

WELTREIZE MEDIKIT



BLOG STATISTICS

The blog exists since 10.2015
blog posts: 270
comments: 1000

(monthly: April 2022)



visits: 64.000
unique visitors: 45.000
organic: 90 %

DEMOGRAPHY

female: 46 % & 54 % male
language: German

84 % readers from Germany,
Austria and Switzerland.

Our readers are interested in:
- travelling & travel destinations
- city trips
- computer & electronics

age
18-24 = 27.5 %
25-34 = 33.5 %
35-44 = 15.5 %
45-54 = 12.5 %
55+ = 11 %



SOCIAL MEDIA

-  2100 followers
-  6000 followers
-  2230 Follower
-  36.000 views/month (new)

CONTACT DETAILS

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ABOUT WELTREIZE

We are Claudia and Dominik and have been writing about our small and big adventures since our one-year trip around the world. Our motto: The world begins on our own doorstep. We were a couple for a long time and are now good friends. The blog is in German.

WE LOVE TO TRAVEL

In 2015 we made our big dream come true: a one-year world trip through 20 countries across 4 continents, for which we also launched Weltreize.com.

We know: Our time is precious. What counts is the unique experience. For that, we are happy to dig deeper into our pockets. Because we have learnt that no one thinks about money afterwards.

We choose our destinations carefully. We like microadventures and like to take our time to discover places individually. On our active adventure and city trips, we love to try new things and leave the comfort zone with a little fear in our backs.

WHO READS WELTREIZE?

Our audience is just like us: in the middle of life, working hard. While their time is precious, their travel budget is solid. They prefer travelling in a self-determined manner and are looking for special experiences - they are willing to pay for it and to invest in high-quality gear. The weltreize community likes adventurous travels, being in nature - close to rare animals - they are diving, trekking, but they also like road or city trips once in a while.



MOST READ ON WELTREIZE

- The most beautiful places in [Alsace](#): 10 irresistible tips
- The [Wendland](#): 6 insider tips for active recreation
- 25 tips for a charming city trip to [Schwerin](#)
- Germany's most beautiful cycle tour: [Elbe Cycle Route](#)
- [Einbeck's street art](#): 7 beautiful places

WELTREIZE MEDIAKIT



**FOUNDING
MEMBER!**

REISEBLOGGER HAMBURG

With the network Reiseblogger Hamburg – travel bloggers Hamburg – we make it easier for destinations and companies to find Northern German micro influencers. We are eight high-quality travel blogs from the metropolitan area of Hamburg. Our network aims at creating added value through synergy effects for our cooperation partners.

PREVIOUS COOPERATIONS (SELECTION)



- Destination Canada
- Austria Advertising
- Atout France
- About Cities
- Hamburg Marketing

OUR TRADEMARK FORMAT: A PERFECT DAY IN ...

In the article format "A perfect day in" we give tips for city trips. The idea is to make the most of a day in a city. In the meantime, the format has become our trademark: There are already 85 perfect days on Weltreize, and more are added every month...



WAYS TO COOPERATE WITH US

- Tailored individual trips (preferred)
- Press trips or group blogger trips
- Special events
- Sponsored posts
- Reviews of accommodation, tours, activities, airlines, gear and other travel products
- Photos and videos
- (Radio-) interviews and speeches
- Social media coverage
- Affiliate links
- (Banner) ads



All cooperations will be lawfully marked as advertisements.
Links are done as no follow links.

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INTERESTED?



Just send an email to kontakt@weltreize.com or give us a call +49-177-833 53 45.