

EXPAT IN THE CITY

connected informed inspired

Promote your Business

Unleash the international potential of your local business! We have a network of more than 10.000 expats in Munich.

Online Marketing services

- **Website**
 - Expat service directory
 - Your Event promotion
 - Advertorial
- **Webinars**
- **Sponsored content and blogs**
- **Expat in the City Newsletter**
- **Social Media marketing**



Offline Marketing services

- **Expert talk**
- **Promotional event**
- **Turnkey event**
- **Expat in the City Fair**



Consultancy

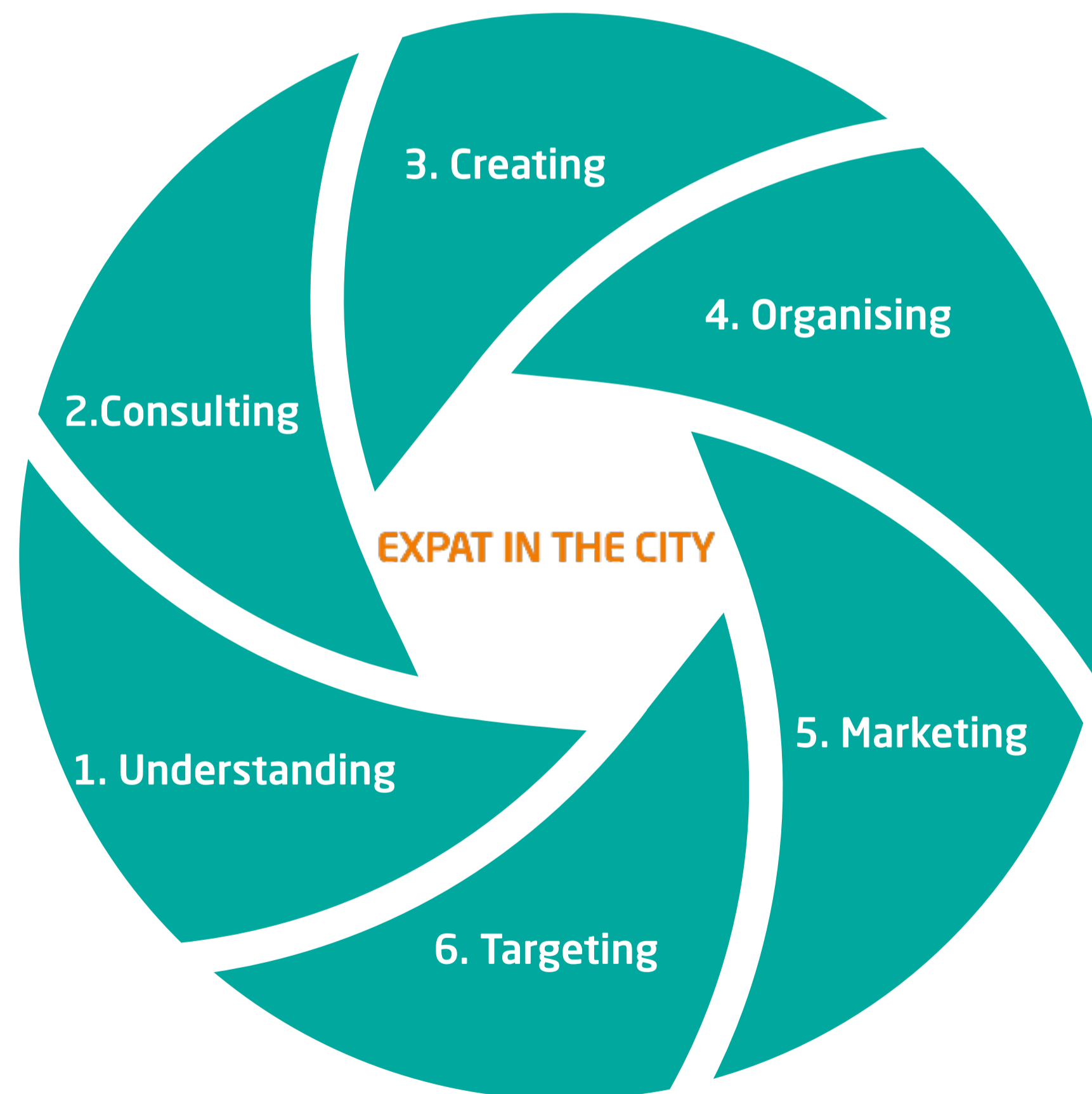
About Expat in the city

Expat in the City is an English-language platform and agency dedicated to connect local businesses and services with internationals living in Munich.

In addition to showcasing Munich's businesses and their services for expats in the context of the annual Expat in the City Fair, our portfolio includes promotional and marketing services to help local and international businesses reach out to the expat community in Munich: anytime, anywhere.



Local Business



Expats

Why advertise with us



10 years of experience with expats

+10.000 international professionals

+300 Institutional and business partners

More than 200 events



More than 500K clicks on our website

+10.000 followers on social media

+2000 Newsletter subscribers

Highly engaging content



3 International expats fair editions

8364 International visitors

256 Exhibitors

100 workshops and expert talks

About our Expats

Education

82% holds a degree

Occupation

Professional, self employed,
looking for new opportunities

Location

80% are living in Bavaria

Residence

66% are living in Germany
since less than 5 years



Age

18-24: 7%	45-55: 10%
25-34: 42%	55-64: 4%
35-44: 35%	65+: 2%

Gender

Approx 60% Female,
40 %Male

Socio economic

Approx A, B, C

Nationalities

A network of + 90 nationalities. Top 10:

- United States of America
- United Kingdom
- India
- Italy
- Spain
- France
- Canada
- Russia
- China
- Others

Civil status

Approx 35%: family with
children
Others: Married, single,
in a relationship

* March 2019 numbers