



## 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 <b>full-time travel blogger</b> with a high reach. I'm available for <b>paid cooperations</b> .
<b>Topics</b>	On my blog I write about <b>city trips, road trips, dog friendly holidays and vegan travel</b> – in Germany, Europe and at long-haul destinations. Additionally I post <b>vegan recipes</b> .
<b>Readers</b>	70 % are 25 - 54 years old, 69 % women, 86 % from German speaking countries
<b>No. of articles</b>	584 articles so far, with 4740 comments
<b>Readers</b>	<b>up to 140000 unique visitors per month</b> (Google Analytics)
<b>Social Media</b>	<b>more than 65000 followers</b> via all social media channels
<b>Instagram</b>	28900 followers
<b>Facebook</b>	12000 fans
<b>Pinterest</b>	24700 followers
<b>YouTube</b>	31 followers
<b>Tik Tok</b>	113 followers
<b>Ranking</b>	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
<b>In the media</b>	e. g. Geo, Zeit, Rheinische Post, Suedkurier, Maxi, Jolie, RTL, WDR tv and radio
<b>Cooperations</b>	sponsored blog posts, paid blogger trips, social media campaigns, content creation for destination or company blogs, travel or product pictures, blog consultancy, social media consultancy, blogger relations