



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 city trips, road trips, dog friendly holidays and vegan travel – in Germany, Europe and at long-haul destinations.
Readers	70 % are 25 - 54 years old, 69 % women, 86 % from German speaking countries
No. of articles	569 articles so far, with 4622 comments
Readers	up to 140000 unique visitors per month (Google Analytics)
Social Media	more than 65000 followers via all social media channels
Instagram	29200 followers
Facebook	12000 fans
Pinterest	24500 followers
Ranking	Top 10 travel blog in German language according to the blog ranking of „Unaufschiebbar“ and the „travel blog of the year“ awards 2020 by Touristik Medien
In the media	e. g. Geo, Zeit, Rheinische Post, Suedkurier, Maxi, Jolie, RTL, WDR tv and radio
Cooperations	paid blogger trips, sponsored blog posts, paid links, Instagram campaigns, social media take over, long-term partnerships, content creation for destination and company blogs, travel or product pictures