MEDIA KIT 2026 – 2027

The Global Expat Hub

Find your place in the world.

The only free, independent platform helping people research a move abroad — 52 countries, honest livability scores, real cost breakdowns, visa routes and a free country-matching quiz.

theglobalexpathub.com · media@theglobalexpathub.com · theglobalexpathub.com/advertise

BY THE NUMBERS

27,000+ Weekly page views	**100,000+** Monthly page views	**52** Countries covered	**Top 3** Quiz country matches

65% read on mobile	**Decision stage** actively planning a move	**100% Free** no paywall · no sign-up	**Launched** September 2026

Press release distributed via EIN Presswire, October 2026 — syndicated to AP News, Google News and 100+ outlets. Full distribution report available on request.

OUR AUDIENCE

Decision-stage adults actively planning an international move.

Our readers are not casual browsers. They arrive comparing visa routes, pricing healthcare abroad, calculating rental costs and downloading relocation checklists. While our core audience is primarily English-speaking adults, led by the US (with strong readership in the UK, Canada and Australia), our 52-country coverage — including the United States and China — also attracts international readers researching English-speaking destinations. All are weeks or months from one of the biggest financial decisions of their lives.

Primary audience	English-speaking adults aged 25-65 researching international relocation
Stage	Active planning — comparing countries, pricing moves, researching visa routes
Key interests	Cost of living, healthcare abroad, digital nomad visas, retirement overseas, real estate, schools
Top country pages	Portugal, Spain, Italy, Mexico, Canada, Costa Rica, Thailand, UAE, Japan, UK
Device split	Mobile-first — approximately 65% mobile, 35% desktop
Why they convert	Readers download free PDF guides, complete the 21-question country quiz and click directly to country service pages.

ADVERTISING PLACEMENTS

Every placement is clearly labelled. Editorial scores are never influenced by advertising.

PLACEMENT & POSITION	RATE	WHAT YOU GET
Homepage display Above country grid, full-width	**$5,000/yr**	Most visible placement on the site. Seen by every visitor before they browse countries. Striking visual, your copy and a direct link. 3 positions available. Ideal for relocation, insurance, banking and money-transfer brands. (View example)
Homepage quiz banner Between featured story and country grid	**$3,000/yr**	Branded callout driving visitors to take the country-match quiz. Your logo and message alongside our "Find your country" CTA. Ideal for awareness plays across the full audience. 3 positions available.
Country page — mid Between plan cards and cost data, 52 countries	**$2,750/yr**	Contextual placement where readers are actively pricing a move. Target one country, a region, or all 52. Includes visual, headline, sub-copy and CTA. 3 positions per country. Perfect for movers, schools, property agents and health insurers. (View example)
Country page — bottom Footer ad, 52 countries	**$2,000/yr**	Efficient entry-level placement at the foot of each country page. Popular ladder step — many advertisers upgrade after month one. Region and country targeting available. 3 positions per country. (View example)
QUIZ PLACEMENTS — highest-intent audience on the site		
Quiz results sponsor Branded card after 21-question quiz	**$3,000/yr**	Appears when a user sees their top 3 country matches — the highest-intent moment on the site. Your headline, two lines of copy and a CTA button. Currently live: SafetyWing health insurance. Clearly labelled Sponsored.
Quiz banner On the quiz question pages	**$2,000/yr**	Your brand visible throughout the 21-question experience. Logo and tagline in the quiz sidebar or footer. Reaches users who have self-selected as active planners.
FEATURED PARTNERS & SPONSORS		
Featured Partner Dedicated service page per country	**$5,000/yr per country**	Exclusive category placement on a service page of your choice — healthcare, banking, eSIM, schools, moving, visa, legal, insurance, wellness and more. Full-width visual, copy, CTA and direct link. One partner per category per country. Linked from the country navigation. (View example)
Featured Sponsor Site-wide sponsor mention	**$3,000/yr**	Brand name and one-line mention in the site-wide sponsor area across all 52 countries. Ideal for brand awareness targeting the full expat-researcher audience. (View example)
PDF relocation guide ad Page 2 of all 52 country guides	**$2,000/yr**	Our free downloadable PDF guides are read carefully, saved and shared. A full-width ad on page 2 of every country guide puts your brand in front of readers at their most focused. 52 guides, updated annually. Our founding sponsorship is currently in place — we are now booking the next term, offered first by renewal. (View example)

Guide back-page sponsor Back page of all 52 country guides — NEW	**$1,500/yr**	A second exclusive sponsor position in the guides: your own full page at the back of every country guide — the last page readers see, and the one they keep — plus a sponsor line on the “Before you go” page just before it. Launches with the November 2026 guide edition, alongside the page-2 refresh. One sponsor only, across all 52 guides.
Expat job board		Searching for and posting expat jobs is always free, for job seekers and employers alike.

Founding Partner rates available now. We are in our launch phase and offering preferred rates to our first advertisers. Inventory is limited and fills by country. Contact us today to lock in your rate.
Contact us: info@theglobalexpathub.com

THE EXPAT BRIEF — NEWSLETTER SPONSORSHIP		
Newsletter Founding Sponsor The Expat Brief — top of every send, 12 months	**$3,000/yr**	Your logo and two lines at the top of every edition of The Expat Brief, our newsletter for people planning a move abroad, for a full 12 months. The list is built from quiz completions, guide downloads and site signups — decision-stage readers, not cold subscribers. One sponsor only. Founding sponsors lock this rate for their first renewal.
STATE OF EXPAT LIVING 2027 — ANNUAL REPORT SPONSORSHIP		
Presenting Sponsor State of Expat Living report, 2027 Edition — publishes January 2027	**$5,000**	Our first annual report: original findings from our anonymous reader survey and country-match quiz data across all 52 countries. “Presented by” credit and logo on the report cover, a full sponsor page inside the report, sponsor mention in the launch coverage on our site, social channels and the launch edition of The Expat Brief, early access to headline findings, and a post-launch results briefing. One exclusive sponsor. Sponsors confirmed by November 13, 2026 appear in the launch edition. The survey and quiz stay free, anonymous and ungated — sponsorship never touches either.
Supporting Sponsor State of Expat Living report, 2027 Edition	**$3,000**	Your logo and a sponsor listing inside the report, plus a mention in the launch edition of The Expat Brief. Maximum two supporting sponsors. Sponsors confirmed by November 13, 2026 appear in the launch edition.
HOTELS DIRECTORY — 12-month listings on our country hotel pages		
Standard Listing Hotels Directory, country hotels page	**$250/yr**	Your property in the Hotels Directory on the country hotels page: a photo, your property name, its location and a link to your own booking page. Listed for 12 months. (View example)
Enhanced Listing Description on card + Book direct button	**$750/yr**	Everything in a Standard Listing, plus your own one-to-two-line description on the card and a “Book direct” button that sends readers straight to your booking page. Listed for 12 months. (View example)
Tier Spotlight Top of tier + Partner tag	**$1,000/yr**	Everything in an Enhanced Listing, plus the top position in your tier on the country hotels page and the “Partner” tag on your card — the first listing readers see in that tier. Listed for 12 months. Paid listings are capped at three per tier per country. A Long-stay tag upgrade is available on request. (View example)
REAL ESTATE DIRECTORY — on our country real estate sections		
Featured Agency Top of the country real estate section · Featured Agency (Partner) tag	**$2,500/yr**	The lead spot on one country's real estate section — one agency per country, exclusive. Your agency name and logo, a description of who you help, the areas you serve, a “Contact agent” button straight to your site, and the Featured Agency (Partner) tag. Our country pages are read by people actively researching a move to that country — a global audience comparing real costs, visas and neighbourhoods. Listed for 12 months.
Agency Listing Real Estate Directory, country real estate section	**$100/yr**	Your agency listed in the country's Real Estate Directory with your name, your location, a short line on what you do and a link to your website. Listed for 12 months. Directory space is capped at 20 agencies per country.

Property Listing Real Estate Directory — an actual home, for rent or for sale	**$100 / 90 days**	List an actual home — for rent or for sale — in the country's Real Estate Directory, with a photo, the price and a link to the full listing. Listed for 90 days. Directory space is capped at 20 properties per country.
REVIEWED & FEATURED — hospitality and experiences		
Hotels, boutique hotels, Airbnb stays & tourism retreats	**$6,000 + travel**	A hosted stay of two to four nights for our team. Professional photography and drone footage of the property and setting, an honest written and filmed review, a 12-month first-position feature on the country accommodation pages, plus features on our YouTube channel, our blogs and our social channels (Facebook, Instagram, TikTok). All photography and drone footage is licensed for use in your own advertising. Total package capped at $10,000 including team travel. (View example)
Restaurants, spas, tours & experiences	**$3,600 + travel**	The same production and placement for a restaurant, spa, tour, activity or experience. Two-day minimum on location. Total package capped at $10,000 including team travel and accommodation. Review is always independent — the fee covers production and placement, never the verdict.

PODCAST — THE GLOBAL EXPAT HUB PODCAST · FIND YOUR PLACE IN THE WORLD		
Podcast Presenting Sponsor Weekly podcast, new episode every Friday — founding rate	**$2,500/yr**	The presenting sponsor of The Global Expat Hub Podcast — Find Your Place in the World, our weekly show for people planning a move abroad, hosted by Angela DeVere with Blake and Hannah. Episode 1 launched on Spotify on October 23, 2026, and a new episode lands every Friday. Your brand is read by name in the episode welcome of every episode for 12 months, with a link in the show notes and a mention in the site-wide sponsor area. The show is new and launching — founding sponsors lock this rate for their first renewal.
Podcast Episode Sponsor One episode of your choice	**$250/episode**	Sponsor a single episode of the podcast: a host-read mid-roll in that episode plus a link in the episode's show notes. A low-cost way to reach listeners in the middle of planning a move — pick the episode whose countries or topic fit your brand.
YOUTUBE — THE GLOBAL EXPAT HUB CHANNEL		
YouTube Country Video Sponsor One video in our 52-country video series	**$500/video**	Sponsor one country video on The Global Expat Hub YouTube channel (2,329 subscribers): an opening sponsor card on the video, a link in the video description and a pinned comment. Our 52-country series walks viewers through costs, visas, healthcare and daily life in each destination, alongside daily Shorts. Pick the country whose audience you want.
YouTube Channel Sponsor Across the channel, 12 months — founding rate	**$3,000/yr**	A year of presence across The Global Expat Hub YouTube channel: your brand carried as channel sponsor through the 52-country video series and daily Shorts, with links in video descriptions. The channel sits alongside a site drawing 27,000+ page views per week (100,000+ per month), and the video audience is growing with it. Founding sponsors lock this rate for their first renewal.
PASSIVE INCOME GUIDE — SPONSORSHIP		

Presenting Sponsor The Passive Income Guide — one exclusive sponsor	**$5,000/yr**	Presenting sponsor of our free Passive Income Guide: your logo on the PDF cover, a full sponsor page inside the guide, a mention in the guide's YouTube video description and a pinned comment on the video. The guide is one of our most-shared downloads with readers planning how to fund a life abroad. One sponsor only, for 12 months.
LOCAL BUSINESS LISTINGS — DIRECTORY LISTINGS ON OUR COUNTRY SERVICE PAGES		
Local Business Listing Country service pages — 22 service topics across 52 countries	**$100/yr**	Your business listed in the directory on a country service page — relocation, legal, real estate, wellness, dining and more, across all 52 countries (1,144 service pages in total): your logo or one photo, a short blurb and a link to your website, live for 12 months. A maximum of 12 listings run on any one page, so your business is never buried in a long list. Every listing is reviewed and approved by us before it goes live. The affordable front door to a decision-stage audience.
HUBMATES MEETUPS — PRESENTING SPONSOR		
Presenting Sponsor HubMates meetups — all 52 countries, 12 months, exclusive	**$7,500 founding**	Presenting sponsor of HubMates, our free meetup-matching service that connects members moving to — or already living in — the same destination, across all 52 countries. Your brand fronts the Meetups page and the service for a full 12 months, exclusive — standard rate $15,000/yr, founding rate $7,500 for the first sponsor. Payment in full on signing.
ASTROCARTOGRAPHY — SPONSOR THE COUNTRY ASTROCARTOGRAPHY PAGES		
Featured Partner All 52 country astrocartography pages	**$5,000/yr**	Exclusive sponsor of the astrocartography pages across all 52 countries — the pages readers use to explore where in the world suits them best. Full-width visual, your copy, a CTA and a direct link on every astrocartography page. One partner only.
Featured Sponsor Astrocartography pages, all 52 countries	**$3,000/yr**	Your brand name and a one-line mention carried across all 52 astrocartography pages — steady, site-wide presence with the readers who plan by place and by stars.
Regional Partner One region's astrocartography pages	**$1,500/yr**	Sponsor the astrocartography pages for one region — Europe, Asia, Latin America, Oceania or North America. A focused entry point at a regional scale. Astro*Carto*Graphy is a trademark of its respective owner; sponsorship carries no certification or endorsement.

Founding Sponsor Offer: Lock in 2026 rates through Q1 2027. First advertisers receive preferred positioning, a bonus country page in month one, UTM-tagged links and quarterly performance reports. Bundle homepage + quiz results for $7,500/yr (save $500). Country page ladder: start at $2,000 and upgrade after seeing month-one results.

WHY ADVERTISE WITH US

"Your ideal client is researching where to move right now. That is our reader."

Decision-stage audience	Readers actively comparing countries, pricing moves and choosing services — not browsing casually.
No editorial agenda	No financial stake in any destination, visa agent or service. Readers trust us and our clearly labelled partners.

Contextual targeting	Place on specific countries, regions or site-wide. Target a VPN to UAE pages, a health insurer to Spain and Portugal, a mover to all 52.
High engagement	Readers download guides, complete the quiz and return. Not drive-by traffic.
Quiz results intent	A user who just answered 21 questions about their lifestyle and priorities is a decision-stage reader actively planning a move abroad.
Transparent performance	UTM-tagged links on every placement. Quarterly performance report with impressions, clicks and referred traffic.
Independent editorial	All ads clearly labelled. Ratings and scores never influenced by advertising. That protects your brand and ours.
Multiple entry points	From free job listings to $5,000 Featured Partner pages — multiple price points to start and scale.

CREATOR COLLABORATIONS

A free feature story for creators — a collaboration, not an ad buy.

Not every partnership is an ad buy. If you create content about living abroad, we would like to feature you — and put your channel in front of an audience that is actively planning the move you make content about.

The swap	We write a free feature story about you and your channel in our “30 Expat Stories” series — published in the Stories section of theglobalexpathub.com and on our blog, permanently, with direct links to your channel and socials.
What you get	Exposure to 27,000+ page views per week (100,000+ per month) from people actively planning moves abroad. Your story is shared in The Expat Brief newsletter and across our social channels when it publishes, and it stays live and searchable — a permanent feature that keeps being discovered.
What we ask	A shout-out mentioning The Global Expat Hub as the story's sponsor on your channel or socials — a community post, a mention in a video, whatever format suits you. The format is your choice.
The terms	No cash changes hands in either direction. It is a collaboration, not an ad buy. Joint videos and social collaborations are also possible — tell us what you have in mind.
How to start	Reply to our outreach email, or write to info@theglobalexpathub.com, and we will send a few short questions so the story sounds like you.

Get in touch

Angela handles all partnership conversations personally. We reply within one business day.

Angela DeVere — Founder & CEO
media@theglobalexpathub.com
theglobalexpathub.com/advertise

Download media kit:
theglobalexpathub.com/guides/mediakit.pdf

FOUNDING BUNDLE

Homepage + Quiz Results

$7,500 / year

Save $500 vs. separate · Lock rate through Q1 2027 · Bonus country page in month one

Country ladder entry from $2,000/yr