



Media Kit: Blog "Travel on Toast"

URL	www.travelontoast.de
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About me	After my one year world trip I founded Travel on Toast in 2012. It's now one of the top 10 travel blogs in German language . 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. I'm only interested in paid cooperations.
Topics	On my blog I write about couple holidays, dog friendly holidays, city trips, beach vacations, road trips, winter holidays and food (vegetarian and vegan as well as sugar free) – 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.
Readers	70 % are 25 - 54 years old, 69 % women, 87 % from German speaking countries
No. of articles	582 articles so far, with 5595 comments
Readers	up to 140000 unique visitors per month (Google Analytics), more than 250000 page impressions per month
Social Media	more than 75000 fans and followers via all social media channels
Instagram	30000 followers
Facebook	12000 fans
Pinterest	21100 followers
Twitter	12500 followers
Ranking	Top 10 travel blog in German language according to the „travel blog of the year“ awards 2016, 2017 and 2018 by Touristik Medien
In the media	e. g. Geo, Zeit, FAZ, Rheinische Post, Suedkurier, Maxi, Jolie, RTL, WDR tv and radio
Cooperations	advertorials: sponsored blog posts with social media shares, paid blogger trips: posts on blog and social media, Instagram campaigns, long-term cooperations and content creation