



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, road trips, beach holidays, winter holidays and food (vegetarian and vegan) – in Germany, Europe and at long-haul destinations. Topics are beautiful destinations, mode of transport, great hotels, restaurants and cafes as well as unforgettable experiences. Everything affordable for working persons.
Readers	70 % are 25 - 54 years old, 70 % women, 86 % from German speaking countries
No. of articles	600 articles so far, with 5725 comments
Readers	up to 140000 unique visitors per month (Google Analytics)
Social Media	more than 77000 followers via all social media channels
Instagram	29400 followers
Facebook	12100 fans
Pinterest	23300 followers
Twitter	12300 followers
Ranking	Top 10 travel blog in German language according to the blog ranking of „Unaufschiebbar“ and the „travel blog of the year“ awards 2019 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, blog articles for destination and company blogs