

EXPATICA MEDIA KIT

Building the ultimate one-stop shop for internationals – written by internationals, for internationals.

7M+

readers in 2025

26 yrs

of expertise

71/100

domain authority

Trusted since

2000

ABOUT US

WRITTEN BY
INTERNATIONALS,
FOR
INTERNATIONALS.

Expatica is an online global platform that offers resources and information to help with every aspect of settling into a new country — from finance and healthcare to housing, working and lifestyle.

We're thrilled to announce that **Wise has acquired Expatica.com**. We've long admired Expatica's commitment to the global expat community, and we believe our shared values make this the perfect step forward for both of us.

At Wise, our mission has always been to make international life easier. By bringing Expatica into the Wise family, we're building on that shared purpose. Our goal is to honour the incredible legacy of the site while transforming it into the ultimate one-stop shop for expats everywhere. We're committed to investing in Expatica to ensure it remains your most trusted resource for news, guidance, and community, no matter where in the world you choose to live.

A high-income, highly-educated audience of internationals actively making decisions about money, health, housing and life abroad.

€87k

Average income
high purchasing power

28-37

Median age
career-building years

AUDIENCE INSIGHTS

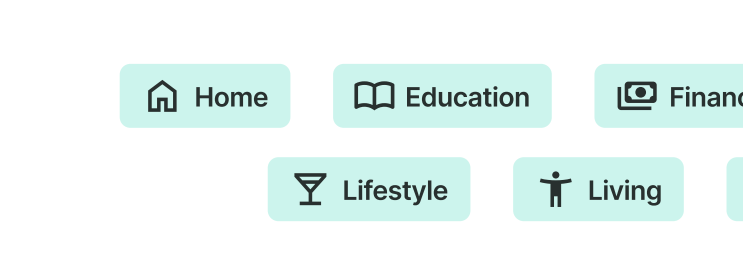
7 MILLION+
READERS
CHOOSE
EXPATICA.

AUDIENCE DEMOGRAPHICS

A TRULY GLOBAL
AUDIENCE.

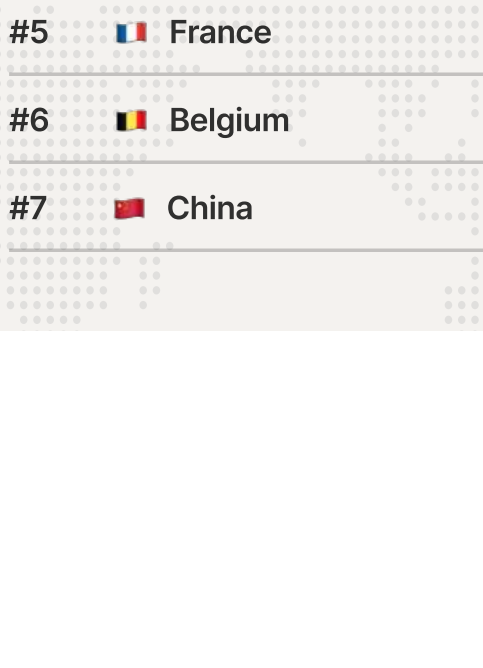
AUDIENCE BY REGION

North Star for Europe & Americas.



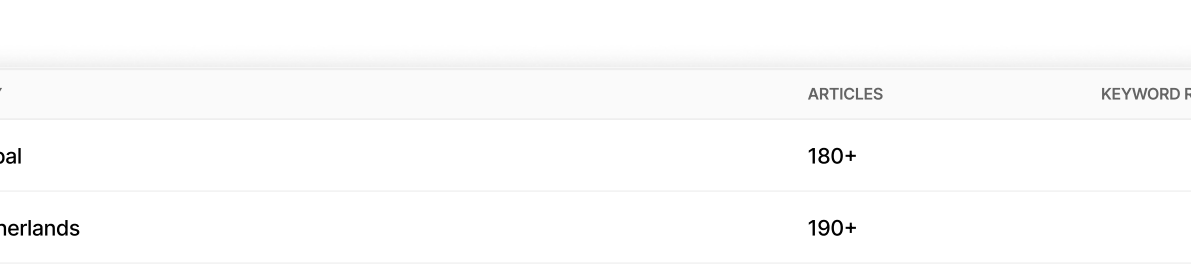
TOP REPRESENTED COUNTRIES

Seven markets, one trusted voice.



VERTICALS ACROSS ALL LOCALES

TOPICS EXPATS
CARE ABOUT.



LOCALE COVERAGE

21 LOCALES.
ONE PLATFORM.

Editorial coverage and keyword authority across every major expat destination.

COUNTRY	ARTICLES	KEYWORD RANKINGS
Global	180+	300+
Netherlands	190+	3,250+
France	180+	3,300+
Switzerland	160+	2,100+
Spain	150+	3,650+
Germany	150+	2,400+
Belgium	140+	1,800+
Portugal (ENG & PT)	140+	1,500+
United Kingdom	130+	2,400+
Italy	120+	1,800+
Austria	110+	930+
Luxembourg	90+	760+
Qatar, United Arab Emirates, Saudi Arabia, South Africa	280+	3,400+
Australia, Japan, Singapore, Thailand, Malaysia	300+	2,600+
USA (ENG, PT, ZH), Canada	90+	500+



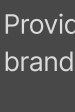
High-Authority Trust

24+ years of expertise – a trusted source AI crawlers treat as elite.



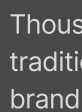
Direct AIO Integration

Place your brand inside the high-ranking content Google & ChatGPT cite in AI Overviews and conversational responses.



Entity Validation

Provides entity corroboration which verifies your brand as a leading provider.



SEO Dominance

Thousands of top-tier keyword rankings across brand and automated search place your brand at the forefront of both traditional search and automated discovery.

PARTNERSHIP PRICING

BUILT FOR EVERY
LEVEL OF AMBITION.

From a permanent listing to a full multi-channel brand engine – choose the placement that fits your campaign.

EDITORIAL

Contextual Links

Inheritance tax advice in the Netherlands

Whether you're a new arrival or you've called the Netherlands home for a few years, getting to grips with the Dutch inheritance tax system can be fairly complicated.

However, thankfully there are a number of expat-friendly tax advisors in the Netherlands. These can help with a number of issues related to inheritance tax, offering advice and information in English or other languages. Expat-friendly tax advisors in the Netherlands include:

- HBK
- Suurmond Tax Consultants

The website [Business.groot.nl](#) provides a list of several Dutch organizations that can provide information for freelancers and self-employed professionals. You can find a list of tax advisors in Amsterdam in our directory.

CASE BY CASE

from £350/12 mo £200/6 mo

✓

Embed your brand into high-ranking editorial content for natural, high-trust click-throughs.

✓

All paid contextual links are clearly designated as sponsored placements rather than organic editorial links.

EDITORIAL

Sponsored Boxouts

People buying property in the Netherlands need you have spending around 1.7% of the purchase price. A good way to ensure you can do this is to pay for a good mortgage.

What we want

We are an expert in helping you to find the best mortgage for your needs. We have a team of experts who can help you to find the best mortgage for your needs. We have a team of experts who can help you to find the best mortgage for your needs.

Business investments in the Netherlands

The Netherlands is a great place to do business. It has a strong economy and a high standard of living. It is a great place to do business. It has a strong economy and a high standard of living. It is a great place to do business. It has a strong economy and a high standard of living.

CASE BY CASE

from £750/12 mo £500/6 mo

✓

Boxouts grab immediate attention and drive conversions inside long-form content.

HIGH-IMPACT

Spotlight Placements

HEALTHCARE

Get crucial insights into the Dutch healthcare system: health insurance, emergencies, and access to medical services.

International Health Insurance

Book a demo now to find out more

ARTICLE POP-UPS

from £850/12 mo £200/6 mo

HOMEPAGE TAKEOVER

from £5,000/mo

✓

Pop-ups capture 100% of reader attention with timed overlays at peak engagement.

✓

Takeovers dominate the site's most valuable real estate for massive traffic spikes.

DIRECTORY

Directory Listings

Allianz @Care

Allianz is a world leader in providing international health insurance. Their range of professional, professional, professionally designed solutions for a variety of expatriates. So, whenever your life takes you, make sure you have the right health protection for you and your family with Allianz Care.

Visit website

cigna

Cigna Global is a world leader in providing premium international health insurance. Their globally designed expert-friendly policies offer access to a worldwide network of over 1 million healthcare specialists and providers. So, whenever you're moving to Belgium or before, you'll get the right health cover for you.

Visit website

STANDARD

£299/12 mo

PREMIUM

£499/12 mo

✓

Permanent brand profile and a direct CTA-link to capture active shoppers.

✓

Premium unlocks priority top-of-page ranking, enhanced media, and a 'Verified' badge.

FLAGSHIP PACKAGE

Branded Content Suite

CUSTOM PACKAGE

from £7,500/mo

Our most comprehensive 360° marketing engine – custom-built around your campaign goals.

✓

Multi-channel: homepage pop-ups, custom video series, dedicated branded articles.

✓

Amplified reach with social media reposts across every Expatica platform.

✓

Deep storytelling that builds long-term brand association and AI citation signals.

⌚

Placement prices are quoted on a case by case basis, taking into account traffic levels, user intent, SERP rankings and AIO inclusions (As observed by Expatica/Wise). Speak to the team for further information.

TRUSTED PARTNERS

IN GOOD COMPANY.

Brands that trust Expatica to reach internationals around the world.

TRUSTED PARTNERS

LET'S BUILD
SOMETHING
TOGETHER.

Reach out directly – we'll tailor a partnership that fits your goals and audience.

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