



The Rooftop Guide

THE WORLD'S LEADING EXPERTS ON ROOFTOP BARS

MEDIA KIT
2025

A short introduction



THE WORLD'S LEADING WEBSITE AND SOCIAL MEDIA PLATFORM ABOUT ROOFTOPS

The Rooftop Guide provides a **complete and unique guide to the world's best rooftop bars**.

Here, visitors can find complete information about over 2 500 rooftops in more than 200 of the world's most visited cities.

On our blog and social media you can follow our trips and visits at rooftops worldwide (currently over 800 rooftops). This is what we do and who we are: **Avid rooftop lovers who feel proud to call ourselves 'rooftop experts'**.

Through our genuine passion, hard work and ambition to always stay up-to-date, we now have a

large follower base of enthusiastic travelers and rooftop lovers (just like us). Approximately **6 million visitors** turn to us yearly to find inspiration for their next vacation or big night out.

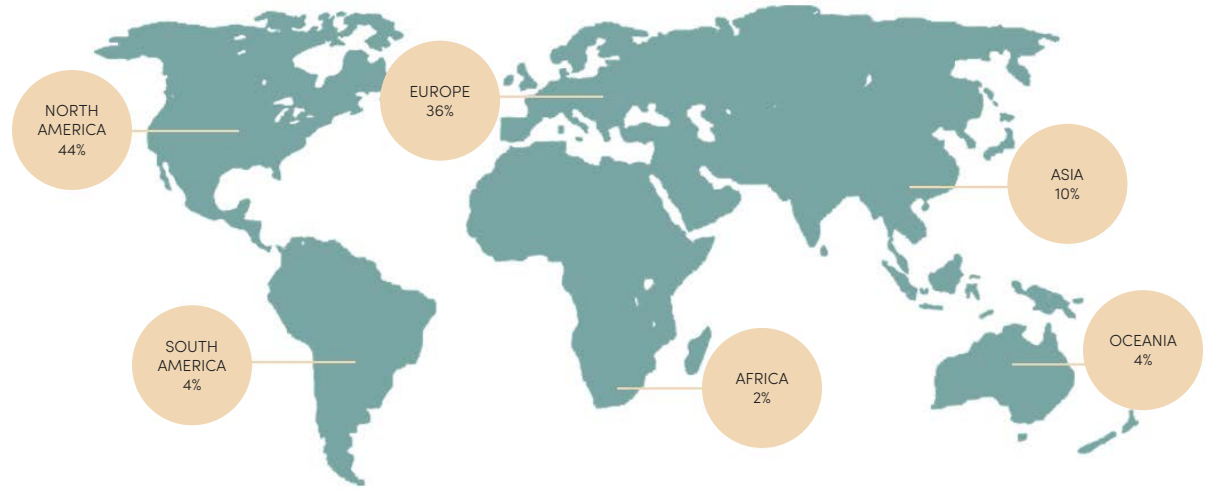
Not your average travel-site, The Rooftop Guide is solely about rooftops. This is what our audience want and expect, and this is what we want to deliver: Fantastic experiences at your rooftop bar or in your rooftop pool.

We hope to make this journey with you!

AS SEEN ON



Statistics & Audience



I get new tips and inspiration about rooftops every day. Love it!

Lina Martinsson
Instagram follower

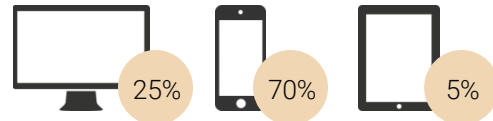
TRAFFIC

MONTHLY at www.therooftopguide.com

+603k unique browsers

+715k visitors


+1.075k page views



SOCIAL

 **168k** followers
+500.000 impressions/month

 **5.4k** followers

 **4.2k** subscribers
+120.000 impressions/month

TARGET AUDIENCE

- *AVID TRAVELERS*
- *HIGH-SPENDERS*
- *25-44 YEARS*
- *HOTELS*
- *FOOD*

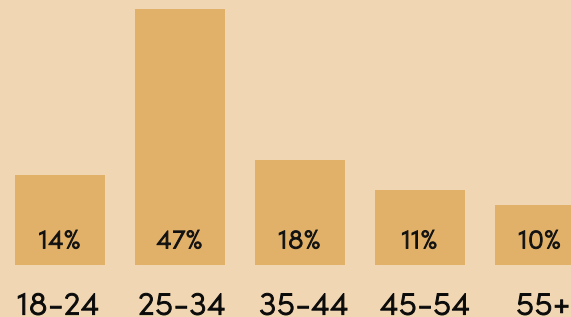
The rooftopguide.com is mostly visited by **travel-interested epicureans** who are willing to pay to get that luxurious touch on their traveling experiences. They travel several times a year, especially to larger cities and attaches importance on **flights, accommodation and dining** before and during travels.

Most of them live in larger cities, shopping is a major interest and they are between **25-44 years old**, with a predominance in the 25-34 age group. Gender distribution is relatively equal, with slightly more female visitors.

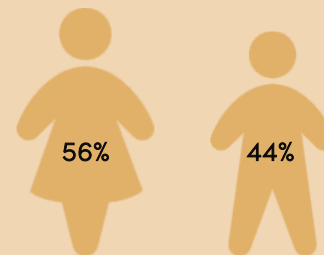
Most of the visits are via mobile phone.

Source: Google Analytics

AGE



GENDER



INTERESTS

*TRAVEL, SHOPPING, FOOD & DRINKS,
HOTELS & ACCOMMODATION, FLIGHTS,
ARTS & ENTERTAINMENT, SPORTS & HEALTH,
FINANCE & INVESTMENT*

Why The Rooftop Guide?

The Rooftop Guide has given us an avenue to reach a wider audience, especially in Europe where Bali is a popular destination. We enjoy working with them as they are committed to sharing honest and fair reviews in their rooftop bar experience.

Sheila Mañalac, PR Manager
Double-Six Luxury Hotel Seminyak

The Rooftop Guide is the only platform in the world focusing solely on rooftops. Through our unique niche, **we reach 100% rooftop lovers.**

By writing about, researching and visiting over 800 rooftops during the last seven years, we have earned a title as **rooftop experts**. We know what our readers and followers want, and in return they look to us for information and recommendations. We are content creators with a big influence in our niche!

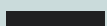
Aiming to be both a guide and inspiration for rooftop lovers, we also work as a marketplace for rooftop bars.

WORKING WITH THE ROOFTOP GUIDE MEANS:

- HIGH FLEXIBILITY - WE ARE ALWAYS OPEN TO FIND CUSTOMISED SOLUTIONS
- WE SHOWCASE WHAT YOU WANT TO PROMOTE
- PROFESSIONAL CONTENT
- LONG TERM VISIBILITY THROUGH OUR GUIDE AND WEBSITE
- IMPACT THROUGH OUR SOCIAL MEDIA
- TOP PLACEMENT ON GOOGLE
- POTENTIAL HUGE ROI (RETURN OF INVESTMENT)
- RECOMMENDATIONS FROM EXPERTS



Brands we have worked with



The Rooftop Guide has given us many exposure opportunities to sharing the latest news to customers.

Alleen Wu
Director of Marketing
Communications
The Ritz-Carlton Shanghai



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About us

The Rooftop Guide is run by childhood friends Hans Ebenman and Rikard Fredricson.

Originally from a small town in Sweden, we are now based in Stockholm. We share a passion for traveling, exploring new cities, hotels and rooftops as well as for creating great content.

The picture is us talking about rooftop bars in Sweden's biggest morning show.

JUST NU

TAKBARER

Nya trenden: Dricka drinkar högt upp

