

A woman with long blonde hair, wearing a black dress and black boots, is walking from left to right on a cobblestone sidewalk. In the background, there is a building with a mix of white, green, and orange brickwork. A central wooden door is flanked by windows. To the left, a bicycle is parked with a large basket of flowers. To the right, two more bicycles are parked. The scene is brightly lit, suggesting a sunny day.

FUTURE
POSITIVE

Media Pack 2020



Future Positive is an online platform publishing **City Guides** with a focus on local businesses and slow tourism, as well as showcasing **inspiring Stories** behind creative entrepreneurs across the world.

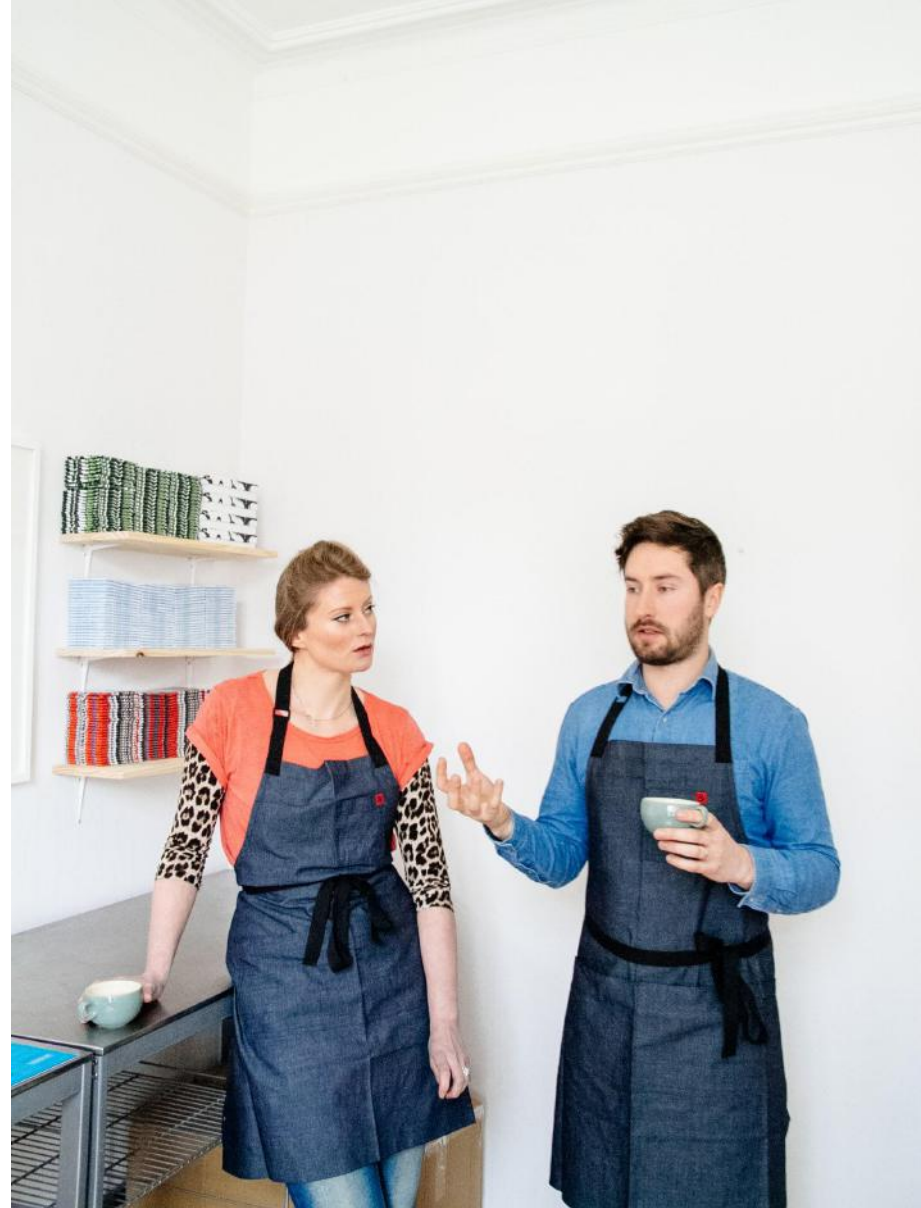
Future Positive was founded in 2013 in Edinburgh, UK and since 2017 is based in Madrid, Spain. In the past 6 years, we have documented over **70 creative projects** and have published **16 guides** to different destinations.

thefuturepositive.com
hello@thefuturepositive.com



Audience

- Female (67%) and male (33%) urbanites interested in topics like design, art, travel, sustainability and entrepreneurship
- Age: 25-34 (55%) and 35-44 (26%)
- Top locations: UK, Argentina, USA, Spain, Brazil, Spain, Belgium and France





Reach

- Unique monthly visitors: 12K
- Monthly page views: 30K
- Monthly social reach: 50K



9.2K



47.8K



7.2K



2K

Partnership: City Guides

Our City Guides present an elaborate curation of local creatives, business and places worth visiting in each of the cities we document. We personally travel to each of these destinations to create all the visual and written content included in the guides.

Selected partners: Visit Flanders, Visit Holland, Visit Finland & Gothenburg Tourism Office

thefuturepositive.com/city-guides

Guaranteed publications & KPIs:

- Guide publication on the website
- 12 social media updates
- 1 newsletter

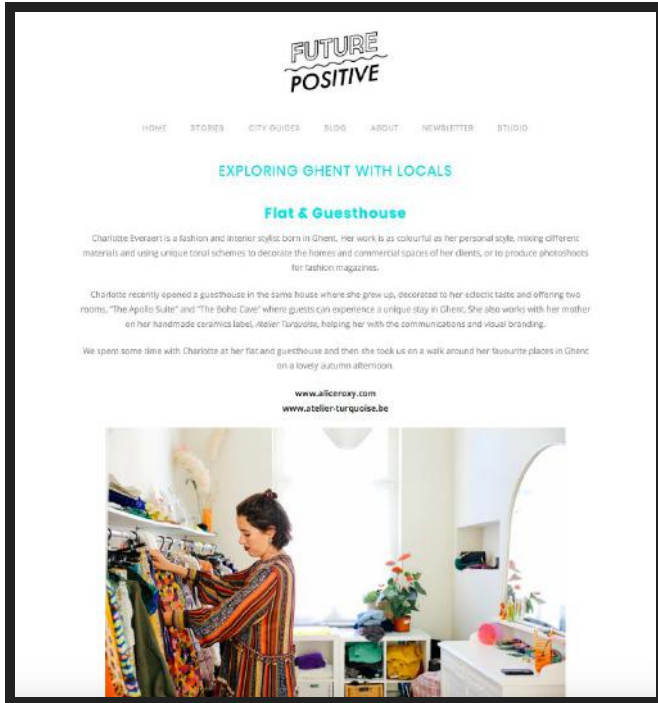
- 50K social reach (1st month)
- 7K article views (1st month)

Fee: travel costs (accommodation & transportation)



Example: Ghent City Guide

Created in partnership with Visit Flanders. Click on each image for details.



Partnership: Branded Content

We work closely with our clients to create original branded content that shares their brand's value and resonates with our audience's tastes and interests.

Selected clients: MINI, Radisson Red Hotels, Jura Whisky, CitizenM Hotels...

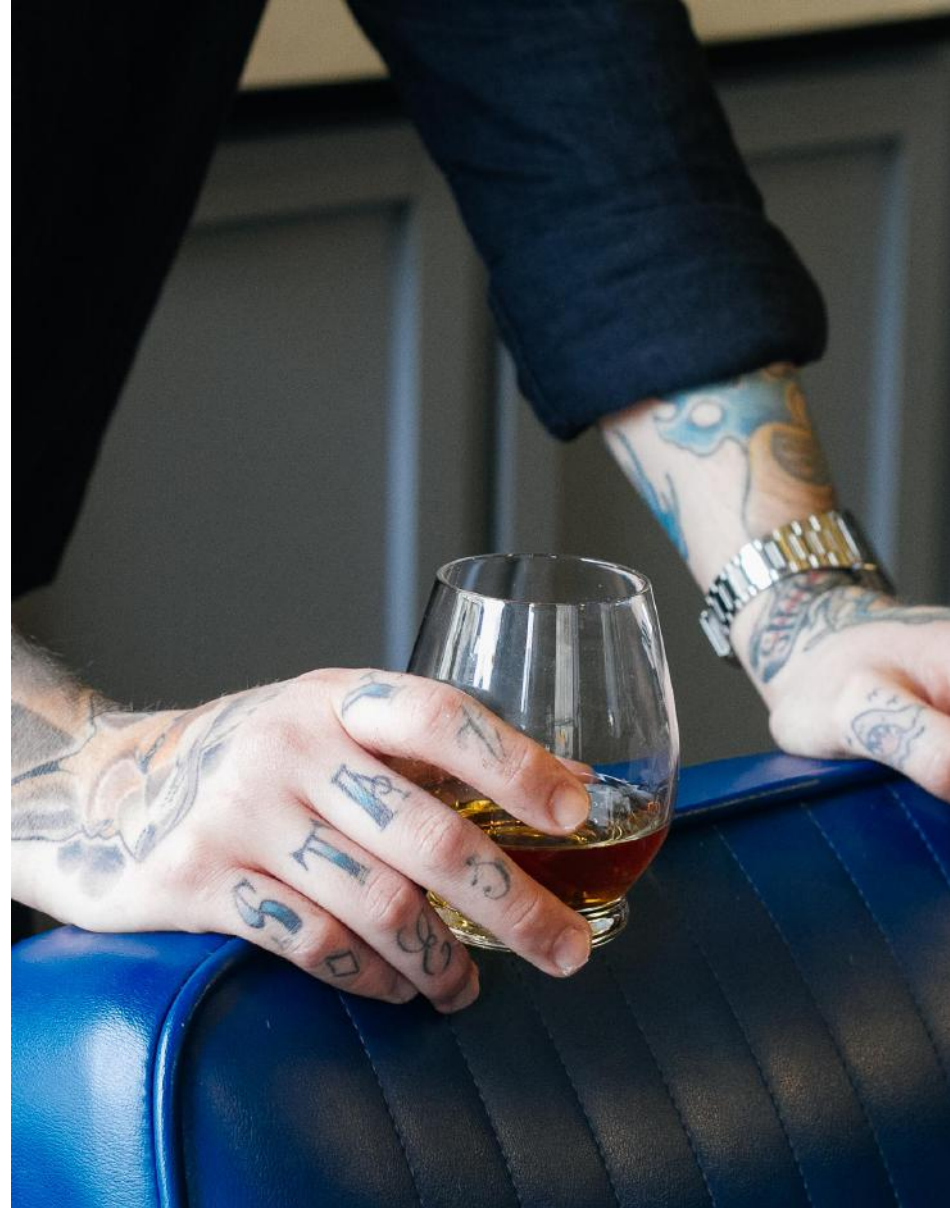
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Guaranteed publications & KPIs:

- Article publication
- 4 social media updates

- 10K social reach (1st month)
- 2K article views (1st month)

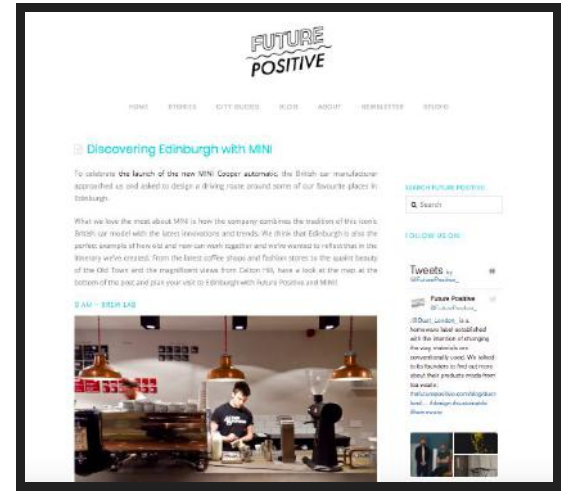
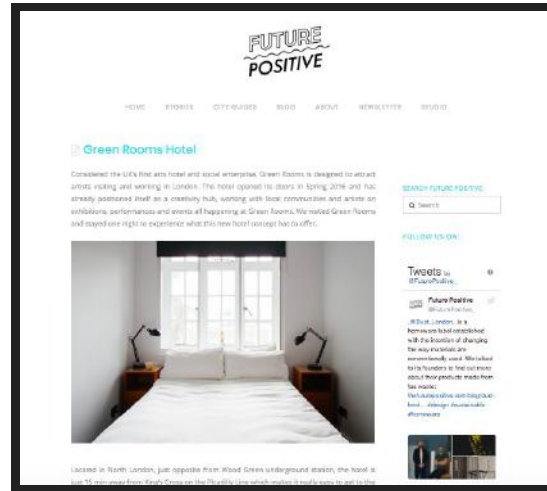
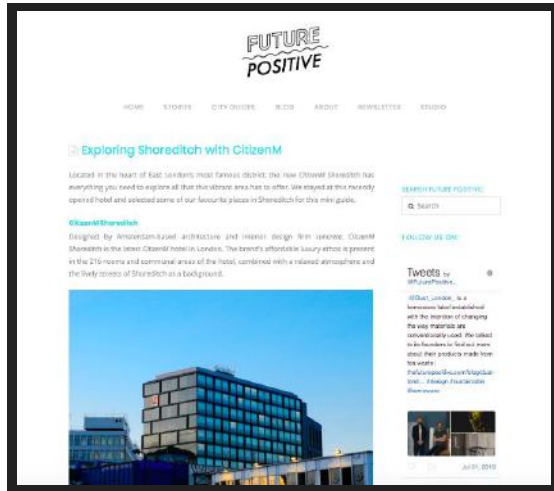
Fee: €200 / product



Examples: Branded content

Branded content created for CitizenM Hotels, Green Rooms Hotel & MINI.

Click on each image for details.



Work with us!

Want to work with us? We'd love to connect your brand with our audience. Please get in touch with any question you might have:

thefuturepositive.com

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