



## MEDIA KIT



# WHO ARE WE

PORTUGAL BEACH LIFE  
PROMOTES LUXURY BEACH  
HOLIDAYS IN PORTUGAL

Portugal Beach Life its a brand dedicated to promote the luxury "beach lifestyle" in Portugal, encouraging tourists to travel to Portugal and enjoy the amazing weather and beaches, locations, hotels and resorts, restaurants, activities, events, and all it has to offer.



Since its beginning, Portugal Beach Life attracted more than **58k followers and 699k monthly viewings on the Instagram** account and continues to grow rapidly.



# INSTAGRAM

www.instagram.com/portugalbeachlife

## Last 30 Days

Followers:

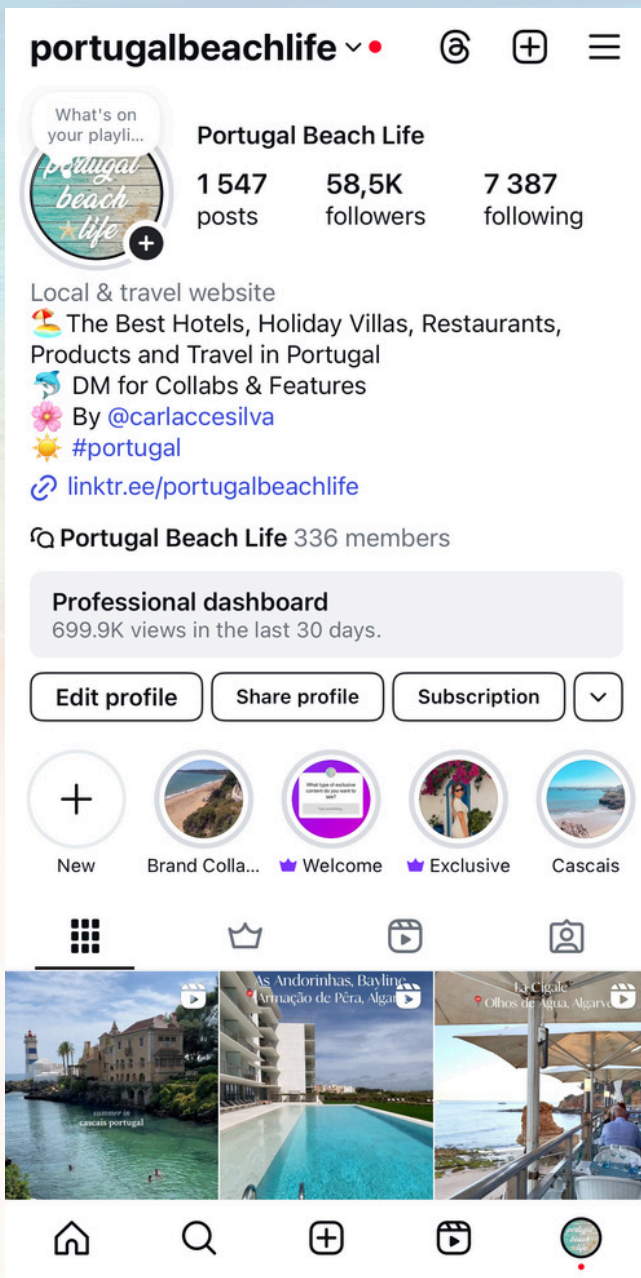
**58.5k**

Accounts Reached:

**256k**

Monthly Viewings:

**699k**



portugalbeachlife

What's on your playli... Portugal Beach Life

1 547 posts 58,5K followers 7 387 following

Local & travel website  
The Best Hotels, Holiday Villas, Restaurants, Products and Travel in Portugal  
DM for Collabs & Features  
By @carlaccsilva  
#portugal  
linktr.ee/portugalbeachlife

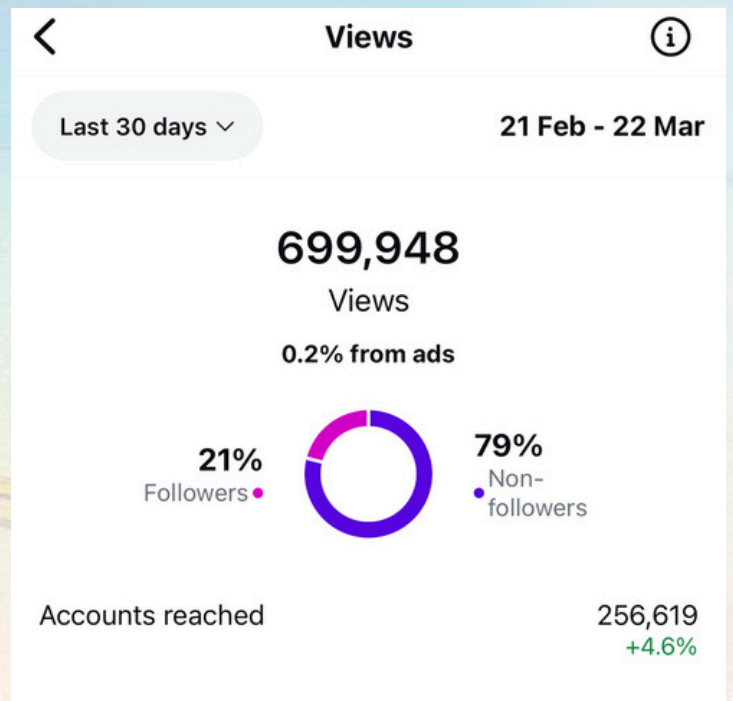
Portugal Beach Life 336 members

Professional dashboard  
699.9K views in the last 30 days.

Edit profile Share profile Subscription

New Brand Colla... Welcome Exclusive Cascais

As Andorinhas, Bayling, Armação de Pêra, Algarve  
La Cigale, Olhos de Água, Algarve



Views

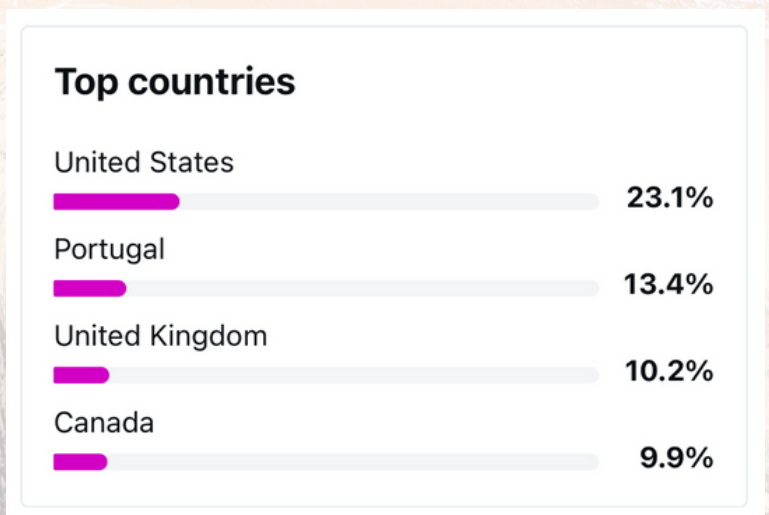
Last 30 days 21 Feb - 22 Mar

699,948 Views

0.2% from ads

21% Followers 79% Non-followers

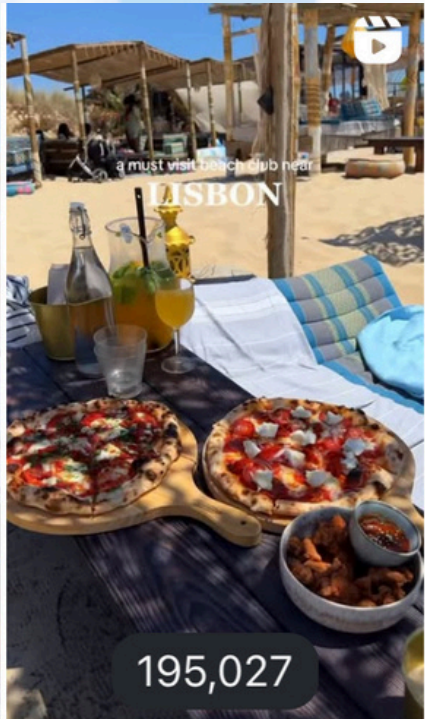
Accounts reached 256,619 +4.6%



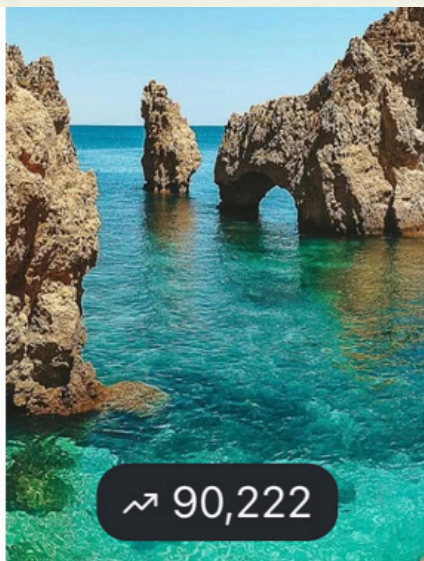
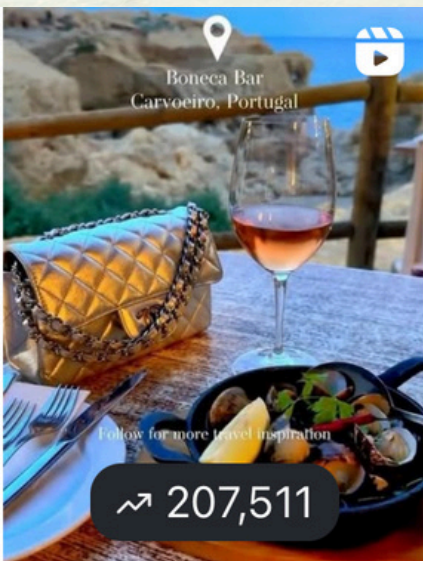
Top countries

United States	23.1%
Portugal	13.4%
United Kingdom	10.2%
Canada	9.9%

# REELS STATS:



# POSTS STATS:



# WEBSITE

portugalbeachlife.com

Monthly Visits: **7,766**

Sessions: **24,051**

New users: **6,752**



Sinta a liberdade do  
*Octant Vila Monte*

[SAIBA MAIS]

OCTANT  
Hotels Vila Monte

## Octant Vila Monte

A Sua ilha particular de conforto.  
Liberte-se da rotina.

OCTANT  
Hotels Vila Monte

Abrir

HOME

ABOUT

FREE GUIDE

HOTELS

LUXURY RENTALS ▾

BEACHES ▾

BEACH RESTAURANTS ▾

BEACH ACTIVITIES ▾

HOTEL REVIEWS

ITINERARIES ▾

SHOP ▾

BLOG

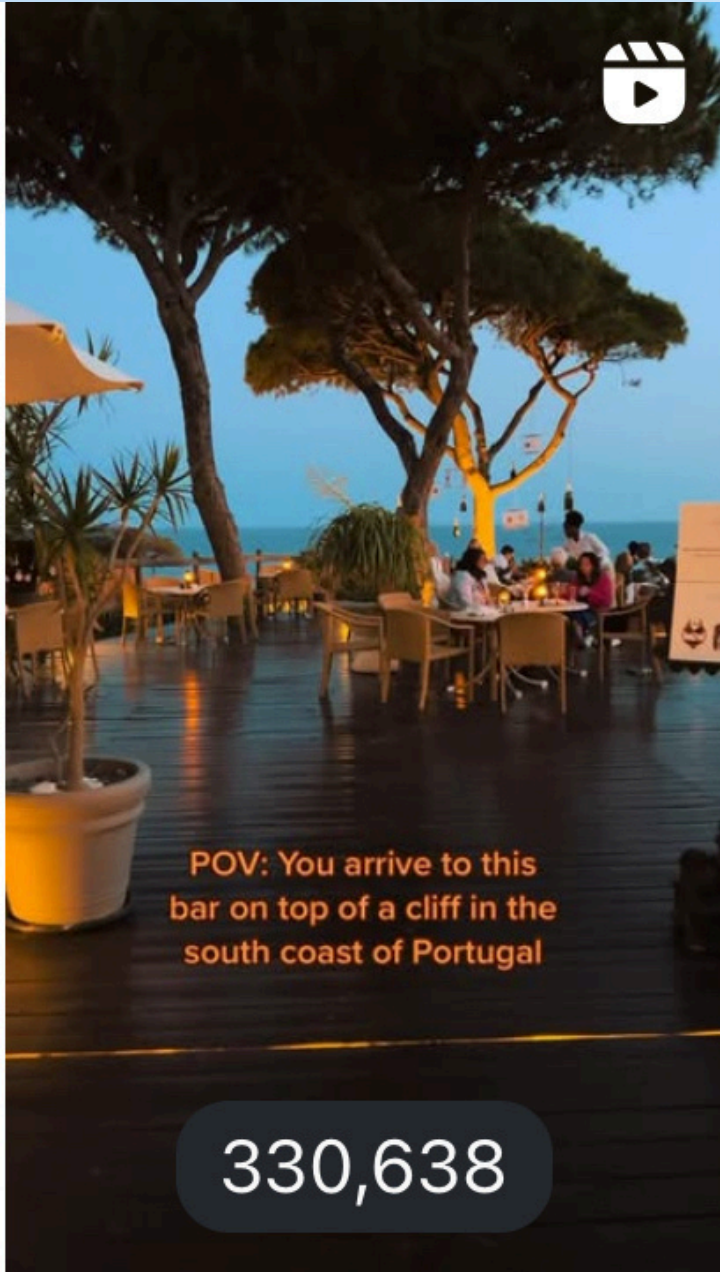
ADVERTISE ON INSTAGRAM

CONTACT



# CASE STUDIES:

**PINE CLIFFS LUXURY RESORT REEL:  
330K VIEWINGS IN ONLY A FEW DAYS::**

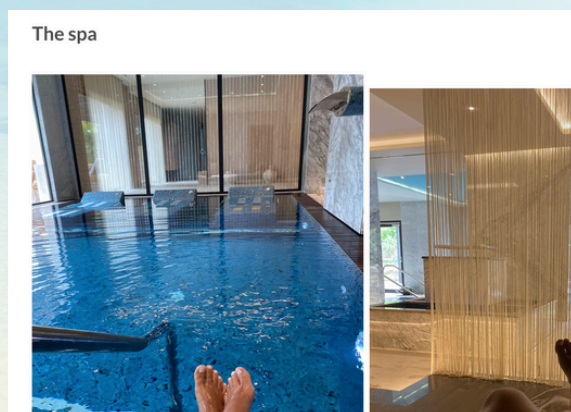
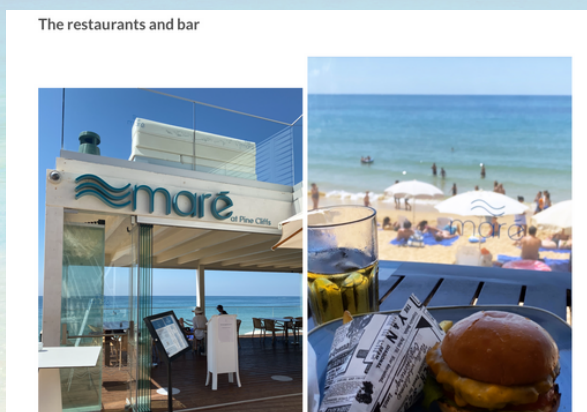
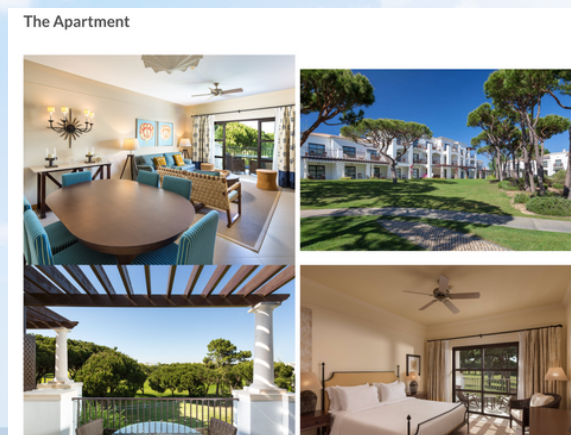
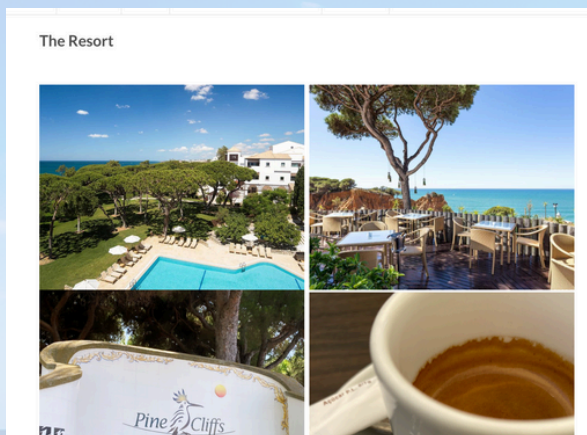


# HOTEL STAY & REVIEW: PINE CLIFFS: A LUXURY COLLECTION RESORT ALBUFEIRA

REELS ON INSTAGRAM + ARTICLE REVIEW ON WEBSITE

<https://portugalbeachlife.com/pine-cliffs-a-luxury-collection-resort-albufeira-hotel-review/>

<https://www.pinecliffs.com/pt/blog/o-blog-portugal-beach-life-recomenda-pine-cliffs/>





**WHO WE COLLABORATE WITH:**

**Hotels & Resorts**

**Restaurants**

**Tour Companies & Travel Agencies**

**Tourism Boards**

**Activities, Events & Adventure Companies**

**Products and Services Brands**



# UCG COLLABORATION

## For Hotels/Resorts and Holiday Villas:

A Stay & Review should include at least a 2 night stay for 2 people at your hotel/resort (breakfast included) with access to your facilities, services and offers.

### During the stay:

- 3 Stories daily will be posted during our stay on the Instagram Portugal Beach Life account, with hashtags, location, and mention/tag your brand.

### After the stay:

- In a maximum of 1 week after the stay, a permanent Reel will be created and published in our Instagram channel with tag, mention and location of your brand.

**Please contact:** [info@portugalbeachlife](mailto:info@portugalbeachlife) if you wish to do a Review with us.

# UCG COLLABORATION

## For Restaurants and Activities:

You invite us for a meal at your restaurant or an activity and we promote on our Instagram channel.

### **During the meal/activity:**

- 1 Story will be posted on the Instagram Portugal Beach Life account, with hashtags, location, and mention/tag your brand.

### **After the meal/activity:**

- In a maximum of 1 week after the stay, a permanent Reel will be created and published in our Instagram channel with tag, mention and location of your brand.

**Please contact:** [info@portugalbeachlife](mailto:info@portugalbeachlife) if you wish to do a Review with us.

# INSTAGRAM ADVERTISING

You send us your content and we post on our Instagram channel.

## PERMANENT POSTS/REELS

This can be a video, a single image or a carousel of images.

**POST/REEL:** 1 Permanent post on our feed with caption, mention and hashtags: 75€

**4 POSTS\* PER MONTH:** 270€ (10% discount)

\* Includes: Hashtags, Mention, Link (on caption) and Location.

## STORIES

**1 STORY\*:** 24h Story with hashtag, location, mention and link: 45€

**4 STORIES\* PER MONTH (1 PER WEEK):** 162€ (10% discount)

\* Includes: Image, Hashtag, Mention, Link and Location.

**You provide us all the visuals, videos and captions to be posted.**

**Please contact:** [info@portugalbeachlife](mailto:info@portugalbeachlife) if you wish to advertise on our Instagram account.