

# MEDIA KIT

2020

zenhotels

# Zenhotels.com

Hotel booking website for individual travelers who are looking to find the best rates anywhere in the world

**2 500 000**

Unique searches per month

**1 000+**

Bookings per day

**220+**

Countries and territories  
worldwide

**1 300 000+**

Hotels & Apartments

**30 000+**

Direct contracts

**zenhotels**

# Geography

**60%**

**Users from Europe**



**16%**

United States

**11%**

United Kingdom

**11%**

Germany

**62%**

Other

# Traffic



**1 500 000+**

Monthly unique visitors



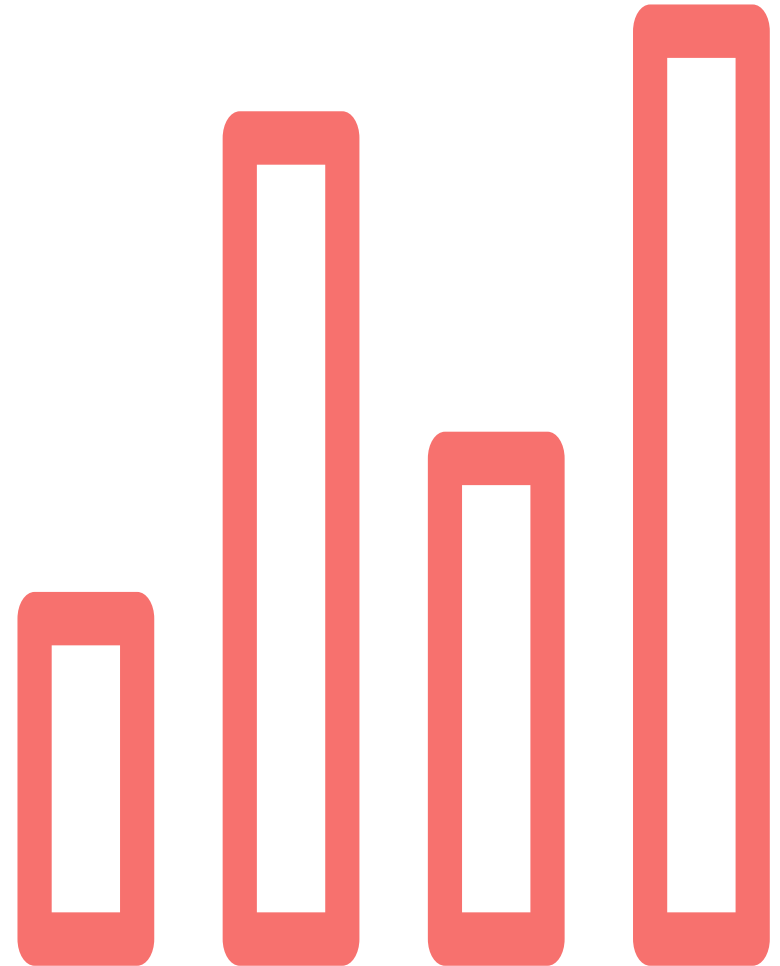
**3 min**

Session time

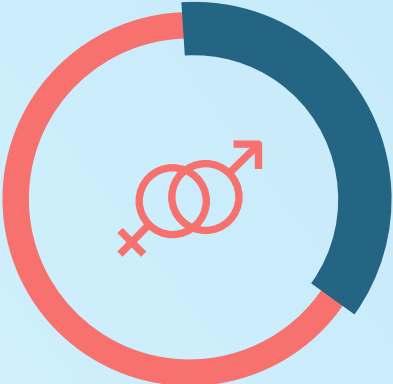


**500 \$**

ATV

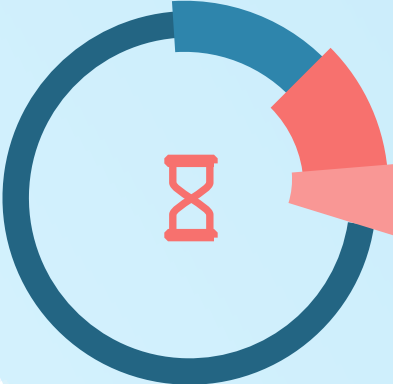


# Audience



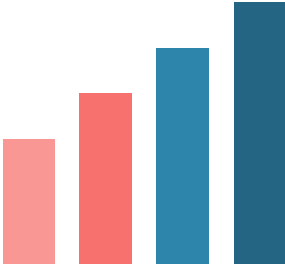
## Gender

Woman	63%
Man	37%



## Age

18-24	9%
25-54	70%
55+	18%
under 18	3%

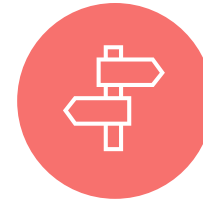


## Income (affinity internet)

Middle	101%
Upper middle	115%
High	128%
Premium	152%

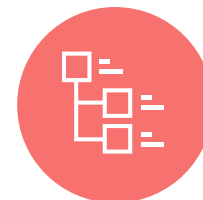
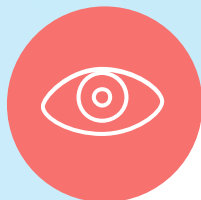
# ADV/ Targetings

User geo



Destination

Frequency



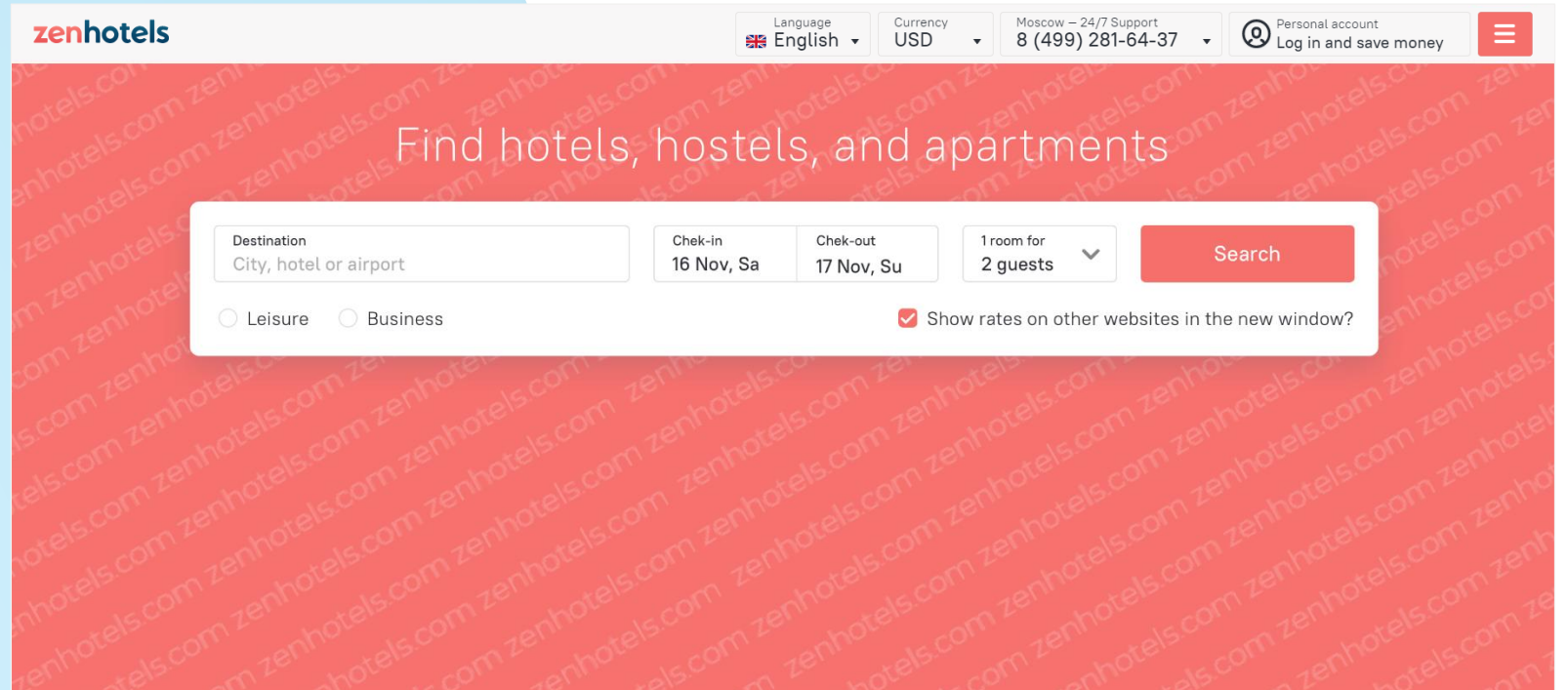
Custom

- Hotels 4\*/5\*
- «With children»
- Other

# ADV/ Banner on the Main Page

**Format:** take over

**CTR:** 1 – 4 %



The screenshot displays the zenhotels website's main page. At the top, the zenhotels logo is on the left, and utility links for language (English), currency (USD), support (8 (499) 281-64-37), and a personal account are on the right. The main banner is red with the text "Find hotels, hostels, and apartments" in white. Below this is a white search form with fields for "Destination" (City, hotel or airport), "Chek-in" (16 Nov, Sa), "Chek-out" (17 Nov, Su), and "1 room for 2 guests". There are radio buttons for "Leisure" and "Business", and a checked checkbox for "Show rates on other websites in the new window?". A red "Search" button is on the right.

zenhotels

# ADV/ Banner on the Top placement

**Format:** 800x240 px  
Native card in the search results

**CTR:** 1 – 5 %

The screenshot displays the zenhotels website interface. At the top right, there are navigation options for Language (English), Currency (USD), and contact information for Moscow (8 (499) 281-64-37). A search bar is located on the right side of the page. The main content area features a search results page for "Hotels in New York" for the dates Dec 1 - Dec 2, 1 room for 2 guests. A prominent banner at the top of the results shows "47% available" and "823 out of 1745 hotels are available for your travel dates. Better hurry, while there are still options left!". Below the banner, there are several hotel cards. The first card is for the Washington Square Hotel, a 4-star hotel with 1813 reviews and a rating of 8.7. It offers a Superior room (double bed) for ₺ 20,162 for a night for 2 guests, including breakfast and free cancellation. The second card is for the Avalon Hotel, a 4-star hotel with 2243 reviews and a rating of 9.9. It offers a Standard room (double bed) for ₺ 14,509 for a night for 2 guests, with no meals and no free cancellation. The third card is for The Roosevelt Hotel, New York City, with a rating of 7.9. On the right side of the page, there is a map of New York City with various hotel locations marked with numbers. The left sidebar contains filters for "My favorites", "Sort by" (popularity), "Hotel name" (with an example "Hilton"), "Price for a night in RUB" (ranging from ₺ 100 to ₺ 100,000), and "Star Rating" (from 1 to 5 stars).



# ADV/ Banner on the Search Result Page

Format: **300x250 px**

CTR: **0,1 - 0,2 %**

The screenshot displays a search results page for hotels in New York City. On the left, a sidebar contains filters for 'My favorites', 'Sort by' (popularity), 'Hotel name' (with an example 'Hilton'), 'Price for a night in RUB' (ranging from ₺ 100 to ₺ 100,000), and 'Star Rating' (from 1 to 5 stars). The main content area shows three hotel listings:

- Washington Square Hotel**: 4 stars, 1813 reviews, 8.7 rating. Superior room (double bed) for ₺ 20,162. Amenities include breakfast, free cancellation, and online payment.
- Avalon Hotel**: 4 stars, 2243 reviews, 9.9 rating. Standard room (double bed) for ₺ 14,509. Amenities include no meals, no free cancellation, and pay at the hotel.
- The Roosevelt Hotel, New York City**: 4 stars, 11605 reviews, 7.9 rating. Address: 45 East 45th Street, New York, 2.8km from the New York center.

On the right side of the page, there is a 300x250 banner with the text 'Different websites offer different prices.' and logos for KAYAK, MARRIOTT BONVOY, trivago, and Booking.com. Below the banner, the text '300x250' is displayed on a red background.

# ADV/ Banner on the Hotel Page

Format:

300x250/728x90 px

CTR: 0,1 - 0,2 %


The screenshot shows the Zenhotels website interface for the Washington Square Hotel. The top navigation bar includes the Zenhotels logo, language selection (English), currency (USD), contact information for Moscow (24/7 Support, 8 (499) 281-64-37), and a personal account link. The main content area displays the hotel's name, address (103 Waverly Pl, New York), and a price starting from 20,162. A gallery of images shows the hotel's exterior and interior rooms. The sidebar on the left includes a map showing the hotel's location and a section for recently viewed hotels. On the right, there is a large advertisement banner for a residential complex in Moscow, titled 'СТОЛИЧНЫЙ ДИНАМИЧНЫЙ ЖИЛОЙ КВАРТАЛ'. Below the banner, there is a section titled 'Different websites offer different prices.' with links to Trivago, Room Guru, Booking.com, and Momondo.

# Email newsletters

**Capacity:** 150 000 emails

**OR** 5-15 %

**CTR** 5-10 %



Jamon, baby! [Read now](#)



To travel to Barcelona unprepared is, let's say, straight away, a poor idea. Just think, how will you go for a walk in Park Güell if nobody lets you in? And there are lots of ways to put a foot in it!

For example, you drink a glass of sangria in a cafe on La Rambla (already a mistake) and then try to figure out where to buy a ticket for the corrida... What do you mean there's no corrida? And no flamenco either?!

To make sure that you fall in love with Barca straight away, first read our article on six things you shouldn't do in the city.

[Let's start](#)

**Something fresh and trendy:**



Grand Canyon listed among top locations to visit in US this year >

Brooklyn to become new departure site for Carnival Sunrise cruises >

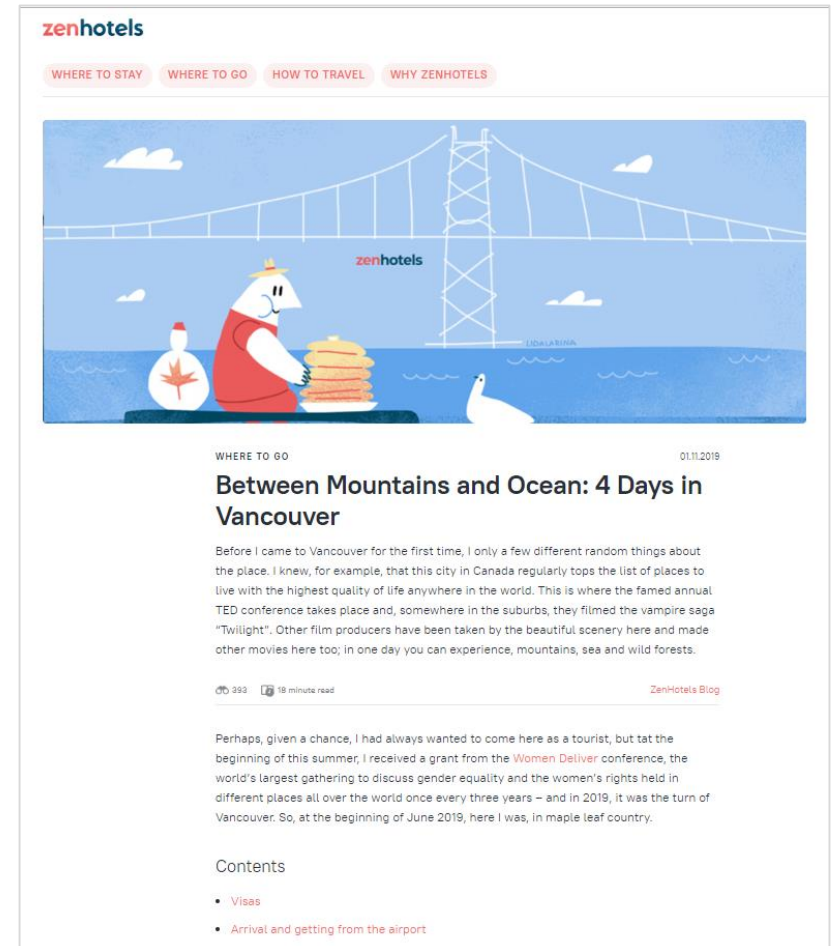
# Blog article

**Format:** exclusive

**Unique audience:** 30 000 visitors

**Session time:** 4 min

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The screenshot shows a ZenHotels blog article. At the top, there is a navigation menu with links for 'WHERE TO STAY', 'WHERE TO GO', 'HOW TO TRAVEL', and 'WHY ZENHOTELS'. Below the menu is a large illustration featuring a suspension bridge, a swan, a stack of pancakes, and a small figure. The article title is 'Between Mountains and Ocean: 4 Days in Vancouver', dated 01.11.2019. The text describes the author's experience in Vancouver, mentioning the city's high quality of life and its role as a filming location for movies like 'Twilight'. The article includes a 'Contents' section with links to 'Visas' and 'Arrival and getting from the airport'.

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WHERE TO STAY WHERE TO GO HOW TO TRAVEL WHY ZENHOTELS

01.11.2019

## Between Mountains and Ocean: 4 Days in Vancouver

Before I came to Vancouver for the first time, I only a few different random things about the place. I knew, for example, that this city in Canada regularly tops the list of places to live with the highest quality of life anywhere in the world. This is where the famed annual TED conference takes place and, somewhere in the suburbs, they filmed the vampire saga "Twilight". Other film producers have been taken by the beautiful scenery here and made other movies here too; in one day you can experience, mountains, sea and wild forests.

093 18 minute read ZenHotels Blog

Perhaps, given a chance, I had always wanted to come here as a tourist, but at the beginning of this summer, I received a grant from the Women Deliver conference, the world's largest gathering to discuss gender equality and the women's rights held in different places all over the world once every three years – and in 2019, it was the turn of Vancouver. So, at the beginning of June 2019, here I was, in maple leaf country.

### Contents

- [Visas](#)
- [Arrival and getting from the airport](#)

# Voucher (booking confirmation page)

**Format:** email/web

**OR** 5-15 %

**CTR** 5-10 %

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The screenshot shows a web interface for ZenHotels. At the top, there is a header with the ZenHotels logo, a 24-hour call center number (+351-26864148), and a user account section with a profile icon and the text 'Conta pessoal Iniciar sessão'. Below the header is a blue navigation bar with 'Programa de Fidelidade ZenHotels' and a 'Ganhar pontos' button. The main content area features the text 'Reserva confirmada: Hub New Lisbon Hostel'. Below this, there is a light gray box with the instruction 'Por favor, imprima esta confirmação de reserva e mostre-a no check-in.' and a red 'Imprimir' button. A large red rectangular area with a diagonal pattern is positioned below the instruction. The bottom section of the page is a white box with the title 'Hub New Lisbon Hostel' and a list of reservation details:

Endereço	Portugal, Lisbon, Rua do Seculo 150, Lisbon
Número de telefone	351-21-3471506
E-mail	[Redacted]
Reserva n°	[Redacted]
Código de confirmação	1382312021
Quarto	Cama em dormitório (banheiro compartilhado) (8 camas)
Check-in	seg, 16 dezembro 2019 de 14:00
Check-out	ter, 31 dezembro 2019 até 11:00
Nome do cliente	Nerlinda Cardoso
Número de telefone	2389951191
E-mail do hóspede	[Redacted]
Preferências do hóspede	



# Contacts

Sviridova Olga  
Advertising Sales Manager

Тел. +7 926 010 81 68  
[olga.sviridova@zenhotels.com](mailto:olga.sviridova@zenhotels.com)

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