



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 and food blogger with a high reach. I'm available for paid cooperations .
Topics	On my blog I write about short trips, city trips, road trips, dog friendly holidays and vegan travel – in Germany, Europe and at long-haul destinations. Additionally I post vegan recipes from around the world.
Readers	70 % are 25 - 54 years old, 69 % women, 86 % from German speaking countries
No. of articles	since 2012 in total 599 articles, with 4.803 comments
Readers	up to 140000 unique visitors per month (Google Analytics) - number varies in Corona times
Social Media	around 66000 followers via all social media channels
Instagram	28300 followers
Facebook	11800 fans
Pinterest	25600 followers
YouTube	45 followers
Tik Tok	145 followers
Ranking	Top 10 travel blog in German language according to 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	sponsored blog posts, paid blogger trips, social media campaigns, content creation for destination or company blogs, travel or product pictures, blogger relations, social media consultancy