



blooloop.

networking the attractions business

The world's leading attractions industry website

About Blooloop

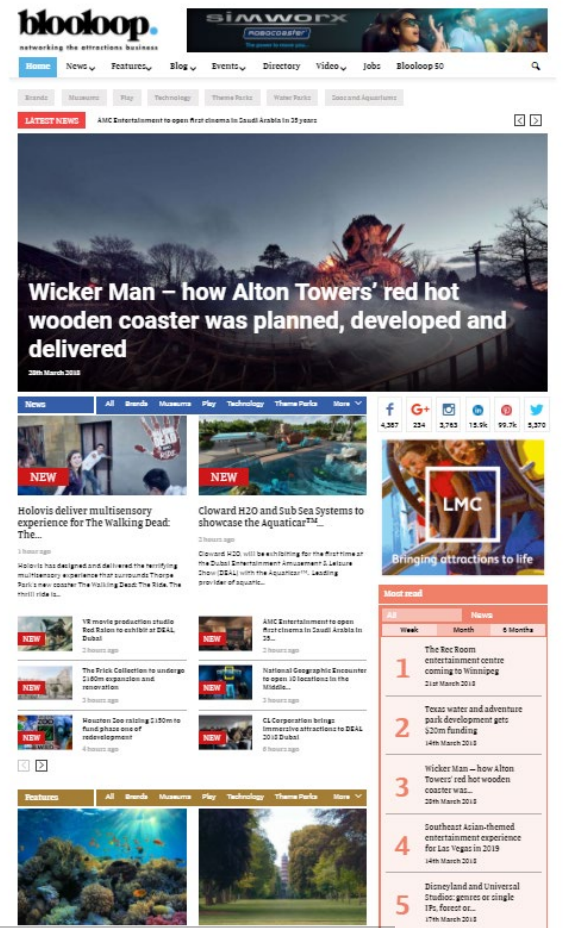
Blooloop is the world's premier online resource for attractions industry professionals.

- Networking the visitor attractions business community for over 15 years.
- Experts in online content and social media.
- The industry's most trusted and reliable source for attractions industry news and information.
- Highlighting the latest trends and news worldwide.
- Excellent writing team to help create content to promote your brand online.

We use our influential presence to boost your online marketing.

"Blooloop's news and wide range of in-depth articles enable me to stay really well informed and right up to date with the latest developments across the industry."

Mark Fisher, Chief Development Officer Merlin Entertainments



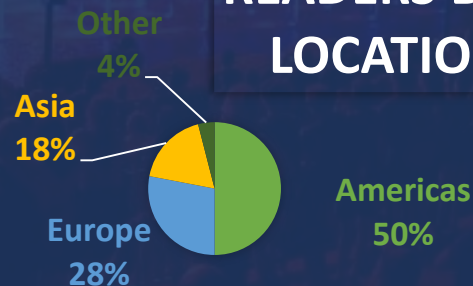
Audience – Attractions industry professionals worldwide

At Bloolooop we are continuously working hard to increase our reach by keeping up to date with the latest SEO techniques and investing in our website. Only online, we are web experts. Our focus is on delivering the best possible results for our readers and our clients.

>250,000 visits per month and rising
110,000 unique visitors a month*



READERS BY LOCATION

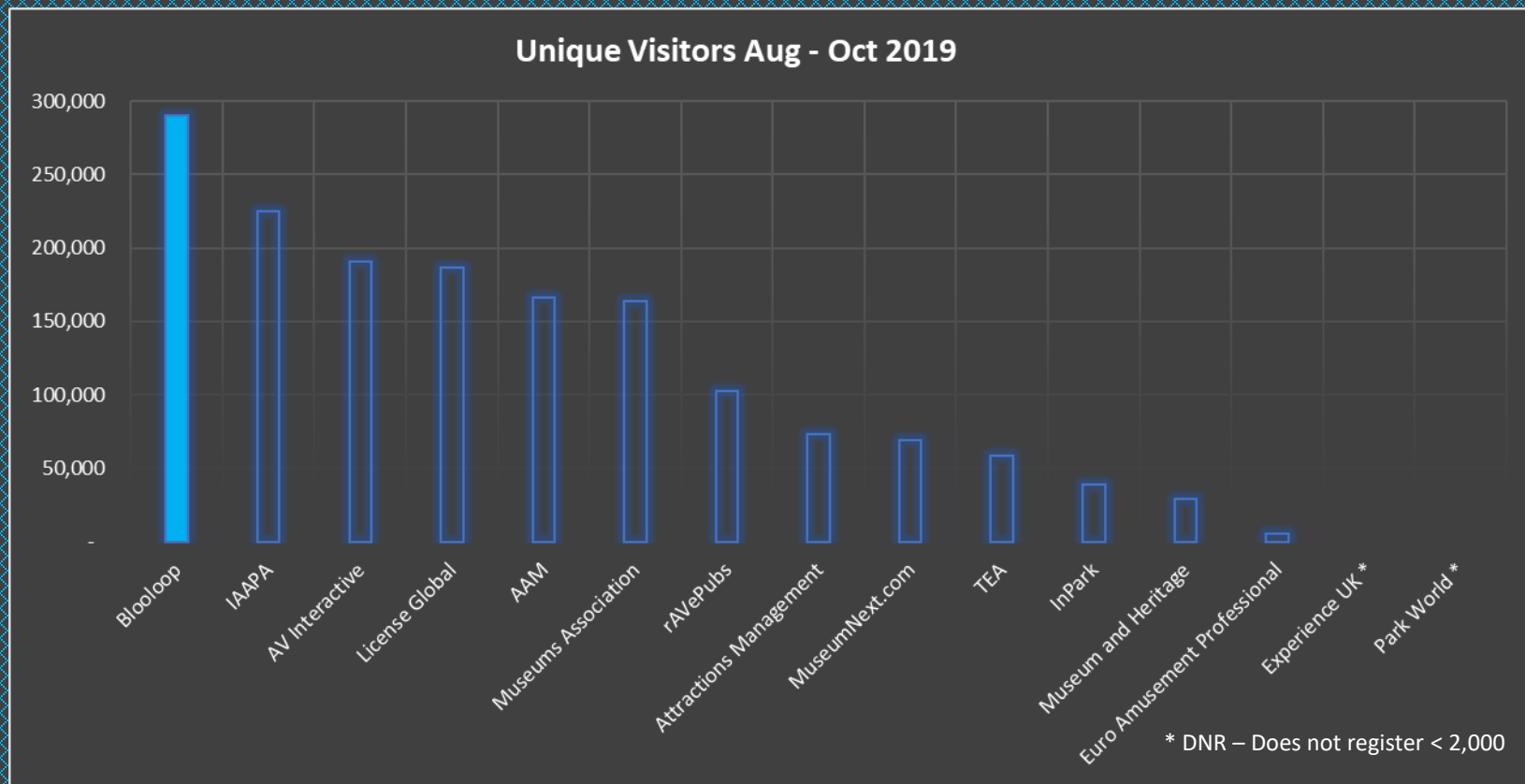


“Bloolooop is Best in Class.”

Luke Riley, Senior VP Village Roadshow Theme Parks

*Google Analytics

The attractions industry's most read B2B website



How Blooloop boosts your online marketing



“Blooloop is the attraction industry's cool, independent, digital, global communicator about what's new, relevant and fun!”

Jim Pattison Jr., President Ripley Entertainment Inc

Directory Company Profile

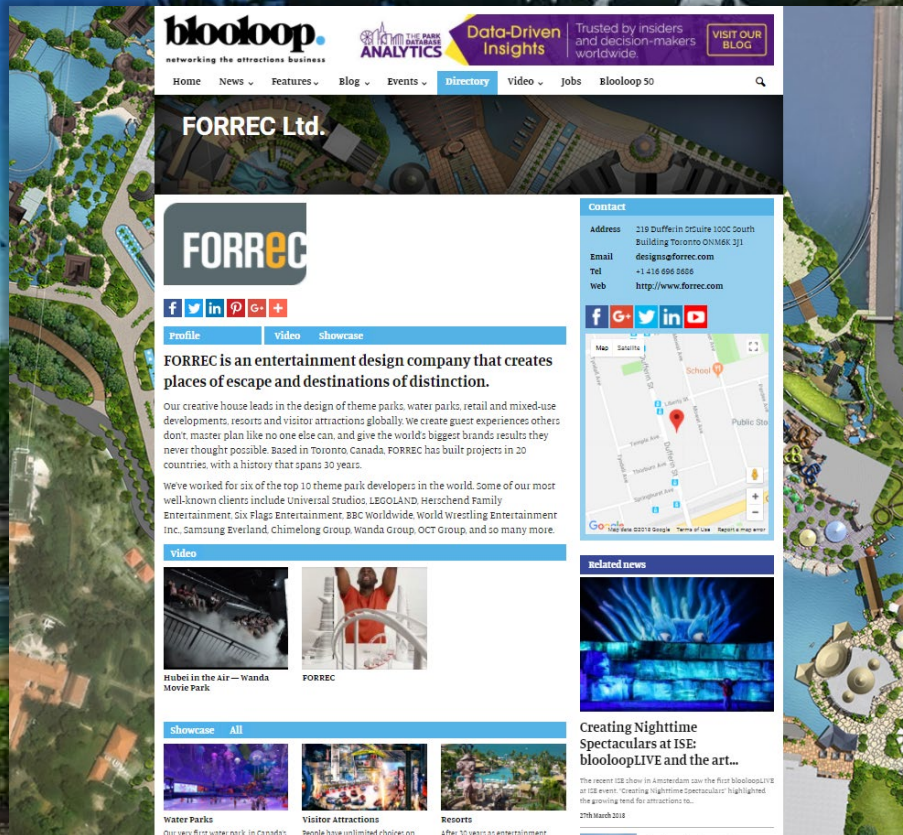
Your own mini website on
blooloop.com, boosted with our
powerful online presence ...

- Profile & contact information
- Videos & downloads
- Social Media
- Image Galleries
- Discount on jobs board
- Linked to your recent News and Features
- Client management tool to upload and manage your own content.

"Blooloop is the best online source for this industry. The news and features are superb and the whole site's worldwide scope is invaluable to us."

Image: Forrec

Peter van BilsenSr., Global Executive VP of Sales and Marketing, Vekoma Rides Manufacturing BV



The screenshot displays the blooloop.com website interface. At the top, the blooloop logo is accompanied by the tagline "networking the attractions business". Navigation links include Home, News, Features, Blog, Events, directory (highlighted), Video, Jobs, and Blooploop 50. A purple banner on the right promotes "Data-Driven Insights" and "Trusted by insiders and decision-makers worldwide", with a "VISIT OUR BLOG" button.

The main content area features the "FORREC Ltd." profile. It includes a large image of a theme park map, a "FORREC" logo, and social media icons for Facebook, Twitter, LinkedIn, and Google+. The profile text describes Forrec as an entertainment design company based in Toronto, Canada, with a 30-year history. It lists major clients such as Universal Studios, LEGOLAND, and Six Flags. A "Video" section shows a clip of a roller coaster. A "Showcase" section highlights "Water Parks", "Visitor Attractions", and "Resorts".

On the right side, a "Contact" section provides the address (319 Dufferin St., Suite 1000, South Building, Toronto, ON M6K 2J1), email (design@forrec.com), phone (+1 416 696 8866), and website (http://www.forrec.com). Below this is a Google Map showing the location. A "Related news" section features an article titled "Creating Nighttime Spectaculars at ISE: blooloopLIVE and the art..." dated 27th March 2018.

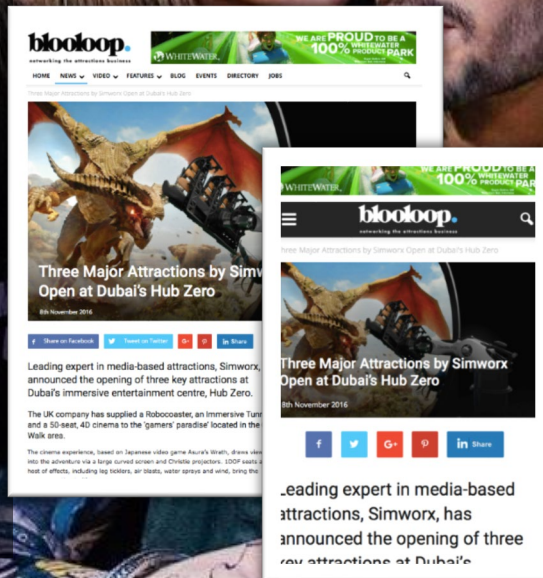
Content

Create, Optimise, Promote

We take your news and optimise it for the web.

- promoted via our newsletters and social media
- mobile and tablet responsive
- listed in Google News
- linked back to your site and your directory listing
- news is listed in our app

No copywriter on your team? We can advise and help you to create engaging news stories for the web



"Blooloop has been our best and most consistent source for generating international visits to our website."

Mike Konzen, Principal PGAV Destinations

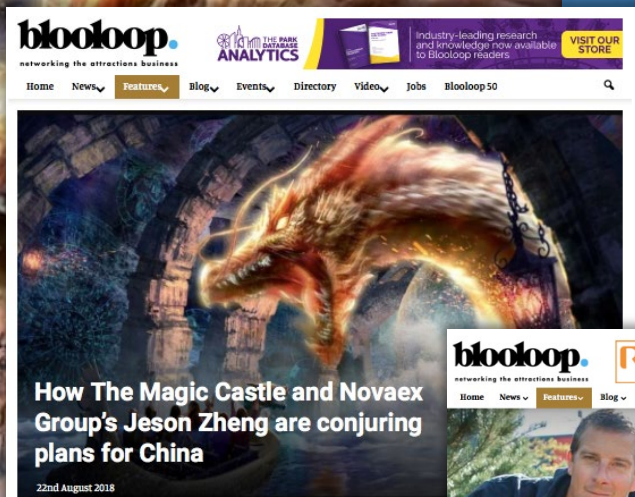
Image: Seeper

Feature Articles

Bespoke Content Creation

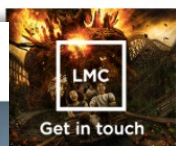
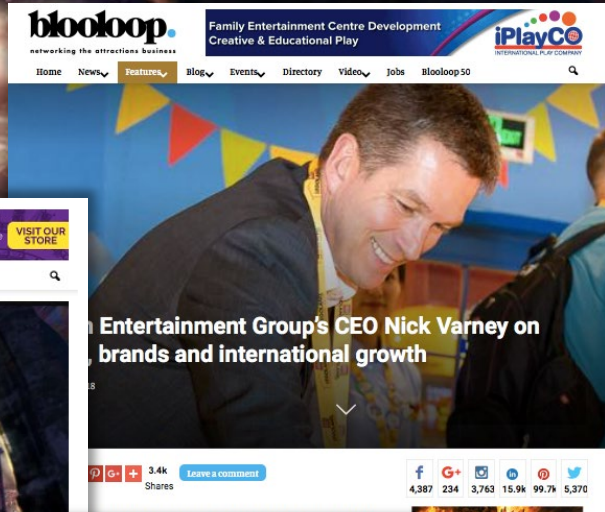
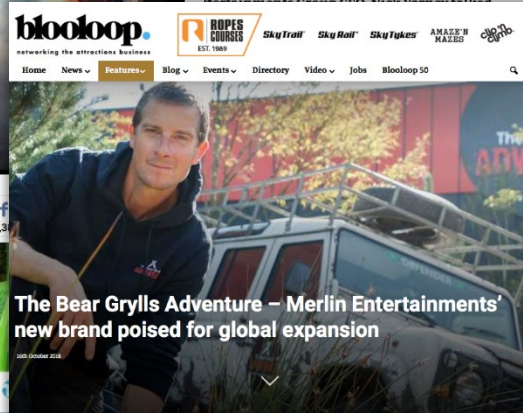
Our experienced team of in-house writers can create bespoke feature length articles to support your marketing strategy.

Highly engaging, in-depth and shareable unique content.



Jeson Zheng's fledgling Novaex Group plans to develop multiple themed entertainment projects across China. Marketed under the Magic Castle brand, they will fuse immersive technology with theatrical illusion and storytelling.

After finding his earlier theme park projects used by Chinese real estate developers to secure cheap land, but never actually get built, Zheng hit upon a magical idea: do it yourself.



Launch Package

*Add **ROCKET FUEL** to
your marketing!*

Looking to introduce your brand or
product to the market?

Supercharge your online marketing with
a bespoke launch package.

We will work with you to create targeted
online content and advertising to
maximise the impact of your message.



Social Media

Expertise & Reach

All content on Blooloop is promoted via our powerful social media channels



6,800 followers



97,300 followers



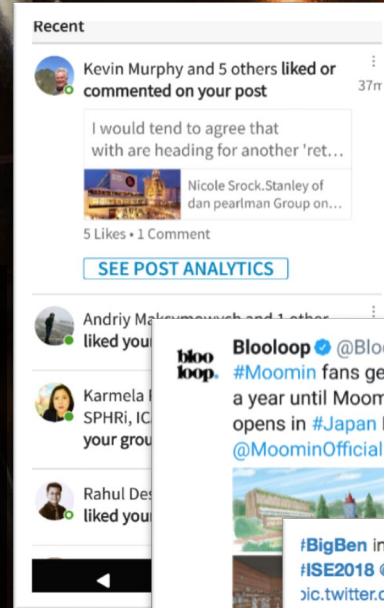
7,000 followers



16,800 members



5,700 likes



"Blooloop has helped us increase traffic to our website and social media pages. They are well respected and well known within the industry and are a pleasure to work with."

Gemma Fabian, Marketing Manager Electrosonic



Newsletter

Our daily newsletter goes out to 7,500 (and growing) industry readers.

Your news is included on the mailshot.

Our newsletter is read by investors, developers, operators and key industry leaders worldwide.

“Blooloop is invaluable in keeping me connected with the Industry no matter where I am in the world. It’s breadth of impartial coverage – across all genres – really helps me keep up to date.”

Sarah Gibbon, Vice President, Executive Producer at Universal Creative

blooloop. DAILY

Attractions news
Wednesday, 03 Oct 2018

EXPERIENCE
THE TECHNOLOGY



The Companies of Nassal: specialist scenic fabricator Nassal announces global rebrand



Using VR to uncover the Secrets of the Empire: Continuum Attractions' Kevin Smith on working with The VOID



Virtuix launches Omniverse ESPORTS competitive VR gaming platform



Michelangelo art to come to life with high-tech 'artainment'

Advertising Options

Additional Exposure

We have a wide variety of advertising positions available.

The flexible Spot and Header ads can be linked to the Homepage or Sectors or just one page or keyword.

The Double Spot is available on news and feature articles.

All ads are mobile responsive.

The screenshot displays the Bloolooop website interface. At the top, there's a red header with the 'bloolooop' logo and the tagline 'networking the attractions business'. Navigation links include Home, News, Features, Blog, Events, Directory, Video, Jobs, and Bloolooop 50. A search bar is also present. Below the header, a 'LATEST NEWS' section features an article about 'Ferrari World Abu Dhabi named "Best Theme Park" by MENALAC'. The main content area shows a large image of a theme park at night with the text 'revolution – why leisure is the future destinations'. To the right, there's a sidebar with a 'Spot ad rotating down through right column' and a 'Double Spot 360°600' advertisement. The bottom of the page includes a 'short read' section with a featured article about 'The Rec Rooms entertainment centre coming to Winnipeg'.

“Without a doubt, Bloolooop is the best online news source for the attractions industry. If you want to know what's going on in the world of attractions, you simply have to read Bloolooop.”

Shawn McCoy, Vice President, JRA

Advertising

Added Focus

For when you really want to shout about it, we have the **Home Page Takeover** for a week.

We also have an eye-catching **Video** ad available on the home or sector pages.

If you would like to create a bespoke package please contact us.



The screenshot shows the Blooloop website homepage. A red line points from the text 'Home Page Takeover' to the 'Home' link in the navigation bar. Another red line points from the text 'eye-catching Video ad' to a video player on the left side of the page. The main banner features the headline 'The Mobile Wallet Is Here' and 'Introducing the Next-Gen of Cashless for the FEC industry'. Below this is a 'DIRECTORY' section with categories like Brands, Museums, Play, Technology, Theme Parks, Water Parks, and Zoos and Aquariums. A 'Companies' section is also visible. The page is branded with 'EMBED FUELLING FUN' and 'IAAPA EXPO' logos.

Image: IdeAttack

"It's the themed entertainment industry's Bloomberg"

John Hogg, Senior Production Designer Universal Creative

SEO Review and Digital Strategy Report



How is your **own** website performing? Our in-house experts can perform a comprehensive digital strategy and SEO review.

We will deliver an in-depth report with a detailed technical analysis of your website and SEO performance.

In addition we provide a strategic roadmap showing how to optimise your SEO and content to help drive more traffic and sales.

Events

Our blooloopLIVE conference in the UK, supported by PwC, features industry leaders discussing key trends, and great networking opportunities.

Save the date: 5th December
blooloopLIVE in London.

We have our party at IAAPA in Orlando - an invitation only event attended by over 600 industry professionals.

High profile sponsorship opportunities are available. Please ask for details.

We have the annual attractionTECH conference at ISE on February 14th 2020 and InfoComm sessions in June 2020.



"The attractions industry leaders meet at blooloopLIVE events."

Guy Nelson, President Dynamic Attractions

Events packages

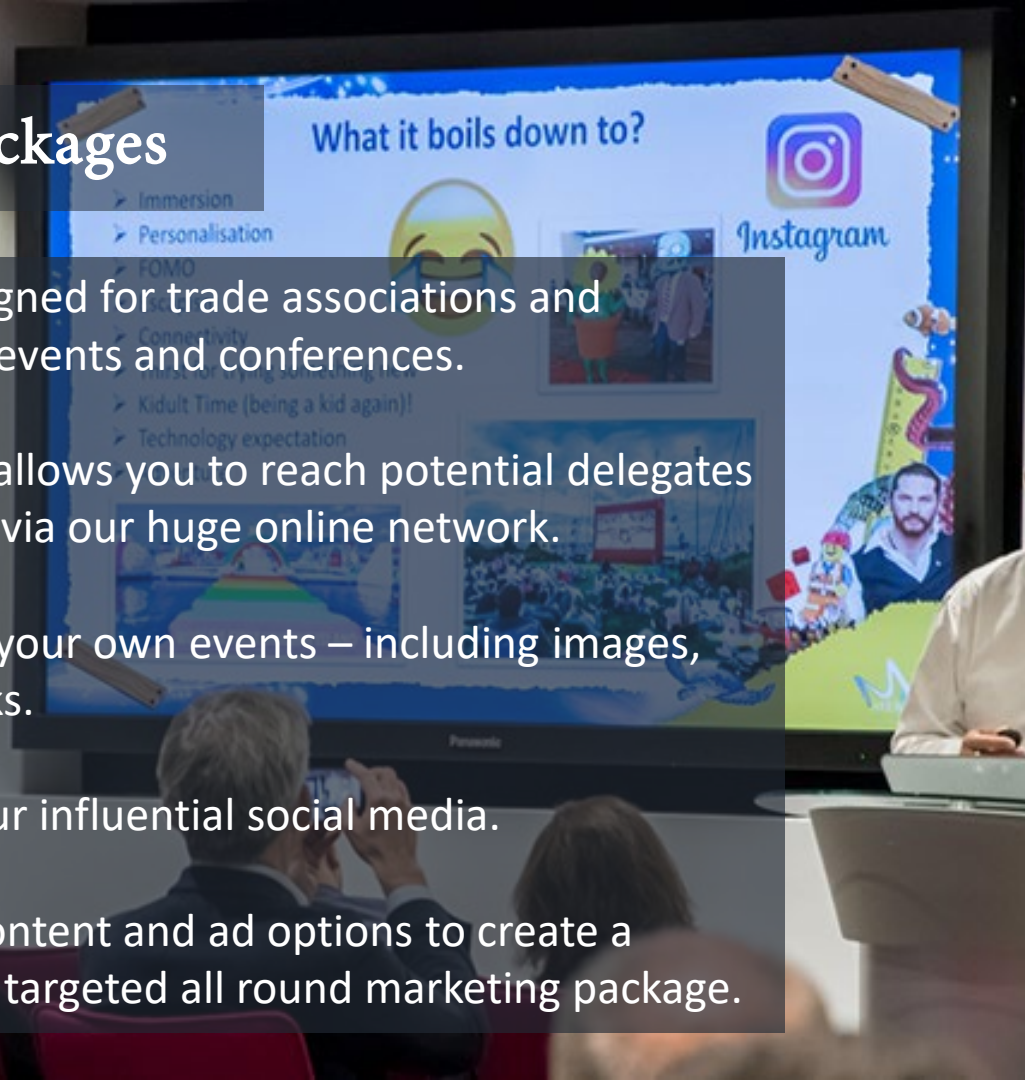
Specially designed for trade associations and organisers of events and conferences.

This package allows you to reach potential delegates and sponsors via our huge online network.

Add and edit your own events – including images, video and links.

Boosted by our influential social media.

Add on our content and ad options to create a powerful and targeted all round marketing package.



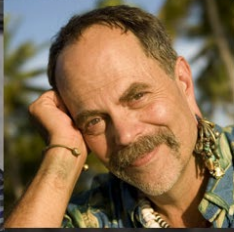
Blooloop 50



Jenefer Brown

Jenefer Brown leads a team focused on turning some of Lionsgate's strongest IP into themed entertainment and location based experiences around the globe. Soon these...

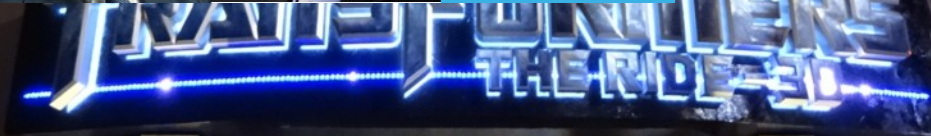
EVP and Head of Live,
Interactive and Location
Based Entertainment
Lionsgate



Our first Blooloop 50 Theme Park Influencers List 2018 was hugely impactful.

The 2019 Influencers list has just been released.

Sponsorship will be available for 2020.



Jobs Board

Check out our jobs board.

Attract the industry's best talent with jobs listed on our homepage and promoted over our social networks

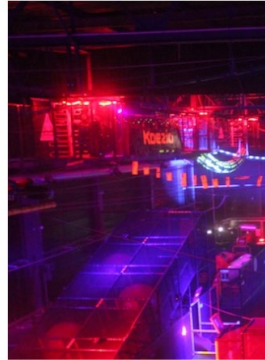
Posted 31 October, 2018

Concept, Design, Gameplay Project Manager

KOEZIO
LIVE ADVENTURE GAMES®

koezio

Lille, France Full Time



KOEZIO is an International Group owned by B&B, creating indoor urban amusement parks inspired by the parks, and the 5th is under construction to open in 2020. We are currently preparing the design and launch of future parks **people each year per park and have 10 year**

Our employees have a common connection which makes you move, something to remember, something to share.

Posted 23 October, 2018

Art Director

SCRUFFY DOG GROUP
DESIGN
CREATE
DELIVER

Scruffy Dog Group

London, UK Full Time



Job Type: 6 months - full-time

Scruffy Dog Group is looking for an Art Director to join its innovative Design studio in Bow, East London.

The candidate must have a comprehensive knowledge of design, strong management skills and experience in film, television and digital media.

The successful candidate will be responsible for overseeing 2D and 3D designers in numerous

ECA|Blooloop Attractions Landscape 2.0

COMING SOON

We are proud to work with



ELECTROSONIC



“Being part of the Blooloop community is vital to engaging with the world of visitor attractions.”

Ngaio Harding-Hill, Head of Attractions & Live Experiences, Aardman Animations

What people say about us

“Blooloop is the attraction industry's cool, independent, digital, global communicator about what's new, relevant and fun!”

Jim Pattison Jr., President Ripley Entertainment Inc

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Shawn McCoy, Vice President, JRA

What people say about us

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Peter van BilsenSr., Global Executive VP of Sales and Marketing, Vekoma Rides Manufacturing BV

“It's the themed entertainment industry's Bloomberg.”

John Hogg, Senior Production Designer Universal Creative

“Blooloop is great resource for current news and trends in our industry. In addition, I really value their feature stories that go more in-depth with organizations highlighting their efforts in a wide variety of topics including; guest engagement, entertainment, education and conservation.”

Jennifer Flowers, Director, Phoenix Zoo

“Emerging trends and insights are on Blooloop's website. Blooloop is extraordinarily responsive to our needs. We're big fans!”

Guy Nelson, President, Dynamic Attractions

“Being part of the Blooloop community is vital to engaging with the world of visitor attractions.”

Ngaio Harding-Hill, Head of Attractions & Live Experiences, Aardman Animations

“Blooloop is invaluable in keeping me connected with the Industry no matter where I am in the world. It's breadth of impartial coverage – across all genres – really helps me keep up to date.”

Sarah Gibbon, Vice President, Executive Producer, Universal Creative

Rate Card - Content

Content Marketing

Our gold standard content marketing package includes your directory listing on Blooloo together with news optimisation, promotion and 4 jobs on the jobs board:

£2,500 for 12 months – up to 4 news items

£3,500 for 12 months – up to 12 news items

£4,500 for 12 months – up to 30 news items ← **Best Value**

Feature Articles

Up to 2,000 words of unique relevant content optimised and promoted on Blooloo and social media. Includes PDF and right to reproduce:

£2,950

Launch Package

Feature article as above plus header ad banner at top, and double spot at top right side of feature. Highly visible showcase on homepage window for one week. Appears on daily newsletter for one week.

£3,950

Events Package

Editable Blooloo events calendar, boosted by our social media.

1 event £500, up to 4 £1,000, up to 20 £2,500.

SEO Review and Digital Strategy Report

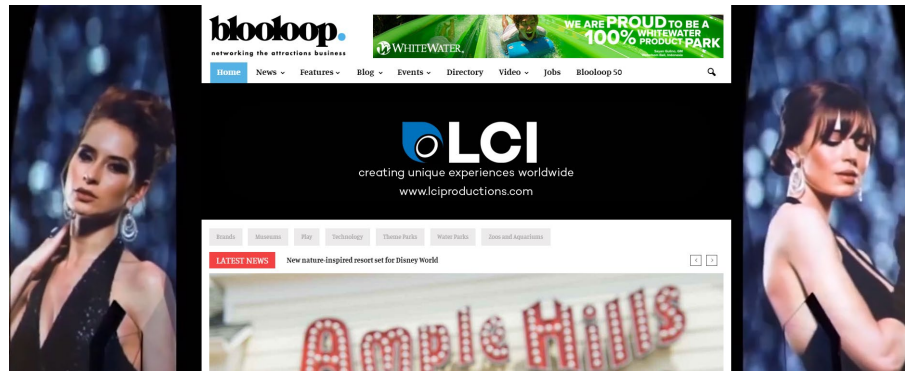
In-depth report on how to increase your website performance.

£3,500

Rate Card - Ads

Homepage takeovers

For when you have something you really want to shout about ... Blooloo can now offer homepage takeover ads for a week. Website background can be an image or video.



w/c	£/week	w/c	£/week	w/c	£/week	w/c	£/week
18-Nov	SOLD	24-Feb	2,000	01-Jun	3,000	07-Sep	2,000
25-Nov	2,000	02-Mar	2,000	08-Jun	3,000	14-Sep	3,000
02-Dec	2,000	09-Mar	2,000	15-Jun	2,000	21-Sep	3,000
09-Dec	2,000	16-Mar	2,000	22-Jun	2,000	28-Sep	2,000
16-Dec	2,000	23-Mar	SOLD	29-Jun	2,000	05-Oct	2,000
23-Dec	1,000	30-Mar	2,000	06-Jul	2,000	12-Oct	2,000
30-Dec	1,000	6-Apr	2,000	13-Jul	2,000	19-Oct	2,000
06-Jan	2,000	13-Apr	2,000	20-Jul	2,000	26-Oct	2,000
13-Jan	SOLD	20-Apr	2,000	27-Jul	1,000	02-Nov	2,000
20-Jan	2,000	27-Apr	2,000	03-Aug	1,000	09-Nov	4,000
27-Jan	SOLD	04-May	2,000	10-Aug	1,000	16-Nov	4,000
03-Feb	2,000	11-May	2,000	17-Aug	1,000	23-Nov	2,000
10-Feb	2,000	18-May	2,000	24-Aug	1,000	30-Nov	2,000
17-Feb	2,000	25-May	2,000	31-Aug	2,000	07-Dec	2,000

Find out more:
Please contact
Ella at
ella.baskerville@blooloo.com

Rate Card- Ads

Header	Homepage – appears at top and repeated below on page	£6,500 pa
	Headers can also be booked on sectors and individual pages	£2,000 pa
	Size - 728*90	
Spot	Homepage – appears on right hand side	£4,500 pa
	Can also be booked on sectors and individual pages	£1,500 pa
	Size – 360*300	
Double Spot	Fixed top right on news or features	£4,000 pa
	Size - 360*600	
Video	Homepage – eye-catching large video ad on Homepage and also Features page.	£6,500 pa
	Available on Sector pages	£2,000 pa
	Size – 700*394, 10-15 secs	

Packages – We know that every client's needs are different.

Please contact ella.baskerville@blooloop.com to discuss bespoke packages.

FAQs

1) How often can I change my company profile content on Blooloop?

As often as you like. You'll have a login to get into the easy-to-use admin panel which you can access at any time. And whenever you change your content, your profile in our directory comes to the top of the listing. We have some top tips to help you to create a stunning profile.

2) I don't have a marketing department to create press releases. Can I still work with Blooloop?

Because all our content is original and optimised for the search engines, we don't need to have a perfectly polished press release from you. Whilst we don't offer a press release writing service, we can give you simple guidelines about what information we need from you to enable us to cover your news on Blooloop. Just send us the info whenever you have something to shout about, and our team of writers will do the rest.

3) Are you just UK focussed?

Although we are a UK registered company, the vast majority of our readers and clients are international and we cover attractions industry news from around the globe. For further details see page #3.

4) How do I make sure my content is optimised for SEO?

Don't worry about it. We are experts in creating content for the web and we optimise all our content to deliver the best results.

5) What about social media?

We've worked for years to build our social media network which complements the Blooloop website. Your news will be promoted across our channels, significantly boosting visibility. We also offer regular social media tips in our client newsletter to help you develop your own channels and expertise.

Any other questions? Contact Ella at ella.baskerville@blooloop.com