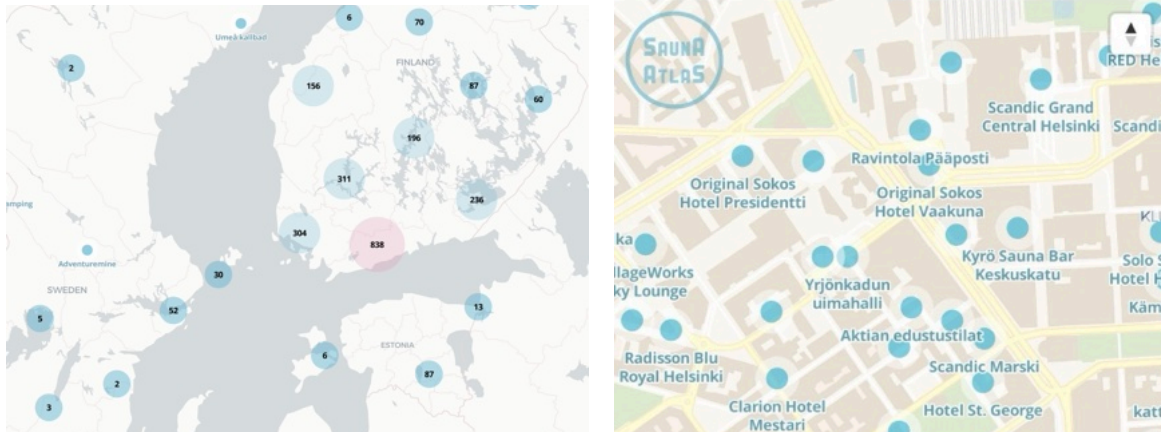


SaunaAtlas Media Kit 2026



OVERVIEW

SaunaAtlas is a global platform for discovering all kinds of saunas, built for travelers, wellness enthusiasts, and sauna culture audiences.

Launched in February 2025, SaunaAtlas has rapidly grown into **the most comprehensive curated sauna dataset**, with strong visibility through search and long-term content discovery. The platform is continuously evolving, with upcoming features including sauna rentals, ticket sales, and enhanced visibility options for partners. The platform is developed entirely in-house using custom, high-performance technology. The user interface is designed with a mobile-first approach.

WHAT WE DO

We document and present sauna destinations through:

- High-quality photography (architecture, interiors, experience)
- Aerial photo and video captured with a high-end drone
- First-hand experience and documentation of sauna visits
- Structured, searchable listings with long-term visibility
- Feedback and suggestions for improving the sauna experience based on our visits

Our focus is on authentic, experience-driven storytelling, not just visual presentation.



PLATFORM REACH

SaunaAtlas.com

- 4000+ sauna locations
- 9000+ individual saunas
- 32 000+ photos
- 4000–5000 monthly users
- 25 000 monthly page views
- ~50% of traffic via Google search

Top countries app.saunaatlas.com

- Finland 54%
- UK 11%
- Singapore 10%
- Sweden 7%
- USA 6%



Pereensaaren Private

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🌐 www.pereensaarenprivate.fi

📷 @pereensaarenprivate

🔑 tilausvuoroja

🕒 yleisiä vuoroja

🌊 uiminen luonnonvesissä

🚗 autolla saavutettava

🚶 jalkaisin saavutettava

🚌 julkinen liikenne



p.saunaatlas.com



Saunat



Savusauna Viikinkisauna

savusauna

tilausvuoroja

👤 20 🌿



Laivasauna

jatkuvalämmitteinen

tilausvuoroja

👤 15 🌿



Puumajasauna

jatkuvalämmitteinen

tilausvuoroja

👤 4 🌿



Selkäsauna

jatkuvalämmitteinen

tilausvuoroja

👤 4 🌡️ 100°C 🌿



Maisemasauna

jatkuvalämmitteinen

tilausvuoroja

👤 10 🌿



Pellettisauna



p.saunaatlas.com



SOCIAL MEDIA

Instagram, @saunaatlascom

- 2100+ followers
- 96 000 views (past 90 days)
- 9 100+ accounts reached

Top countries

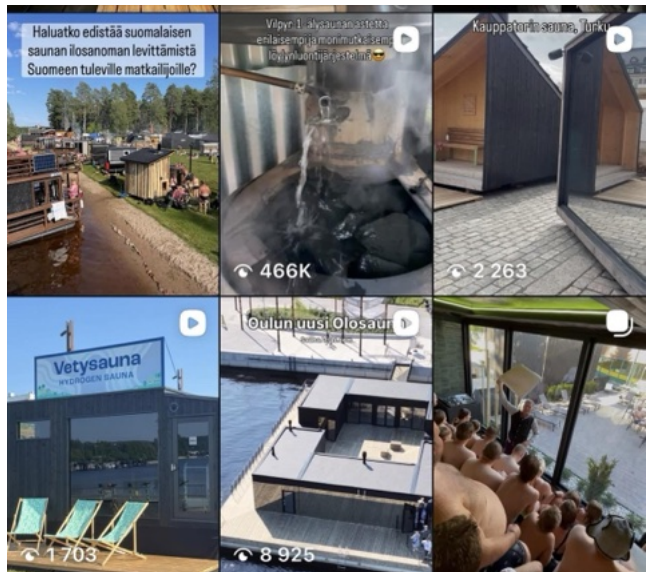
- Finland: 66%
- UK: 5%
- USA: 3%
- Sweden: 3%

Age distribution

- 25–54: 80%

Gender

- 48% men / 52% women

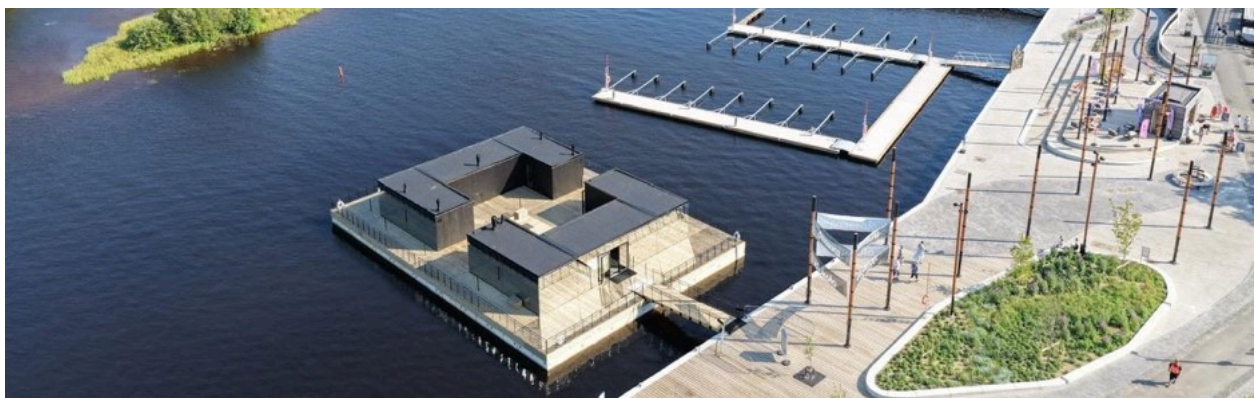


EXPERIENCE & CREDIBILITY

- 200+ collaborations with sauna operators, hotels, spas, and cultural venues
- All collaboration locations personally experienced and documented
- 1000+ public saunas personally experienced and documented
- Co-organizer of Talvisaunakarnevaali (mobile sauna winter festival, Ikaalinen Spa & Resort, Finland)
- Additional exposure via @saunasankarit (3300+ followers)

VALUE FOR PARTNERS

- High-quality visual content (photo + aerial)
- Authentic, experience-based presentation
- Long-term visibility via search and platform discovery
- Targeted exposure to sauna and wellness travelers



CONTACTS

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