

WELTREIZE MEDIKIT



BLOG STATISTICS

The blog exists since 10.2015
blog posts: 275
comments: 1100

(monthly: best month 2022)



visits: 74.000
unique visitors: 51.000
organic: 91 %

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

2200 followers
 6000 followers
 2270 Follower
 36.000 views/month (new)

CONTACT DETAILS

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ABOUT WELTREIZE

Hey! My name is Claudia and I have been writing about my small and big adventures since my one-year trip around the world. My motto: The world begins on your doorstep.

MY HEART BEATS FOR TRAVELLING

In 2015, I fulfilled a big dream with my then-boyfriend: a one-year world trip through 20 countries across 4 continents, for which we also launched Weltreize.com.

Since then, I know even more: our time is limited. What counts is the unique experience. For that, I'm happy to dig deeper into my pocket. Because I've learned that no one thinks about money afterwards.

I choose my travel destinations carefully. I like microadventures and take my time to discover places individually. On my active adventure and city trips, I love to try new things and leave the comfort zone with a little bit of fear in my neck.

WHO READS WELTREIZE?

The audience is just like me: 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 like diving, trekking, but they also road or city trips if they fit.



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 six 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

TRADEMARK FORMAT: A PERFECT DAY IN ...

In the article format "A perfect day in" I give tips for city trips. The idea is to make the most of a day in a place. In the meantime, the format has become Weltreize's trademark: There are already 90 perfect days on the blog, 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 me a call +49-177-833 53 45.