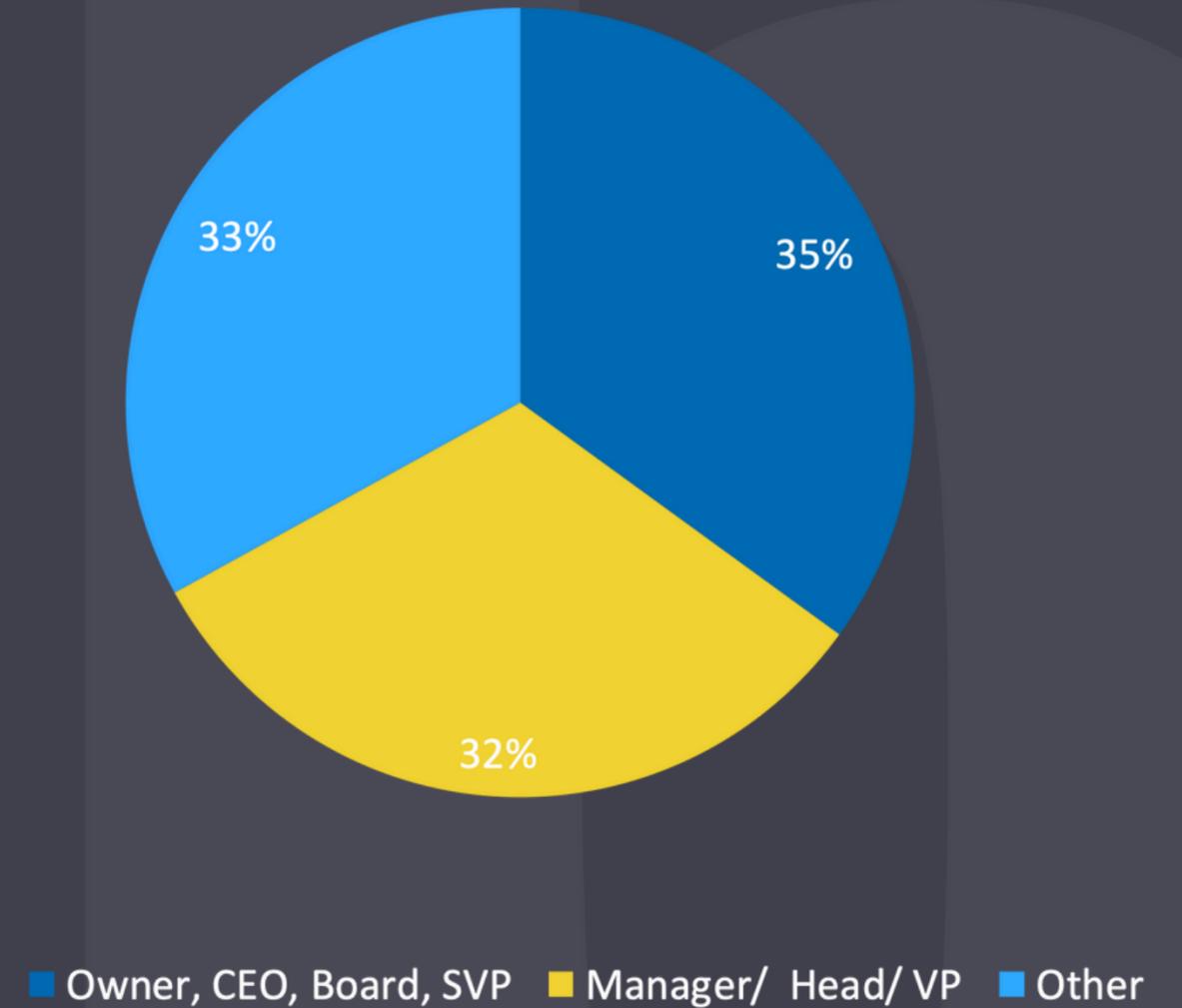
Africa and Oceania

About us

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 · 

NEXT IN 2025 featured or
for visitor attractions prof

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

 **Triotech**
8,780 followers
2mo · 

🏆 What an amazing way to kick off the year! 🎉 [Triotech](#)
have been honored with 2 awards at the [blooloo](#) 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 [blooloo](#) 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 [blooloo](#), 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 [blooloo](#)'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.

 Following ...

 **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 [blooloo](#), 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 [blooloo](#) 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 [blooloo](#)! 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

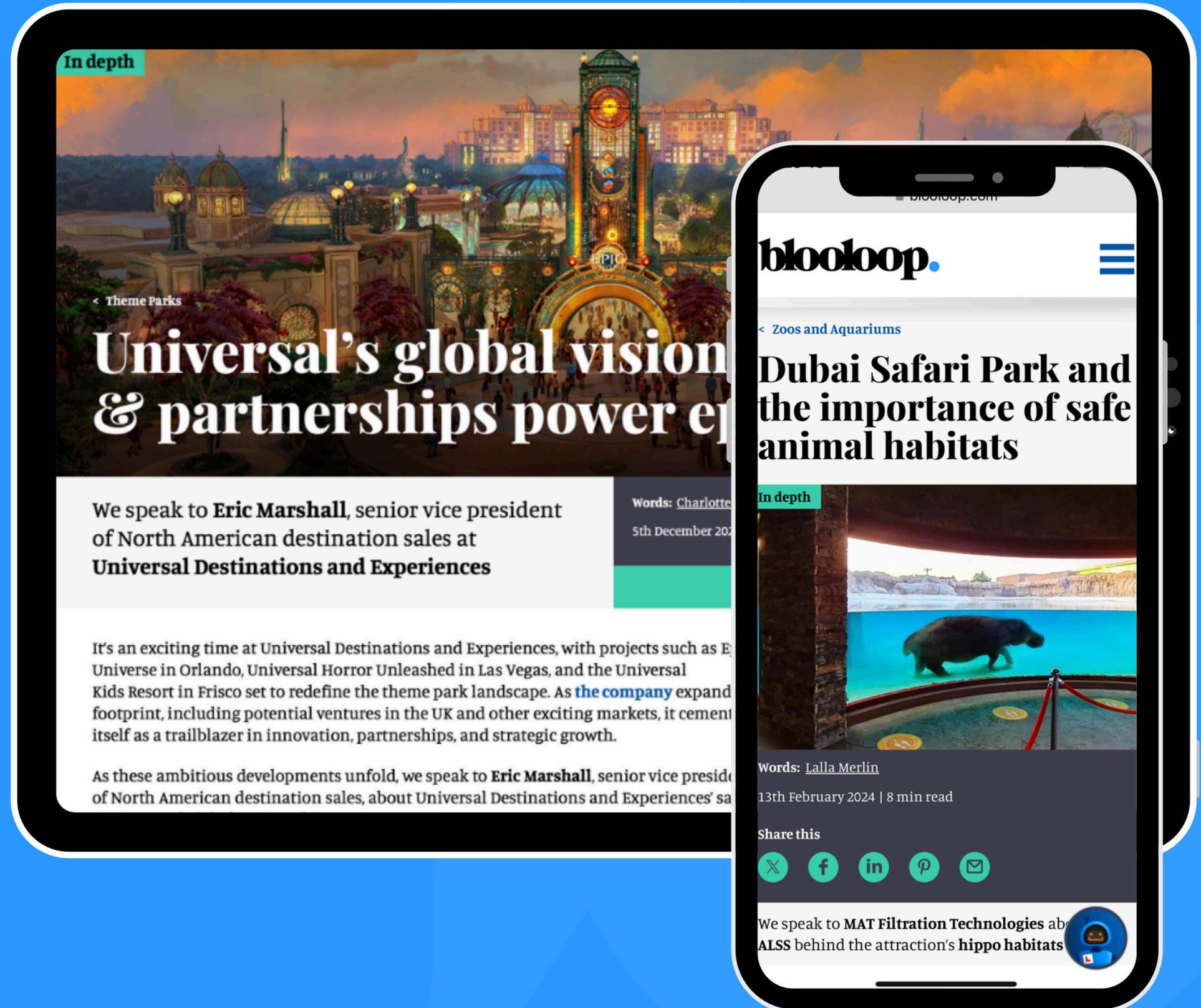
Best Value

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.

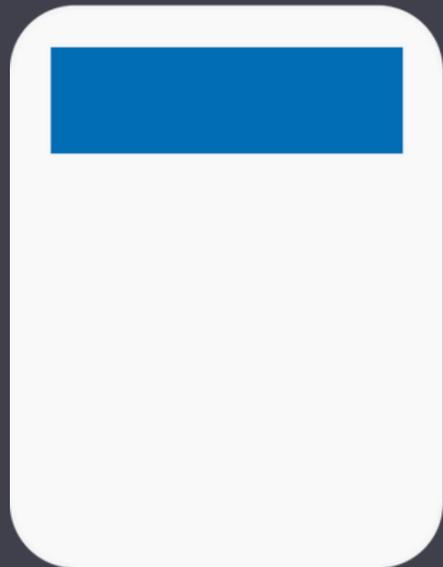
We can do a case study, company profile or even a thought leadership piece to cement your company as industry experts.

£4,325 per feature article



Advertising

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

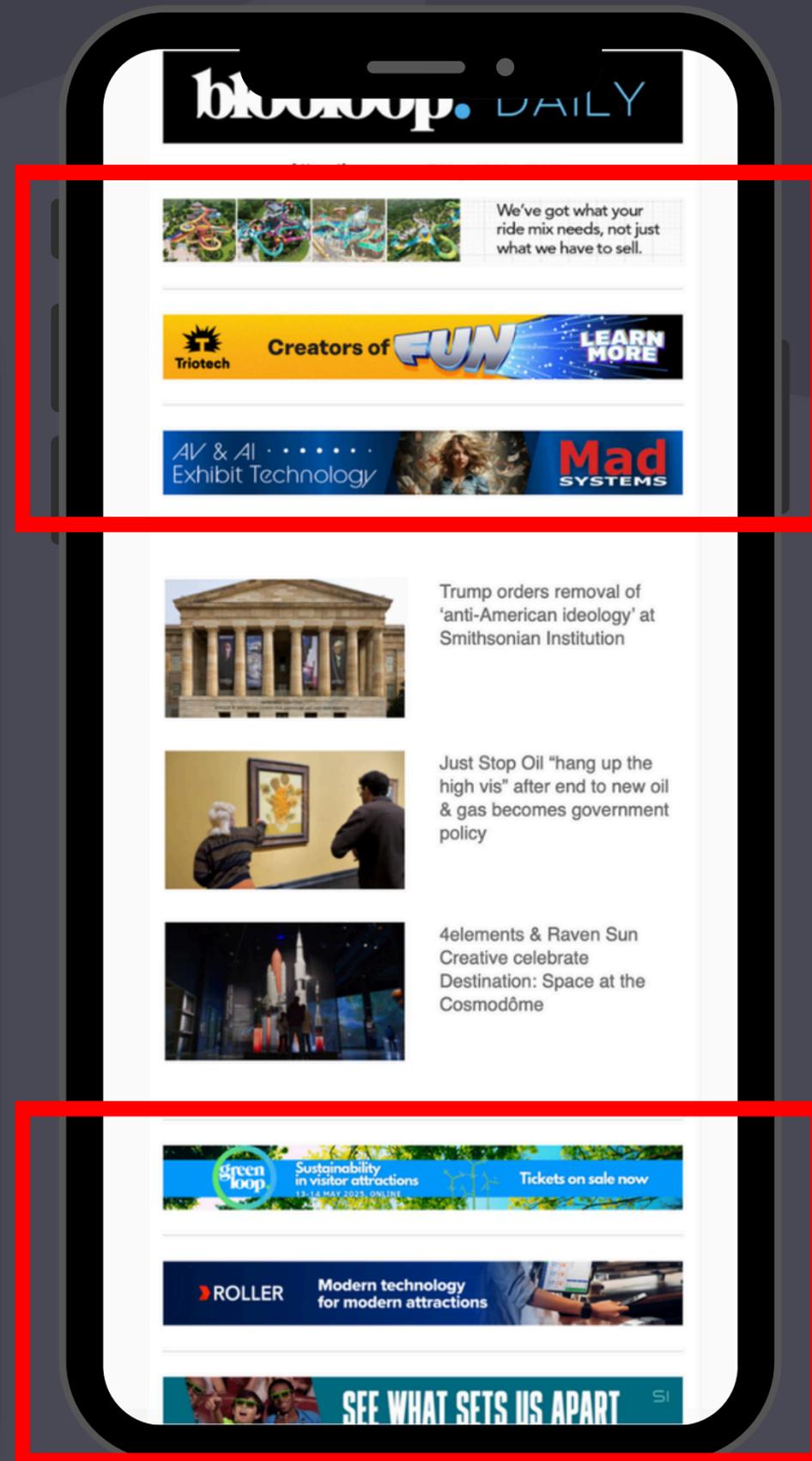
blooloop's daily newsletter is sent out Monday to Friday, with a weekend briefing on Saturday.

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

24,000+ subscribers

23% open rate

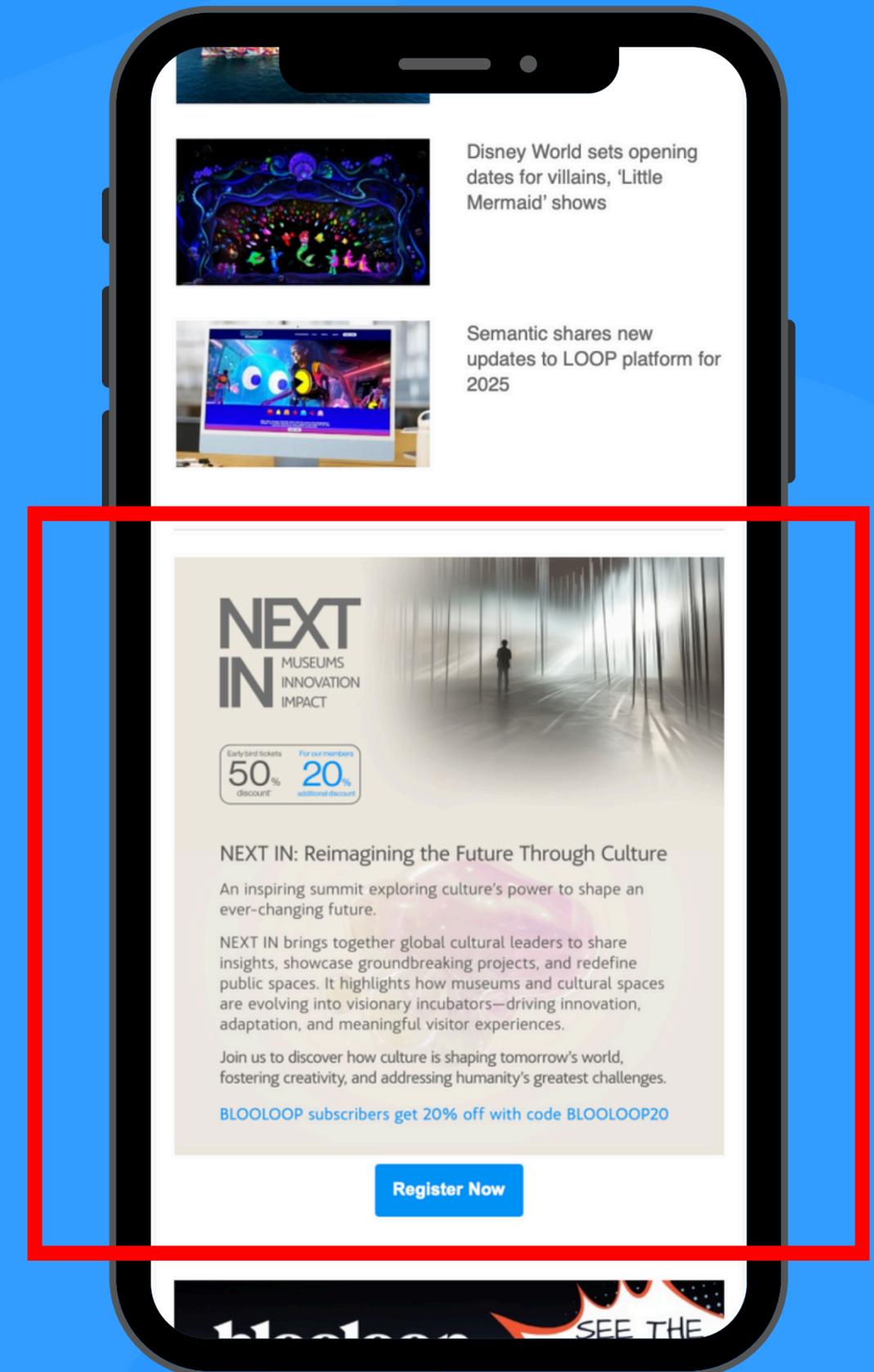
6.5% click-through rate



Newsletter – Partner showcase

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



We work with leading companies in the industry



The British
Museum



fever

TAIT



Get in touch

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