



## Media Kit: Blog "Travel on Toast"

<b>URL</b>	<a href="http://www.travelontoast.de">www.travelontoast.de</a>
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<b>About me</b>	After my one year world trip I founded Travel on Toast in 2012. It's now <b>one of the top 10 travel blogs in German language</b> . I used to be a journalist, a PR manager and a blogger relations manager. Now I work self employed as a full-time travel blogger with a high reach. <b>I'm only interested in paid cooperations.</b>
<b>Topics</b>	On my blog I write about <b>city trips, beach vacations, road trips, dog friendly holidays, winter holidays and food</b> – in Germany, Europe and at long-haul destinations. Topics are beautiful destinations, flights, great hotels, restaurants and cafes as well as unforgettable experiences. Everything affordable for working persons.
<b>Readers</b>	69 % are 25 - 54 years old, 71 % women, 84 % from German speaking countries
<b>No. of articles</b>	568 articles so far, with 5497 comments
<b>Readers</b>	<b>up to 130000 unique visitors per month</b> (Google Analytics)
<b>Social Media</b>	<b>more than 75000 fans and followers</b> via all social media channels
<b>Instagram</b>	30100 followers
<b>Facebook</b>	12000 fans
<b>Pinterest</b>	20600 followers
<b>Twitter</b>	12600 followers
<b>Ranking</b>	Top 10 travel blog in German language according to the „travel blog of the year“ awards 2016, 2017 and 2018 by Touristik Medien
<b>In the media</b>	e. g. Geo, Zeit, FAZ, Rheinische Post, Suedkurier, Maxi, Jolie, RTL, WDR tv and radio
<b>Cooperations</b>	advertorials: sponsored blog posts with social media shares, Instagram campaigns, paid blogger trips: posts on blog and social media, long-term cooperations and content creation